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BRAND CONSCIOUSNESS AMONG UNIVERSITY STUDENTS

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ABSTRACT

This study investigates brand consciousness among university students, aiming to understand their brand preferences and the various factors influencing these preferences. Examining the major factors that influence students' purchase decisions—such as perception, peer and social pressure, brand self-identity, and the impact of family background—is the main goal of this study. A Likert scale questionnaire was employed to gather data, which helped identify how these factors contribute to brand consciousness among students. Pierre Bourdieu's Theory of Social Capital—more especially, his ideas of social, cultural, and symbolic capital—is the foundation of the study. These frameworks offer insights into the way's social networks and peer influence shape brand preferences. According to Bourdieu, social capital plays a significant role in defining one's consumption patterns, including the preference for branded products. A quantitative research design was applied, using probability sampling to select 100 respondents from various universities in Islamabad. To facilitate data collection, the survey was distributed through a Google Form link, which was shared with the students. The findings highlight that peer influence is a major factor in shaping brand identity, confirming that social groups and networks heavily dictate consumption choices. Hypothesis testing revealed significant associations between social and peer influence (independent variable) and brand consciousness (dependent variable). Furthermore, it was found that the influence of buying decisions strongly correlates with brand consciousness. Non-parametric tests were used due to the non-normal distribution of data, and the normality test confirmed this characteristic. The reliability statistics indicated a high level of reliability in the data, while Spearman's correlation tests revealed significant correlations between variables. Although this study offers insightful information on brand consciousness, it also points to a knowledge vacuum about the long-term impacts of this consciousness on customer behavior. Future research could explore how

prolonged exposure to branded products affects young consumers' financial habits and psychological well-being.

Keywords: *Brand Consciousness, Consumer Behavior, Brand Identity, Social Influence*

INTRODUCTION

Brands play vibrant roles in furnishing the quality, satisfaction, and status. In essence, brands serve as identifiers for a business's products or services. They simplify consumer choices, provide a certain level of quality assurance, reduce risks, and in still confidence (Bozkurt et al., 2023). The brands are designed through the product itself, promotion happenings, and customer usage. Consequently, brands encompass the overall experience consumers have with products. Moreover, brands significantly influence marketing efforts, including advertisements and channel placement (Ibrahim et al., 2020; Keller & Lehmann, 2006). To influence a larger client base, productions make social media accounts for brands on platforms like Instagram, Facebook and Twitter. In social media advertising, connections between brands and customers are direct and communicating. These interactions facilitate development of new products/services with unique models and ideals (Ibrahim et al., 2020). Brands hold huge spiritual value for organizations (Pappu et al., 2005). Creating meaning for customers over association with their favourite brands is exciting aspect of brand management (Golder & Irwin, 2001).

According to Bhattacharya and Sen (2003), consumers identify with brands that reflect and reinforce their identities, expanding the idea to membership-based businesses rather than to out-of-date paying clients (Ahearne, Bhattacharya, & Gruen, 2005). The process of identification involves customers knowledge to regard themselves as part of a social system (Bergami & Bagozzi, 2000). The level of brand awareness determines extent to which a brand interacts with and reinforces a customer's identity (Bagozzi & Dholakia, 2006; Bergkvist & Bech, 2010; Kim, Han. & Park, 2001), defining brand identity as "extent to which consumers perceive own personality overlapping with the brand image." Consumer brand identification refers to emotional recognition, affection, and evaluation of relationship between consumer and brand (Lam et al., 2013). This explanation covers the mental, expressive, and sentimental mechanisms of identification. The brands are therefore significant for clients and aids in creating anticipated standards. According to Pasha et al. (2023), identification is seen as an active and intentional behavior motivated by the satisfaction of personality-defining goals and

impacted by the key and enduring qualities of the recognized item (also a brand) as perceived by the user.

It is now assessed as an indication of consumer worth orientation and validated via brand consumption. Commercial items now dominate the worldwide market, and the younger generation actively participates in the global consumer culture (Mady et al., 2011). According to marketing researchers, consumers' exposure to global marketing pictures raises their degrees of vanity (Lee & Workman, 2014; Workman & Lee, 2013). As a result, pride-driven customers could be sensitive to brand names, particularly in India, one of the most rapidly growing nations that mirrors Western purchasing patterns (Sharda & Bhat, 2019).

