The Effect of Drivers and Outcomes of Brand Engagement in Self Concept on Luxury Bag Brand

Indiera Lievea Dewi[1], Sri Vandayuli Riorini[2]
[1,2]Faculty of Economy and Business, Universitas Trisakti, Indonesia
indiera22001901228@std.trisakti.ac.id, srivandayuli@trisakti.ac.id

Abstract

The purpose of this study is to analyze the effect drivers and outcomes of brand engagement in self-concept on luxury bag brands. The primary data collection method used is the questionnaire method with purposive sampling and non-probability sampling techniques to 120 respondents who have luxury branded bags. Data were analyzed using Covariance-Based Structural Equation Modeling (SEM). The results of this study indicate that Social Media Marketing Social media marketing activities positively affect BESC (Brand engagement in self-concept).

I. Introduction

One of the markets with the quickest growth is the luxury goods sector, which constantly introduces new luxury goods. Luxury enterprises face all the hazards of the "fast fashion phenomenon," which is speeding up the pace of fashion and product cycles worldwide, as a new challenge because they operate in a recently stable industrial sector where organizations and projects are large enough to handle global brands. Larger organizations equipped to handle operations on a worldwide and extensive scale have been created as a result of the expansion of global brands. (Mamat Mohd Noor et al., 2016).

Products from luxury and pricey brands frequently cater to affluent consumers, and they have a high level of consumer involvement in the information collecting and decision-making processes (Hollensen, 2011). People purchase and wear luxury products for a variety of reasons, such as how cultural values affect the quality of the product. The business also examines how consumer wealth affects their decision to purchase high-end brands of items. Because luxury items are uncommon, of high quality, and exclusive nature, the goal is to determine how much influence functional, experiential, symbolic, social, and characteristic characteristics have on word-of-mouth. (Bain and Company, 2012).

A well-made, unique, and distinctive product is what is referred to be a luxury brand. (Hung et al., 2011). Key characteristics of luxury goods contribute to their increased appeal for reasons other than their functioning. The factors include prestige, exclusivity, and premium pricing. Exclusiveness or scarcity is a luxury product's competitive advantage. (Tynan et al., 2010). revealed five essential luxury dimensions, including conspicuousness, uniqueness, extended self, hedonism, and quality, that must be built or maintained in order to build a long-lasting luxury brand. (Vigneron dan Johnson, 2004). Most luxury fashion firms give these five values, which help to create the overall brand image. Therefore, the definition of luxury goods in the literature is that they are items that, regardless of their functioning, raise the self-esteem of their owners. (Vigneron dan Johnson, 2004).

Customers might satisfy their psychological and practical requirements by purchasing luxury goods. This benefit separates luxury products from non-luxury or fake goods. (Vigneron dan Johnson, 2004). According to this study, luxury brands are uncommon goods with higher prices and distinctive identities (exclusivity or rarity) that appeal to specific market segments due to their importance for the economy and the social lives of consumers. (Kapferer dan Bastien, 2009).

Marketing for non-luxury brands doesn't function the same as marketing for luxury brands. (Kapferer dan Bastien, 2009). It's crucial to comprehend how customers of luxury brands communicate with their businesses; the deeper the bonds that bind them, the higher the levels of brand engagement. (Park et al., 2010). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

In the luxury fashion consumer industry, the role of brand engagement in self-concept (BESC) includes employing brands to create and convey BESC and brand self-connection (BSC) (Elliott, 2004). WOM is frequently disseminated to foster favorable attitudes. Positive information about one's own consumption experiences is more likely to be shared than negative information about other people's consumption experiences. (De Angelis et al., 2012).

II. Review of Literature

2.1 Brand Engagement In Self-Concept (BESC)

Regarding what constitutes brand engagement, various brands have varied definitions. According to Hollebeek et al. (2014), brand engagement is the engagement with positive valence consumer brands through cognitive, emotional, and behavioral actions. Customer views and feelings regarding the brand are what fuel brand involvement (Yang et al. 2016). The interactional behavior of customers with products and as a manifestation of customer behavior of a brand that goes beyond transactional is what drives brand engagement.

Additionally, earlier studies have discovered that the psychological states that characterize brand engagement serve as the connecting element amongst all hypotheses. (Gambetti et al., 2012). Individual interactions with particular objects lead to brand involvement, which results in motivation, engagement, participation, creation, sharing of brand-related information, and the conviction that consumers have a propensity to include brands in brand engagement in self-concept of luxury brand. (van Doorn et al., 2010).

BESC also aids in overcoming the drawbacks of previous branding by offering a more comprehensive perspective of the interaction between customers and companies in daily life (Liu et al., 2018). BESC differs conceptually from other comparable ideas like customer involvement and satisfaction (Brodie et al., 2011). BESC is especially helpful in understanding how consumers respond to a more diverse brand category, such as a brand luxury bag that encompasses a lot of distinct companies in several market segments (Liu et al., 2018).

2.2 Social Media Marketing (SMM) Activities

Social media are online tools and platforms that promote communication, teamwork, and content creation (Richter dan Koch, 2007). Social media gives businesses the chance to connect with customers in their social networks and develop more intimate relationships

with them. (Kelly et al.,2010). By influencing the brand image from marketers to consumers online, social media is transforming how brand material is developed, delivered, and consumed. (Tsai dan Pria, 2013). To allow all Louis Vuitton (LV) fans to see the show, the brand broadcast a video of its catwalk presentation on its Facebook page (Kapferer, 2012). As a result, premium brands participate in current trends and attract more consumer attention (Kim dan Ko, 2010).

In order to better engage with their target audience, luxury fashion firms use social media platforms to solicit input and draw in new customers. For instance, the majority of high-end manufacturers such as Gucci, Dolce and Gabbana, Chanel, Louis Vuitton, Yves Saint Laurent, Hermes, Bottega Veneta, Fendi, Alexander Mcqueen, Burberry, Christian Dior, Bulgari, Tomford, Coomi, Givenchy, Mouawad, Lana Marks, Prada, Chloé, Mulberry, Oscar de la Renta, Darby Scott, Goyard, Proenza Schouler, Balmain, Stella McCartney, Thom Browne, Celine, Balenciaga, and Valentino (Kompas.com) leverages social media platforms to solicit direct comments from its clients. According to Millen and Patterson (2002), social media's impact on engagement captures how users interact with one another and through conversations on online social networks.

2.3 Brand Self-Connection (BSC)

BSC is a type of brand association that's employed to help people develop their identities or to convey a close connection between a brand and their sense of self. (Escalas, 2004). The BSC measures how strongly the customer associates that personality with his or her self-concept by measuring the link between the consumer's self-concept and the perceived brand. (Moore dan Homer, 2008).

The actual self and the ideal self are two different ways that self-concept can exist. The ideal self is the aspiration or imagination of the aspirations and goals associated to oneself, whereas the actual self-concept is viewed as the actuality of oneself (Moore dan Homer, 2008). Customers of luxury fashion labels are led to believe that using luxury goods will make them feel more desirable, prestigious, and powerful, bringing them closer to their ideal self-realization (Workman dan Lee, 2011). High-status brand names are one way that luxury brand companies distinguish their brand identities. However, this tactic has a disadvantage because it places more emphasis on emotional value. (Choo et al.,2012). As a result, connecting emotionally with buyers is crucial for success in the luxury fashion sector(Kapferer dan Bastien, 2009).

