

# The Impact of Antecedents on Loyalty and Online Purchase Intention of Luxury Brands among Female Students

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## ABSTRACT

In response to the increasing demand for luxury brands in recent years, managers and brand owners have concentrated on formulating and implementing strategies that meet the expectations of consumers. Literature in this field highlights that over the past few decades, the luxury brand sector has undergone remarkable transformations, evolving into a vital component of the global economy. These developments have introduced new objectives and policies for the international trade of luxury goods while simultaneously intensifying competition. Against this backdrop, the present study investigated how specific antecedents influence loyalty and online purchase intentions of luxury brands among women. Employing a descriptive–correlational design, the research study targeted a population of 1,707 female students at the Faculty of Humanities, University of Mohagheh Ardabili, in 2024. Based on Cochran’s formula and convenience sampling, 145 students were selected to complete the research questionnaire. Data analysis was performed using SPSS and SmartPLS, applying the Partial Least Squares (PLS) technique. The findings revealed that consistency of brand concept, brand personality, and congruence of self-image—three central antecedents—exert a direct and significant impact on women’s loyalty to luxury brands and their intentions to purchase them online. These outcomes underscored the critical role of psychological and symbolic brand dimensions in fostering the customer loyalty and stimulating the online buying motivation.

## KEYWORDS

Luxury brand, antecedents, online purchase intention, brand loyalty.

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## Introduction

The global volume of luxury brand transactions has grown to impressive levels. The increasing tendency of consumers to purchase luxury brands, combined with the presence of affluent groups in Iran—despite sanctions, economic constraints, rising exchange rates, and demographic factors—has positioned the country as an attractive and expanding market for luxury goods (Karimi Alavijeh & Zarrinfarrd, 2020). Meanwhile, the expansion of international luxury market shifts in consumer preferences, the rise of new technologies, and emerging industry trends have accelerated the development of this sector, easing the market entry and heightening the competition (Shahniaei et al., 2020).

In recent years, luxury businesses have demonstrated substantial growth and resilience (Royo-Vela & Sanchez, 2022), a trend reinforced by the increasing integration of information and communication technologies into the luxury market (Lai et al., 2025). For example, the online sales channel for luxury brands expanded by 22% in 2019 and has continued to retain its market share (D'Arpizio et al., 2020). Luxury goods have traditionally been linked to prestige, wealth, and social status, satisfying non-essential yet aspirational needs (Karimi Alavijeh & Zarrinfarrd, 2020). Because of their exclusivity and uniqueness, luxury brands demand tailored marketing and brand management strategies (Vilki et al., 2021). Symbolic consumption of luxury products has been rising globally, showing notable growth across many countries (Schultz & Jain, 2018). Similarly, Iran's luxury market has expanded in recent years, with consumers increasingly purchasing high-prestige items (Shahniaei et al., 2020).

When consumers interact with a brand, they develop familiarity and comfort, strengthening their likelihood of repeated use. As such, brands function as powerful motivational drivers in consumer decision-making (Savadekohi Mahforoiki et al., 2020). Accordingly, online purchase intention represents a critical dimension of consumer attitudes and serves as a predictor of actual online shopping behaviors (Cheng & Lin, 2022). Numerous scholars argued that in today's competitive and complex business environment, the success of luxury brands relies on cultivating long-term customer relationships while promoting and advertising these products effectively (Shimul & Phau, 2018). Thus, examining the determinants of the online luxury brand consumption and purchase behavior has become essential for marketers in an era characterized by increasing demand for luxury goods and services (Bagheri & Dadashi, 2020).

Scholars estimated that the global market of personal luxury goods reached \$281 billion in 2019, reflecting a 4% increase over 2018, with the number of luxury consumers projected to grow from 390 million in 2019 to 450 million by 2025 (Nasari et al., 2025). Such extensive developments highlighted the maturity of the luxury industry. Bain & Company similarly reported in 2018 a 5% increase in luxury goods compared to the prior year, estimating the global market value at \$1.2 trillion (Dehdashti Shahrokh et al., 2021).

Brand extension has emerged as one of the most significant developments, generating

wide-ranging business activities in global trade. Firms adopt this strategy to reach wealthy consumers who previously depended on a limited number of brands (Xu, 2024). Through diversification, these firms have broadened their portfolios with more profitable product lines (Chen et al., 2025). However, brand diversification requires careful management, since inconsistencies can undermine the brand image (Henderson et al., 2025). Luxury consumers often seek products they perceive as symbolically powerful, aligning with their self-image and creating brand–self congruence. Most online purchase decisions are strongly influenced by such self-perceptions. Moreover, globalization, international travel, and the Internet enable the free flow of ideas and information, shaping consumer behavior by disseminating new styles and establishing global norms of luxury consumption (Mohajer & Piri, 2021).