According to Zhang and Kim (2013), brand consciousness is "the psychological preference towards famous brand name goods." The desire to buy elegant and well-known brands is known as brand realization. They choose to purchase the most marketed, best-selling items because they think that higher prices correspond to greater quality (Kavkani et al., 2011). It is also recognized as one of the key decision-making styles of customers, who like buying well-known and expensive goods. Brand-conscious customers believe that expensive brands are of higher quality. Well-known brand names provide brand-conscious customers a feeling of prestige and status as well as aid in the development and expression of their self-concept, all of which assist them move up the social hierarchy through socialization (Giovannini et al., 2015; Liao & Wang, 2009). These styles brand perception an important connection between the personality and the exterior world.

Those born in 1995 or after are referred to as Generation Z, iGeneration, screenagers, post-millennials, homeland generation, digital natives, and tweens (Bassiouni & Hackley, 2014; Budac & Baltador, 2014; Fister-Gale, 2015). They have never lived without the internet since they were raised in a hyperconnected environment (Williams & Page, 2011). They are well-educated and technically adept (Priporas et al., 2017), and they utilize technology extensively (Van den Bergh & Behrer, 2016). Because Generation Z behaves differently than previous generations like Y and X, marketers may find them difficult to work with. For instance, the younger generation is less brand loyal and more concerned with the experience, but they also have higher expectations from their preferred companies (Williams & Page, 2011). Understanding Generation Z's engagement activities becomes extremely fascinating since they play a significant role in

their lives by interacting online with their favourite businesses (Bernstein, 2015).

Due to the ongoing political, cultural, and socioeconomic changes that take place in society as a whole, today's youth tend to shop quite differently than previous generations (Delafrooz, Paim, & Khatibi, 2010). It's important to understand why young consumers prefer to make purchases online as e-commerce usage and popularity continue to rise. Identifying Gen Z's consumption traits is crucial since recent studies by Desai and Lele (2017) and Puiu (2016) have shown that Gen Z differs from previous generations in terms of consumer values, interests, and ideals.

"The extent to which consumers are willing to invest their own personal resources – time, energy, and money – on the brand, beyond those expended during purchase or consumption of the brand" is the definition of brand engagement stated by Keller (2013) on page 320. According to Leckie et al. (2016), brand engagement in self-concept (BESC) is a relatively new notion that hasn't gotten much attention in the research. According to Sprott et al. (2009), p. 92, BESC is "an individual difference measure representing consumers' propensity to include important brands as part of how they view themselves." It is regarded as a particular facet of brand engagement. BESC is based on the idea that customers may interact with brands and integrate them into their daily life (Keller, 2001).

One of the most important study topics in the branding context is brand value (e.g. Allaway et al., 2011). The rise in brand and accomplishment activity from the late 1980s and early 1990s, as well as the high prices paid for brands, demonstrate the increased awareness of the value that brands represent for businesses. A long-lasting brand with constructive justice is thought to have high tactical value and significant returns, including tougher consumer preferences, purchase intents, and customer loyalty, as well as increased profits, brand-extension opportunities, protection against competitors, and more operative interactive power (Allaway et al., 2011; Buil et al., 2008). Therefore, understanding how to gauge brand fairness has become essential for brand supervisors (Hakala, Svensson, & Vincze, 2012).

A mental construct known as consumer pride is characterized as a concern for one's physical appearance and personal achievement that strongly influences one's behavioural goals and directs one's decision-making. It is one of the reasons people buy luxury goods, and these reasons are more social than practical because the key

characteristic of luxury brands is their obvious exhibition to the general public (Kapferer & Bastien, 2009). According to Brun and Castelli (2013), luxury brands are distinguished by their exceptional workmanship, history, excellence, aesthetics, emotional appeal, distinctiveness, functional utility, and innovative, distinctive lifestyle that is available all over the world. Because consumers of luxury goods are concerned with their appearance, status, and the image they leave on others, it is essential to take into account consumer pride in the context of elegant consumption (Husic & Cicic, 2009).

Research shows that consumers buy brands that they identify with and share an emotional connection with them (Thomas & Veloutsou, 2013; Veloutsou, 2015; Veloutsou et al., 2013). The sense of emotional bond with the brand enhances its social visibility and ultimately influences the brand relationship (Veloutsou & Moutinho, 2009). The well-known and expensive brands give consumers a sense of belonging to their desired group and helps them in socialization (Lachance et al., 2003).

