CORPORATE BRANDING, EMOTIONAL ATTACHMENT AND BRAND LOYALTY: THE CASE OF LUXURY FASHION BRANDING

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Abstract

The purpose of this study is to investigate the impact of corporate branding on brand loyalty with the mediating effect of emotional attachment in the luxury fashion market. Cross-sectional data were collected from 132 customers who purchased luxury brands. Regression was used to test the hypotheses of the framework developed for the study and correlation matrix used to see the relationship among the variables. Finding shows that functional and symbolic benefits have significant impact on brand loyalty, whereas other variables are found not to be significant. This study offers new empirical support for the proposition that corporate branding efforts have a role, thought limited, in building customer emotional attachment and loyalty towards luxury brands. As such, findings from this study can provide managers with a guide to managing their branding strategies so that customer emotional attachment and brand loyalty can be built in the most cost-effective manner.

Keywords: Brand loyalty, Corporate branding, Emotional attachment, luxury fashion branding

Introduction

The expenditure on luxury fashion market has great economic impact since it has its recent market value estimated at £223bn (Statista 2015). Nevertheless, there are firms which are not able to grab large amount of profit(Chevalier, 2008).As the luxury industry goes global, it poses a great brand choice among current luxury customers resulting in severe competition between firms. The same has been impacted by the swift technological advancement. A firm have to develop and preserve a great brand identity to successfully manage a luxury fashion brand(Okonkwo, 2007). A strong brand identity in the luxury fashion market might be achieved with factors like impeccable product craftsmanship, uniqueness, advancement, recognizable style, and/or premium pricing (Chevalier, 2008). Said characteristics of the luxury brands carry comprehensive benefits like sense of belonging, social position and identify confirmation in the customer perception. Beside this contextual, many luxury firms have consumed millions of dollars to develop and maintain broad corporate brand identities as part of their branding strategy(Chevalier, 2008), because a strong brand identity denotes a clear, rich, and defined branding strategy. Luxury firms can create unique and distinct brands resulting in customer's preferences and loyalty by implementing an effective corporate branding (Chevalier, 2008;

Okonkwo, 2007). Luxury brand suppliers have been able to differentiate their brand identities by use of high-status brand names (Choo, 2012). But, as the luxury customers are emphasizing more on the emotional values (such as bond and closeness with the brands) these days, this branding strategy sounds less effective(Choo, 2012). Such emotional values helps to provide premium customers a complete and unforgettable ownership experience while consuming brands(Brun, 2008) hence it becomes essential to get engaged with the customers at emotional level to be successful in the luxury fashion market(Kapferer, 2009). In order to develop and promote long lasting loyalty, many luxury firms are increasingly moving their corporate branding effort from "creating social status" to "customer emotional attachment(Cailleux, 2009). Customer's emotional attachment provides basis which motivates durable customer-brand associations (Thomson, M., MacInnis, D.J. and Park, C.W, 2005). Emotional attachment is a distinctive construct from other marketing concepts like brand love and brand attitude strength, that offers additional value as it grasp for a higher, progressive level of loyalty(Park W. M., 2010).

The role of customer emotional attachment to attain progressive customer loyalty has been very well defined in the previous marketing literature (Park W. M., 2010; Thomson, M., MacInnis, D.J. and Park, C.W, 2005). However, the effect of corporate branding strategy upon the customer emotional attachment and(following) loyalty still needs to get examined and empirically validated in the luxury fashion background. Many studies have used the management viewpoint in examining the luxury fashion brand(Keller, 2009). Others have emphasized the present challenges that management face in employing an effective luxury brand (Keller, 2009).While the literature has greatly contributed to the recent management practices within the luxury fashion market, the efficacy of corporate branding strategy on customer emotional attachment in luxury fashion market is still uncultivated. Speaking about this research gap, the study out spread preceding literature by developing theoretical framework which captures the effect of corporate branding strategy upon customer emotional attachment and brand loyalty in luxury fashion market. The suggested model provides some advantages over past literature that has inspected loyalty in the luxury fashion background. First, the numerous effects of luxury corporate branding upon quality customers have been considered in the model. Second, the model suggests that customer's emotional attachment and brand loyalty can be influenced by luxury corporate branding which is not being discussed in literature.