Luxury brand purchases are made by customers to categorize or distinguish themselves from competitors, but they also become part of their own brand (Vigneron dan Johnson, 2004). Higher emotional attachment levels likely to increase brand dependency in the consumer. Because attachment provides feelings of comfort, contentment, and security, customers who are more connected to a brand tend to maintain an intimate relationship with it (Thomson et al.,2005). This study suggests, based on the literature, that brand self-connection to premium fashion brands enhances brand engagement with customers.
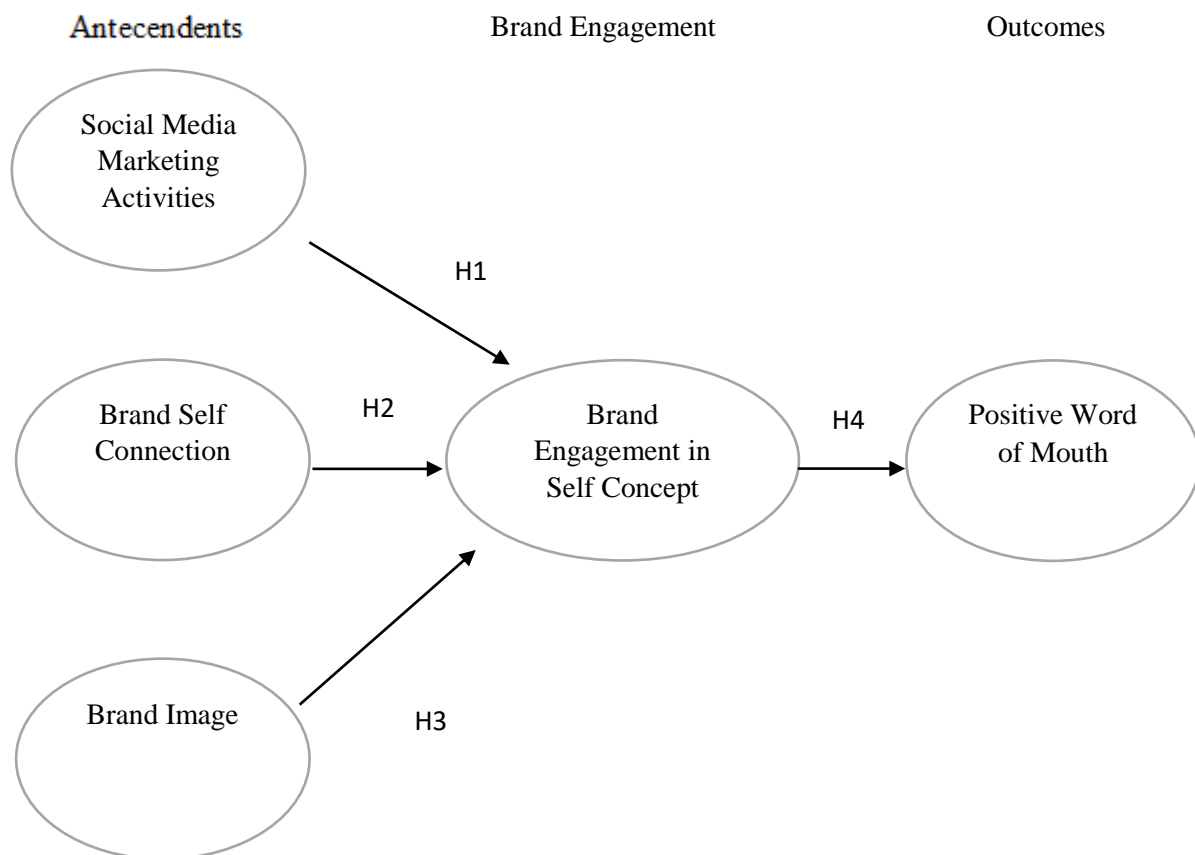
2.4 Brand Image

Brand image refers to how a brand is perceived by consumers, how it is positioned in the market, and the various impressions that people develop of it. These impressions come together to create the brand personality (Nandan, 2005). An individual's overall assessment of a brand is another crucial factor in evaluating a brand. Consumers can build a brand image based on associations and attitudes towards a brand (Mitchell and Olson, 2013). Brand image is based on how consumers perceive a product, and as a result, it can be a

good indicator of how people will behave when they encounter that product. Brand image is the status and reputation that consumers bring to luxury fashion brands. Benefits from luxury brands include social prestige, identity affirmation, and a sense of community. Because they created a brand strategy that is pertinent, distinct, and clear, Gucci Group, Prada, and Richemont Group have all spent millions of dollars to develop their brand image (Chevalier dan Mazzalovo, 2008). Therefore, it is thought that establishing a positive brand image of luxury fashion labels will not only make the product more attractive but also promote consumer involvement with the business.

2.5 Positive Word-Of-Mouth

Positive word-of-mouth is a method of unofficially exchanging opinions about products and services. It also refers to unofficially exchanging opinions about companies, brands, products, organizations, or services between individuals (Harrison-Walker, 2001). Due to WOM's shown power to persuade people to purchase items and services, this communication benefits both consumers and marketers. Positive word-of-mouth is a tacit method of sharing opinions about products and services that is used when people are discussing brands, products, services, or organizations with one another (Bristor, 1990). WOM is disseminated by customers who endorse particular brands or items as being more reliable. Because they are driven to show concern for others in order to support brand high-end bag, customers participate in WOM as an unwittingly effective method of promotion. Previous studies concur that the main result of engaged behavior is positive WOM (Pansari dan Kumar, 2017)

2.6 Thinking Framework

2.7 Research Hypothesis

Based on the framework that has been put forward Previously, the hypothesis that will be tested in this study is formulated as follows:

H1: Social media marketing activities positively affect BESC (Brand engagement in self-concept)

H2: *Brand self-connection* positively affects BESC (*Brand engagement in self-concept*)

H3: Brand Image positively affect BESC (Brand engagement in self-concept)

H4: BESC (Brand engagement in self-concept) positively affect Positive WOM

III. Research Method

3.1 Data collection

Primary data collection was carried out using a non-probability sampling method. Data were collected through questionnaires which were distributed to 120 consumers who had been involved with luxury bag brands. Respondents will be invited via the link provided to fill out an online questionnaire with a seven-point Likert Scale used for all constructs where 1 = strongly disagree and 5 = strongly agree, and the questionnaire data will be automatically saved after the respondent submits an answer.

3.2 Population and Sample

Population, according to Sugiyono (2018), is a generalization region made up of things or subjects that have particular traits and features decided by researchers to be examined and then inferred. The population in this study are people who use luxury bag brands.

Sugiyono (2018) claims that the sample reflects the size and features of the population. A non-probability sampling method with a purposive sampling type is used in this investigation. Non-probability sampling is a strategy that does not provide every component or person in the population the chance to be chosen as a sample (Sugiyono 2018). The structured questionnaire was designed to test the conceptual model. Data were collected from a sample of consumers who own luxury bags. Practical sample of 120 people who own Gucci, Dolce and Gabbana, Chanel, Louis Vuitton, Yves Saint Laurent, Hermes, Bottega Veneta, Fendi, Alexander Mcqueen, Burberry, Christian Dior, Bulgari, Tomford, Coomi, Givenchy, Mouawad, Lana Marks, Prada, Chloé, Mulberry, Oscar de la Renta, Darby Scott, Goyard, Proenza Schouler, Balmain, Stella McCartney, Thom Browne, Celine, Balenciaga, and Valentino.

IV. Result and Discussion

4.1 Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Criteria	Total	Percentage
Gender	Male	32	26.7%
	Female	88	73.3%
Total		120	100%
Age	<30 years old	32	26.7%
	30-39,9 years old	27	22.5%
	40-49,9 years old	37	30.8%

	50-59,9 years old	18	15%
	>60 years old	6	5%
Total		120	100%
Last Education	SMA/SMK/Equal	23	19.2%
	Diploma Degree	11	9.2%
	Bachelor Degree (S1)	47	39.2%
	Magister Degree (S2)	39	32.5%
	Doctor (S3)	0	0%
Total		120	100%
Profession	Student-College Student	22	18.3%
	Private Sector Employee	23	19.2%
	Civil Sector Employee	0	0%
	Entrepreneur	41	34.2%
	Have no job	1	0.8%
	Lawyer	13	10.8%
	IVF Doctor Specialist	9	7.5%
	Dentist	3	2.5%
	Celeb on Instagram	3	2.5%
	Embriologist	2	1.7%
	Public Figure	1	0.8%
	Influencer	1	0.8%
	Artist	1	0.8%
Total		120	100%
Monthly Income	< Rp. 10.000.000	12	10%
	Rp. 10.000.000 - Rp. 19.999.999	20	16.7%
	Rp. 20.000.000 - Rp. 29.999.999	15	12.5%
	Rp. 30.000.000 - Rp. 39.999.999	35	29.2%
	> Rp 40.000.000	36	30%
	No Income	2	1.7%
Total		120	100%