Consumers familiar with the parent luxury brands are already aware of their core attributes, and any deviation can alter their perceptions—especially in relation to brand extensions (Park & Ahn, 2025), online purchase motivations and exclusivity (Cheng et al., 2024), visibility (Vicari & Ditchfield, 2025), and scarcity (Hamilton & Shaheen Hosany, 2023), which often justify premium pricing. As a result, traditional consumers may show reduced willingness to purchase the luxury goods online (Johanson Eniola, 2025), or the brand image may deteriorate (Phau et al., 2021).

In this context, cheaper versions of luxury products that fail to align with exclusivity and brand positioning risk damaging the overall brand concept (Eren-Erdogmus et al., 2018). Price-driven brand extensions may broaden access but simultaneously erode exclusivity and perceived value (Shukla & Rosendo-Rios, 2025). Consequently, entering new consumer segments can distort perceptions of the parent brand's value (Margariti et al., 2019), weaken perceived fit between the parent brand and its extensions, harm brand associations over time, and diminish online purchase intentions (Pourazad et al., 2019).

Although research has predominantly focused on non-luxury brands (Shu, 2025), empirical studies focusing on luxury brands remain limited (Saputri et al., 2024), with relatively few addressing premium luxury brands directly (Royo-Vela & Sanchez, 2022). Furthermore, the adverse consequences of downward brand extensions through price reductions have received little scholarly attention (He et al., 2024). To bridge this gap, the present study contributes to the relevant literature by examining how downward price-based brand extensions influence perceptions of parent luxury brands. Specifically, it explores how such extensions affect brand concept consistency, brand personality, and self-image congruence, and how these antecedents in turn shape the online purchase intention and brand loyalty. Thus, the purpose of this paper is to assess the impact of these antecedents on loyalty and online purchase intention of luxury brands among women.

### **Theoretical Framework**

Symbolic luxury consumption has expanded globally, with noticeable growth across numerous countries. In line with this trend, Iran's luxury market has also developed in recent years, as increasing numbers of consumers purchase high-prestige products

(Shahniaei et al., 2020). The consumption of luxury brands has therefore become a subject of great interest among marketing researchers. Nevertheless, there remains limited understanding of how to optimize this market and effectively manage customer expectations. Within this context, the growing influx of luxury brands, together with reduced sales caused by economic downturns, has introduced new challenges for luxury producers (Meyghani et al., 2020).

Luxury is often associated with conspicuous consumption and the lifestyles of higher social strata (Bagheri & Dadashi, 2020). Luxury items are symbols of status, highly desired but attainable only by a minority of consumers in online contexts (Kauppinen-Räsänen et al., 2018). Purchasing luxury products online is not necessarily driven by functional needs (Dhaliwal et al., 2025); rather, it is connected to the consumers' symbolic attributes, which may generate responses such as elevated self-esteem, social recognition, or the fulfillment of emotional and relational needs (Zeng & Kim, 2025). Consequently, brand and brand image represent central factors in online purchasing decisions for luxury goods (Widjaja, 2025), as consumers often strengthen their self-concept by purchasing luxury brands online (Ranakoti & Joshi, 2025).

To maintain exclusivity, luxury brands must deliver distinctive benefits unavailable elsewhere. When consumers identify these unique attributes, they perceive such products as extraordinary (Luo et al., 2025). At the same time, consumers both endorse and purchase these brands (Suardana, 2025). Prior studies revealed that when a brand's personality or image aligns with a consumer's self-concept, it exerts a positive influence on attitudes, online purchase motivation, and loyalty (Gorbaniuk et al., 2025). Loyalty emerges from favorable attitudes regarding a brand, product, or company. Thus, the brand concept and personality play a crucial role in shaping the consumer attitudes and fostering loyalty (Royo-Vela & Sanchez, 2022). Brands with consistent messaging and well-defined personalities are more likely to build loyalty, encouraging higher spending and repetitive purchasing with positive word of mouth (Hasman, 2025).

Self-image congruence exerts a direct positive effect on brand loyalty (AlQahtani, 2025). A consumer's self-concept is reinforced through the brand's personality and symbolic associations, attracting the individuals to the brand because of the perceived value it delivers in usage or online purchases (Naheen & Elsharnouby, 2024). The personality and associations of luxury brands—linked with premium prices, refinement, exclusivity, and social prestige—often necessitate inclusion in specific social groups (Castillo et al., 2024). This raises the question of whether such favorable perceptions and evaluations can be sustained when luxury brands introduce downward extensions into lower-priced segments (Park & Ahn, 2025).