As a whole, the study significantly contributes to the luxury fashion branding literature by inspecting the mechanism which causes the operation of an effective corporate branding strategy. The study is also helpful in assisting the managers to allocate resources which can contribute to progressive loyalty. In the subsequently section, the literature has been briefly reviewed on corporate branding by placing particular consideration to the luxury fashion setting. Further, an introduction to the conception of emotional attachment has also been provided. Subsequently a conceptual framework including emotional attachment, brand loyalty and corporate branding has also been developed. For this purpose we develop a sequence of hypothesis. Then a study has been presented which inspects the customers of luxury fashion brands in the Lahore, Pakistan. The conclusion has been provided with discussing the findings as well as the implications for the luxury fashion management and marketers.

Literature review

Corporate Branding

Corporate branding is a, brand management approach adopted by firms to show a unique corporate identity (Abratt and Kleyn, 2011). The core idea of corporate branding has became popular in the marketing literature as corporate branding is a process of value addition in the products produced or services provided by the firm (Harris and de Chernatony, 2001). A brand is called strong if it offers intangible values that give the firm competitive advantage on its competitors, as a result brand loyalty is achieved (Harris and de Chernatony, 2001; Hatch and Schultz, 2003). 2003). In the opinion of company's stakeholders basically the idea of corporate branding is considered as a colossal brand name represents all the products of the company (Xie and Boggs, 2006), and a successful corporate brand supports the corporate missions and values which are prepared by the senior management for the guidance of the operational departments (Harris and de Chernatony, 2001; Abratt and Kleyn, 2011).When the strategic perspective is clear the employees of the organization perform well to attain the desired brand identity (Pillai, 2012). There is no hard and fast rule to adopt the specific dimension for obtaining the corporate branding. Different authors have different opinions such as Abratt and Kleyn (2011) suggest that four elements of corporate branding are important for the development of a strong brand identity. These are brand promise, brand personality, brand communication, and visual identity. On the other side, Harris and de Chernatony (2001) describes some vital aspects of corporate branding that drives brand identity are brand culture and vision, positioning, relationships, personality, and presentation. Souiden et al. (2006), corporate branding covers the four dimensions which are interrelated with each other, corporate name, reputation, image, and loyalty. According to Anisimova's (2007), corporat branding is a multi-dimensional construct and conceptualized it in five dimensions that are corporate personalities, corporate activities, corporate benefits, corporate values and corporate activities. In his study Anisimova conceptualize the corporate branding for two reasons. First, the different dimensions of corporate branding enable in cultivating the customer emotional attachment and loyalty. Second, he conducted many rigorous tests on the scales which reflect that instrument is valid and reliable for measure the corporate branding dimensions.

Corporate Branding in the Luxury Fashion Industry

In the context of luxury fashion, corporate branding approach is an old business practice that is used to boost corporate reputation, create customer loyalty, and to be able to receive a premium price(Chevalier, 2008). A famous brand identity is an essential element of the luxury value proposition (Fionda, 2009). A luxury brand identity is basically developed by every factor of corporate branding that entails constituents of aspirant corporate association, positive brand personality, and good brand image (Chevalier, 2008; Okonkwo, 2007). All of these can be achieved by means of reliable control and suitable investment approach by persons from top management levels (Moore C. a., 2004). At first, the luxury brand products must have excellent quality with different and new designs that can be up to the expectations of customers. Also in case of tangible products, luxury brands normally convey intangible benefits by means of a recognizable logo or symbol to customers(Okonkwo, 2007). The brand signage helps luxury brands in giving impressions of the personality and principles of the creators that helps in evoking positive brand associations and inspirational images among customers (Keller, 2009). For such powerful intrinsic and extrinsic principles, luxury and reputed brands have a chance to