Source: Data Processed using Googleform by Author (2022)

4.2 Validity Test

A measuring instrument's suitability to measure a variable is established through the validity test. If the statements contained in a questionnaire can be used to determine what the questionnaire will measure, it is deemed valid. Validity is also used to gauge respondents' attitudes. If the statements in a questionnaire are suitable for measuring the variables being measured, the questionnaire is considered to be valid. By examining the value factor loading, confirmatory factor analysis is the analytical technique utilized to evaluate the validity of this study. The sample size for this study was 120 respondents. As a result, the value factor loading was 0,50 when considering the number of samples (Hair et al, 2010). The basis for making decisions on validity testing is as follows:

Table 2

Factor Loading	Sample Size
0,30	350
0,35	250
0,40	200
0,45	150
0,50	**120**
0,55	100
0,60	85
0,65	70
0,70	60
0,75	50

Source: Data Processed using SPSS Version 26 by Author (2022)

Table 3

Variabel	KMO and Bartlett's Test	Anti Image Matrices	Factor Loading	Validity
	>0.5	>0,5	>0,5	
SMM1		.635[a]	.853	**Valid**
SMM2		.775[a]	.630	**Valid**
SMM3	.678	.693[a]	.605	**Valid**
SMM4		.680[a]	.793	**Valid**
BSC1	.595	.567[a]	.838	**Valid**
BSC2		.577[a]	.805	**Valid**
BSC3		.727[a]	.626	**Valid**
BI1	.603	.521[a]	.604	**Valid**
BI2		.548[a]	.715	**Valid**
BI3		.613[a]	.720	**Valid**
BI4		.613[a]	.724	**Valid**
BI5		.762[a]	.716	**Valid**
PWOM1	.584	.553[a]	.909	**Valid**
PWOM2		.583[a]	.824	**Valid**
PWOM3		.659[a]	.719	**Valid**
BESC1		.934[a]	.736	**Valid**
BESC2		.888[a]	.753	**Valid**
BESC3		.915[a]	.765	**Valid**
BESC4	.913	.883[a]	.702	**Valid**
BESC5		.914[a]	.807	**Valid**
BESC6		.920[a]	.719	**Valid**
BESC7		.927[a]	.748	**Valid**
BESC8		.920[a]	.787	**Valid**

Table 3 shows that all variable outcomes have AVE values >0.5, indicating convergent validity.

4.3 Reliability Test

Internal consistency is a type of reliability test that is used in this study to determine how homogenous the statement items are in their capacity to explain the same variables. Sekaran and Bougie (2016) state that the following is the rationale for undergoing reliability testing:

a. If *Cronbach's alpha* >0.6, then the statement is feasible to use (*reliable*).
b. If *Cronbach's alpha* <0.6, then the statement is not feasible (*unreliable*).

Table 4.

Variabel	N of items	Cronbach's Alpha >0.6	Reliability
SMM	4	.693	**Reliabel**
BSC	3	.636	**Reliabel**
BI	5	.730	**Reliabel**
PWOM	3	.756	**Reliabel**
BESC	8	.890	**Reliabel**

Source: Data Processed using SPSS Version 26 by Author (2022)

Cronbach's alpha > 0.6, which may be used as a measure of the variables in this study, the reliability test findings in this study were reliable, as shown in the table 4.3 above.

4.4 Hipotesis Test

Table 5

Hipotesis	Estimate	P Value	Conclusion
H1. Social media marketing activities positively affect BESC (Brand engagement in self-concept)	0,631	0,000	H1 Supported
H2. *Brand self-connection* positively affect BESC (*Brand engagement in self-concept*)	0,075	0,244	H2 Not Supported
H3. Brand Image positively affect BESC (Brand engagement in	0,036	0,350	H3 Not Supported

self-concept)			
H4. BESC (Brand engagement in self-concept) positively affect Positive WOM	0,023	0,399	H4 Not Supported

Source: Data Processed using SEM AMOS Version 23 by Author (2022)

Table 5 there is 1 significant hypothesis with P-value statistical variable SMM on BESC, the result is 0.000 < 0.005 and hypotheses 1, 2, 3, and 4 are not significant because they are above 0.005

4.5 Descriptive Analysis

Table 6

	SMM1	SMM2	SMM3	SMM4
Mean	4.24	3.85	4.04	3.90
Std. Deviation	.935	1.010	.947	1.032

Table 6 displays data for 4 indicators using SPSS version 25 of the Social Media Marketing variable with the largest average for the SMM1 indicator with a value of 4.24 and a standard deviation of 0.935. This means that most respondents agree that following the brand luxury bag social media account. While the indicator that gets the smallest score is SMM2 with a value of 3.85 and a standard deviation of 1.010. This means that most respondents express doubts if they like to talk about luxury bag brands by posting content on social media. Thus, most of the respondents' indicators give positive statements about Social Media Marketing.

Table 7.

	BSC 1	BSC 2	BSC 3
Mean	4.69	4.59	4.72
Std. Deviation	.607	.682	.520

The Brand self-connection variable is shown in Table 7 with data for 3 indicators using SPSS version 25. The BSC 3 indication has the highest average, with a value of 4.72 and a standard deviation of 0.520. This indicates that the majority of respondents concur that they have a connection to the luxury bag brand they are using. A BSC2 indicator with a value of 4.59 and a standard deviation of 0.682 received the lowest score. This indicates that the majority of responders are still in agreement if they can name the traits of the luxury bag brand being used as being original/authentic. As a result, the majority of the respondents' indicators support favorable claims about Brand self-connection.

Table 8

	BI 1	BI 2	BI 3	BI 4	BI 5
Mean	4.13	4.21	3.83	3.13	3.42
Std. Deviation	.815	.755	1.040	1.119	1.104

Table 8 displays data for 5 indicators using SPSS version 25 of the Brand Image variable with the largest average for the BI2 indicator with a value of 4.21 and a standard deviation of 0.755. This means that most respondents agree that the quality of the luxury bag brand can be trusted. Meanwhile, the indicator that received the smallest score was BI 4 with a value of 3.13 and a standard deviation of 1.119. This means that most of the respondents expressed doubts if the luxury bag brand is a unique item. Thus, most of the respondents' indicators gave positive statements regarding Brand Image.

Table 9.

	PWOM1	PWOM 2	PWOM 3
Mean	3.20	3.64	3.58
Std. Deviation	1.082	.951	1.001

The Positive word of mouth variable is shown in Table 9 with data for three indicators using SPSS version 25. The PWOM3 indicator has the highest average, with a value of 3.58 and a standard deviation of 1.001. This indicates that the majority of respondents are reluctant to advise their friends and family to try the high-end bag brand. PWOM1 received the lowest score of all the indicators, with a value of 3.20 and a standard deviation of 1.082. This indicates that the majority of respondents said they were still cautious to recommend the luxury bag brand to others. As a result, the majority of respondents' indicators provided affirmative responses about positive word of mouth.

Table 10

	BESC 1	BESC 2	BESC 3	BESC 4	BESC 5	BESC 6	BESC7	BESC8
Mean	4.11	4.09	3.97	4.01	4.08	4.18	4.16	4.24
Std. Deviation	.933	.979	.943	1.088	.972	.914	.944	.979

The Brand engagement in self-concept variable is shown in Table 4.5.5 with data for 8 indicators using SPSS version 25. The BESC 8 indicator has the highest average, with a value of 4.24 and a standard deviation of 0.979. According to the majority of responders, my luxury bag brand is a significant indicator of who I am. BESC 3 had the lowest score of all the indicators, with a value of 3.97 and a standard deviation of 0.943. This indicates that the majority of respondents questioned whether I frequently felt a personal connection to luxury bag brands. As a result, the majority of the respondents' signs support favorable claims about Brand Engagement in self-concept.

V. Conclusion

The effect drivers and outcomes of brand engagement in self-concept on luxury bag brand may be summarized as follows based on an analysis of study and discussion is People who own luxury bag brands earn more than Rp 40,000,000 and are between the ages of 40 and 40.9 and work as entrepreneurs. Only one relevant hypothesis emerged from hypothetical data processing utilizing SEM AMOS version 23, namely that social media marketing activities have a beneficial impact on BESC (Brand engagement in self-concept).