### **Consistency of the Concept of Brand**

Research on branding is fundamental for shaping effective strategies. By analyzing the current brand position and comparing it with the desired one, firms can outline development paths (Dehdashti, 2019). The concept of a brand is a central dimension that helps establish distinctiveness in consumers' minds (Vo et al., 2025). It represents

the brand's essence, formed through symbols and associations (Suheri et al., 2025). A brand's concept is a unique, abstract meaning that endures when supported by integrated marketing activities, ensuring consistency across product lines (Jusuf, 2024).

In this way, it generates similar associations between consumers and the parent brand, which can shape attitudes of line extensions (Bańbuła, 2024). Luxury products which function as social markers, offer exclusive attributes that reinforce differentiation and justify higher pricing (Lee et al., 2024). As a result, the consistency of the concept of brand significantly influences how consumers evaluate extensions (Chavadi et al., 2023). Yet, when luxury brands adopt mass-marketing strategies by introducing lower-priced extensions, exclusivity may weaken. This can compromise conceptual consistency, modify product features, alter consumer evaluations, and reshape perceptions of the parent brand. If the core brand identity does not align with its extension, consumers may perceive inconsistency, which reduces purchase intention and loyalty in online settings (Royo-Vela & Sanchez, 2022).

### **Brand Personality**

Brand personality is created when human attributes are linked to the brands, a strategy commonly applied by marketers to build favorable consumer perceptions (Khosravi et al., 2021). Effective communication efforts allow companies to develop a recognizable personality that resonates with target audiences. This connection is stronger when the brand reflects the consumer's self-concept. Acting as a bridge, brand personality ties the brand concept and brand image to the individual's self-identity. Much like human personality, it communicates through identifiable traits. Consumers compare these traits with their own; when alignment is evident, the brand becomes a symbolic extension of the self, enhancing its perceived value. Thus, the attractiveness of luxury brands in online purchases often stems from the personality traits they convey (Crener-Ricard & Phan, 2018).

The brand value, in this framework, reflects the ability of brands to embed symbolic associations into consumers' identities, making the brand part of who they are. This occurs through consumption and repeated use of brands with strong, consistent personalities. However, when luxury labels pursue downward price-based extensions, the original concepts of brand and image may shift. This change can alter the brand personality traits and reduce their alignment with consumer self-concepts (Royo-Vela & Sanchez, 2022).

### **The Congruence of Self-Image**

Brand image refers to the consumers' perceptions, incorporating symbolic associations, attributes, and characteristics that define a brand's position in the market. It is a subjective construct, shaped by marketing strategies and influenced by consumers' individual characteristics and backgrounds (Mohit et al., 2025). When the brand image aligns with the consumer's self-concept, this creates the congruence of self-image

(Rahma et al., 2025). Based on this alignment, consumers tend to prefer brands that reflect their values and express their identities (Gorbaniuk et al., 2025).

Individuals evaluate whether a brand image reinforces their self-identity (Ayoubi et al., 2024). They are more likely to choose the brands whose images align with their own (Wiweko & Ferdinand, 2025). Conversely, when downward price-based extensions occur, brand image may weaken, diminishing alignment with the consumers' self-concepts and reducing loyalty. Essentially, luxury buyers gravitate about high-prestige brands when the brand image mirrors their self-identity, as this allows them to showcase that identity through ownership and display (Royo-Vela & Sanchez, 2022).

## Literature Review

Widjaja (2025) highlighted that brand image is central in shaping trust and purchase intentions in online contexts, with product quality mediating the perception of value.

Chen et al. (2025) argued that organizational performance improvements rely on dynamic capabilities such as learning and innovation.

Castillo et al. (2024) showed that CSR communication enhances the brand image and trust when it is aligned with consumer expectations and platform features.

Nourahmadi (2024) pointed out the role of recommender systems in improving online shopping experiences by aligning products and brands with consumer preferences. In markets defined by symbolic values like luxury goods, personalized recommendations strengthen the congruence of self-image and thereby stimulate purchase intentions.

Norouzi (2024) found that digital infrastructures and online library systems facilitate consumer interactions by distributing accessible and well-structured content. The quality of such systems indirectly influences user experience, shaping trust and ultimately online purchase intentions.

Akbari Emami and Najmi (2024) studied e-commerce adoption frameworks and identified three main categories—technical, behavioral, and identity-related factors—that jointly influence online purchase intentions.

