




# From Luxury to Mass Market: How Brand Love and Luxury Perception Drive Purchase Intentions Through TPB

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## Abstract

This study examines psychological mechanisms shaping consumer purchase intentions for mass market products from former luxury brands. Grounded in the Theory of Planned Behavior and attachment theory, we investigate how luxury brand perception and brand love influence attitudes and subjective norms as antecedents of behavioral intention. Data were collected from 868 Jakarta consumers through an online survey and analyzed using partial least squares structural equation modeling to assess measurement and structural relationships. Results indicate that luxury brand perception exerts significant direct effects on purchase intention and indirect effects mediated specifically through attitude and subjective norm. Brand love influences purchase intention exclusively through these same attitudinal and normative pathways, with no significant direct effect observed. Both attitude and subjective norm significantly mediate the relationships between luxury perception, brand love, and purchase intention. Contrary to expectations, self-referencing does not moderate the attitude intention or subjective norm intention relationships, suggesting limited influence of self-related cognitive processing in this context. Theoretically, this research advances the Theory of Planned Behavior by positioning brand love as an antecedent rather than an outcome of attitudes and subjective norms, thereby integrating emotional attachment as a foundational driver within rational decision frameworks. Managerially, findings suggest that luxury brands entering mass markets should prioritize preserving symbolic heritage and cultivating emotional bonds while leveraging social validation mechanisms to translate brand love into actual purchase behavior. Limitations include the cross-sectional design restricting causal inference and the single culture Jakarta sample limiting generalizability. Future research should employ longitudinal and cross-cultural designs to examine dynamic emotional attachment processes and test model robustness across diverse consumer contexts.

*Keywords:* TPB, Brand Love, Self-referencing, Luxury Perception, Purchase Intention

## 1. Introduction

The luxury industry has increasingly pursued broader market penetration by introducing mass market extensions of traditionally exclusive products, a strategy known as *masstige branding* [1], [2]. Although this approach expands accessibility, it raises concerns about preserving brand equity and symbolic value [2]. Understanding consumer responses to luxury brand repositioning is therefore essential, particularly regarding emotional attachment and purchase intention.

Brand love, defined as a deep emotional bond between consumers and brands, has been widely examined in traditional luxury contexts [3]. However, limited research addresses its role when luxury brands enter mass markets [2]. Prior studies explore brand love in related domains such as luxury tourism, hospitality, and sustainable consumption [4], yet they focus on established luxury or value oriented settings. They do not explicitly examine situations in which historically exclusive brands extend into mass segments while attempting to retain prestige symbolism. In these transitional contexts, consumers evaluate more affordable products that still carry luxury meanings, creating a distinct decision environment. Consumers must reconcile exclusivity with accessibility, which may reshape how emotional attachment and social influence affect intention.

To address this gap, this study examines how brand love shapes attitudes and subjective norms toward accessible luxury products. Drawing on the Theory of Planned Behavior, which posits that attitudes, subjective norms, and perceived

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behavioral control predict intention, this research extends the framework by positioning brand love as an antecedent of attitudes and subjective norms, thereby reversing the dominant causal logic reported in prior studies [4], [5].

Luxury brand perception is conceptualized as a key antecedent of emotional attachment and consumer evaluation. Based on attachment theory [6], emotional bonds with formerly exclusive brands are expected to influence attitudes toward mass offerings and sensitivity to social expectations [7]. Although self referencing enhances message processing and internalization [8], its moderating role in luxury extensions remains underexplored. By integrating the Theory of Planned Behavior, attachment theory, brand love, luxury perception, and self referencing, this study advances understanding of consumer behavior in masstige markets and offers theoretical and managerial insights.

## 2. Literature Review

### 2.1. TPB and Emotional Attachment

The Theory of Planned Behavior introduced by Ajzen [9] is a widely applied framework for explaining consumer behavior [10]. It posits that behavioral intention is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control [11]. Attitude reflects overall behavioral evaluation, subjective norms capture perceived social pressure, and perceived behavioral control indicates the perceived ease or difficulty of performing the behavior [12].

Although perceived behavioral control is a core component of the original Theory of Planned Behavior, its role is most critical in contexts where behavior is constrained by resources, abilities, or external barriers [9]. In contrast, the present study focuses on consumer evaluations of mass-market luxury extensions, where purchase decisions are largely volitional and do not typically involve substantial capability constraints. Prior TPB-based consumer research has shown that when behaviors are under high volitional control, attitudes and subjective norms often emerge as the primary predictors of intention [9]. Given the study's emphasis on emotional attachment and social-symbolic evaluation, the model prioritizes affective and normative pathways. Therefore, perceived behavioral control is not included in the proposed framework, allowing a more focused examination of emotional and social mechanisms in masstige consumption.