In this research, brand self-connection not positively affect BESC (Brand engagement in self-concept), Brand Image not positively affect BESC (Brand engagement

in self-concept), and BESC (Brand engagement in self-concept) not positively affect Positive WOM. In general, respondents answer that on average agree and hesitate, such as agree that following the brand luxury bag social media account, doubts if they like to talk about luxury bag brands by posting content on social media, have a connection to the luxury bag brand they are using, agree if they can name the traits of the luxury bag brand being used as being original/authentic, agree that the quality of the luxury bag brand can be trusted, doubts if the luxury bag brand is a unique item, reluctant to advise their friends and family to try the high-end bag brand, cautious to recommend the luxury bag brand to others, my luxury bag brand is a significant indicator of who I am, and frequently felt a personal connection to luxury bag brands. As a result, the majority of the respondents' signs support favorable claims about Brand Engagement in self-concept.

References

Arif, S. (2019). Influence of Leadership, Organizational Culture, Work Motivation, and Job Satisfaction of Performance Principles of Senior High School in Medan City. Budapest International Research and Critics Institute-Journal (BIRCI-Journal). P. 239-254

Bain & Company. (2012, May 12). Luxury Goods Worldwide Market Study 2012. https://www.bain.com/insights/luxury-goods-market-study-2012/

Brodie, R.J., Hollebeek, L.D., Juric, B. and Ilic, A. (2011), "Customer engagement: conceptual domain, fundamental propositions, and implications for research", Journal of Service Research, Vol. 16 No. 5, pp. 354-378.

Chevalier, M. and Mazzalovo, G. (2008), Luxury Brand Management: A World of Privilege, John Wiley & Sons (Asia) Pte Ltd, Singapore.

Choo, Ho & Moon, Heekang & Kim, Hyunsook & Yoon, Namhee. (2012). Luxury customer value. Journal of Fashion Marketing and Management. 16. 81-101. 10.1108/13612021211203041.

Deangelis, Matteo & Bonezzi, Andrea & Peluso, Alessandro M. & Rucker, Derek & Costabile, Michele. (2012). On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission. Journal of Marketing Research. 49. 551-563. 10.2307/41714446.

Elliott, R. (2004), "Making up people: consumption as a symbolic vocabulary for the construction of identity", in Ekstrom, K. and Brembek, H. (Eds), Elusive Consumption: Tracking New Research Perspectives, Berg Publishers, Oxford, pp. 129-140.

Escalas, J.E. (2004), "Narrative processing: building consumer connections to brands", Journal of Consumer Psychology, Vol. 14 No. 1, pp. 168-179.

Gambetti, R.C. Graffigna, G. and Biraghi, S. (2012), "The grounded theory approach to consumer- brand engagement", International Journal of Market Research, Vol. 54 No. 5, pp. 659-687.

Hair, Joseph & Black, William & Babin, Barry & Anderson, Rolph. (2010). Multivariate Data Analysis: A Global Perspective.

Hollebeek, L.D. and Chen, T. (2014), "Exploring positively-versus negatively-valenced brand engagement: a conceptual model", The Journal of Product and Brand Management, Vol. 23 No. 1, pp. 62-74.

Hung, Kuang-Peng & Chen, Annie & Peng, Norman & Hackley, Chris & Hackley, Rungpaka Amy & Chou, Chun-lun. (2011). Antecedents of luxury brand purchase intention. Journal of Product & Brand Management. 20. 457-467.

10.1108/10610421111166603.

J. M. Bristor, "Enhanced Explanations of Word of Mouth Communications: The Power of Relationships," Research in Consumer Behavior, Vol. 4, 1990, pp. 51-83.

Kapferer, J.N. (2012), The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Kogan Page Publishers, London.

Kapferer, J.N. and Bastien, V. (2009), "The specificity of luxury management: turning marketing upside down", Journal of Brand Management, Vol. 16 Nos 5/6, pp. 311-322.

Kelly, L., Kerr, G. and Drennan, J. (2010), "Avoidance of advertising in social networking sites: the teenage perspective", Journal of Interactive Advertising, Vol. 10 No. 2, pp. 16-27.

Kim, A.J. and Ko, E. (2010), "Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention", Journal of Global Fashion Marketing, Vol. 1 No. 3, pp. 164-171.

Kumar, V. & Pansari, Anita. (2017). Customer Engagement - The Construct, Antecedents and Consequences. Journal of the Academy of Marketing Science. 45. 10.1007/s11747-016-0485-6.

Liu, R.L., Sprott, D.E., Spangenberg, E.R., Czellar, S. and Voss, K.E. (2018), "Consumer preference for national vs. private brands: the influence of brand engagement and self-concept threat", Journal of Retailing and Consumer Services, Vol. 41, pp. 90-100.

Millen, D.R. and Patterson, J.F. (2002), "Stimulating social engagement in a community network", The Proceedings of the 2002 ACM Conference on Computer Supported Cooperative Work, New York, NY, pp. 306-313.

Mitchell, A. A., & Olson, J. C. (2013). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? Journal of Marketing Research, 18(3),318-332.

Mohd Noor Mamat, Norshazreena Mohd Noor, Norshaheeda Mohd Noor,

Moore, D.J. and Homer, P.M. (2008), "Self-brand connections: the role of attitude strength and autobiographical memory primes", Journal of Business Research, Vol. 61 No. 7, pp. 707-714.

Nandan, Shiva. (2005). An exploration of the brand identity-brand image linkage: A communications perspective. The Journal of Brand Management. 12. 264-278. 10.1057/palgrave.bm.2540222.

Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. (2021). The Effect of Training on Work Performance and Career Development: The Role of Motivation as Intervening Variable. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(2), 2385–2393. https://doi.org/10.33258/birci.v4i2.1940

Park, C.W., MacInnis, D.J., Priester, J., Eisingerich, A.B. and Iacobucci, D. (2010), "Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers", Journal of Marketing, Vol. 74 No. 6, pp. 1-17.

Purchase Intentions of Foreign Luxury Brand Handbags among Consumers in Kuala Lumpur, Malaysia,Procedia Economics and Finance,Volume 35, 2016, Pages 206-215.

Sanjaya, Y. C. A. (2022, January 12). 30 Merek Tas Mewah Dunia, Mana Pilihanmu?Kompas.Com.https://lifestyle.kompas.com/read/2022/01/12/122617620/30-merek-tas-mewah-dunia-mana-pilihanmu?page=all

Sekaran, U. and Bougie, R. (2016) Research Methods for Business: A Skill-Building

Approach. 7th Edition, Wiley & Sons, West Sussex.

Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.

Thomson, Matthew & Macinnis, Deborah & Park, C.. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. Journal of Consumer Psychology - J CONSUM PSYCHOL. 15. 77-91. 10.1207/s15327663jcp1501_10.

Tsai, W.H.S. and Men, L.R. (2013), "Motivations and antecedents of consumer engagement with brand pages on social networking sites", Journal of Interactive Advertising, Vol. 13 No. 2, pp. 76-87.

Tynan, C., McKechnie, S. and Chhuon, C. (2010), "Co-creating value for luxury brands", Journal of Business Research, Vol. 63 No. 11, pp. 1156-1163.

Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010), "Customer engagement behavior: theoretical foundations and research directions", Journal of Service Research, Vol. 13 No. 3, pp. 253-266.

Vigneron, F. and Johnson, L.W. (2004), "Measuring perceptions of brand luxury", Journal of Brand Management, Vol. 11 No. 6, pp. 484-506.

Walker, L. Jean. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. Journal of Service Research - J SERV RES. 4. 60-75. 10.1177/109467050141006.

Yang, S., Lin, S., Carlson, J.R. and Ross, W.T. Jr (2016), "Brand engagement on social media: will firms' social media efforts influence search engine advertising effectiveness?", Journal of Marketing Management, Vol. 32 Nos 5/6, pp. 526-557.

