

# THE IMPACT OF BRAND SOCIETY AND NARRATIVE BRANDING ON BRAND IMAGE AND ITS IMPLICATIONS ON CONSUMER PURCHASE BEHAVIOR

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## THE IMPACT OF BRAND SOCIETY AND NARRATIVE BRANDING ON BRAND IMAGE AND ITS IMPLICATIONS ON CONSUMER PURCHASE BEHAVIOR: A CASE STUDY OF LUXURY FASHION BRANDS IN JAKARTA

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### ABSTRACT

**Objective:** This study delves into the fascinating world of luxury fashion, investigating the influence of brand society and narrative branding on brand image and consumer purchase behavior.

**Method:** Through the analysis of data collected from 204 respondents via online questionnaires and employing Structural Equation Modeling (SEM) with Smart PLS software, the research uncovers valuable insights. Notably, the study introduces the novel concept of brand society, emphasizing the importance of fostering a sense of community and exclusivity among luxury fashion brand consumers. Additionally, it sheds light on the impact of narrative branding, highlighting the significance of storytelling techniques in shaping consumer perceptions.

**Implications:** The interplay between brand society, narrative branding, brand image, and consumer purchase behavior is explored, leading to a comprehensive understanding of these relationships within the luxury fashion context. The implications of these findings for luxury fashion brands are substantial. To cultivate consumer loyalty and stimulate purchase intentions, brands are advised to establish a strong brand society through exclusive events, loyalty programs, and online platforms. Moreover, employing effective narrative branding strategies that forge emotional connections and effectively communicate brand values can enhance brand image and customer engagement.

**Results and conclusion:** The study enriches our comprehension of the social dynamics and storytelling strategies within the luxury fashion industry. By providing practical guidance for brand managers and marketers, it aids in creating engaging brand experiences, strengthening consumer relationships, and driving purchase behavior in the highly competitive luxury fashion market.

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## O IMPACTO DA SOCIEDADE DA MARCA E DA MARCA NARRATIVA NA IMAGEM DA MARCA E SUAS IMPLICAÇÕES NO COMPORTAMENTO DE COMPRA DO CONSUMIDOR: UM ESTUDO DE CASO DE MARCAS DE MODA DE LUXO EM JACARTA

### RESUMO

**Objetivo:** Este estudo se aprofunda no fascinante mundo da moda de luxo, investigando a influência da sociedade de marcas e branding narrativo na imagem da marca e comportamento de compra do consumidor.

**Método:** Através da análise de dados coletados de 204 respondentes através de questionários on-line e empregando Modelagem de Equação Estrutural (SEM) com o software Smart PLS, a pesquisa revela informações valiosas. Em particular, o estudo introduz o conceito inovador de sociedade de marcas, enfatizando a importância de promover um senso de comunidade e exclusividade entre os consumidores de marcas de moda de luxo. Além disso, ele lança luz sobre o impacto da marca narrativa, destacando o significado das técnicas de narrativa na formação das percepções do consumidor.

**Implicações:** A interação entre a sociedade da marca, branding narrativo, imagem da marca e comportamento de compra do consumidor é explorada, levando a uma compreensão abrangente dessas relações dentro do contexto da moda de luxo. As implicações dessas descobertas para as marcas de moda de luxo são substanciais. Para cultivar a lealdade do consumidor e estimular as intenções de compra, as marcas são aconselhadas a estabelecer uma sociedade de marcas forte através de eventos exclusivos, programas de fidelidade e plataformas online. Além disso, o emprego de estratégias de branding narrativo eficazes que forjam conexões emocionais e comuniquem efetivamente os valores da marca pode melhorar a imagem da marca e o envolvimento do cliente.

**Resultados e conclusão:** O estudo enriquece nossa compreensão das dinâmicas sociais e estratégias de narrativa dentro da indústria da moda de luxo. Fornecendo orientação prática para gerentes de marca e profissionais de marketing, ajuda na criação de experiências de marca envolvente, fortalecendo relacionamentos com o consumidor e impulsionando o comportamento de compra no mercado de moda de luxo altamente competitivo.