Hamilton and Hosany (2023) demonstrated that scarcity increases perceived value and purchase intentions but, if poorly managed, diminishes trust and loyalty. Just as scarcity must be strategically managed, inconsistent brand concepts or personalities can erode the consumer trust.

Chavadi et al. (2023) reported that participation in brand communities enhances trust, equity, and loyalty. When consumers feel identity alignment, they are more inclined to engage with communities and remain loyal over time.

Quach et al. (2022) investigated the art infusion in eco-friendly luxury advertising and found that it helps bridge the perceived gap between sustainability and luxury. Their findings suggested new directions for luxury marketing strategies.

Ghosh and Bhattacharya (2022) studied Gen Z in India and identified multiple antecedents of luxury brand loyalty, including CSR, product features, brand attributes,

and social media engagement. While CSR had limited direct effects on trust, its combination with brand attachment was crucial in fostering loyalty. Trust mediated the link between attachment and loyalty, highlighting the layered mechanisms that support consumer commitment.

Riedmeier and Kreuzer (2022) identified four managerial roles—authoritarian guardian, intelligent guardian, agile facilitator, and connector supernova—in their study. Their contribution expands our understanding of how managers shape luxury brands strategically.

Boisvert and Ashill (2022) examined status signaling, credibility, and fit in luxury brand extensions. They reported that parent brand signaling, familiarity, and perceived quality influence credibility, while authenticity plays a decisive role in shaping the consumer attitudes. Their results also revealed cultural differences. For instance, French consumers exhibited stronger links between status signaling and credibility than American consumers, though perceived quality and familiarity had comparable effects across both groups.

Despite these contributions, research specifically addressing luxury brands remains limited. Few studies examined how antecedents such as brand concept consistency, brand personality, and the congruence of self-image influence consumer perceptions, loyalty, and online purchase intentions.

Shokri-Zadeh and Daryabaz (2021) analyzed the congruence of brand–consumer in luxury markets, highlighting factors such as brand love, affection, expectations, and image as important determinants. Their work broadened our understanding of alignment mechanisms in branding.

Porang et al. (2021) assessed the effect of brand equity on tourists' intentions in luxury tourism, with brand attitude and brand performance serving as mediators and moderators. Their findings demonstrated that the brand equity dimensions positively affected visit intention through attitudes, while performance moderated the relationship. This extended the brand equity theory to the tourism sector, emphasizing the contextual influence of brand performance.

### Conceptual Model of the Research

In this study, the focus is on examining how various antecedents influence loyalty and online purchase intention of luxury brands among women. The proposed conceptual framework is presented in Figure 1. Drawing from this model, seven research hypotheses were formulated as follows:

**Hypothesis 1:** The consistency of brand concept has a significant relationship with online purchase intention of luxury brands.

**Hypothesis 2:** The consistency of brand concept has a significant relationship with loyalty to luxury brands.

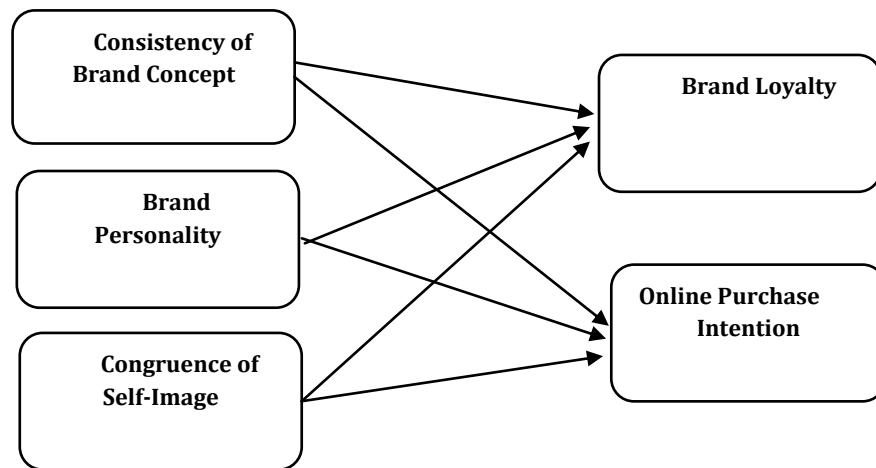
**Hypothesis 3:** Brand personality has a significant relationship with online purchase intention of luxury brands.

**Hypothesis 4:** Brand personality has a significant relationship with loyalty to luxury brands.

**Hypothesis 5:** The congruence of self-image has a significant relationship with online purchase intention of luxury brands.

