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A Study on the Role of Brand Image and Cognitive Attachment in Influencing Consumer Buying Behavior towards Luxury Brands

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***Abstract* – Luxury brands are distinguished not only by product quality and exclusivity but also by the symbolic meanings, emotional associations, prestige, and identity-related benefits attached to them. This study examines how brand image and cognitive attachment influence consumer buying behavior toward luxury brands. Drawing on the structure of the model paper, the study adopts a descriptive and quantitative research design and uses a structured questionnaire to examine consumers' perceptions of luxury-brand image, cognitive attachment, and buying behavior. A sample of 120 respondents is used for the empirical analysis. Descriptive statistics, percentage analysis, correlation, and regression techniques are proposed to assess relationships among the study variables. The study examines the extent to which a favorable brand image fosters positive evaluations and how cognitive attachment strengthens consumers' willingness to purchase luxury products. The proposed framework considers brand image as the principal explanatory variable, cognitive attachment as an important psychological mechanism, and consumer buying behavior as the outcome variable. The study is expected to provide useful implications for luxury-brand managers in developing distinctive brand meanings, maintaining prestige, and strengthening consumer relationships. It also contributes to understanding how rational brand evaluations and attachment-related perceptions jointly shape luxury consumption decisions.**

Keywords - **Luxury Brands, Brand Image, Cognitive Attachment, Consumer Buying Behaviour, Brand Perception, Consumer Behavior**

I. INTRODUCTION

Luxury brands occupy a distinctive position in the consumer market because their value extends beyond functional product benefits. Consumers often associate luxury products with prestige, exclusivity, social status, quality, self-expression and symbolic meaning. Consequently, purchasing decisions for luxury products may be influenced by both consumers' evaluations of the brand and the psychological attachment they develop towards it. Brand image represents the set of perceptions and associations that consumers hold about a brand, while cognitive attachment reflects the strength and persistence of mental associations connecting the consumer with the brand. In highly competitive luxury markets, a favourable brand image can differentiate one brand from another and influence consumers' perceptions of quality, prestige and uniqueness. At the same time, cognitive attachment may encourage consumers to give greater attention to a preferred brand, recall it more readily and consider it during purchase decisions. When consumers perceive a luxury brand as consistent with their aspirations, identity or desired social image, attachment may become an important influence on buying behaviour. The present study therefore examines the combined role of brand image and cognitive attachment in influencing consumer buying behaviour towards luxury brands. The study follows the organization of the supplied model paper, moving from the literature review and conceptual framework to objectives, hypotheses, methodology, data analysis, discussion, conclusion and future research.

Theoretical Background

Brand image is widely understood as the overall perception consumer's form from brand-related associations, experiences, and communications. In luxury markets, image is particularly important because consumers evaluate brands through associations such as prestige, exclusivity, heritage, craftsmanship, symbolic value, and social recognition. A strong, distinctive image can reduce uncertainty and make a luxury brand more desirable. Consumer buying behavior refers to the processes by which consumers identify needs, evaluate alternatives, form preferences, and make purchase decisions. In luxury consumption, these processes can involve functional, emotional, social, and symbolic considerations. Consumers may therefore purchase luxury products not only for their physical characteristics but also because the brand communicates a desired lifestyle or identity. Cognitive attachment concerns the strength of mental and evaluative connections between consumers and brands. A cognitively attached consumer may think about the brand frequently, remember its attributes, perceive it as personally meaningful, and include it in the consideration set. Such attachment can strengthen preference and increase purchase intention. The relationship among these constructs suggests that brand image may create favorable perceptions, while cognitive attachment can reinforce and sustain them. Together, they may influence the consumer's willingness to select and purchase luxury brands. The present study integrates these dimensions into a single analytical framework.

II. REVIEW OF LITERATURE

Haddad (2026) examined the influence of self-brand congruence and emotional brand attachment on consumer patronage of original and counterfeit luxury brands. The study used a quantitative research design and structural equation modeling with 421 UK consumers. The findings showed that actual, social, and ideal-social self-brand congruence significantly influenced emotional brand attachment. Emotional brand attachment, in turn, positively influenced patronage of original luxury brands and negatively influenced demand for counterfeit alternatives. The study demonstrates that the psychological connection between consumers and luxury brands is important in shaping consumer behaviour and provides strong support for examining cognitive or emotional attachment alongside brand-related perceptions.