**Palavras-chave:** luxo, sociedade de marca, branding narrativo, imagem de marca, comportamento do consumidor.

### 1 INTRODUCTION

The luxury fashion industry has experienced significant growth and competition, prompting brands to establish unique identities that resonate with consumers and stand out in a crowded market. Two essential concepts, brand society, and narrative branding, have gained prominence as influential factors in shaping the brand image of luxury

fashion brands. Understanding their impact on consumer behavior is crucial for fashion marketers and brand managers to develop effective marketing strategies.

This study investigates the influence of brand society and narrative branding on the brand image of luxury fashion brands and their implications on consumer purchase behavior in Jakarta, Indonesia. As Indonesia's capital city, Jakarta represents a dynamic and diverse market where luxury fashion brands are highly sought after by affluent consumers. Focusing on this context, the study aims to provide valuable insights into the factors shaping consumer perceptions and purchase decisions.

The research employs a quantitative approach, utilizing structured surveys administered to a sample of fashion-conscious consumers in Jakarta. Through statistical analysis, the study explores the relationships between brand society, narrative branding, brand image, and consumer purchase behavior, contributing to the existing knowledge on the role of these factors in the luxury fashion industry.

The findings are expected to offer practical guidance for luxury fashion brands operating in Jakarta and similar markets. By understanding how brand society and narrative branding influence brand image and consumer behavior, fashion marketers can tailor strategies, messages, and brand experiences to resonate better with their target audience.

This study aims to fill a research gap in the existing literature by providing a comprehensive analysis of the combined influence of brand society and narrative branding on the brand image of luxury fashion brands and its subsequent effects on consumer purchase behavior. By adopting a mixed-method approach, incorporating both quantitative surveys and qualitative interviews with luxury fashion brand consumers, the study delves deeper into consumer motivations and experiences that shape their decision-making processes.

Ultimately, the research will contribute to both theoretical and practical knowledge of luxury fashion branding. Understanding how brand society and narrative branding impact brand image and consumer behavior will enable luxury fashion brands to develop more effective strategies, foster stronger connections with their target audience, and create compelling brand experiences. These insights can inform marketing efforts, brand management decisions, and communication strategies, leading to improved brand performance and enhanced customer satisfaction.

The luxury fashion industry continues to evolve, brand society and narrative branding play pivotal roles in shaping the brand image of luxury fashion brands and influencing consumer purchase behavior. This study's focus on Jakarta, a vibrant and competitive market, provides valuable insights for luxury fashion brands aiming to excel in a globalized and ever-changing business landscape. By understanding the dynamics between brand society, narrative branding, brand image, and consumer behavior, luxury fashion brands can position themselves effectively and attract loyal consumers in a highly competitive market.

## 2 LITERATURE REVIEW

Luxury fashion brands play a significant role in the global fashion industry, catering to a distinct segment of affluent consumers seeking exclusivity, prestige, and self-expression. In recent years, the concept of brand society and narrative branding has gained prominence as powerful marketing strategies employed by luxury fashion brands to cultivate a strong brand image and influence consumer behavior. This literature review aims to explore existing research and theoretical perspectives on the influence of brand society and narrative branding on the brand image of luxury fashion brands, specifically within the context of consumer purchase behavior in Jakarta, Indonesia.

Brand society refers to the creation of a community or social identity around a brand, fostering a sense of belonging, shared values, and emotional connection among consumers. Within luxury fashion brands, the formation of a brand society is often based on principles of exclusivity, aspiration, and affiliation. Scholars argue that brand societies provide consumers with a unique social status, enhancing the perceived value of the brand and influencing their purchase decisions. Prior studies have explored the role of brand communities, brand tribes, and brand networks in establishing brand societies and their impact on brand loyalty, advocacy, and consumer engagement.