In luxury consumption, emotional attachment has been identified as an important psychological antecedent that extends the TPB framework. Emotional attachment refers to the affective bond between consumers and brands [13] and is associated with favorable attitudes, repeat purchasing, and loyalty [14]. Prior studies show that attachment enhances positive associations and reduces perceived risk, often cultivated through luxury symbolism, heritage, and aesthetic experiences [15], [16], [17]. Stronger attachment increases consumers' tendency to form positive attitudes and loyalty toward brands [18]. Emotional attachment also influences subjective norms by reinforcing perceptions of social approval within reference groups [19], [20], [21]. As a result, emotional attachment operates as a distal antecedent to TPB constructs, incorporating affective and identity based motivations. This perspective aligns with brand love, defined as a deep emotional bond between consumers and brands [22], [23], and strengthens the ability of TPB to explain emotionally driven luxury consumption.

### 2.2. Luxury Brand Perception and Attitude and Subjective Norm

Luxury brand perception refers to consumers' mental representation of luxury brands, shaped by exclusivity, symbolic meaning, quality, and social value [24]. As a multidimensional construct, it reflects motivations such as hedonism, uniqueness, environmental consciousness, and bandwagon effects [25]. Prior studies conceptualize luxury value across multiple dimensions, including symbolic, experiential, functional, and financial aspects [26], [27].

Within the Theory of Planned Behavior framework, luxury brand perception plays a significant role in shaping both attitude and subjective norms. Attitude represents consumers' evaluation of luxury consumption [24], and empirical evidence indicates that perceptions of exclusivity, status, and authenticity foster favorable attitudes [25], [28], [29], [30]. Similarly, luxury brand perception influences subjective norms by reinforcing beliefs about social approval and expectations from significant others [28], [31]. Status signaling, exclusivity, and social influence have been shown to strengthen perceived normative pressure in luxury consumption contexts [32]. Accordingly, luxury brand perception

reinforces both personal evaluations and social considerations that guide consumer decision making. Based on the literature, the following hypotheses are proposed:

*H1: Luxury brand perception has a positive effect on consumer attitude toward mass market products.*

*H2: Luxury brand perception has a positive effect on subjective norm regarding mass market products.*

### 2.3. Brand Love and Attitude and Subjective Norm

Brand love refers to a strong emotional bond with a brand, characterized by affection, attachment, and commitment [13]. Within the Theory of Planned Behavior, attitude and subjective norms are typically treated as primary predictors of behavioral intention [9], and prior studies often conceptualize brand love as an outcome of these constructs. Empirical evidence shows that attitude and subjective norm predict brand love or indirectly shape brand related outcomes across luxury contexts [4], [5], [33], [34].

The causal ordering between cognition and emotion in consumer behavior remains theoretically debated. A dominant cognition-first perspective, rooted in the Theory of Planned Behavior, suggests that beliefs, evaluations, and social considerations precede emotional attachment, thereby framing brand love as a consequence of attitudes and norms [9]. This cognition-driven sequence is reflected in prior studies that position brand love as an outcome of attitudinal and normative evaluations [4], [5], [33]. However, an alternative emotion-first perspective, grounded in attachment theory and consumer-brand relationship research, argues that affective responses can arise prior to deliberate cognitive evaluations and subsequently shape how consumers interpret information and social expectations [6], [13]. This view is particularly relevant in symbolic and identity-expressive consumption domains such as luxury, where feelings of attachment and desire may emerge before fully formed evaluations [13]. Acknowledging this theoretical tension provides a basis for reconsidering the causal placement of brand love within the TPB framework.

This study departs from the conventional perspective by positioning brand love as an antecedent to attitude and subjective norms. Grounded in attachment theory, brand love is viewed as a core emotional driver that shapes cognitive evaluations and perceived social approval [7], [13]. Strong emotional bonds are argued to precede cognitive judgments and intensify sensitivity to normative pressures through heightened social identification [35]. Accordingly, brand love functions as a motivational foundation that activates attitudinal and normative mechanisms within the TPB framework, thereby influencing subsequent behavioral intentions. Taken together, prior findings suggest that the relationship between brand love, attitudes, and subjective norms is not fully settled. Some studies position brand love as an outcome of cognitive evaluations, while others imply a more reciprocal or emotion-driven process. This lack of consensus indicates that the causal ordering between emotional attachment and TPB constructs remains open to empirical examination, particularly in emerging consumption contexts such as masstige markets. Based on the literature, the following hypotheses are proposed:

*H3: Brand love has a positive effect on consumer attitude toward mass market products.*

*H4: Brand love has a positive effect on subjective norm regarding mass market products.*

### 2.4. Luxury Brand Perception and Purchase Intention toward New Mass-Market Products.

Luxury brand perception is formed through both tangible attributes and intangible symbolic meanings, reflecting privilege, exclusivity, and status [36], [37]. Prior studies conceptualize it as a multidimensional construct, including luxury personality dimensions and value based frameworks [38], [39].

Empirical evidence consistently indicates that stronger luxury brand perception enhances purchase intention. Perceived luxury value has been shown to reinforce emotional attachment and increase purchase intention across contexts [40]. Supporting evidence from Indonesia confirms the positive influence of luxury perception on purchase intention in both general consumption and technology markets [41], [42]. In digital settings, attitudes and subjective norms have been identified as key mediators translating luxury perception into purchase intention, emphasizing the role of emotional and social mechanisms in consumer decision making [32], [43].