Brand consciousness, or customers' propensity to purchase well-known, well-marketed, and branded items, is another significant psychological concept associated with luxury purchasing (Zhang & Kim, 2013). Brand-conscious customers believe that high-end brands are superior and represent prestige and status (Giovannini et al., 2015; Liao & Wang, 2009). The well-known brand-named items aid brand-conscious customers in forming and expressing their self-identity (Kastanakis & Balabanis, 2012; Kennedy & Guzmán, 2016) and self-concept (Black & Veloutsou, 2017; Vernuccio et al., 2015). It is thought that the brands represent the body type of a member of a specific socioeconomic class (Veloutsou & Taylor, 2012). As a result, brand perception becomes a crucial relationship between an individual and the external environment.

The current research indicates that worries and opinions linked to vanity may influence consumers' decisions to purchase branded goods (Workman & Lee, 2013). One important goal for the consumption of businesses that focus on presentation, like elegant brands, is consumer pride. Additionally, the study notes that structural equation modeling (SEM) must be used to determine the link between pride and other relevant factors like brand consciousness (Lee & Workman, 2014). However, the fiction is silent in this regard. Since then, there haven't been many studies that adequately examine these connections. In light of this, the

researcher poses the following queries: What connection exists between brand consciousness and customer pride? How do they relate to the use of luxury goods? Does the relationship between consumer pride and elegant consumption have anything to do with brand realization? (Sharda & Bhat, 2019).

Previous scholars have developed theoretical frameworks for the perception of luxury values. For instance, Wiedemann et al. (2007) relate class use to monetary standards, practical standards, individual value, and functional value, while Vigenron and Johnson (2004) categorize prestige seeking behavior into five perceived values: perceived conspicuous value, perceived uniqueness value, perceived hedonic value, perceived social value, and perceived quality value. One significant factor influencing the purchasing of luxury goods is materialism (Sun et al., 2017). To the novelist's concern, a growing number of scholars are focusing on the wonders of luxury consumption in the Asian area (Park et al., 2008; Sun et al., 2017). Researchers have looked for a variety of notable external and interior experiences that could make Asian consumers more likely to purchase premium products.

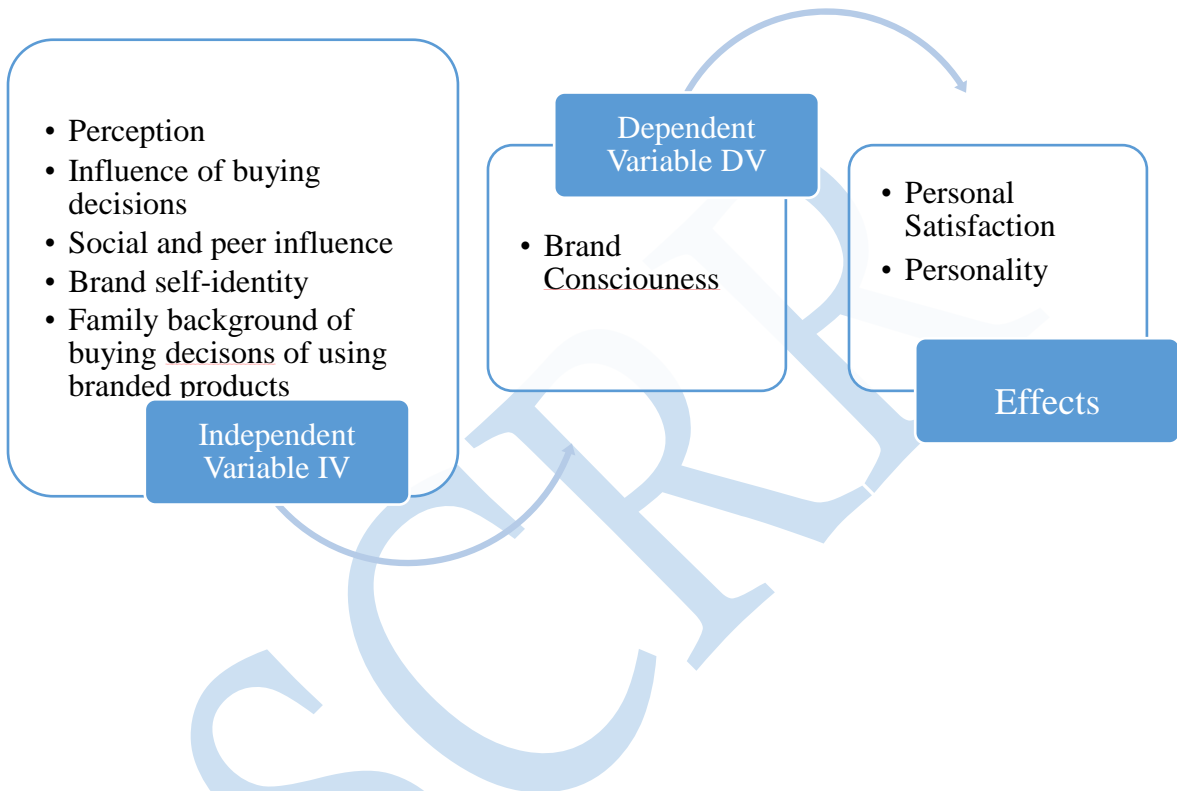
Few empirical research have examined luxury consumption in Vietnam, despite the fact that several studies have examined consumers' perceptions of luxury goods in Asian nations such South Korea (Park et al., 2008), Taiwan, Malaysia, India (Sharda & Bhat, 2017), and China. Other factors influencing the purchasing of luxury items are not examined in the majority of research on luxury consumption behavior in Vietnam, which concentrates on status consumption (Duong, 2019).