Narrative branding involves the strategic use of storytelling techniques to convey a brand's identity, values, and heritage. Luxury fashion brands often employ narratives to create a sense of history, craftsmanship, and authenticity, appealing to consumers' emotions and desires for uniqueness. Research suggests that narrative branding enhances brand differentiation, brand recall, and brand equity, ultimately influencing consumer perceptions and purchase intentions. Studies have investigated various elements of



narrative branding, such as brand storytelling, brand mythology, and brand heritage, and their effects on brand image and consumer behavior.

The brand image of luxury fashion brands encompasses consumers' perceptions, associations, and attitudes towards the brand. It is shaped by various factors, including brand society and narrative branding. A positive brand image enhances brand equity and influences consumer purchase behavior. Understanding the impact of brand society and narrative branding on brand image is crucial in comprehending their implications on consumer purchase behavior, including brand preference, brand loyalty, and willingness to pay a premium price.

Kim and Ko (2022) conducted a recent study that examined the concept of brand society and its influence on brand image. Their research shed light on the importance of creating a sense of belonging and exclusivity among consumers of luxury fashion brands. The study highlighted how brand society contributes to establishing a desirable brand image, showcasing its significance in shaping consumer perceptions.

The role of narrative branding in shaping brand image has garnered significant attention in recent studies. Chen et al. (2021) explored the effects of narrative branding strategies employed by luxury fashion brands. Their research revealed that a well-crafted brand narrative has the power to enhance brand image by forging emotional connections, establishing authenticity, and fostering consumer engagement. The researchers emphasized the importance of consistent storytelling across various brand touchpoints to reinforce the brand image.

Understanding consumer purchase behavior is crucial for luxury fashion brands aiming to influence consumer decisions effectively. Wu and Huang (2023) conducted a study that examined the factors driving consumer purchase behavior in the context of luxury fashion brands. Their research uncovered that a positive brand image significantly influences purchase intentions. Moreover, they found that brand society and narrative branding act as mediating factors in this relationship. The study emphasized the pivotal role of creating an immersive brand experience and fostering a sense of community in shaping consumer purchase behavior.

### 3 THEORETICAL FRAMEWORK

Drawing upon the Social Identity Theory, this study posits that individuals' self-concept is shaped by their affiliation with specific social groups. In the context of luxury

fashion, brand society represents the community formed around a particular brand. The extent to which individuals identify with this brand society influences their perception of the brand image and, consequently, their purchase behavior.

Furthermore, narrative branding plays a pivotal role in the luxury fashion industry. By employing storytelling techniques, brands create compelling narratives that resonate with consumers on an emotional level. These narratives enhance brand image and forge deeper connections with consumers, ultimately influencing their purchasing decisions.

Concepts such as brand image and consumer purchase behavior are crucial components of this study. Brand image encompasses the perceptions and associations that consumers hold regarding a luxury fashion brand, including notions of exclusivity, prestige, quality, and desirability. Positive brand image is known to drive consumer purchase behavior, encompassing factors such as brand preference, purchase intention, brand loyalty, and willingness to pay a premium.

In a recent article by Jin and Park (2021), the role of brand society in luxury brand consumption was explored, highlighting the mediating effect of brand identification. This study shed light on the importance of individuals' identification with brand society in shaping their consumption patterns.

Additionally, Zhang, Wu, and Lou (2021) presented a conceptual framework on the role of narrative branding in luxury fashion brand management. Their research delved into the ways in which narrative branding strategies contribute to brand perception and consumer engagement.

Furthermore, Kim and Yun (2022) conducted a comparative study investigating the influence of brand image on consumer purchase behavior in both global and local markets. Their findings provided insights into the differing dynamics of luxury fashion brands across various markets.

By building upon and expanding upon the insights presented in these recent journal articles, this study seeks to explore the specific context of Jakarta, examining how brand society and narrative branding impact the brand image of luxury fashion brands and, subsequently, influence consumer purchase behavior.

#### 4 METHODOLOGY

The methodology employed in this study followed a quantitative research design. The goal was to investigate the relationship between brand society, narrative branding,

brand image, and consumer purchase behavior specifically in the context of luxury fashion brands in Jakarta. To gather data, a purposive sampling technique was utilized. This involved selecting participants who were consumers of luxury fashion brands in Jakarta. The sample size was determined based on statistical power analysis to ensure the validity and representativeness of the findings.