Although most studies report a positive link between luxury perception and purchase intention, the strength and mechanisms of this relationship vary across contexts. Some emphasize symbolic value and status signaling, while

others highlight experiential or functional value dimensions. These variations suggest that luxury perception may operate through multiple psychological pathways rather than a single direct effect. Following mediation testing guidelines, direct paths to purchase intention are retained to examine whether the effects of luxury brand perception and brand love are fully or partially mediated by attitude and subjective norm. Based on the literature, the following hypothesis is proposed:

*H5: Luxury brand perception has a positive effect on consumers' purchase intention toward mass market products.*

## 2.5. Brand Love and Purchase Intention toward New Mass-Market Products.

Brand love, defined as a strong emotional attachment characterized by passion and commitment, has been widely recognized as a key predictor of consumer behavioral outcomes, including purchase intention [22], [23]. Prior studies in hospitality and sustainable consumption contexts demonstrate that brand love enhances consumers' willingness to engage in purchase related behaviors, particularly in value driven and socially responsible settings.

Empirical evidence shows that brand love mediates the relationship between perceived value and behavioral outcomes, reinforcing loyalty and repeat purchasing when emotional bonds are established [22]. In sustainability oriented contexts, higher levels of brand love are associated with stronger participation in corporate social responsibility activities and increased loyalty toward environmentally responsible brands [44]. Similarly, green brand love has been shown to strengthen purchase intention by linking intrinsic motivation with consumption behavior [45], [46]. Based on the literature, the following hypothesis is proposed:

*H6: Brand love has a positive effect on consumers' purchase intention toward mass market products.*

## 2.6. Attitude and Purchase Intention toward New Mass-Market Products

Extensive empirical evidence supports a direct and positive relationship between attitude and purchase intention across diverse consumption contexts. Prior studies show that favorable attitudes significantly predict intention to purchase luxury products in online environments and mediate the effects of psychological drivers such as enjoyment, ease of use, fear of missing out, and hedonism [32], [43].

In sustainable consumption, supportive attitudes toward green food and sustainable fashion consistently translate into stronger purchase intentions, regardless of generational differences or value orientations [47], [48]. Similarly, in the context of second hand luxury products, attitude has been confirmed as a robust and direct predictor of purchase intention, even when environmental or personal considerations yield mixed effects [29].

Extensions of the Theory of Planned Behavior further demonstrate that attitude remains a strong determinant of behavioral intention, with individual differences such as self-referencing enhancing its predictive power [49]. Collectively, these findings underscore the central role of attitude in shaping purchase intention across consumption settings. Based on the literature, the following hypothesis is proposed:

*H7: Attitude has a positive effect on purchase intention toward new mass market products.*

## 2.7. Subjective Norm and Purchase Intention toward New Mass-Market Products.

Subjective norm refers to the perceived social pressure to perform a behavior and reflects the extent to which individuals consider expectations from important referent groups when forming purchase intentions [31]. Prior research across product categories and cultural contexts consistently demonstrates the relevance of subjective norm in shaping consumer intentions.

Empirical studies show that perceived social support significantly strengthens purchase intention in green consumption and luxury contexts, indicating that individuals are more likely to act when encouraged by family, peers, or significant others [29], [47]. Subjective norm has also been shown to retain predictive power in behaviors requiring self-restraint, such as consumption reduction, highlighting its robustness across behavioral settings [49]. Although its influence may vary in strength across contexts, subjective norm remains a meaningful determinant of purchase intention. Notably, prior research does not always find subjective norm to be the strongest predictor of intention, with its influence often varying across cultural and product contexts. This variability suggests that social influence may function as a context-

dependent driver rather than a universally dominant factor. Based on the literature, the following hypothesis is proposed:

*H8: Subjective norm has a positive effect on purchase intention toward new mass market products.*

## 2.8. Luxury Brand Perception and Purchase Intention toward New Mass-Market Products, Mediated by Attitude and Subjective Norm

Luxury brand perception plays a central role in shaping consumer purchase intention, frequently through attitudinal and normative mechanisms. Prior research demonstrates that luxury perceptions grounded in materialism, social comparison, aesthetics, and trendiness foster favorable attitudes, which in turn enhance purchase intention [30], [50]. Empirical evidence further confirms that attitude mediates the relationship between luxury perception and purchase intention across luxury and related consumption contexts [50], [51].