The article "Brand Consciousness among University Students" is related to Pierre Bourdieu's Theory of Social Capital, particularly his concepts of social, cultural, and symbolic capital, which provide a framework for understanding the social and peer influences on brand consciousness highlighted in the research. Bourdieu defines social capital as the network of relationships and resources individuals have access to through their social connections. The study's findings underscore the significant role of peer influence in shaping brand identity, reflecting how social groups and networks can dictate consumption patterns. Owning branded items enhances an individual's position within their social group, serving as a form of social capital. Cultural capital, as described by Bourdieu, refers to non-economic assets that promote social mobility, such as education, style, and taste.

The study highlights how brand usage shapes personality and self-identity, aligning with the idea that branded products symbolize cultural capital. They offer individuals a way to conform to societal norms of modernity and fashion ability. Additionally, branded products in the research symbolize prestige and social status, which corresponds to Bourdieu's concept of symbolic capital, where possessing certain goods conveys recognition and respect within society. By applying Bourdieu's theory, we gain a deeper understanding of the mechanisms behind the associations found in the study, such as the significant influence of peer pressure and brand identity on consumer behavior.

In globalized world the concept of personality grooming is changing quickly. Clothes and shoes-based brands have emerged one of the most promising sources to groom one's appearance. A brand can be suvy name, phrase, logo, design or combination of their use to identify and differentiate your product from another (Kotler, 2005).

Brand consciousness has increasing fast in our society day by day. Mostly Young males and females are more attracted towards branded things. The present study is about the brand consciousness among university students. This research was conducted in universities of Islamabad as it seems young generation is more lead towards branded things and they feel satisfied when they used branded products and, they think their personality formed when they use branded products. Social-peer pressure and perception also shapes decision to buy branded things, at that time people who use branded products considered as fashionable and modern and easily accepted in society.



Method

This research used quantitative research design. According to Creswell (2017), quantitative analysis involves the use of closed-ended questionnaire questions. This type of analysis starts with testing hypotheses by moving from general to exact measures and developing hypotheses and research questions. The target population for this research comprised university students from various institutions, including Islamic University, Iqra University, Air University, and NUST, all located in Islamabad. These students were selected as the target audience because the younger generation is often more inclined toward branded products, driven by a desire to appear stylish and fashionable. The study investigated variables related to customer interactions with markets and brand consumption behaviors. A simple probability sampling technique was employed to collect data. This approach ensured

that each individual in the target population had an equal chance of being selected, thereby enhancing the representativeness of the sample.

Data collection involved distributing 100 questionnaires to university students via Google Forms. The sample size of 100 respondents was determined by time constraints and resource limitations, which are common challenges in academic research. Although the sample size is relatively small, it provided preliminary insights into the factors influencing brand consciousness among university students. The study acknowledges this limitation and recommends future research to utilize larger and more diverse samples to improve the generalizability of findings. Despite this constraint, rigorous statistical methods were applied to ensure the reliability and validity of the collected data.