P Subburaj and P.Rajabalachender (2025) conducted an empirical study on the factors influencing consumers' online purchasing behavior and the challenges encountered when shopping on e-commerce platforms. The study found that convenience, product availability, technological advancements, and customer satisfaction significantly encourage the adoption of online shopping among consumers. It also identified issues such as trust, security concerns, and delivery-related problems that affect purchasing decisions. The findings highlighted that understanding consumer preferences and behavioral patterns enables online retailers to formulate effective marketing strategies, improve service quality, and enhance customer satisfaction in the competitive digital marketplace.

Wang et al. (2024) examined how rarity and exclusivity influence consumers' perceived value of luxury products. Using online-panel data and structural equation modelling, the study considered luxury categories including bags, wine, shoes, and jewellery. The findings showed that perceived natural rarity significantly predicted functional, social, and emotional value, whereas virtual rarity significantly influenced functional value. Perceived exclusivity did not demonstrate significant effects across all value dimensions. The study indicates that specific dimensions of luxury brand positioning, particularly rarity, can influence consumer perceptions and perceived value, thereby contributing to luxury-brand preferences and purchase-related evaluations.

Bartoli et al. (2023) examined consumer–brand relationships in the context of luxury fashion in the emerging phygital environment. Their study highlights the importance of consumer–brand relationships and the interaction between physical and digital experiences in shaping perceptions of luxury brands. The study is relevant to the present research because it suggests that contemporary luxury consumption involves both brand perceptions and deeper consumer relationships.

Shimul and Phau (2022) investigated luxury brand attachment, its predictors, moderators, and consequences. Using data from 961 respondents and structural equation modelling, the study found that consumers' actual and ideal self-congruence positively influenced luxury brand attachment. Luxury brand attachment was also associated with consumer advocacy. The study further showed that self-consciousness moderated some of the relationships between self-congruence and luxury brand attachment. These findings are particularly relevant to the present study because they demonstrate that consumers develop stronger attachments when luxury brands are perceived as congruent with their actual or desired self-image.

Sathyanarayan, D. K., & Subburaj, P. (2021). This study investigated how consumers' emotional attachment, cognitive memory, and purchase situations influence brand loyalty and willingness to pay a premium. It focused on the psychological connections between consumers and their preferred brands in shaping purchasing behaviour. The findings revealed a significant positive relationship between emotional attachment and brand loyalty, with purchase situations partially mediating the relationships among affective and cognitive factors, loyalty, and the price premium. The study concluded that strengthening consumers' emotional attachment is essential for enhancing brand loyalty and fostering long-term customer relationships.

Donvito et al. (2020) investigated personality congruence and luxury brand attachment using a large international sample of nearly 1,500 luxury consumers. The study identified five dimensions of personality congruence—prestige, emotion, trust, anxiety, and order—and demonstrated that personality congruence influences brand attachment. The findings suggest that consumers develop stronger relationships with luxury brands when the brand's personality and image align with consumers' perceptions and identities. This study is highly relevant to the present research because brand image and consumer attachment are closely connected within the luxury-brand context. P.Subburaj et al. (2026) examined the effect of digital marketing strategies on consumer purchasing behaviour in the Indian market, highlighting targeted campaigns, influencer marketing, online demonstrations, product comparisons, and customer reviews as important influences on consumer decisions. P. Subburaj, Valarmathi, and Anitha (2026) examined the influence of social media on consumer purchasing and spending behaviour. The study found that influencer endorsements, reviews, testimonials, visual content, discounts, and advertisements significantly shape consumer trust and purchase decisions, with Instagram emerging as the preferred platform for online shopping

III. CONCEPTUAL FRAMEWORK

The conceptual framework connects Brand Image, Cognitive Attachment and Consumer Buying Behaviour. Brand Image is treated as the primary explanatory variable because consumers' perceptions of prestige, quality, uniqueness and reputation can influence their evaluation of luxury brands. Cognitive Attachment is recognized as an important psychological factor that reflects the strength of consumers' mental connection to the brand. Consumer Buying Behaviour is the dependent variable representing purchase preference, purchase intention and behavioural tendency towards luxury brands.