In addition to attitude, subjective norm represents a critical pathway linking luxury brand perception to purchase intention. Consumers often evaluate luxury consumption through perceived social approval from significant others, and subjective norms reinforce alignment with peer and group expectations in both status oriented and sustainable consumption settings [48]. Collectively, these findings indicate that positive attitudes and perceived social endorsement function as key psychological mechanisms translating luxury brand perception into behavioral outcomes [30], [51]. Based on the literature, the following hypotheses are proposed:

*H9: Luxury brand perception positively affects purchase intention toward new mass market products, with attitude serving as a mediating variable.*

*H10: Luxury brand perception positively affects purchase intention toward new mass market products, with subjective norm serving as a mediating variable.*

## 2.9. Brand Love and Purchase Intention toward New Mass-Market Products, Mediated by Attitude and Subjective Norm

This study advances a theoretical perspective by proposing that attitude and subjective norm, as core constructs of the Theory of Planned Behavior, mediate the relationship between brand love and behavioral intention. Prior research indicates that TPB variables frequently function as mediators when emotional attachment shapes consumer evaluations, as positive emotions influence both attitudinal and normative responses [6], [7].

Emotional value, anticipated positive emotions, and favorable brand perception correspond to key dimensions of brand love, including affection, attachment, and positive brand evaluation [52], [53]. Empirical studies demonstrate that emotionally and ethically driven values are translated into purchase intention through attitude and subjective norm across diverse consumption contexts, including sustainable fashion and technology related products [48], [53]. Consumers who associate brands with positive emotional experiences exhibit stronger purchase intentions mediated by attitudinal and normative beliefs [52].

Further evidence confirms the mediating role of attitude in linking emotionally grounded brand evaluations to purchase intention, particularly in the adoption of new products [54]. Collectively, these findings suggest that brand love provides an affective foundation that shapes attitudes and subjective norms, which subsequently guide behavioral intention. Based on the literature, the following hypotheses are proposed:

*H11: Brand love positively affects purchase intention toward new mass market products, with attitude serving as a mediating variable.*

*H12: Brand love positively affects purchase intention toward new mass market products, with subjective norm serving as a mediating variable.*

## 2.10. Moderating Role of Self-Referencing between TPB and Purchase Intention toward New Mass-Market Products

Self-referencing refers to a cognitive process through which individuals relate external stimuli to their personal experiences, self-concept, or identity, thereby increasing message relevance and engagement [55]. Prior studies

demonstrate that self-referencing directly enhances purchase intention by strengthening emotional responses, mental simulation, brand perception, and attitude [55].

Within the Theory of Planned Behavior framework, empirical evidence shows that self-referencing functions as a moderating variable that shapes how attitudes and subjective norms translate into behavioral intention. Individual differences in self-referencing have been found to amplify the effects of attitude and message framing on intention across consumption and prosocial contexts [49]. Collectively, these findings position self-referencing as a critical boundary condition that strengthens the influence of attitudinal and normative evaluations on purchase intention. Based on the literature, the following hypotheses are proposed:

*H13: Self-referencing moderates the relationship between attitude and consumers' purchase intention toward mass market products.*

*H14: Self-referencing moderates the relationship between subjective norm and consumers' purchase intention toward mass market products.*

All hypotheses in this study are illustrated in figure 1. Solid lines indicate direct effects, whereas green and red lines represent indirect (intervening) relationships. Dashed lines denote moderating effects.

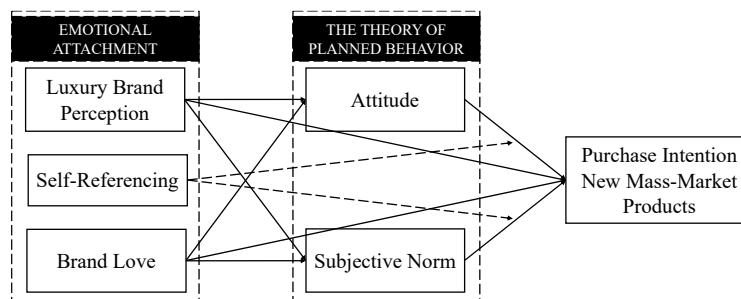


Figure 1. Framework research

### 3. Methodology

#### 3.1. Sample and Procedure.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling, which is suitable for testing complex models with multiple latent constructs and for handling non normal data distributions. All variables were measured using a six point Likert scale. The six point Likert scale was intentionally applied to reduce central tendency bias and encourage more discriminative responses, although the absence of a neutral midpoint may compel some respondents to choose a directional option that does not fully reflect neutrality. The constructs comprised Luxury Brand Perception with five items [40], Brand Love with five items [44], Self Referencing with three items [49], Attitude Toward Mass Market Products with five items, Subjective Norm with five items, and Purchase Intention with three items [28], [48].

In this study, masstige branding is operationally defined as a strategy in which traditionally luxury brands introduce more affordable mass-market extensions while deliberately maintaining symbolic prestige, exclusivity cues, and status signaling [2]. This distinguishes masstige from related concepts such as accessible luxury or premium mass market offerings, which typically emphasize affordability or quality upgrades without necessarily preserving strong prestige symbolism. Consistent with prior masstige research, the empirical focus is therefore not on price level alone but on consumers' perceptions of retained luxury meanings in a more accessible format [2].

In this study, such positioning is captured through the luxury brand perception construct, which measures perceived exclusivity, status value, and symbolic associations in the context of mass-market products [24], [40]. In line with prior PLS SEM research on luxury consumption, this study operationalizes luxury brand perception as a global reflective construct capturing consumers' overall perceived luxury image, because the research objective emphasizes holistic evaluation rather than comparisons among specific luxury value dimensions.