Measurement in this study was conducted using a four-point Likert scale. Scale ranges from one, indicating "strongly disagree," to four, indicating "strongly agree." A four-point scale forces respondents to make a choice rather than opting for a neutral or middle-ground answer, which can sometimes dilute the interpretive power of the data. Perception, influence of buying decisions and social and peer influence, the independent variable, was measured using 5-items. Buyer brand credentials, dependent variable, was measured using five items and approved scale developed by Punjaisri et al. (2013).

The fundamental components of quantitative research are reliability and validity. In the current study, quantitative analysis is being used to examine the effects of consumer self-efficacy on consumer brand identification. This type of analysis aims to identify the causes and consequences of variables and provides deeper understanding of the issue, known as explanatory or causal research. Data collection from respondents was necessary to achieve the study's objectives, and an online version using Google Forms was created for this purpose. Respondents were provided with the web link that directed them to the questionnaires, which were distributed individually to the customers.

Research Questions

What are the factors behind the preferences of brand consciousness among university students?

Research Objectives

To analyze the factors behind the preferences of brands consciousness among university students.

Research Hypothesis

Hypothesis 1:

H₀: There is no significant association existing between social-peer influence and brand consciousness.

H₁: There is significant association existing between social-peer influence and brand consciousness.

Hypothesis 2:

H₀: There is no significant correlation between brand influence of buying decisions and brand consciousness.

H₁: There is significant correlation between brand influence of buying decisions and brand consciousness.

Data Analysis

The statistical tools in SPSS version 24 were used to scrub, arrange, and file the data. In the initial phase of the investigation, descriptive statistics such as means, percentages, and standard deviations were calculated. We then performed some intermediate-level inferential reasoning. Among the sophisticated statistical techniques employed in the study were factor analysis, Spearman's correlation analysis, one sample test, and reliability test analysis. In order to conduct these analyses, appropriate statistical software was used. The several actions that were done in this direction are described in detail in the sections that follow:

Univariate Analysis

Table 1: Age of the respondents

Age	Frequency	Percentage
18-22	78	78.0
23-27	12	12.0
28-32	10	10.0
Total	100	100.0

This table explains the age of the respondents. 78.0% respondents have age group of 18-22. 12.0% has 23-27, and 10.0% belongs to 28-32 age group. This study is about university student's response about brand consciousness.

Table 2: Gender of the respondents

Gender	Frequency	Percentage
Male	33	33.0
Female	67	67.0
Total	100	100.0

This table explains the gender of the respondents. 33.0% respondents had male, and 67.0% had female respondents taken for this research.

Confirmatory Factor Analysis

The questionnaire items assessing the level of response from students regarding brand consciousness and self-identity, personality. The researchers calculated Cronbach's Alpha to examine the internal consistency of the data.

Table 3: Confirmatory Factor Analysis

Reliability Statistics			
Cronbach's Alpha		N of Items	
.849		33	
No.	Factors	Alpha	N of items
1	Perception	.668	5
2	Influence of buying decisions	.422	5
3	Social and peer influence	.475	5
4	Brand and self- identity	.931	5
5	Influence of family background	.946	5

The above table explains the reliability analysis of data. Cronbach alpha results show data is highly reliable as value of α is .849.

Descriptive Statistics

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Perception	100	8	20	13.85	2.328	.185	.241
Influence of buying decisions	100	6	19	11.90	2.227	.005	.241
SPI	100	6	16	11.84	2.178	-.306	.241

BSI	100	5	20	11.4 9	4.239	.364	.241
IFBP	100	5	20	11.7 0	4.432	.324	.241

Spearman's Product Moment Correlation

The data table shows the Spearman's correlation test of computed variables. We apply non-parametric correlation test as data is not normally distributed. The data shows the significant relationship between influence of buying decisions and BSI (brand and self-identity), dependent and independent variable.

Table 4: Correlation Matrix

Spearman's correlation	Perception	Influence	SPI	BSI	IFPB
Perception	1.000	.189	.143	.180	.144
Influence	.189	1.000	.191	.209*	.027
SPI	.143	.191	1.000	.183	.098
BSI	.180	.209*	.183	1.000	.520**
IFBP	.144	.027	.098	.520**	1.000

*. Correlation is significant at 0.05 level (2-tailed).

**. Correlation is significant at 0.01 level (2-tailed).

Chi-Square Analysis

The data table shows the chi-square bivariate analysis of computed variables. We put on non-parametric test as data is not normally distributed. The data shows the significant relationship between social and peer pressure and brand consciousness, dependent and independent variable.