Sri Vandayuli Riorini_The Effect of Drivers and Outcomes.. BIRCU Journal 23 Agustus 2022

by Sri Vandayuli Riorini

The Effect of Drivers and Outcomes of Brand Engagement in Self Concept on Luxury Bag Brand

Indiera Sievea Dewi[1], Sri Vandayuli Riorini[2]
[1,2]Faculty of Economy and Business, Universitas Trisakti, Indonesia
indiera22001901228@std.trisakti.ac.id, srivandayuli@trisakti.ac.id

Abstract

The purpose of this study is to analyze the effect drivers and outcomes of brand engagement in self-concept on luxury bag brands. The primary data collection method used is the questionnaire method with purposive sampling and non-probability sampling techniques to 120 respondents who have luxury branded bags. Data were analyzed using Covariance-Based Structural Equation Modeling (SEM). The results of this study indicate that Social Media Marketing Social media marketing activities positively affect BESC (Brand engagement in self-concept).

I. Introduction

One of the markets with the quickest growth is the luxury goods sector, which constantly introduces new luxury goods. Luxury enterprises face all the hazards of the "fast fashion phenomenon," which is speeding up the pace of fashion and product cycles worldwide, as a new challenge because they operate in a recently stable industrial sector where organizations and projects are large enough to handle global brands. Larger organizations equipped to handle operations on a worldwide and extensive scale have been created as a result of the expansion of global brands. (Mamat Mohd Noor et al., 2016).

Products from luxury and pricey brands frequently cater to affluent consumers, and they have a high level of consumer involvement in the information collecting and decision-making processes (Hollensen, 2011). People purchase and wear luxury products for a variety of reasons, such as how cultural values affect the quality of the product. The business also examines how consumer wealth affects their decision to purchase high-end brands of items. Because luxury items are uncommon, of high quality, and exclusive nature, the goal is to determine how much influence functional, experiential, symbolic, social, and characteristic characteristics have on word-of-mouth. (Bain and Company, 2012).

A well-made, unique, and distinctive product is what is referred to be a luxury brand. (Hung et al., 2011). Key characteristics of luxury goods contribute to their increased appeal for reasons other than their functioning. The factors include prestige, exclusivity, and premium pricing. Exclusiveness or scarcity is a luxury product's competitive advantage. (Tynan et al., 2010). revealed five essential luxury dimensions, including conspicuousness, uniqueness, extended self, hedonism, and quality, that must be built or maintained in order to build a long-lasting luxury brand. (Vigneron dan Johnson, 2004). Most luxury fashion firms give these five values, which help to create the overall brand image. Therefore, the definition of luxury goods in the literature is that they are items that, regardless of their functioning, raise the self-esteem of their owners. (Vigneron dan Johnson, 2004).

25453

Customers might satisfy their psychological and practical requirements by purchasing luxury goods. This benefit separates luxury products from non-luxury or fake goods. (Vigneron dan Johnson, 2004). According to this study, luxury brands are uncommon goods with higher prices and distinctive identities (exclusivity or rarity) that appeal to specific market segments due to their importance for the economy and the social lives of consumers. (Kapferer dan Bastien, 2009).

Marketing for non-luxury brands doesn't function the same as marketing for luxury brands. (Kapferer dan Bastien, 2009). It's crucial to comprehend how customers of luxury brands communicate with their business; the deeper the bonds that bind them, the higher the levels of brand engagement. (Park et al., 2010). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

In the luxury fashion consumer industry, the role of brand engagement in self-concept (BESC) includes employing brands to create and convey BESC and brand self-connection (BSC) (Elliott, 2004). WOM is frequently disseminated to foster favorable attitudes. Positive information about one's own consumption experiences is more likely to be shared than negative information about other people's consumption experiences. (De Angelis et al., 2012).

II. Review of Literature

2.1 Brand Engagement In Self-Concept (BESC)

Regarding what constitutes brand engagement, various brands have varied definitions. According to Hollebeek et al. (2014), brand engagement is the engagement with positive valence consumer brands through cognitive, emotional, and behavioral actions. Customer views and feelings regarding the brand are what fuel brand involvement (Yang et al. 2016). The interactional behavior of customers with products and as a manifestation of customer behavior of a brand that goes beyond transactional is what drives brand engagement.

Additionally, earlier studies have discovered that the psychological states that characterize brand engagement serve as the connecting element amongst all hypotheses. (Gambetti et al., 2012). Individual interactions with particular objects lead to brand involvement, which results in motivation, engagement, participation, creation, sharing of brand-related information, and the conviction that consumers have a propensity to include brands in brand engagement in self-concept of luxury brand. (van Doorn et al., 2010).

BESC also aids in overcoming the drawbacks of previous branding by offering a more comprehensive perspective of the interaction between customers and companies in daily life (Liu et al., 2018). BESC differs conceptually from other comparable ideas like customer involvement and satisfaction (Brodie et al., 2011). BESC is especially helpful in understanding how consumers respond to a more diverse brand category, such as a brand luxury bag that encompasses a lot of distinct companies in several market segments (Liu et al., 2018).

2.2 Social Media Marketing (SMM) Activities

Social media are online tools and platforms that promote communication, teamwork, and content creation (Richter dan Koch, 2007). Social media gives businesses the chance to connect with customers in their social networks and develop more intimate relationships

with them. (Kelly et al.,2010). By influencing the brand image from marketers to consumers online, social media is transforming how brand material is developed, delivered, and consumed. (Tsai dan Pria, 2013). To allow all Louis Vuitton (LV) fans to see the show, the brand broadcast a video of its catwalk presentation on its Facebook page (Kapferer, 2012). As a result, premium brands participate in current trends and attract more consumer attention (Kim dan Ko, 2010).

In order to better engage with their target audience, luxury fashion firms use social media platforms to solicit input and draw in new customers. For instance, the majority of high-end manufacturers such as Gucci, Dolce and Gabbana, Chanel, Louis Vuitton, Yves Saint Laurent, Hermes, Bottega Veneta, Fendi, Alexander Mcqueen, Burberry, Christian Dior, Bulgari, Tomford, Coomi, Givenchy, Mouawad, Lana Marks, Prada, Chloé, Mulberry, Oscar de la Renta, Darby Scott, Goyard, Proenza Schouler, Balmain, Stella McCartney, Thom Browne, Celine, Balenciaga, and Valentino (Kompas.com) leverages social media platforms to solicit direct comments from its clients. According to Millen and Patterson (2002), social media's impact on engagement captures how users interact with one another and through conversations on online social networks.

2.3 Brand Self-Connection (BSC)

BSC is a type of brand association that's employed to help people develop their identities or to convey a close connection between a brand and their sense of self. (Escalas, 2004). The BSC measures how strongly the customer associates that personality with his or her self-concept by measuring the link between the consumer's self-concept and the perceived brand. (Moore dan Homer, 2008).

The actual self and the ideal self are two different ways that self-concept can exist. The ideal self is the aspiration or imagination of the aspirations and goals associated to oneself, whereas the actual self-concept is viewed as the actuality of oneself (Moore dan Homer, 2008). Customers of luxury fashion labels are led to believe that using luxury goods will make them feel more desirable, prestigious, and powerful, bringing them closer to their ideal self-realization (Workman dan Lee, 2011). High-status brand names are one way that luxury brand companies distinguish their brand identities. However, this tactic has a disadvantage because it places more emphasis on emotional value. (Choo et al.,2012). As a result, connecting emotionally with buyers is crucial for success in the luxury fashion sector(Kapferer dan Bastien, 2009).

Luxury brand purchases are made by customers to categorize or distinguish themselves from competitors, but they also become part of their own brand (Vigneron dan Johnson, 2004). Higher emotional attachment levels likely to increase brand dependency in the consumer. Because attachment provides feelings of comfort, contentment, and security, customers who are more connected to a brand tend to maintain an intimate relationship with it (Thomson et al.,2005). This study suggests, based on the literature, that brand self-connection to premium fashion brands enhances brand engagement with customers.