A two stage analytical procedure was applied. The measurement model was first assessed to establish reliability and validity using outer loadings, composite reliability, and average variance extracted. Subsequently, the structural model was evaluated to test the proposed hypotheses. To assess potential common method bias, a full collinearity test was conducted. All variance inflation factor values ranged between 2.512 and 3.259, remaining below the recommended threshold of 3.3, indicating that common method bias is unlikely to pose a serious concern and that collinearity among constructs is at an acceptable level [56].

Data were collected through an online survey distributed via Google Forms across social media platforms and messaging applications. Respondents were recruited through voluntary participation via social media and messaging platforms, which may introduce self-selection bias and potentially overrepresent more digitally active consumers.

### 3.2. Descriptive Statistics for Demographics

The study involved 868 respondents from Jakarta, selected for its demographic diversity and representation of Indonesia’s broader ethnic and socioeconomic characteristics. The sample consisted of 51.8 percent male respondents (n = 450) and 48.2 percent female respondents (n = 418). Most respondents had completed high school (55.1 percent), followed by those holding a bachelor’s degree (35.1 percent), while the remainder had lower or postgraduate qualifications (9.8 percent). In terms of occupation, respondents were primarily employed in the creative industry (30.2 percent) and service sector (29.5 percent), with others working in agribusiness (19.2 percent), food and beverage (8.6 percent), and various other sectors (12.4 percent).

## 4. Results and Discussion

### 4.1. Validity and Reliability

The outer loadings reported in table 1 indicate strong item construct relationships, supporting the reliability and validity of the measurement model. Cronbach’s alpha and composite reliability values exceed the recommended threshold of 0.7, while average variance extracted values are above 0.5, confirming internal consistency and construct validity [57]. These results demonstrate that the constructs are well specified and distinct, providing a robust foundation for testing the hypothesized relationships among luxury brand perception, brand love, self-referencing, attitude, subjective norm, and purchase intention in the context of new mass market product.

**Table 1.** Outer Loading Results

Code Items	Outer Loading	$\alpha$	CR	AVE
	Luxury Brand Perception	0.888	0.918	0.691
LUX1	0.809			
LUX2	0.860			
LUX3	0.814			
LUX4	0.829			
LUX5	0.844			
	Brand Love	0.901	0.927	0.717
BL1	0.864			
BL2	0.859			
BL3	0.871			
BL4	0.798			
BL5	0.840			
	Self-referencing	0.871	0.921	0.795
SR1	0.883			
SR2	0.908			
SR3	0.883			
	Attitude toward mass-market product	0.899	0.925	0.713
ATT1	0.865			
ATT2	0.860			
ATT3	0.864			
ATT4	0.846			
ATT5	0.784			
	Subjective Norm	0.887	0.917	0.689
SN1	0.794			

SN2	0.849			
SN3	0.825			
SN4	0.844			
SN5	0.837			
Purchase Intention to new mass-market products		0.877	0.924	0.803
INT1	0.894			
INT2	0.908			
INT3	0.887			

Discriminant validity was further evaluated using the heterotrait–monotrait ratio. All HTMT values ranged between 0.598 and 0.847, remaining below the conservative threshold of 0.85, thereby confirming satisfactory discriminant validity among the constructs. Table 2 shows that all constructs meet discriminant validity criteria, as the square root of each construct’s average variance extracted exceeds its correlations with other constructs, confirming conceptual distinctiveness [59]. These findings further support the adequacy of the measurement model and provide a sound basis for interpreting the structural relationships among the constructs.

**Table 2.** Discriminant Validity

	ATT	BL	LUX	INT	SR	SN
Attitude	0.844					
Brand Love	0.825	0.847				
Luxury Brand	0.783	0.789	0.832			
Purchase Intention	0.831	0.749	0.732	0.896		
Self-References	0.745	0.726	0.692	0.737	0.892	
Subjective Norm	0.841	0.760	0.729	0.807	0.784	0.830

## 4.2. Hypothesis Results

Table 3 presents the direct effects of the structural model. Luxury Brand Perception has significant positive effects on Attitude ( $\beta = 0.351$ ,  $t = 6.336$ ,  $p < 0.001$ ), Subjective Norm ( $\beta = 0.344$ ,  $t = 6.175$ ,  $p < 0.001$ ), and Purchase Intention ( $\beta = 0.109$ ,  $t = 2.112$ ,  $p = 0.035$ ), supporting all proposed relationships. Brand Love shows strong positive effects on Attitude ( $\beta = 0.548$ ,  $t = 11.806$ ,  $p < 0.001$ ) and Subjective Norm ( $\beta = 0.488$ ,  $t = 10.439$ ,  $p < 0.001$ ), while its direct effect on Purchase Intention is not significant ( $\beta = 0.049$ ,  $t = 0.961$ ,  $p = 0.337$ ).