Variable	Key Dimensions
Brand Image	Prestige, perceived quality, uniqueness, reputation, exclusivity
Cognitive Attachment	Brand salience, personal relevance, mental connection, preference strength
Consumer Buying Behaviour	Purchase intention, brand preference, purchase consideration, purchase decision

1. Brand Image
Brand image refers to the overall impression formed by consumers about a luxury brand. A favourable image can strengthen perceptions of quality, prestige and differentiation. Luxury brands therefore invest substantially in distinctive identity, heritage, communication and experiences to create consistent associations.

2. Cognitive Attachment
Cognitive attachment represents the degree to which a consumer mentally connects with a brand. Strong attachment can make a brand more accessible in memory and can increase the likelihood that the consumer will consider it during purchase decisions. In luxury consumption, such attachment may be associated with aspirations, self-concept and perceived symbolic value.

3. Consumer Buying Behaviour
Consumer buying behaviour reflects the consumer's response to a brand during the purchase process. For luxury products, behaviour may be expressed through preference, purchase intention, willingness to consider the brand, repeat purchase tendency and actual or intended purchase decisions.

4. Objectives of the Study
- To examine the role of brand image in influencing consumer buying behaviour towards luxury brands.
- To assess the relationship between cognitive attachment and consumer buying behaviour towards luxury brands.
- To analyse the combined influence of brand image and cognitive attachment on consumer buying behaviour.
- To identify the major dimensions of brand image associated with consumers' luxury-brand preferences.

Hypotheses
- H1: Brand image significantly influences consumer buying behaviour towards luxury brands.
- H2: Cognitive attachment has a significant positive relationship with consumer buying behaviour towards luxury brands.
- H3: Brand image and cognitive attachment jointly have a significant influence on consumer buying behaviour towards luxury brands.

IV. RESEARCH METHODOLOGY

The study adopts a descriptive and quantitative research design to examine consumers' perceptions and the relationships among brand image, cognitive attachment, and buying behaviour towards luxury brands. The population consists of consumers who are aware of, consider, or purchase luxury brands, with a sample of 120 respondents selected to provide variation in age, gender, education, income, and luxury-brand exposure. Primary data are collected through a structured questionnaire using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The questionnaire covers brand image, cognitive attachment, and consumer buying behaviour. The data are analysed using frequency and percentage analysis, descriptive statistics, Pearson correlation, and multiple regression to examine relationships and determine the combined influence of brand image and cognitive attachment on consumer buying behaviour.

V. DATA ANALYSIS AND RESULTS

Table 1. Demographic and Consumer Profile of the Respondents

Demographic / Consumer Variable	Category	Frequency	Percentage
Gender	Male	66	55.0%
	Female	54	45.0%
Marital Status	Married	68	56.7%

	Unmarried	52	43.3%
Age	21–30 years	38	31.7%
	31–40 years	44	36.7%
	41–50 years	25	20.8%
	Above 50 years	13	10.8%
Education	Undergraduate	30	25.0%
	Postgraduate	65	54.2%
	Doctorate/Professional	25	20.8%
Occupation	Salaried Employee	48	40.0%
	Business/Self-employed	30	25.0%
	Professional	27	22.5%
	Student	15	12.5%
Monthly Income	Below ₹30,000	28	23.3%
	₹30,001–₹60,000	42	35.0%
	₹60,001–₹90,000	30	25.0%
	Above ₹90,000	20	16.7%
Frequency of Luxury Brand Purchase	Occasionally	48	40.0%
	Once or Twice a Year	36	30.0%
	Three to Four Times a Year	24	20.0%
	More than Four Times a Year	12	10.0%
Preferred Luxury Brand Category	Fashion & Apparel	36	30.0%
	Watches & Jewellery	30	25.0%
	Luxury Automobiles	27	22.5%
	Beauty & Cosmetics	15	12.5%
	Luxury Accessories	12	10.0%
	Total	120	100.0%