charge a high price for the products they offer(Okonkwo, 2007). In addition, high price symbolize not only better product value but also reinforces the idea of brand individuality by making these products out of the hands of many customers(Kapferer, 2009). The production and supply of luxury goods is carefully controlled and very selective to control the accessibility of products to shoppers (Fionda, 2009). For a good level of control many luxury brands own the flagship stores in which they display their most recent products. Such stores have the capacity to further strengthen the firm's position as a powerful luxury brand and can enhance a customer-brand association(Moore C. D., 2010). The superior atmosphere of these stores, and exclusive services provided by staff have the potential to enhance the buying experiences of customers(Brun, 2008). The location of stores also communicates status. In creating luxury brand image a factor that is of crucial importance is marketing communications(Fionda, 2009). Events, celebrity endorsements, and public relations are some of the marketing tools that firms use to set up a better brand image and to create awareness (Fionda, 2009).

As many studies examines the application of corporate branding in luxury fashion market but there are very limited studies which examine the effectiveness of corporate branding strategies (Reyneke, 2011) Previous research on luxury brands focused from management view point (Pillai, 2012). while other studies in luxury branding include some key dimensions which are important for success luxury fashion brands, these dimensions are business approaches , strategies for the management of luxury brand(Truong, 2009) and challenges which managers face in luxury market (Matthiesen, 2005). Recent facts suggest that luxury market is experiencing changing trends, to develop loyalty important factor is now customer emotional involvement (Cailleux, 2009). Luxury market is growing and becoming more competitive and brand loyalty of wealthy customers is decreasing, and managers can not only rely on brand image now to retain customers. Instead luxury firms are building consumer brand relationship by emotionally involving them t to retain the loyal consumers (Choo, 2012). Emotional attachments concept states that customer enthusiasm can be achieved by marketer only if when they understand customer dreams, their lifecycle and ambitions and induce customers that their brands are inspiring(Thompson, 2006).If marketers convince customers successfully , then brand build strong link with customers(Rindfleisch, 2006). Although it is very important for firms to build emotional attachment and brand loyalty in customers from efforts of corporate branding, to date, no research is found relationship between these notions, so there is need for research to discover the factors that force emotional attachment of customers toward brands (Grisaffe, 2011). The purpose of this study is to cover this gap and conceptual framework capture the effect of corporate branding on emotional attachment of customers and brand loyalty in a luxury fashion brand industry.

Customer Emotional Attachment

In the marketing literature, Customer emotional attachment has been a crucial construct which describe the power and vigor which bond customers constitute with the brand. Consequently, this bond influences the behavior of the customers thus increases the firm' profitability and productivity (Thomson et al., 2005). Thomson et al. (2005) offers foundational research describing emotional attachment towards brands. The construct has been taken from psychology's attachment theory originating with Bowlby (1982). Ground-breaking studies on emotional attachment emphasizes that can be served by an individual developing strong and sturdy attachment with particular other-see Bowlby (1982) for discussion. Constituting on Bowlby's work, researchers have confirmed that customers can develop emotional attachments

to a variety of objects such as gifts, collectibles (Slater, 2001), and – significantly for the current study – brands (Patwardhan, 2011)

Even though a customer's attachment found in a human human relationship is more powerful than an object, the basic properties and behavioral outcomes of emotional attachment remains quite similar. Thomsan et al. (2005) argue that brand love, brand connection and brand affection strengthens a customer's emotional attachment. Above said characteristics suggests that customers having strong emotional attachment are expected to be loyal with the brand and remain in long term relationship with the firm(thomsan et al. 2005). Park et al. (2010) has recently reveal the practical value of emotional attachment in marketing where emotional attachment was setup to be enhanced forecaster of brand purchase share, actual purchase and brand need than brand attitude.