In addition, both Attitude ( $\beta = 0.398$ ,  $t = 5.507$ ,  $p < 0.001$ ) and Subjective Norm ( $\beta = 0.255$ ,  $t = 3.506$ ,  $p < 0.001$ ) significantly influence Purchase Intention. Overall, the results indicate that Luxury Brand Perception and Brand Love primarily shape Purchase Intention indirectly through Attitude and Subjective Norm, as Brand Love does not exert a significant direct effect.

**Table 3.** Path Coefficients

	Std. $\beta$	$t$ -Stats	$p$ Values	Results
Luxury Brand → Attitude	0.351	6.336	0.000	Supported
Luxury Brand → Subjective Norm	0.344	6.175	0.000	Supported
Brand Love → Attitude	0.548	11.806	0.000	Supported
Brand Love → Subjective Norm	0.488	10.439	0.000	Supported
Brand Love → Purchase Intention	0.049	0.961	0.337	Not supported
Luxury Brand → Purchase Intention	0.106	2.112	0.035	Supported
Attitude → Purchase Intention	0.398	5.507	0.000	Supported
Subjective Norm → Purchase Intention	0.255	3.506	0.000	Supported

Table 4 summarizes the mediation and moderation results of the structural model. Attitude and Subjective Norm exhibit significant mediating effects in the relationships between Luxury Brand Perception and Purchase Intention, as well as between Brand Love and Purchase Intention. Specifically, the indirect effects of Luxury Brand Perception through Attitude ( $\beta = 0.140$ ,  $t = 4.266$ ,  $p < 0.001$ ) and Subjective Norm ( $\beta = 0.088$ ,  $t = 3.246$ ,  $p = 0.001$ ) are significant.

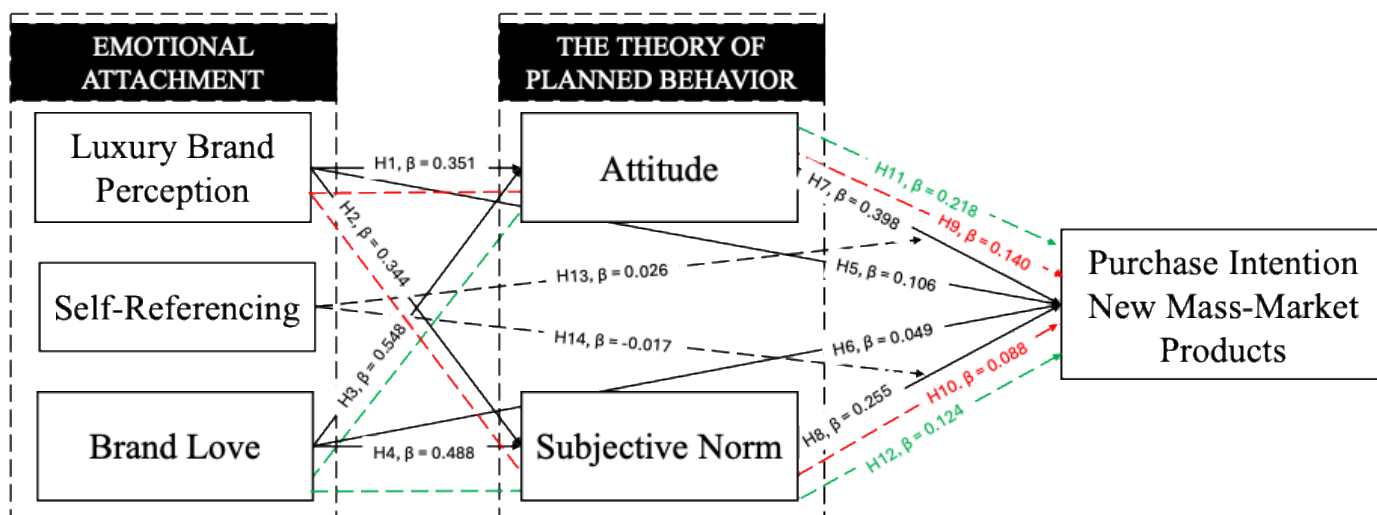
Similarly, Brand Love demonstrates significant indirect effects on Purchase Intention via Attitude ( $\beta = 0.218, t = 4.916, p < 0.001$ ) and Subjective Norm ( $\beta = 0.124, t = 3.238, p = 0.001$ ).

In contrast, the moderating effects of Self Referencing are not supported. The interaction terms Attitude  $\times$  Self Referencing ( $\beta = 0.026, t = 0.405, p = 0.686$ ) and Subjective Norm  $\times$  Self Referencing ( $\beta = -0.017, t = 0.297, p = 0.766$ ) are not significant. Overall, the findings confirm the central mediating roles of Attitude and Subjective Norm, while indicating that Self Referencing does not alter the strength of these relationships.