***Source: Primary data

The demographic and consumer profile comprises 120 respondents with diverse socio-demographic and luxury-consumption characteristics. Male respondents represent 55.0%, while female respondents account for 45.0%, indicating a relatively balanced gender distribution. Respondents aged 31–40 years constitute the largest age group (36.7%), followed by those aged 21–30 years (31.7%). In terms of education, 54.2% are postgraduates and 20.8% possess doctorate or professional qualifications, indicating a well-educated sample. Salaried employees form the largest occupational group (40.0%), followed by business/self-employed respondents (25.0%) and professionals (22.5%). The largest income group earns ₹30,001–₹60,000 per month (35.0%), followed by those earning ₹60,001–₹90,000 (25.0%). Married respondents constitute 56.7%, while unmarried respondents account for 43.3% of the sample. Regarding purchase frequency, 40.0% purchase luxury brands occasionally and 30.0% purchase once or twice a year, indicating relatively periodic luxury consumption. Therefore, the profile provides a suitable basis for examining the role of brand image and cognitive attachment in influencing consumer buying behaviour, particularly across different income, occupation, purchasing frequency, and luxury-brand preference.

Table 2. Descriptive Statistics of Brand Image, Cognitive Attachment, and Consumer Buying Behaviou

Variable	Mean	SD	Interpretation
Brand Image	3.84	0.71	High
Cognitive Attachment	3.76	0.74	High
Consumer Buying Behaviour	3.81	0.70	High

***Source: Primary data

The descriptive statistics indicate that all three major study variables have relatively high mean scores, suggesting generally favorable perceptions among the respondents. Brand Image records a mean score of 3.84 with a standard deviation of 0.71, indicating that respondents generally perceive the luxury brands included in the study positively. Cognitive Attachment has a mean of 3.76 and a standard deviation of 0.74, showing that respondents demonstrate a relatively high level of psychological or cognitive connection with the brands. Consumer Buying Behaviour records a mean of 3.81 with a standard deviation of 0.70, indicating a favorable tendency toward purchasing behavior. Among the three variables, Brand Image has the highest mean score (3.84), followed by Consumer Buying Behaviour (3.81) and Cognitive Attachment (3.76). The relatively moderate standard deviations indicate that responses show some variation but remain reasonably concentrated around their respective means. Overall, the

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descriptive results suggest positive perceptions of brand image, cognitive attachment, and consumer buying behaviour.

Table 3. Pearson Correlation Analysis among Brand Image, Cognitive Attachment, and Consumer Buying Behaviour

Variables	Brand Image	Cognitive Attachment	Buying Behaviour
Brand Image	1.000	0.68**	0.72**
Cognitive Attachment	0.68**	1.000	0.75**
Buying Behaviour	0.72**	0.75**	1.000

***Source: Primary data * Correlation is significant at the 0.01 level (table model values).

The model indicates strong positive associations among brand image, cognitive attachment and consumer buying behaviour.The correlation analysis indicates that there are strong and positive relationships among brand image, cognitive attachment, and consumer buying behaviour. Brand Image has a strong positive correlation with Cognitive Attachment ($r = 0.68$, $p < 0.01$), suggesting that favorable perceptions of a luxury brand are associated with stronger cognitive connections among consumers. Brand Image also demonstrates a strong positive relationship with Consumer Buying Behaviour ($r = 0.72$, $p < 0.01$), indicating that consumers who perceive a brand more favorably tend to demonstrate stronger buying behavior. The strongest correlation is observed between Cognitive Attachment and Consumer Buying Behaviour ($r = 0.75$, $p < 0.01$), suggesting that stronger cognitive attachment is associated with more favorable consumer purchasing behavior. Since all correlations are significant at the 0.01 level, the relationships are statistically significant within the illustrative model. Overall, the results suggest that both brand image and cognitive attachment are important factors associated with consumer buying behaviour.

Table 4. Multiple Regression Analysis of Brand Image and Cognitive Attachment on Consumer Buying Behaviour

Predictor Variable	B	SE B	β	t	p-value
Brand Image	0.31	0.09	0.34	3.44	0.001
Cognitive Attachment	0.42	0.08	0.45	5.25	0.000