Conceptual Framework

Figure 1 shows the conceptual framework corporate branding has five dimensions – corporate associations, corporate activities, corporate values, corporate personalities and corporate benefits (Functional Benefits Symbolical Benefits). These variables have impact on customer emotional attachment which as a result has impact on consumer brand loyalty. there are seven hypotheses in this theoretical framework.

Emotional Attachment and Brand Loyalty

Brand loyalty shows the customers long term commitment with brand(Reichheld, 1996) and emotional attachment shows consumer's feelings, affection and passion for brands(Thomson, M., MacInnis, D.J. and Park, C.W, 2005)**.** Emotional attachment has three forces named as self connection of consumers with brands, feelings of warmth for brands, and customer's likings for brands(Thomson, 2005). Therefore, customer's higher level of emotional attachment will increase emotional dependency of customer on brand. When customers are connected with brand this connection provides comfort, happiness and security(Park W. M., 2010). Thus customers who have higher level of emotional attachment will have long term relationship with brand

H_1: The higher the level of a customer's emotional attachment, the greater their brand loyalty.

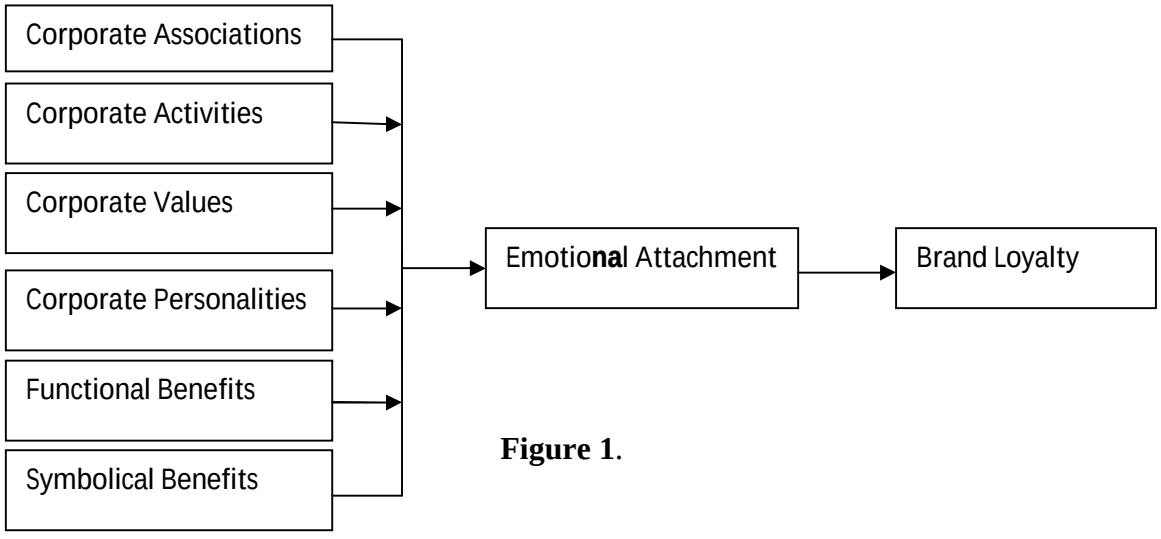


Figure 1.

Corporate Associations and Emotional Attachment

Corporate associations are customer's assessment of a brand that is based onthe knowledge stored in customer's memory(Romaniuk, J. and Gaillard, E., 2007). This brand knowledge, provide information to customers when they judge firm's credibility and product quality for selection of brands.(Souiden, 2006). Corporate associations also encourage customers to have trust that brand will meet their expectations and fulfill the brand promises(Souiden, N., Kassim, N.M. and Hong, H.J., 2006). Emotional dependency of customers on brands will increase when they realize that firm is a reliable partner(Mikulincer, 1998). This will increase customer attachment towards brands. Reliable brands also encourage customers to have long term relationship with brand as it meet their future needs (Morgan, R.M. and Hunt, S.D., 1994). Thus, positive customer views about corporate associations, the greater will be their emotional attachment and subsequently their brand loyalty:

H_2: The more positively customers' perceive corporate associations, the greater their emotional attachment.