**Table 4.** Mediating and Moderating effects

	Std. $\beta$	t-Stats	p Values
LUX $\rightarrow$ ATT $\rightarrow$ INT	0.140	4.266	0.000
LUX $\rightarrow$ SN $\rightarrow$ INT	0.088	3.246	0.001
BL $\rightarrow$ ATT $\rightarrow$ INT	0.218	4.916	0.000
BL $\rightarrow$ SN $\rightarrow$ INT	0.124	3.238	0.001
Moderation = ATT $\times$ SR $\rightarrow$ INT	0.026	0.405	0.686
Moderation = SN $\times$ SR $\rightarrow$ INT	-0.017	0.297	0.766

Figure 2 illustrates the results of the structural equation model (SEM) used to examine the critical factors influencing purchase intention toward mass market products from former luxury brands. The model presents standardized path coefficients along with corresponding significance levels, providing a visual summary of both direct, mediating, and interaction effects among the latent constructs. The structural model explains a substantial proportion of variance in the endogenous constructs, with  $R^2$  values of 0.727 for Attitude, 0.622 for Subjective Norm, and 0.747 for Purchase Intention. This indicates that approximately 74.7% of the variance in Purchase Intention is jointly explained by Luxury Brand Perception, Brand Love, Attitude, Subjective Norm, and the moderating effects of Self-Referencing included in the model. According to PLS-SEM guidelines, this level of explanatory power can be considered substantial, particularly in social science and behavioral research contexts.



**Figure 2.** Structural Model Results with Standardized Path Coefficients

### 4.3. Analysis

The structural model analysis examined the relationships among Luxury Brand Perception, Brand Love, Self Referencing, Attitude toward Mass Market Products, Subjective Norm, and Purchase Intention using the PLS SEM technique, which is appropriate for complex models with non-normal data distributions. The results indicate that Luxury Brand Perception has a significant positive effect on Attitude ( $\beta = 0.351, t = 6.336, p < 0.001$ ). This finding reflects the enduring influence of symbolic and social meanings associated with luxury brands, as illustrated by high loading items related to success and achievement. Prior studies similarly emphasize the role of exclusivity, status, and authenticity in shaping favorable consumer attitudes toward luxury products [25], [28], [29], [30]. The present results

extend this literature by demonstrating that luxury perceptions continue to shape attitudes even when brands reposition their offerings within mass market categories.

Luxury Brand Perception also significantly influences Subjective Norm ( $\beta = 0.344$ ,  $t = 6.175$ ,  $p < 0.001$ ), highlighting the importance of social validation in consumer decision making. High loading indicators related to peer and family support confirm that perceptions of luxury are closely linked to beliefs about social approval. Consistent with prior research, the symbolic value of luxury brands reinforces conformity with perceived group norms and social expectations [28], [32]. These findings suggest that mass market extensions of luxury brands are interpreted as socially acceptable forms of luxury consumption, supported by peer endorsement and collective approval.

Brand Love has a strong positive effect on Attitude ( $\beta = 0.548$ ,  $t = 11.806$ ,  $p < 0.001$ ), supporting the view that emotional attachment functions as a powerful antecedent of consumer evaluations. Consistent with attachment theory, emotional bonds with brands shape both attitudinal and normative judgments and reinforce consumer engagement [7], [52], [59]. In the mass market context, Brand Love extends symbolic and affective values to repositioned offerings, leading emotionally attached consumers to evaluate these products more favorably [13].

Brand Love also significantly influences Subjective Norm ( $\beta = 0.488$ ,  $t = 10.439$ ,  $p < 0.001$ ), highlighting the role of emotions in amplifying perceptions of social expectations. This finding supports the notion that brand related emotions shape not only personal evaluations but also consumers' sensitivity to social cues, reinforcing the social embeddedness of consumer brand relationships [52], [59].

Luxury Brand Perception directly affects Purchase Intention ( $\beta = 0.106$ ,  $t = 2.112$ ,  $p = 0.035$ ), indicating that perceived luxury value remains a salient motivator even in mass market extensions. Prior studies similarly show that luxury cues such as quality, conspicuousness, and social value enhance emotional attachment and purchase intention across market segments [40], [41]. By contrast, Brand Love does not directly influence Purchase Intention ( $\beta = 0.049$ ,  $t = 0.961$ ,  $p = 0.337$ ), suggesting that emotional attachment alone may be insufficient to trigger purchase behavior. The absence of a significant direct effect, combined with significant indirect effects through attitude and subjective norm, indicates a full mediation pattern. Given that collinearity diagnostics showed acceptable levels, this result is unlikely to be driven by suppression or multicollinearity, but rather reflects the indirect nature of emotional influence on intention. Accordingly, Brand Love operates through attitudinal and normative pathways, underscoring the combined roles of emotional, cognitive, and social mechanisms in shaping purchase intention [52], [54].

Both Attitude ( $\beta = 0.398$ ,  $t = 5.507$ ,  $p < 0.001$ ) and Subjective Norm ( $\beta = 0.255$ ,  $t = 3.506$ ,  $p < 0.001$ ) significantly predict Purchase Intention, confirming the explanatory strength of the Theory of Planned Behavior. The magnitude of the path coefficients indicates practical relevance, with attitude showing the strongest effect on purchase intention, followed by subjective norm, suggesting that managerial strategies should prioritize shaping favorable evaluations while reinforcing social endorsement. Attitude emerges as the stronger predictor, consistent with prior findings that favorable evaluations and emotional value strongly drive purchase intention in luxury contexts, while Subjective Norm underscores the importance of social validation in visible consumption settings [29], [43].