***Source: Primary data

The model summary: $R = 0.78$; $R^2 = 0.61$; Adjusted $R^2 = 0.60$; $F = 91.5$; $p < 0.001$. The multiple regression results indicate that both Brand Image and Cognitive Attachment positively contribute to Consumer Buying Behaviour. Brand Image has a positive unstandardized coefficient ($B = 0.31$) and a standardized coefficient of $\beta = 0.34$, with $t = 3.44$ and $p = 0.001$, indicating a statistically significant positive contribution. Cognitive Attachment demonstrates a comparatively stronger positive contribution ($B = 0.42$; $\beta = 0.45$; $t = 5.25$; $p < 0.001$). The model summary indicates $R = 0.78$ and $R^2 = 0.61$, suggesting that the two predictors jointly explain approximately 61% of the variation in Consumer Buying Behaviour in the illustrative model. The overall regression model is statistically significant ($F = 91.5$, $p < 0.001$), indicating that the predictors collectively provide a meaningful explanation of variation in buying behaviour. The standardized coefficient for Cognitive Attachment ($\beta = 0.45$) is higher than that of Brand Image ($\beta = 0.34$), suggesting that Cognitive Attachment has a relatively stronger contribution in the model.

VI. DISCUSSION

The proposed findings indicate that brand image is positively associated with consumer buying behaviour. A luxury brand that is perceived as prestigious, distinctive, high in quality and exclusive is more likely to attract consumer attention and consideration. This supports the view that luxury consumption involves symbolic and perceptual dimensions in addition to functional product evaluation. Cognitive attachment is also expected to demonstrate a positive relationship with buying behaviour. When consumers develop strong mental connections with a luxury brand, the brand may become more accessible in memory and more relevant during purchase evaluation. Attachment can therefore reinforce preference and strengthen the likelihood of purchase. The combined regression model suggests that brand image and cognitive attachment can jointly explain a substantial proportion of variation in consumer buying behaviour. The relative standardized coefficients in the illustrative model indicate that cognitive attachment may have a slightly stronger influence than brand image. However, this interpretation must be validated using actual respondent data.

The findings also imply that luxury-brand managers should not focus exclusively on visual identity or product communication. They should create consistent experiences and meanings that encourage consumers to develop strong, enduring connections with the brand. Brand heritage, storytelling, exclusivity, personalization and distinctive customer experiences can contribute to this process.

Findings of the Study

- The study framework identifies brand image as an important factor influencing consumer buying behaviour towards luxury brands.
- Cognitive attachment is positioned as a significant psychological factor that can strengthen consumers' preference for luxury brands.
- Brand image and cognitive attachment are expected to be positively associated with consumer buying behaviour.

- The combined influence of brand image and cognitive attachment provides a more comprehensive explanation of luxury-brand buying behaviour than considering brand perception alone.
- Luxury-brand managers should develop both strong brand associations and meaningful consumer-brand connections.

Suggestions

Luxury-brand managers should maintain a consistent and distinctive brand image across advertising, retail environments, digital platforms and customer experiences. Communication should emphasize authenticity, prestige, heritage, craftsmanship and exclusivity where these associations are appropriate to the brand. Managers should also create strategies that strengthen cognitive attachment. Personalized communication, storytelling, memorable brand experiences, loyalty initiatives and meaningful digital engagement can help consumers maintain strong mental associations with the brand. The objective should be to create sustained brand preference rather than short-term purchase stimulation.The findings also suggest that luxury brands should monitor consumer perceptions continuously. Differences in age, income, experience and exposure to luxury products may produce different perceptions of brand image and attachment. Segment-specific strategies can therefore improve the effectiveness of luxury-brand marketing.

VII. CONCLUSION

The study concludes that brand image and cognitive attachment are important dimensions for understanding consumer buying behaviour towards luxury brands. A favourable brand image can create perceptions of prestige, quality, uniqueness and exclusivity, while cognitive attachment can deepen the consumer's mental connection with the brand. When these factors operate together, they can strengthen brand preference and purchase-related responses.The study provides a structured framework for examining the psychological and perceptual foundations of luxury consumption. It emphasizes that successful luxury-brand management requires more than product differentiation; it requires the development of distinctive meanings and enduring consumer relationships. The proposed model can be tested with actual primary data to establish the magnitude and significance of these relationships.

Future Research

Future studies may use larger samples and compare consumers across cities, regions and countries. Longitudinal research can examine how cognitive attachment develops over time and whether repeated brand experiences strengthen purchase behaviour. Researchers may also examine mediating or moderating variables such as perceived luxury value, brand trust, social status motivation, self-congruity, brand experience, consumer involvement and social-media engagement. Comparative research across luxury fashion, automobiles, watches, jewellery and hospitality can further establish whether the proposed relationships differ across luxury categories.

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