Corporate activities and emotional attachment

Corporate activities include all those measures taken by firms to actively engaging customers with brands. These corporate measures such as advertisements and CSR aim to increase customer's supposed brand image and brand reputation(Heath, 2006; Sen, S. and Bhattacharaya, C.B., 2001).Favorable brand image shows reliable, competent and credible relationship (de Ruyter, K. and Wetzels, M, 2000; Fournier, S., 1998). If brand has favorable image in customer's mind customers 's dependency on brand will increase because they believe that only this brand will fulfill their expectations(Fournier, S., 1998). More dependency on brand increases emotional attachment towards this brand(Park W. M., 2010). Besides attachment corporate image also increase brand loyalty because customers believe that brand have superior performance, and they reward brands by having long term relationship(Fournier, S., 1998).

H_3: The more positively customers' perceive corporate activities, the greater their emotional attachment.

Corporate values and emotional attachment

Corporate values tell the basic purpose, mission and vision of the firm(Urde, 2003).So, strategic decisions are very helpful and shape that how the customers understand the brand identity(Bhattacharya, 2003).Research finds that customers easily identify strong brands which has unique identity by themselves (Bhattacharya, 2003);(Park W. M., 2010). When customers will involve more in brand through emotion connections and cognitive, customer's emotional attachment is expected to increase with brand. Alike to human-human relationship customers, before developing the customer-brand relationship customer want to know about some positive characteristics in the brand(Fournier, "Consumers and their brands: developing relationship theory in consumer research",, 1998);(Valey, 2009).Brands which have strong backup of corporate values are considered as a high quality brands, which gives confidence to customer for building the long relations. That's why the 4^{th} hypotheses are that:

H_4: Greater the customer's perceive corporate activities; the emotional attachment will also be greater.

Corporate personalities and emotional attachment

Corporate personality means that a brand connected with some emotional characteristics like a human being(Aaker, 1997). Past research shows that customers want to see brands which have personality traits(Orth, 2010). Corporate can develop personalities by enhancing the symbolic pictures and through employee behavior(Abratt, 2011). A strong corporate personality contains the elements of creativity, agility collaboration and compassion(Abratt, 2011). Brands that succeed to develop the corporate personality are in the position to minimize the emotional risk that customers usually have to face brand(Aaker, 1997). As a brand creates feelings of security and comfort, these things tend to increase in customer reliance on brand as well as emotional attachment (Fournier, 1998). Similarly customers trust on those brands which have great credibility (Aaker, 1997). So when customers fully rely on brand and have confidence in the brand which is satisfying their needs continually, then they become brand loyal (Morgan, 1994).

H_5: The more positively customers' perceive corporate personalities, the greater their emotional attachment.

Corporate benefits and emotional attachment

As discussed in previous studies, this study also adopts multi-dimensional framework for conceptualizing corporate benefits (Anisimova, 2007)(Anisimova, 2007; Okonkwo, 2007; Sweeney and Soutar, 2001). Customers consider two key dimensions of corporate benefits while they are involving in a high purchase decision such as luxury brands, the first one is functional and second is symbolic(Okonkwo, , Luxury Fashion Branding: Trends, Tactics, Techniques, Palgrave, p. 2007)(Okonkwo, 2007).Functional benefit means intrincis value that customer needs immediately((Sweeney, 2001)Sweeney and Soutar, 2001). When brand is superior in its functioning and utility as compare to its competitor's brands then it can be perceived as a irreplaceable brand. When customers will be fully involved in the brand then they will be emotionally attached with the brand (Fournier, 1998)

H_6: The more positively customers' perceive functional benefits, the greater their emotional attachment.

