

Modelling the relationship between Integrated Marketing Communication, Consumer Brand Engagement and Self-Connection with the Brand in the Luxury Fashion Industry

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Abstract

The primary goal of this study is to investigate the role of Integrated Marketing Communication (IMC) as a driver of Consumer Brand Engagement (CBE) and self-connection with the brand within the luxury fashion industry. To pursue this aim, data were collected via an online survey, the customers of a top luxury fashion brand (namely, Carolina Herrera) being targeted as respondents. A total of 203 valid and fully completed questionnaires were obtained. The proposed conceptual model was assessed by adopting a co-variance based structural equation modelling (SEM) approach, using the AMOS Graphics CLI 22.0 software. The results reveal that IMC is a key antecedent of the cognitive and affective dimensions of CBE. Moreover, a positive and strong relationship between CBE and self-connection with the brand, especially in the case of the affective dimension of CBE, was found. These findings enabled to draw relevant managerial and research implications.

Keywords: *Integrated Marketing Communication; Consumer Brand Engagement; Self-Connection with the Brand*

Track: Product and Brand Management