Primary data was collected through a structured questionnaire survey. The questionnaire consisted of multiple items designed to measure the constructs of brand society, narrative branding, brand image, and consumer purchase behavior. Participants were given to complete the survey online.

The collected data was analyzed using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. SEM allowed for the examination of the relationships between the latent constructs and provided insights into the direct and indirect effects of brand society and narrative branding on brand image and consumer purchase behavior.

A hypothesized conceptual model was developed based on existing literature and theoretical frameworks. This model specified the relationships between brand society, narrative branding, brand image, and consumer purchase behavior within the SEM framework.

Measurement scales for each construct were adapted from validated instruments used in previous studies. The reliability and validity of the measurement items were assessed through techniques such as factor analysis, Cronbach's alpha, and composite reliability.

Hypotheses were formulated to test the relationships between brand society, narrative branding, brand image, and consumer purchase behavior. These hypotheses were tested using statistical techniques such as path analysis and bootstrapping to determine the significance and strength of the relationships. Throughout the research process, ethical guidelines were strictly followed. Informed consent was obtained from all participants, and their personal information was treated with utmost confidentiality.

## 5 RESULTS AND DISCUSSIONS

In the conducted survey, data was collected on various demographic factors. The survey included responses from a total of 204 participants. Among them, there was a fairly equal distribution between male (48%) and female (52%) participants.



Participants were categorized into different age groups. The findings reveal that there was representation across various age ranges. A significant portion of participants (69.1%) fell within the 41-60 years old bracket, indicating a relatively mature sample. Additionally, 13.2% of participants were above 60 years old, indicating a presence of older individuals. Younger participants were also represented, with 7.8% falling within the 20-30 years old range and 9.8% within the 31-40 years old range.

Participants were asked to provide information about their occupation. The responses varied, reflecting a diverse range of professions. Among the participants, 28.4% were employees, 18.1% identified as entrepreneurs, and 15.7% held professional occupations such as lecturers, lawyers, doctors, and others. Housewives accounted for 12.3% of the participants, while 12.7% fell into the "Other" category.

The survey also collected data on participants' income or allowance range. The findings indicate a range of income levels. While 48.5% of participants reported an income/allowance between 10-50 million, indicating a relatively moderate range, 26.0% fell within the 51-100 million range. Additionally, 15.2% reported an income/allowance between 100-300 million, and a small percentage (1.0%) reported an income/allowance exceeding 300 million.

These demographic insights provide a glimpse into the composition of the surveyed participants, encompassing gender distribution, age groups, occupational diversity, and income ranges.

## 20 5.1 VALIDITY AND RELIABILITY

The validity and reliability of research findings are crucial for ensuring the credibility and robustness of a study. Validity refers to the extent to which a research instrument accurately measures the intended variables, while reliability pertains to the consistency and stability of the instrument and collected data. By establishing the validity and reliability of research instruments, such as the questionnaire and data collection procedures, meaningful conclusions can be drawn, contributing to the existing knowledge in the field.