On the other hand, symbolic benefits are extrinsic values of the brands that convey the variety of meanings and attributes of brand to the consumer(Liang, 2004) (Liang and Wang, 2004).These benefits satisfy the customer's social and self expressive needs(Liang, 2004)(Liang and Wang, 2004). When brands have symbolic benefits which show the customer ideas, then customers feel oneness and emotionally attach with the product (Fournier, 1998; Mala¨r et al., 2011).That's why it is hypothesis that:

H_7: The more positively customers' perceive functional benefits, the greater their emotional attachment.

Method

Survey instruments

A questionnaire has been developed for the study. The questionnaire consists of two pages concluding four sections. The very first section captures those questions relating to demographics variables while the other sections contained questions relating to constructs of corporate branding, brand loyalty and emotional attachment. The items have been measured upon a five point likert scale excluding demographics variables. Given measurement items has been taken from the literature which have revealed adequate results. The annexed table 1 indicates the measurement items for each construct.

Table I: Resource of measurement and sample items

Construct	Items	Relevant literature for scale items
Corporate associations	Corporation with outstanding products Successful company Good corporate citizen	Anisimova (2007), Chevalier and Mazzalovo (2008)
Corporate activities	Outlets create exclusivity experience Has a balanced luxury product portfolio	Anisimova (2007), Chevalier and Mazzalovo (2008)
Corporate values	Aims for product excellence Strives to be the best	Anisimova (2007), Moore and Birtwistle (2005)
Corporate personalities	Competent Sophisticated Exciting	Anisimova (2007), Aaker (1997)
Functional benefits	Highly practical product Durable products	Anisimova (2007), Chevalier and Mazzalovo (2008)
Symbolic benefits	Expresses my self-personality Symbolizes my status Enhances my personal image Helps me get social approval	Anisimova (2007), Chevalier and Mazzalovo (2008)
Emotional attachment	Love Affectionate Passionate Delighted Connected Bonded Attached	Thomson et al. (2005)
Brand loyalty	Buy only this brand in this product category "Do without" rather than buy other brands If this brand is not available, I will buy it another time	Carroll and Ahuvia (2006)

Sampling and Data Collection

The fashion industry in Pakistan is growing very fast from previous years. The main target of designers and innovators is young people and they want to fulfill their demands. The reason for choosing the luxury brands is that increase in urbanization and income of people create awareness in them for using the luxury brands“ various factors like growth in local and global media, a booming fashion industry, rising number of fashion weeks, all have created a major influence on the mindset of youth.”According to Unicef, the country has one of the world’s largest youth bulges, with 35 per cent of the population aged 20 to 30.The data were obtained from the female students of University of the Punjab who use regularly these brands and from outlets of these brands as well. The 150questionnaire were distributed. 132 questionnaires received due to incomplete response and other reasons.The location of outlets was selected very carefully and considering the age,socio economic and ethnic issues. We chose 5 popular clothing brands(Gul Ahmad, Kayseia, Sana Safinaz, Bareeze, others) .Demographically, Inoue sample there are 100 percent of females.These brands are basically for females and the reason for choosing them that females are more conscious about brands.The ages of the respondents are 20 to 30 and most of them are students.