**Hypothesis 6:** The congruence of self-image has a significant relationship with loyalty to luxury brands.

Figure 1.  
Conceptual Model of the Research



(Source: Researcher's Findings)

## Methodology

This research is applied in terms of its purpose and follows a descriptive–survey approach for data collection. The statistical population consisted of female students enrolled in the Faculty of Humanities at Mohaghegh Ardabili University. According to the official university records in 2024, the total population numbered 1,707 students. From this group, a sample of 145 students was determined using Cochran’s formula and selected through convenience sampling, after which they completed the research questionnaire.

For data collection, both library research and field methods were utilized. The study variables were assessed through a localized, researcher-designed electronic questionnaire. This instrument was adapted from the work of [Royo-Vela and Sanchez \(2022\)](#). To measure the constructs:

- **Consistency of Brand Concept:** 3 items
- **Brand Personality:** 3 items
- **Congruence of Self-Image:** 3 items
- **Brand Loyalty:** 11 items
- **Online Purchase Intention:** 7 items

All questionnaire items were rated using a five-point Likert scale.

To ensure validity, face validity was evaluated and confirmed based on the feedback from academic professors and field experts, while content validity was assessed through the judgments of 10 experienced specialists. Reliability was examined using Cronbach’s alpha coefficient, calculated via SPSS version 16. The resulting reliability indices are summarized in Table 1.

**Table 1.**  
**The Validity and Reliability of the Questionnaire**

Variable	Number of Items	CVR	Cronbach's Alpha
Consistency of Brand Concept	3	0.821	0.992
Brand Personality	3	0.819	0.898
Congruence of Self-Image	3	0.776	0.916
Brand Loyalty	11	0.854	0.921
Online Purchase Intention	7	0.832	0.881

(Source: Researcher's Findings)

The results showed that the content validity, as evaluated by 10 experts, exceeded 0.6, while Cronbach's alpha coefficients for all variables were above 0.7. These findings confirmed the reliability and validity of the measurement instrument. Data were gathered using a combination of library research and fieldwork. The primary instrument was a researcher-developed questionnaire adapted from previous studies. Following data collection, the data were analyzed using Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) method.

## Findings

The demographic distribution of the sample in this study was evaluated based on age, education level, and experience. The results are presented in Table 2.

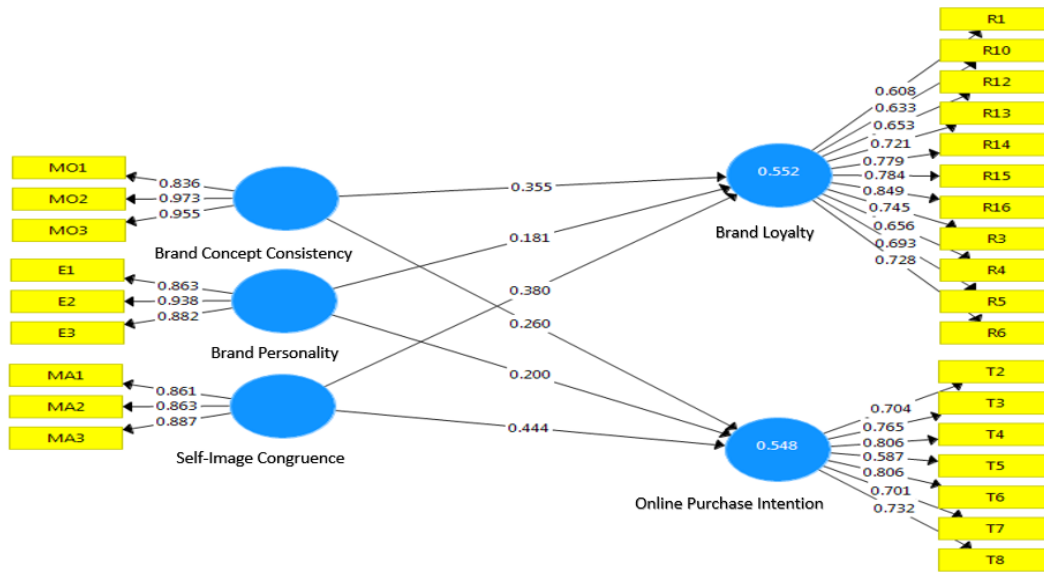
**Table 2.**  
**The Demographic Distribution of the Sample**

Variable	Range	Frequency	Percentage
<b>Age</b>	Under 30 years	37	25.0%
	31–35 years	55	37.9%
	35–40 years	28	19.3%
	Over 40 years	25	17.2%
<b>Education</b>	Diploma	27	18.6%
	Associate Degree	13	9.0%
	Bachelor's	57	39.3%
	Master's	46	31.7%
	Ph.D.	2	1.4%

(Source: Researcher's Findings)

Before evaluating the model fit, factor loadings for all items were assessed based on the path coefficients. The results indicated that all factor loadings exceeded 0.4, and none of them were eliminated. The structural model derived from the path coefficients is presented in the following figure.