Table 4.5: Chi-square

Test Statistics		
	BSI	SPI
Chi-Square	40.100 ^a	59.060 ^b
Df	14	10
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.7.

One sample T- Test

The table shows the non-parametric test one sample results for data as data is not normally distributed so we applied it. Table is attached in appendix.

The data results showed that the data was not normally distributed so non-parametric tests applied here. The hypothesis testing showed that there is significant association exist between Independent (Social and peer influence, SPI) and Dependent (Brand consciousness).

Discussion

The concept of brand consciousness has growing fast in our society day by day. Young males and females are become crazy for branded things. The current study is about the brand consciousness among university students. This study was conducted in universities of Islamabad as it seems like young generation is more attracted towards branded things, and they feel personally satisfied when they used branded products, they think their personality formed when they use branded products. Social-peer pressure and perception shapes decision to buy branded things, at that time people who utilize branded products considered as fashionable and modern and easily accepted in society.

This research use quantitative research design and probability sampling was used, google form link was distributed to students for purpose of gathering data. 100 questionnaires were filled by students of different universities in Islamabad. Non-parametric tests applied in this study by using SPSS 24 version.

The findings of this study align with existing literature on brand consciousness and its determinants. Consistent with the work of Zhang and Kim (2013), the results highlight that brand-conscious consumers often perceive branded products as symbols of status and self-identity. The significant relationship between social-peer influence and brand self-identity echoes the observations of Veloutsou and Taylor (2012), who emphasize the role of socialization in shaping consumer behavior. The article "Brand Consciousness among University Students" related to Pierre Bourdieu's Theory of Social Capital. Bourdieu's concepts of social and cultural capital provide a framework for understanding the social and peer influences on brand consciousness highlighted in the research.

This study provides critical insights for policymakers and marketers. For policymakers, the findings suggest the need to promote awareness about the psychological and social factors driving consumption patterns among youth. Campaigns emphasizing informed decision-making and sustainable consumption could help mitigate the undue influence of social pressure on young consumers.

For marketers, the study underscores the importance of leveraging peer and social influence in branding strategies. By creating marketing campaigns that resonate with the identity and aspirations of young consumers, brands can enhance customer loyalty and engagement. Social media platforms, as noted by Bozkurt et al. (2023), provide a direct and interactive medium for building such connections. Marketers should also consider designing brand narratives that emphasize authenticity and inclusivity to appeal to diverse consumer groups.

Additionally, the study highlights a gap in understanding the long-term implications of brand consciousness on consumer behavior. Future research could explore how sustained exposure to branded products impacts financial habits and psychological well-being among young consumers. This will provide a more holistic understanding of the phenomenon and inform strategies that balance consumer satisfaction with societal welfare.

By situating the study's findings within the broader academic discourse and practical applications, this research contributes to both theoretical knowledge and actionable insights in the field of consumer behavior.

Conclusion

This study explores the dynamics of perception, social-peer influence (SPI), brand self-identity (BSI), and family background in shaping brand consciousness (BC) among university students. Statistical analysis indicates that SPI and BSI significantly influence BC, while family background also contributes to consumer decisions. Furthermore, consumer loyalty and satisfaction emerge as essential for maintaining long-term brand engagement. The findings align with existing research, suggesting that factors like social-peer pressure and self-identity play a pivotal role in influencing consumer behavior. Importantly, this study advances previous knowledge by examining the interceding role of SPI and BSI in the relationship between perception and BC. Unlike earlier studies focusing solely on direct effects, this research demonstrates that SPI and BSI partially intercede the connection between perception and BC, emphasizing their importance in understanding brand consciousness.

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APPENDIX

Normality test

Tests of Normality						
Variables	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Age of the respondents	.469	100	.000	.533	100	.000
Gender of the respondents	.428	100	.000	.593	100	.000
Academic qualification of the respondents	.410	100	.000	.650	100	.000
I believe that branded products are of higher quality than non-branded products.	.361	100	.000	.732	100	.000
I feel that branded items make me feel more confident.	.345	100	.000	.748	100	.000
I think owning branded products enhances my social status.	.344	100	.000	.749	100	.000
I prefer well-known brands even if they are more expensive.	.221	100	.000	.874	100	.000
I am willing to pay more for a product because of its brand name.	.237	100	.000	.871	100	.000
When I shop, I am more likely	.255	100	.000	.857	100	.000