Analysis and Results

Here we have eight variables named corporate activities, corporate values, corporate personalities, functional benefits, symbolic benefits, emotional attachment, brand loyalty, corporate association

There is significant positive relationship between corporate activities and corporate values. There is significant positive relationship between corporate activities and corporate personality. There is insignificant relationship between corporate activities and functional benefits. There is insignificant relationship between corporate activities and symbolic benefits. There is insignificant relationship between corporate activities and emotional attachment. There is insignificant relationship between corporate activities and brand loyalty. There is highly positive significant relationship between corporate activities and corporate associations. Corporate values have insignificant relationship with all the variables. Corporate personalities have insignificant relationship with symbolic benefits, functional benefits, and emotional attachment and negatively correlate with brand loyalty. Corporate values have significant relationship with corporate associations. Functional benefits have insignificant relationship with symbolic benefits, emotional attachment and corporate associations. Symbolic benefits have significant relationship with functional benefits, emotional attachment and corporate associations. Emotional attachment has insignificant relationship with brand loyalty and significant relationship with corporate association. Brand loyalty has insignificant relationship with corporate association.

Correlation Matrix

		corporate activities	corporate values	corporate personalities	functional benefits	symbolic benefits	emotional attachment	brand loyalty	corporate association
corporate activities	Pearson Correlation	1							
corporate values	Pearson Correlation	.031	1						
corporate personalities	Pearson Correlation	.025	.821	1					
functional benefits	Pearson Correlation	.442	.543	.320	1				
symbolic benefits	Pearson Correlation	.078	.132	.502	.090	1			
emotional attachment	Pearson Correlation	.419	.150	.334	.374	.001	1		
brand loyalty	Pearson Correlation	.086	.674	.764	.131	.008	.086	1	
corporate association	Pearson Correlation	.000	.404	.404	.485	.039	.009	.331	1

Hypothesis Testing

For the purpose of analysis, we run regression. And according to the results of regression we can test the hypothesis. By looking at p value for emotional attachment that is .307 we reject our hypothesis H1 and can say that the effect of customer's emotional attachment on brand loyalty is not significant. When considering p value for customers' perceive corporate associations that is (.602 > .05) hypothesis H2 is rejected and here it is correct to say that, customers' perceive corporate associations is not significant for explaining effect on emotional attachment. Now come to our hypothesis H3, that is about customers' perceive corporate activities the p value is .172 that is above .05 so we reject our hypothesis, as customers perceive corporate activities are found to be not significant. Looking at p value for customers' perceive corporate values that is .937 greater than .05 another hypothesis H4 is rejected and it is also not significant so as to have an effect on emotional attachment. Corporate personalities are also tested to check whether they are related to emotional attachment and then ultimately to brand loyalty. The p value for customers' perceives corporate personalities are .642 that is greater than .05 and hence not significant thereby rejecting H5. Functional benefits pertain to the intrinsic value customers acquire from a product which serve to fulfill a customer's immediate and practical needs. Consider p value for functional benefits we find the value of .049 that is less than .05 so here we accept our hypothesis H6 that is it has a positive effect on emotional attachment. Considering p value for symbolic benefits that is .008 less than .05 so it is also found to have positive impact on emotional attachment, thereby accepting H7 indicating that when customers have a more positive

attitude towards functional benefits and symbolic benefits, they are more likely to develop an emotional attachment towards the brand.

Findings and Discussion

In sum, the results of the study show that corporate branding has limited effectiveness on customer emotional attachment. The results do not seem to fully support the hypothesis that corporate branding leads to customer's emotional attachment. In particular, the results indicate that emotional attachment can be achieved through improving customers' favorable perceptions towards functional benefits and symbolical benefits. Both types of corporate benefits are found to be influential factors in determining customer emotional attachment. According to the results of the study luxury brands are required to continuously convey superior functional benefits and symbolical benefits to build stronger emotional attachments towards brands to achieve brand loyalty. When brands provide superior practical and hedonic functional benefits, the brands are perceived to be exceptional by the customers. Customers are becoming more emotionally attached to the brands as they are becoming increasingly more reliant on these brands(Fournier, S., 1998). Luxury brands can reinforce their functional benefits by means of enhancing basic product qualities such as practicality, durability, and design(Moore C. a., 2005). Symbolic benefits like functional benefits are also significant in our study. Apart from functional benefits, customer's emotional attachment towards brands can also be enhanced or increased through reinforcing the brands' symbolical benefits by the brand managers(Chevalier, 2008; Moore C. a., 2004).