2.4 Brand Image

Brand image refers to how a brand is perceived by consumers, how it is positioned in the market, and the various impressions that people develop of it. These impressions come together to create the brand personality (Nandan, 2005). An individual's overall assessment of a brand is another crucial factor in evaluating a brand. Consumers can build a brand image based on associations and attitudes towards a brand (Mitchell and Olson, 2013). Brand image is based on how consumers perceive a product, and as a result, it can be a
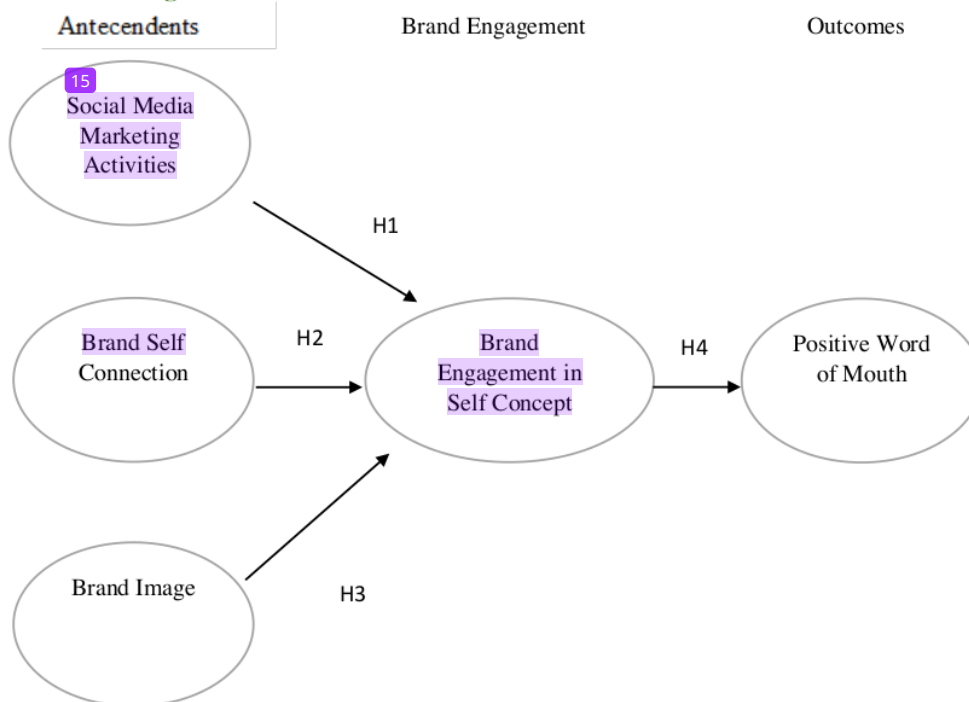
good indicator of how people will behave when they encounter that product. Brand image is the status and reputation that consumers bring to luxury fashion brands. Benefits from luxury brands include social prestige, identity affirmation, and a sense of community. Because they created a brand strategy that is pertinent, distinct, and clear, Gucci Group, Prada, and Richemont group have all spent millions of dollars to develop their brand image (Chevalier dan Mazzalovo, 2008). Therefore, it is thought that establishing a positive brand image of luxury fashion labels will not only make the product more attractive but also promote consumer involvement with the business.

2.5 Positive Word-Of-Mouth

Positive word-of-mouth is a method of unofficially exchanging opinions about products and services. It also refers to unofficially exchanging opinions about companies, brands, products, organizations, or services between individuals (Harrison-Walker, 2001). Due to WOM's shown power to persuade people to purchase items and services, this communication benefits both consumers and marketers. Positive word-of-mouth is a tacit method of sharing opinions about products and services that is used when people are discussing brands, products, services, or organizations with one another (Bristor, 1990). WOM is disseminated by customers who endorse particular brands or items as being more reliable. Because they are driven to show concern for others in order to support brand high-end bag, customers participate in WOM as an unwittingly effective method of promotion. Previous studies concur that the main result of engaged behavior is positive WOM (Pansari dan Kumar, 2017)

2.6 Thinking Framework

| Antecendents | Brand Engagement | Outcomes |

Social Media Marketing Activities

H1

Brand Self Connection

H2

Brand Engagement in Self Concept

H4

Positive Word of Mouth

Brand Image

H3

2.7 Research Hypothesis

Based on the framework that has been put forward Previously, the hypothesis that will be tested in this study is formulated as follows:

H1: Social media marketing activities positively affect BESC (Brand engagement in self-concept)

H2: *Brand self-connection* positively affects BESC (*Brand engagement in self-concept*)

H3: Brand Image positively affect BESC (Brand engagement in self-concept)

H4: BESC (Brand engagement in self-concept) positively affect Positive WOM

III. Research Method

3.1 Data collection

Primary data collection was carried out using a non-probability sampling method. Data were collected through questionnaires which were distributed to 120 consumers who had been involved with luxury bag brands Respondents will be invited via the link provided to fill out an online questionnaire with a seven-point Likert Scale used for all constructs where 1 = strongly disagree and 5 = strongly agree, and the questionnaire data will be automatically saved after the respondent submits an answer.

3.2 Population and Sample

Population, according to Sugiyono (2018), is a generalization region made up of things or subjects that have particular traits and features decided by researchers to be examined and then inferred. The population in this study are people who use luxury bag brands.

Sugiyono (2018) claims that the sample reflects the size and features of the population. A non-probability sampling method with a purposive sampling type is used in this investigation. Non-probability sampling is a strategy that does not provide every component or person in the population the chance to be chosen as a sample (Sugiyono 2018). The structured questionnaire was designed to test the conceptual model. Data were collected from a sample of consumers who own luxury bags. Practical sample of 120 people who own Gucci, Dolce and Gabbana, Chanel, Louis Vuitton, Yves Saint Laurent, Hermes, Bottega Veneta, Fendi, Alexander Mcqueen, Burberry, Christian Dior, Bulgari, Tomford, Coomi, Givenchy, Mouawad, Lana Marks, Prada, Chloé, Mulberry, Oscar de la Renta, Darby Scott, Goyard, Proenza Schouler, Balmain, Stella McCartney, Thom Browne, Celine, Balenciaga, and Valentino.

IV. Result and Discussion

4.1 Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Criteria	Total	Percentage
Gender	Male	32	26.7%
	Female	88	73.3%
	Total	120	100%
	<30 years old	32	26.7%
	30-39,9 years old	27	22.5%
Age	40-49,9 years old	37	30.8%

	50-59,9 years old	18	15%
	>60 years old	6	5%
	Total	120	100%
Last Education	SMA/SMK/Equal	23	19.2%
	Diploma Degree	11	9.2%
	Bachelor Degree (S1)	47	39.2%
	Magister Degree (S2)	39	32.5%
	Doctor (S3)	0	0%
	Total	120	100%
Profession	Student-College Student	22	18.3%
	Private Sector Employee	23	19.2%
	Civil Sector Employee	0	0%
	Entrepreneur	41	34.2%
	Have no job	1	0.8%
	Lawyer	13	10.8%
	IVF Doctor Specialist	9	7.5%
	Dentist	3	2.5%
	Celeb on Instagram	3	2.5%
	Embriologist	2	1.7%
	Public Figure	1	0.8%
	Influencer	1	0.8%
	Artist	1	0.8%
	Total	120	100%
Monthly Income	< Rp. 10.000.000	12	10%
	Rp. 10.000.000 - Rp. 19.999.999	20	16.7%
	Rp. 20.000.000 - Rp. 29.999.999	15	12.5%
	Rp. 30.000.000 - Rp. 39.999.999	35	29.2%
	> Rp 40.000.000	36	30%
	No Income	2	1.7%
	Total	120	100%

Source: Data Processed using Googleform by Author (2022)

4.2 Validity Test

A measuring instrument's suitability to measure a variable is established through the validity test. If the statements contained in a questionnaire can be used to determine what the questionnaire will measure, it is deemed valid. Validity is also used to gauge respondents' attitudes. If the statements in a questionnaire are suitable for measuring the variables being measured, the questionnaire is considered to be valid. By examining the value factor loading, confirmatory factor analysis is the analytical technique utilized to evaluate the validity of this study. The sample size for this study is 120 respondents. As a result, the value factor loading was 0,50 when considering the number of samples (Hair et al, 2010). The basis for making decisions on validity testing is as follows:

Table 2

Factor Loading	Sample Size
0,30	350
0,35	250
0,40	200
0,45	150
0,50	**120**
0,55	100
0,60	85
0,65	70
0,70	60
0,75	50

Source: Data Processed using SPSS Version 26 by Author (2022)

Table 3

Variabel	KMO and Bartlett's Test	Anti Image Matrices	Factor Loading	Validity
	>0.5	>0,5	>0,5	
SMM1		.635[a]	.853	Valid
SMM2		.775[a]	.630	Valid
SMM3	.678	.693[a]	.605	Valid
SMM4		.680[a]	.793	Valid
BSC1	.595	.567[a]	.838	Valid
BSC2		.577[a]	.805	Valid
BSC3		.727[a]	.626	Valid
BI1	.603	.521[a]	.604	Valid
BI2		.548[a]	.715	Valid
BI3		.613[a]	.720	Valid
BI4		.613[a]	.724	Valid
BI5		.762[a]	.716	Valid
PWOM1	.584	.553[a]	.909	Valid
PWOM2		.583[a]	.824	Valid
PWOM3		.659[a]	.719	Valid
BESC1		.934[a]	.736	Valid
BESC2		.888[a]	.753	Valid
BESC3		.915[a]	.765	Valid
BESC4	.913	.883[a]	.702	Valid
BESC5		.914[a]	.807	Valid
BESC6		.920[a]	.719	Valid
BESC7		.927[a]	.748	Valid
BESC8		.920[a]	.787	Valid

25459

Table 3 shows that all variable outcomes have AVE values >0.5, indicating convergent validity.

4.3 Reliability Test

Internal consistency is a type of reliability test that is used in this study to determine how homogenous the statement items are in their capacity to explain the same variables. Sekaran and Bougie (2016) state that the following is the rationale for undergoing reliability testing:

a. If *Cronbach's alpha* >0.6, then the statement is feasible to use (*reliable*).
b. If *Cronbach's alpha* <0.6, then the statement is not feasible (*unreliable*).

Table 4.

Variabel	N of items	Cronbach's Alpha >0.6	Reliability
SMM	4	.693	Reliabel
BSC	3	.636	Reliabel
BI	5	.730	Reliabel
PWOM	3	.756	Reliabel
BESC	8	.890	Reliabel

Source: Data Processed using SPSS Version 26 by Author (2022)

Cronbach's alpha > 0.6, which may be used as a measure of the variables in this study, the reliability test findings in this study were reliable, as shown in the table 4.3 above.

4.4 Hipotesis Test

Table 5

Hipotesis	Estimate	P Value	Conclusion
H1. Social media marketing activities positively affect BESC (Brand engagement in self-concept)	0,631	0,000	H1 Supported
H2. *Brand self-connection* positively affect BESC (*Brand engagement in self-concept*)	0,075	0,244	H2 Not Supported
H3. Brand Image positively affect BESC (Brand engagement in	0,036	0,350	H3 Not Supported

25460

self-concept)			
H4. BESC (Brand engagement in self-concept) positively affect Positive WOM	0,023	0,399	H4 Not Supported

Source: Data Processed using SEM AMOS Version 23 by Author (2022)

Table 5 there is 1 significant hypothesis with P-value statistical variable SMM on BESC, the result is 0.000 < 0.005 and hypotheses 1, 2, 3, and 4 are not significant because they are above 0.005

4.5 Descriptive Analysis

Table 6

	SMM1	SMM2	SMM3	SMM4
Mean	4.24	3.85	4.04	3.90
Std. Deviation	.935	1.010	.947	1.032

Table 6 displays data for 4 indicators using SPSS version 25 of the Social Media Marketing variable with the largest average for the SMM1 indicator with a value of 4.24 and a standard deviation of 0.935. This means that most respondents agree that following the brand luxury bag social media account. While the indicator that gets the smallest score is SMM2 with a value of 3.85 and a standard deviation of 1.010. This means that most respondents express doubts if they like to talk about luxury bag brands by posting content on social media. Thus, most of the respondents' indicators give positive statements about Social Media Marketing.

Table 7.

	BSC 1	BSC 2	BSC 3
Mean	4.69	4.59	4.72
Std. Deviation	.607	.682	.520

The Brand self-connection variable is shown in Table 7 with data for 3 indicators using SPSS version 25. The BSC 3 indication has the highest average, with a value of 4.72 and a standard deviation of 0.520. This indicates that the majority of respondents concur that they have a connection to the luxury bag brand they are using. A BSC2 indicator with a value of 4.59 and a standard deviation of 0.682 received the lowest score. This indicates that the majority of responders are still in agreement if they can name the traits of the luxury bag brand being used as being original/authentic. As a result, the majority of the respondents' indicators support favorable claims about Brand self-connection.

Table 8

	BI 1	BI 2	BI 3	BI 4	BI 5
Mean	4.13	4.21	3.83	3.13	3.42
Std. Deviation	.815	.755	1.040	1.119	1.104

Table 8 displays data for 5 indicators using SPSS version 25 of the Brand Image variable with the largest average for the BI2 indicator with a value of 4.21 and a standard deviation of 0.755. This means that most respondents agree that the quality of the luxury bag brand can be trusted. Meanwhile, the indicator that received the smallest score was BI 4 with a value of 3.13 and a standard deviation of 1.119. This means that most of the respondents expressed doubts if the luxury bag brand is a unique item. Thus, most of the respondents' indicators gave positive statements regarding Brand Image.

Table 9.

	PWOM1	PWOM 2	PWOM 3
Mean	3.20	3.64	3.58
Std. Deviation	1.082	.951	1.001

The Positive word of mouth variable is shown in Table 9 with data for three indicators using SPSS version 25. The PWOM3 indicator has the highest average, with a value of 3.58 and a standard deviation of 1.001. This indicates that the majority of respondents are reluctant to advise their friends and family to try the high-end bag brand. PWOM1 received the lowest score of all the indicators, with a value of 3.20 and a standard deviation of 1.082. This indicates that the majority of respondents said they were still cautious to recommend the luxury bag brand to others. As a result, the majority of respondents' indicators provided affirmative responses about positive word of mouth.

Table 10

	BESC 1	BESC 2	BESC 3	BESC 4	BESC 5	BESC 6	BESC7	BESC8
Mean	4.11	4.09	3.97	4.01	4.08	4.18	4.16	4.24
Std. Deviation	.933	.979	.943	1.088	.972	.914	.944	.979

The Brand engagement in self-concept variable is shown in Table 4.5.5 with data for 8 indicators using SPSS version 25. The BESC 8 indicator has the highest average, with a value of 4.24 and a standard deviation of 0.979. According to the majority of responders, my luxury bag brand is a significant indicator of who I am. BESC 3 had the lowest score of all the indicators, with a value of 3.97 and a standard deviation of 0.943. This indicates that the majority of respondents questioned whether I frequently felt a personal connection to luxury bag brands. As a result, the majority of the respondents' signs support favorable claims about Brand Engagement in self-concept.

V. Conclusion

The effect drivers and outcomes of brand engagement in self-concept on luxury bag brand may be summarized as follows based on an analysis of study and discussion is People who own luxury bag brands earn more than Rp 40,000,000 and are between the ages of 40 and 40.9 and work as entrepreneurs. Only one relevant hypothesis emerged from hypothetical data processing utilizing SEM AMOS version 23, namely that social media marketing activities have a beneficial impact on BESC (Brand engagement in self-concept).

In this research, brand self-connection not positively affect BESC (Brand engagement in self-concept), Brand Image not positively affect BESC (Brand engagement

in self-concept), and BESC (Brand engagement in self-concept) not positively affect Positive WOM. In general, respondents answer that on average agree and hesitate, such as agree that following the brand luxury bag social media account, doubts if they like to talk about luxury bag brands by posting content on social media, have a connection to the luxury bag brand they are using, agree if they can name the traits of the luxury bag brand being used as being original/authentic, agree that the quality of the luxury bag brand can be trusted, doubts if the luxury bag brand is a unique item, reluctant to advise their friends and family to try the high-end bag brand, cautious to recommend the luxury bag brand to others, my luxury bag brand is a significant indicator of who I am, and frequently felt a personal connection to luxury bag brands. As a result, the majority of the respondents' signs support favorable claims about Brand Engagement in self-concept.