to purchase from well-known brands.						
I frequently research brands before purchasing products.	.240	100	.000	.874	100	.000
I feel that branded products reflect my personal style.	.234	100	.000	.875	100	.000
I am influenced by my friends' opinions on brands.	.278	100	.000	.849	100	.000
I am likely to buy products from brands that are endorsed by celebrities or influencers.	.258	100	.000	.841	100	.000
My friends' opinions on brands affect my purchase decisions.	.258	100	.000	.841	100	.000
I feel pressure to own products from well-known brands to fit in with my peers.	.257	100	.000	.806	100	.000
I often compare the brands I own with those of my friends.	.259	100	.000	.834	100	.000
I feel that people judge others based on	.322	100	.000	.819	100	.000

the brands they wear/use.						
I think brand-conscious people have a higher social status among students.	.278	100	.000	.845	100	.000
I feel that the brands I buy reflect my personality.	.251	100	.000	.870	100	.000
My choice of brands is an important part of how I express myself.	.221	100	.000	.870	100	.000
I believe that brands help me project a certain image to others.	.219	100	.000	.872	100	.000
I feel incomplete if I don't own products from certain brands.	.222	100	.000	.874	100	.000
I choose brands that align with my personal values or beliefs.	.222	100	.000	.874	100	.000
My family's preferences influence the brands I choose.	.247	100	.000	.869	100	.000
I tend to buy brands that are commonly used in my family.	.247	100	.000	.869	100	.000
My family encourages buying branded	.216	100	.000	.874	100	.000

products over non-branded items.						
I feel that my brand choices reflect my family's values.	.256	100	.000	.862	100	.000
I am influenced by the brand choices of older family members.	.217	100	.000	.859	100	.000
Perception	.129	100	.000	.966	100	.011
Influence	.122	100	.001	.963	100	.006
SPI	.140	100	.000	.962	100	.006
BSI	.167	100	.000	.916	100	.000

a. Lilliefors Significance Correction

One sample T-test

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of Age of the respondents occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories defined by Gender of the respondents = Male and Female occur with probabilities 0.5 and 0.5.	One-Sample Binomial Test	.001	Reject the null hypothesis.
3	The categories of Academic qualification of the respondents occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of I believe that branded products are of higher quality than non-branded products occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of I feel that branded items make me feel more confident occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of I think owning branded products enhances my social status. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of I prefer well-known brands even if they are more expensive. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of I am willing to pay more for a product because of its brand name. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of When I shop, I am more likely to purchase from well-known brands. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
10	The categories of I frequently research brands before purchasing products. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
11	The categories of I feel that branded products reflect my personal style. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.



Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
12	The categories of I am influenced by my friends' opinions on brands occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
13	The categories of I am likely to buy products from brands that are endorsed by celebrities or influencers occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
14	The categories of My friends' opinions on brands affect my purchase decisions occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
15	The categories of I feel pressure to own products from well-known brands to fit in with my peers occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
16	The categories of I often compare the brands I own with those of my friends occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
17	The categories of I feel that people judge others based on the brands they wear/use occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
18	The categories of I think brand-conscious people have a higher social status among students occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
19	The categories of I feel that the brands I buy reflect my personality occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
20	The categories of My choice of brands is an important part of how I express myself occur with equal probabilities.	One-Sample Chi-Square Test	.021	Reject the null hypothesis.
21	The categories of I believe that brands help me project a certain image to others occur with equal probabilities.	One-Sample Chi-Square Test	.021	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
22	The categories of I feel incomplete if I don't own products from certain brands. occur with equal probabilities.	One-Sample Chi-Square Test	.008	Reject the null hypothesis.
23	The categories of I choose brands that align with my personal values or beliefs. occur with equal probabilities.	One-Sample Chi-Square Test	.008	Reject the null hypothesis.
24	The categories of My family's preferences influence the brands I choose. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
25	The categories of I tend to buy brands that are commonly used in my family. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
26	The categories of My family encourages buying branded products over non-branded items. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
27	The categories of I feel that my brand choices reflect my family's values. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
28	The categories of I am influenced by the brand choices of older family members. occur with equal probabilities.	One-Sample Chi-Square Test	.237	Retain the null hypothesis.
29	The categories of perception occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
30	The categories of influence occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
31	The categories of SPI occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
32	The categories of BSI occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
33	The categories of IFBP occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

SCRR