No empirical result is found in support for corporate activities, corporate associations, emotional attachment, corporate values, and corporate personalities making a distinct impact on both emotional attachment and brand loyalty. And this happens contrary to expectation. Several potential explanations can be given for these observations. By examining the results it is found that corporate values have only limited contribution towards a firm's competitive advantage. In the context of luxury fashion market, many of the luxury fashion brands have same corporate values for the guidance of operation of the firm. Now a day, corporate values actually have lost the distinctive competitive advantages that they possess in shaping a unique corporate identity for luxury firms. Hence, it ultimately fails to develop customer emotional attachment and produce brand loyalty in the luxury market.

This study also suggests that the effect of corporate personalities on emotional attachment and brand loyalty is not supported. This finding seems confusing, because it seems logical that more favorably perceived corporate personalities should strengthen customers' emotional attachment and brand loyalty(Malar, 2011). The contradictory finding may be explained by the approach whereby the corporate personalities construct is measured in this research. This study breaks down corporate personalities into five broad dimensions based on Aaker(1997) widely applied brand personality model. Aaker(1997) suggests that brand personality comprises of five personality traits including sincerity, excitement, competence, sophistication, and ruggedness. While the proposed framework of brand personality by Aaker(1997) captures a wide range of personality traits, this study might not have included sufficient items that distinguish the different corporate personalities portrayed by each luxury brand included in this research. The broad conceptualization of corporate personality might contribute to corporate personalities' confusing effect on customer emotional attachment and brand loyalty. Corporate associations are also found not to have an impact on emotional attachment and brand loyalty.

From the results of the study, the hypothesis thatcorporate activities impact customer emotional attachment and brand loyalty was not supported. These findings are at first glance might seem unexpected given that corporate activities such as communications and advertising are commonly used in the luxury fashion industry so as to encourage customer loyalty toward the brand. As competition is getting extensive among the luxury fashion brands day by day, customers have been continuously bombarded with irrelevant information and marketing messages. To avoid being constantly harassed by excessive marketing messages, customers have learned to adopt selective attention towards marketing messages. As a result, a firm's efforts in branding activities are unlikely to capture customer interest which provides an explanation for corporate activities' ineffectiveness in building customer emotional attachment and brand loyalty.

Contributions, Implications, and Future Research

Despite there is understanding that corporate branding strategy effects the customer behavior but the fashion marketing area has been largely unexplored (Kapferer, 2009; Keller, 2009)This study contributes towards luxury fashion marketing literature investigating customer loyalty through corporate branding. This model captures the effects of corporate branding strategies on customers emotional attachment which as a result increase brand loyalty.

Empirical findings suggest that in luxury fashion market effects of corporate branding strategies on customers behavior is limited. This study supports many other researchers (Grisaffe, 2011; Park W. M., 2010) whofind that emotional attachment increase brand loyalty in luxury market. In this study among all six dimensions of corporate branding, functional benefits, and symbolical benefits were found to have impact on customer emotional attachment.This study also shows that luxury retailers should contribute resources to increase customer's perceptions about functional benefits, and symbolical benefits to increase emotional attachment

As this study shows the relationship between corporate branding emotional attachment and brand loyalty, there are some limitations which provide suggestions for future research.

First this study's findings cannot be applied to all other countries due to cultural differences in those countries , so future research can test this proposed framework in different countries. Second in this paper cross sectional study is conducted, it could be valuable to conduct longitudinal study in future to examine the in emotional attachment level of customers due to corporate branding efforts over time. Third this might not include all variables that effect the emotional attachment of customers other variables such as customer relationship, customer involvement can also be included in future research.

The study shows that corporate branding and emotional attachment make our customer brand loyal to increase profits and to compete in market; marketing executives must consider these constructs in luxury fashion market.

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