**Figure 2.**  
The Path Coefficients and Factor Loadings of the Research Model



(Source: Researcher's Findings)

After confirming the adequacy of the factor loadings, the model fit was examined. The results are presented in Table 3.

**Table 3.**  
The Estimated Values of the Research Model

Variable	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	R <sup>2</sup>	Q <sup>2</sup>	Result
Brand Self-Image	0.861	0.840	0.904	0.758	-	-	-
	0.863						
	0.861						
Consistency of Brand Concept	0.836	0.914	0.945	0.853	-	-	-
	0.973						
	0.955						
Brand Personality	0.938	0.875	0.923	0.801	-	-	-
	0.882						
	0.863						
Online Purchase Intention	0.704	0.853	0.889	0.536	0.548	0.278	Strong
	0.765						
	0.806						
	0.587						
	0.806						
	0.701						
	0.732						
Brand Loyalty	0.608	0.904	0.920	0.514	0.552	0.271	Strong
	0.633						
	0.653						
	0.721						
	0.779						
	0.784						
	0.849						
	0.745						
0.656							
0.693							
0.728							

(Source: Researcher's Findings)

To assess the indices being measured and the validity of the model, indicators such as AVE, CR, and Cronbach's alpha were used. The results presented in Table 3 showed that all values exceeded the acceptable thresholds. Table 3 provides the results of the validity and reliability of the instrument.

In the present study, to evaluate the model fit, a structural model was used with two indices,  $R^2$  and  $Q^2$ .  $R^2$  is an indicator that connects the measurement model to the structural model and shows the effect of exogenous variables on endogenous variables. The higher the  $R^2$  for endogenous constructs, the better the model fit. Chin (1998) indicated that values of 0.18, 0.32, and 0.66 can be used as thresholds for weak, moderate, and strong  $R^2$ , respectively.  $Q^2$  is an indicator that examines the predictive relevance of the model. Henseler et al. (2009) suggested that values of 0.01, 0.16, and 0.36 indicate the predictive power of the model. Table 3 shows the  $R^2$  and  $Q^2$  values.

In this study, to evaluate the overall fit of the model, the Goodness of Fit (GOF) index was also used. The GOF in this study is 0.556, indicating a high model fit.

$$\text{GOF} = \sqrt{(\text{Communality}) \times (\text{R Square})}$$

$$\text{GOF} = \sqrt{0.503 \times 0.55} = 0.525$$

In addition to what has been mentioned, there are other suitable model fit indices, the number of which has been increasing in more recent studies. However, it should be noted that there is no universal consensus on a single optimal test. Usually, using three to five indices is sufficient to confirm a model (Schumacker & Lomax, 2010). Therefore, in addition to the indices used in this study, four other well-known and important indices were also employed, including RMSEA (Root Mean Square Error of Approximation), NFI (Normed Fit Index), GFI (Goodness of Fit Index), and RMR (Root Mean Square Residual).

#### **a) Root Mean Square Error of Approximation (RMSEA)**

Unlike many other fit indices that provide only point estimates, RMSEA can be calculated for different confidence intervals, allowing the researchers to determine whether the obtained value for the model significantly differs from 0.05—a commonly used cutoff point for distinguishing good and poor models. RMSEA, which essentially measures deviation per degree of freedom, is 0.05 or lower for well-fitting models. Values above 0.08 indicate a reasonable approximation error in the population, while models with RMSEA equal to or greater than 0.10 are considered poorly fitting. It is important to note that this index can be misleading when degrees of freedom are small and the sample size is not large.

#### **b) Normed Fit Index (NFI)**

This index was first introduced by Bentler and Bonett (1980). A key limitation of NFI is its insensitivity to the addition of parameters; the index value generally increases as more parameters are incorporated. The minimum acceptable threshold for NFI is 0.90, while values of 0.95 or higher indicate a good fit.

#### **c) Goodness of Fit Index (GFI)**

Conceptually, GFI is similar to a correlation coefficient. Both GFI and correlation

coefficients range from 0 to 1, although theoretically, they can assume negative values, which would indicate a definitively poor model fit. The closer the GFI is to 1, the better the model fits the observed data.