Mediation analysis further highlights the central roles of Attitude and Subjective Norm. Luxury Brand Perception indirectly influences Purchase Intention through Attitude ( $\beta = 0.140$ ,  $t = 4.266$ ,  $p < 0.001$ ) and Subjective Norm ( $\beta = 0.088$ ,  $t = 3.246$ ,  $p = 0.001$ ), while Brand Love exerts significant indirect effects via Attitude ( $\beta = 0.218$ ,  $t = 4.916$ ,  $p < 0.001$ ) and Subjective Norm ( $\beta = 0.124$ ,  $t = 3.238$ ,  $p = 0.001$ ). These results indicate that luxury perceptions and emotional attachment shape purchase intention through cognitive and normative mechanisms rather than direct pathways.

In contrast, Self Referencing does not moderate the relationships between Attitude and Purchase Intention ( $\beta = 0.026$ ,  $t = 0.405$ ,  $p = 0.686$ ) or between Subjective Norm and Purchase Intention ( $\beta = -0.017$ ,  $t = 0.297$ ,  $p = 0.766$ ), suggesting a limited role of self-relevance in this context [49]. The non-significant moderation may partly relate to measurement sensitivity, as brief scales may not fully capture deeper self-identity processing. Contextual factors such as cultural orientation may also attenuate this effect, as consumers in more collectivist environments tend to rely more on social norms than on self-referential cues when forming purchase intentions. These findings extend the Theory of Planned Behavior by positioning Brand Love as an affective antecedent of Attitude and Subjective Norm, indicating that purchase decisions in luxury to mass market contexts are primarily shaped by favorable evaluations and perceived social endorsement rather than self-related mechanisms. Importantly, the results empirically support reframing brand love as an antecedent within the TPB framework. Rather than emerging as a consequence of attitudes and norms, brand love functions as an upstream emotional driver that shapes subsequent cognitive and social evaluations. This pattern

supports an emotion-to-cognition sequence in luxury consumption decision-making and refines the explanatory logic of the TPB framework.

## 5. Conclusion

### 5.1. Implication

This study provides important theoretical and managerial implications. Theoretically, the findings extend the Theory of Planned Behavior by positioning brand love as an antecedent of attitude and subjective norm rather than an outcome. This refinement integrates emotional attachment as a foundational driver that shapes cognitive evaluations and perceived social influence. The results also reinforce attachment theory by showing that emotional bonds affect purchase intention indirectly through attitudinal and normative pathways, offering a more nuanced explanation of affective processes within structured decision making, particularly in luxury to mass market contexts.

From a managerial perspective, the findings indicate that firms repositioning luxury brands into mass market segments should focus on preserving symbolic value and emotional resonance. Brand love alone does not stimulate purchase intention unless it is translated into favorable attitudes and supported by social endorsement. Managers should therefore adopt communication strategies that evoke emotional attachment, clarify value propositions, and leverage social influence. Maintaining cues of prestige, heritage, and authenticity remains essential, as luxury brand perception continues to influence purchase intention both directly and indirectly.

### 5.2. Limitation and Future Research

Despite its contributions, this study has several limitations that suggest directions for future research. First, the cross-sectional design limits causal inference and does not capture changes in consumer attitudes or emotional attachment over time. Longitudinal studies are therefore recommended to examine the dynamic development of brand love and its behavioral outcomes. Second, the focus on Jakarta may restrict the generalizability of the findings. Future research could employ cross cultural or multi country designs to test the robustness of the proposed relationships across diverse contexts.

In addition, this study examines attitude and subjective norm as mediators, while perceived behavioral control, a core construct of the Theory of Planned Behavior, was not included. Future studies may extend the model by incorporating perceived behavioral control or situational constraints to enhance explanatory power. Finally, the non-significant moderating role of self-referencing suggests the need to explore alternative boundary conditions such as self-congruity, identity salience, or brand authenticity to better capture individual level differences in luxury brand consumption.

## 6. Declarations

### 6.1. Author Contributions

Conceptualization: R.R.P., and A.W.H.; Methodology: R.R.P.; Software: R.R.P.; Validation: R.R.P., A.W.H, and A.W.; Formal Analysis: R.R.P., A.W.H., and A.W.; Investigation: R.R.P.; Resources: R.R.P.; Data Curation: R.R.P.; Writing Original Draft Preparation: R.R.P., A.W.H, and A.W.; Writing Review and Editing: R.R.P., A.W.H, and A.W.; Visualization: R.R.P. All authors have read and agreed to the published version of the manuscript.

### 6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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The authors received no financial support for the research, authorship, and/or publication of this article.

### 6.4. Institutional Review Board Statement

Not applicable.

### 6.5. Informed Consent Statement

Not applicable.

## 6.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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