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Does personality congruence explain luxury brand attachment? The results of an international research study[☆]

Raffaele Donvito^{a,*}, Gaetano Aiello^a, Laura Grazzini^b, Bruno Godey^c, Daniele Pederzoli^c, Klaus-Peter Wiedmann^d, Chris Halliburton^e, Priscilla Chan^f, Junji Tsuchiya^g, Irina Ivanovna Skorobogatykh^h, Hyunjoo Ohⁱ, Rahul Singh^j, Mike Ewing^k, Yuri Lee^l, Li Fei^m, Cindy Rong Chen^m, Noel Yee-Man Siuⁿ

^a University of Florence, Italy^b University of Eastern Piedmont, Italy^c NEOMA Business School, Rouen, France^d Leibniz University of Hannover, Germany^e ESCP Europe, London, United Kingdom^f Manchester Metropolitan University, United Kingdom^g Waseda University, Japan^h Plekhanov Russian University of Economics, Russiaⁱ University of Florida, USA^j Birla Institute of Management Technology, Greater Noida, India^k Deakin University, Australia^l Seoul National University, Republic of Korea^m Tsinghua University, Chinaⁿ Hong Kong Baptist University, Hong Kong Special Administrative Region

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ABSTRACT

There is a general lack of clarity regarding measurement of the self-brand congruity construct, which also calls for cross-national validation. Although previous evidence suggests a positive relationship between self-brand congruity and consumer brand associations (brand attachment), this relationship requires a deeper investigation. This study tests and validates a personality congruence scale in the luxury sector on an international level. Based on a survey of nearly 1500 international luxury customers, it also measures the effect of congruence on brand attachment. The findings confirm that the personality congruence structure is based on five dimensions: prestige, emotion, trust, anxiety, and order. The results highlight the personality congruence effect and its influence on brand attachment. Finally, similarities and differences across countries are detected in the personality congruence and brand attachment relationship. Theoretical and managerial implications are also discussed. This study contributes to the literature on brand personality congruence and its impact on brand attachment in the luxury context.

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* Corresponding author.

E-mail addresses: raffaele.donvito@unifi.it (R. Donvito), gaetano.aiello@unifi.it (G. Aiello), laura.grazzini@uniupo.it (L. Grazzini), bruno.godey@neoma-bs.fr (B. Godey), daniele.pederzoli@neoma-bs.fr (D. Pederzoli), wiedmann@m2.uni-hannover.de (K.-P. Wiedmann), challibu@escpeurope.eu (C. Halliburton), P.Chan@mmu.ac.uk (P. Chan), junji.tsuchiya@waseda.jp (J. Tsuchiya), hyunjoo.oh@warrington.ufl.edu (H. Oh), rahul.singh@bimtech.ac.in (R. Singh), michael.ewing@deakin.edu.au (M. Ewing), yulee3@snu.ac.kr (Y. Lee), lifei@sem.tsinghua.edu.cn (L. Fei), chenr@sem.tsinghua.edu.cn (C.R. Chen), nsiu@hkbu.edu.hk (N.Y.-M. Siu).

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