**d) Root Mean Square Residual (RMR)**

RMR is a fit index used to compare two different models using the same data. Its minimum value is zero, while the maximum depends on the covariances within the residual matrix and may be either small or large. Generally, a smaller RMR value in one model compared to another is considered indicative of a better model fit.

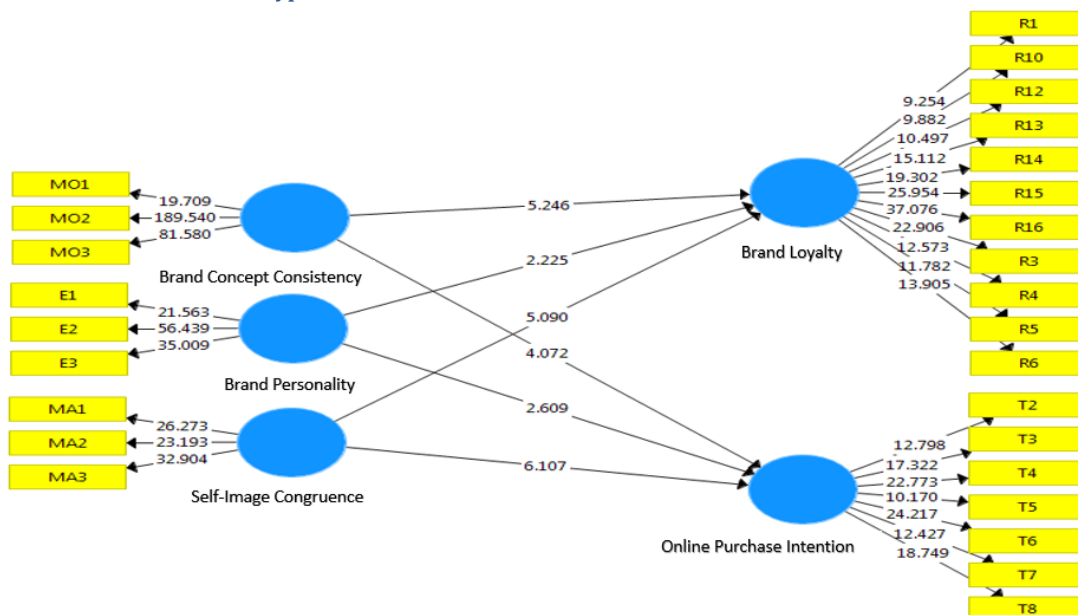
**Table 4.**  
**The Overall Fit Results (Fit Indices) of Simultaneous Relationships of Variables in the Structural Equation Model**

Statistical Index	Full Name	Value	Acceptable Range (Path Analysis)	Test Result
RMSEA	Root Mean Square Error of Approximation	0.012	RMSEA < 0.09	Model Confirmed
NFI	Normed Fit Index	0.968	NFI > 0.9	Model Confirmed
GFI	Goodness of Fit Index	0.947	GFI > 0.9	Model Confirmed
RMR	Root Mean Square Residual	0.035	RMR < 0.09	Model Confirmed

(Source: Researcher's Findings)

The research hypotheses were tested using the path coefficients and t-values.

**Figure 3.**  
**The Structural Model of Direct Hypotheses**



(Source: Researcher's Findings)

As shown in Figure 3, the significant effects of the consistency of brand concept, brand personality, and the congruence of self-image as antecedents influencing brand loyalty and online purchase intention for luxury brands among women were directly confirmed.

To test the significance of the hypotheses, two indicators were used: path coefficient and t-value. The t-value assesses the significance of the path coefficients. At a 95%

confidence level, if the t-value falls between  $\pm 1.96$ , the hypothesis is supported; otherwise, it is rejected (as indicated in Table 5). The results of the hypothesis tests, derived from the structural equation model output in Smart-PLS, are presented in Table 5.

**Table 5.**  
**The Results of the Inner Model Fit**

Structural Path	Path Coefficient	t-value	p-value	Significance ( $\alpha = 0.05$ )
Self-Image Congruence → Online Purchase Intention	0.444	6.107	0.000	Supported
Congruence of Self-Image → Brand Loyalty	0.380	5.090	0.000	Supported
Consistency of Brand Concept → Online Purchase Intention	0.260	4.072	0.000	Supported
Consistency of Brand Concept → Brand Loyalty	0.355	5.246	0.000	Supported
Brand Personality → Online Purchase Intention	0.200	2.609	0.009	Supported
Brand Personality → Brand Loyalty	0.181	2.225	0.027	Supported

(Source: Researcher's Findings)

As observed in Table 5, based on the t-statistics and p-values, all six proposed hypotheses were supported, confirming the significance of all the main paths in the model.