References

Arif, S. (2019). Influence of Leadership, Organizational Culture, Work Motivation, and Job Satisfaction of Performance Principles of Senior High School in Medan City. Budapest International Research and Critics Institute-Journal (BIRCI-Journal). P. 239-254

Bain & Company. (2012, May 12). Luxury Goods Worldwide Market Study 2012. https://www.bain.com/insights/luxury-goods-market-study-2012/

Brodie, R.J., Hollebeek, L.D., Juric, B. and Ilic, A. (2011), "Customer engagement: conceptual domain, fundamental propositions, and implications for research", Journal of Service Research, Vol. 16 No. 5, pp. 354-378.

Chevalier, M. and Mazzalovo, G. (2008), Luxury Brand Management: A World of Privilege, John Wiley & Sons (Asia) Pte Ltd, Singapore.

Choo, Ho & Moon, Heekang & Kim, Hyunsook & Yoon, Namhee. (2012). Luxury customer value. Journal of Fashion Marketing and Management. 16. 81-101. 10.1108/13612021211203041.

Deangelis, Matteo & Bonezzi, Andrea & Peluso, Alessandro M. & Rucker, Derek & Costabile, Michele. (2012). On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission. Journal of Marketing Research. 49. 551-563. 10.2307/41714446.

Elliott, R. (2004), "Making up people: consumption as a symbolic vocabulary for the construction of identity", in Ekstrom, K. and Brembek, H. (Eds), Elusive Consumption: Tracking New Research Perspectives, Berg Publishers, Oxford, pp. 129-140.

Escalas, J.E. (2004), "Narrative processing: building consumer connections to brands", Journal of Consumer Psychology, Vol. 14 No. 1, pp. 168-179.

Gambetti, R.C. Graffigna, G. and Biraghi, S. (2012), "The grounded theory approach to consumer- brand engagement", International Journal of Market Research, Vol. 54 No. 5, pp. 659-687.

Hair, Joseph & Black, William & Babin, Barry & Anderson, Rolph. (2010). Multivariate Data Analysis: A Global Perspective.

Hollebeek, L.D. and Chen, T. (2014), "Exploring positively-versus negatively-valenced brand engagement: a conceptual model", The Journal of Product and Brand Management, Vol. 23 No. 1, pp. 62-74.

Hung, Kuang-Peng & Chen, Annie & Peng, Norman & Hackley, Chris & Hackley, Rungpaka Amy & Chou, Chun-lun. (2011). Antecedents of luxury brand purchase intention. Journal of Product & Brand Management. 20. 457-467.

10.1108/10610421111166603.

J. M. Bristor, "Enhanced Explanations of Word of Mouth Communications: The Power of Relationships," Research in Consumer Behavior, Vol. 4, 1990, pp. 51-83.

Kapferer, J.N. (2012), The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Kogan Page Publishers, London.

Kapferer, J.N. and Bastien, V. (2009), "The specificity of luxury management: turning marketing upside down", Journal of Brand Management, Vol. 16 Nos 5/6, pp. 311-322.

Kelly, L., Kerr, G. and Drennan, J. (2010), "Avoidance of advertising in social networking sites: the teenage perspective", Journal of Interactive Advertising, Vol. 10 No. 2, pp. 16-27.

Kim, A.J. and Ko, E. (2010), "Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention", Journal of Global Fashion Marketing, Vol. 1 No. 3, pp. 164-171.

Kumar, V. & Pansari, Anita. (2017). Customer Engagement - The Construct, Antecedents and Consequences. Journal of the Academy of Marketing Science. 45. 10.1007/s11747-016-0485-6.

Liu, R.L., Sprott, D.E., Spangenberg, E.R., Czellar, S. and Voss, K.E. (2018), "Consumer preference for national vs. private brands: the influence of brand engagement and self-concept threat", Journal of Retailing and Consumer Services, Vol. 41, pp. 90-100.

Millen, D.R. and Patterson, J.F. (2002), "Stimulating social engagement in a community network", The Proceedings of the 2002 ACM Conference on Computer Supported Cooperative Work, New York, NY, pp. 306-313.

Mitchell, A. A., & Olson, J. C. (2013). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? Journal of Marketing Research, 18(3),318-332.

Mohd Noor Mamat, Norshazreena Mohd Noor, Norshaheeda Mohd Noor,

Moore, D.J. and Homer, P.M. (2008), "Self-brand connections: the role of attitude strength and autobiographical memory primes", Journal of Business Research, Vol. 61 No. 7, pp. 707-714.

Nandan, Shiva. (2005). An exploration of the brand identity-brand image linkage: A communications perspective. The Journal of Brand Management. 12. 264-278. 10.1057/palgrave.bm.2540222.

Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. (2021). The Effect of Training on Work Performance and Career Development: The Role of Motivation as Intervening Variable. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(2), 2385–2393. https://doi.org/10.33258/birci.v4i2.1940

Park, C.W., MacInnis, D.J., Priester, J., Eisingerich, A.B. and Iacobucci, D. (2010), "Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers", Journal of Marketing, Vol. 74 No. 6, pp. 1-17.

Purchase Intentions of Foreign Luxury Brand Handbags among Consumers in Kuala Lumpur, Malaysia,Procedia Economics and Finance,Volume 35, 2016, Pages 206-215.

Sanjaya, Y. C. A. (2022, January 12). 30 Merek Tas Mewah Dunia, Mana Pilihanmu?Kompas.Com.https://lifestyle.kompas.com/read/2022/01/12/122617620/30-merek-tas-mewah-dunia-mana-pilihanmu?page=all

Sekaran, U. and Bougie, R. (2016) Research Methods for Business: A Skill-Building

Approach. 7th Edition, Wiley & Sons, West Sussex.

Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.

Thomson, Matthew & Macinnis, Deborah & Park, C.. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. Journal of Consumer Psychology - J CONSUM PSYCHOL. 15. 77-91. 10.1207/s15327663jcp1501_10.

Tsai, W.H.S. and Men, L.R. (2013), "Motivations and antecedents of consumer engagement with brand pages on social networking sites", Journal of Interactive Advertising, Vol. 13 No. 2, pp. 76-87.

Tynan, C., McKechnie, S. and Chhuon, C. (2010), "Co-creating value for luxury brands", Journal of Business Research, Vol. 63 No. 11, pp. 1156-1163.

Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010), "Customer engagement behavior: theoretical foundations and research directions", Journal of Service Research, Vol. 13 No. 3, pp. 253-266.

Vigneron, F. and Johnson, L.W. (2004), "Measuring perceptions of brand luxury", Journal of Brand Management, Vol. 11 No. 6, pp. 484-506.

Walker, L. Jean. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. Journal of Service Research - J SERV RES. 4. 60-75. 10.1177/109467050141006.

Yang, S., Lin, S., Carlson, J.R. and Ross, W.T. Jr (2016), "Brand engagement on social media: will firms' social media efforts influence search engine advertising effectiveness?", Journal of Marketing Management, Vol. 32 Nos 5/6, pp. 526-557.

7	al-kindipublisher.com Internet Source	1%
8	Faikoğlu, Zeynep Kiremitçi. "Factors that Drive Mobile Commerce Advocacy of Generation Z", Marmara Universitesi (Turkey), 2023 Publication	1%
9	phoenix.ieu.edu.tr Internet Source	<1%
10	ojs.francoangeli.it Internet Source	<1%
11	hull-repository.worktribe.com Internet Source	<1%
12	archive.cm.mahidol.ac.th Internet Source	<1%
13	www.ijstr.org Internet Source	<1%
14	www.investsenegalcanada.com Internet Source	<1%
15	journal.stiemb.ac.id Internet Source	<1%
16	sphsdevilphysics.weebly.com Internet Source	<1%
17	www.emeraldinsight.com Internet Source	<1%

Exclude quotes   On   Exclude matches   < 10 words

Exclude bibliography   On