## Discussion and Conclusion

The results of this study revealed that three main variables— congruence of self-image, consistency of brand concept, and brand personality—exert a significant positive influence on both brand loyalty and online purchase intention for luxury brands among female students. While these findings are largely consistent with the existing empirical research, they also offer some unique insights.

Among the key findings, the congruence of self-image stood out as the most influential factor. When a consumer's self-perception aligns with the identity and attributes of a brand, the probability of online purchases and repeated engagement with that brand increases substantially. This outcome is in line with the work of Sirgy et al. (1997), Kressmann et al. (2006), and Royo-Vela and Sanchez (2022), all of which emphasized the critical role of identity congruence in fostering online purchase intention and long-term loyalty. In the context of young Iranian consumers, the study suggests that the selection of luxury brands is more strongly driven by identity and social considerations than by functional benefits.

With respect to the consistency of brand concept, the findings indicated that maintaining coherence in messaging and alignment in values and brand promises enhances consumer trust and fosters stable brand relationships. These results support the views of Keller (2013) and Aaker (1996), which highlighted the brand consistency as a crucial component of symbolic brand equity. Similarly, Chavadi et al. (2023) noted that disruptions in brand consistency can undermine the consumer trust. This study corroborates these perspectives and underscores the strategic importance of managing the brand concept in competitive and sensitive markets.

Regarding the brand personality, the study showed that the personality traits attributed to a brand—although slightly less influential than the congruence of self-image or the consistency of concept—still positively impact the brand loyalty and online purchase intention. These findings resonate with prior research by [Aaker \(1997\)](#), [Sung and Kim \(2010\)](#), and [Crener-Ricard and Phan \(2018\)](#), suggesting that traits such as sophistication, reliability, or boldness shape consumer attitudes and behaviors. Even within the context of female students in Iran, brands that convey distinctive personalities can become integral to consumers' personal and social identity.

Comparisons with more recent studies demonstrated a notable consistency in these effects:

- [Widjaja \(2025\)](#), in the domain of e-commerce, highlighted that brand image is a crucial determinant of consumer trust and willingness to purchase online. The current study extended this insight by demonstrating that the congruence of self-image with the brand exerts an even stronger influence on brand loyalty.
- [Hamilton and Hosany \(2023\)](#) pointed out that poorly managed product scarcity can undermine the consumer loyalty. In a similar vein, the present research indicated that inconsistencies in brand concept or brand personality may threaten the consumer trust.
- [Chen et al. \(2025\)](#) emphasized the significance of coherence and organizational capabilities in achieving strategic success through effective business portfolio management. This aligns with the current findings, which suggested that the consistency of brand concept functions as a critical competitive capability for sustaining the consumer engagement.
- Within the context of Corporate Social Responsibility (CSR) for luxury brands, [Castillo et al. \(2024\)](#) showed that content aligned with consumer values strengthens trust. Correspondingly, the present study identified the brand-self congruence as the most influential factor in fostering loyalty.
- [Chavadi et al. \(2023\)](#) demonstrated that active participation in brand communities on social media enhances loyalty. This resonates with the current findings, as brand personality and self-image congruence provided the psychological foundation necessary for sustaining such loyalty.

Therefore, the results of this study not only corresponded with international research but also underscored the pronounced importance of the congruence of self-image within the Iranian cultural context. This suggests that young Iranian consumers often select luxury brands as a means of expressing identity and signaling social status. From a managerial perspective, these findings provided actionable guidance for luxury brand managers:

- Developing identity congruence between the brand and consumers' self-concept is critical for attracting and retaining a loyal customer base.
- Maintaining consistency and stability in the brand concept should be a central principle of brand management to cultivate enduring trust.

- Crafting a brand personality that reflects the lifestyle and psychological values of target consumers facilitates social self-expression and strengthens emotional engagement.

Nevertheless, this study has some limitations. The use of convenience sampling and the focus on a specific population (female students) constrain the generalizability of the results. Additionally, the cross-sectional design precludes examination of long-term shifts in loyalty. Future research could incorporate longitudinal designs, include more diverse samples, and examine potential mediating factors such as brand trust, emotional attachment, or perceived enjoyment to achieve a more comprehensive understanding of the interplay between brand antecedents and consumer behavior.

In conclusion, this study, alongside the existing literature, highlights that the congruence of self-image, the consistency of brand concept, and brand personality are three essential determinants of loyalty and online purchase intention for luxury brands. Addressing these factors collectively not only promotes sustainable loyalty but also strengthens brand positioning in competitive markets, ensuring repeated online purchases and long-term consumer engagement.

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