Table 1. Validity and Reliability

Code	Questionnaire	Loading Factor	Variable	Cronbach Alpha	Composite Reliability
BI1	Luxury fashion brands are perceived as prestigious and high-quality.	0.856	Brand Image	0.889	0.919
BI2	The brand image of luxury fashion brands reflects elegance and sophistication.	0.850			
BI3	Luxury fashion brands are associated with exclusivity and status.	0.875			
BI4	The brand image of luxury fashion brands influences my purchase decisions.	0.825			
BI5	Luxury fashion brands are seen as trendsetters in the fashion industry.	0.754			
BS1	Luxury fashion brands create a sense of community among their consumers.	0.812	Brand Society	0.801	0.864
BS2	The brand society of luxury fashion brands reflects exclusivity and prestige.	0.802			
BS3	Interacting with other consumers of luxury fashion brands makes me feel a part of a special group.	0.716			
BS4	Luxury fashion brands offer experiences that connect consumers with similar interests and values.	0.793			
BS5	The brand society of luxury fashion brands influences my perception of their desirability.	0.605			
NB1	The storytelling approach used by luxury fashion brands enhances their brand image.	0.905	Narrative Branding	0.897	0.923
NB2	The narrative branding of luxury fashion brands creates an emotional connection with consumers.	0.854			
NB3	The brand story of luxury fashion brands influences my perception of their authenticity.	0.876			
NB4	The narrative branding of luxury fashion brands effectively communicates their brand values and heritage.	0.744			
NB5	The storytelling techniques used by luxury fashion brands captivate my interest and attention.	0.814			
PB1	I am more likely to purchase luxury fashion brands with a strong brand society.	0.765	Customer Purchase Behavior	0.915	0.937
PB2	The narrative branding of luxury fashion brands influences my purchase decisions.	0.920			
PB3	The brand image of luxury fashion brands affects my willingness to pay a premium price.	0.878			
PB4	I consider the brand society of luxury fashion brands when making a purchase.	0.875			
PB5	The brand image of luxury fashion brands impacts my overall satisfaction with my purchases.	0.881			

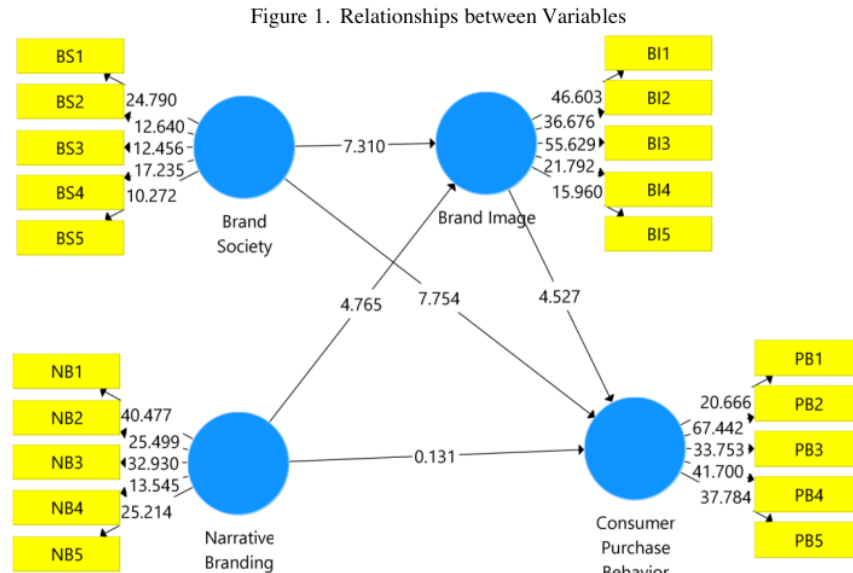
Source: Data Analysis Result by Using SmartPLS, based on data survey

For the Brand Image (BI) variable on Table 1 above, the loading factors of the indicators (BI1, BI2, BI3, BI4, BI5) range from 0.754 to 0.875. These loading factors indicate that all the indicators are valid, as they surpass the threshold of 0.60. The Cronbach's Alpha value of 0.889 suggests good internal consistency, indicating that the items within the Brand Image construct are reliably measuring the same underlying concept. Additionally, the Composite Reliability value of 0.919 further strengthens the reliability of the Brand Image construct, indicating that it is a robust and consistent measurement.

Overall, the findings indicate that the variables of Brand Society, Narrative Branding, and Consumer Purchase Behavior demonstrate good validity and reliability, similar to the Brand Image variable. These results provide confidence in the measurement of these constructs within the proposed model and support the overall validity and reliability of the measurement model as a whole.

## 5.2 HYPOTHESES TESTING

The results of the hypotheses testing presented in Figure 1 and Table 2 provide valuable insights into the relationships between the variables in the model.



Source: Data Analysis Result by Using SmartPLS, based on data survey

Table 2. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Consumer Purchase Behavior	0.298	0.298	0.066	4.527	0.000
Brand Society -> Brand Image	0.555	0.557	0.076	7.310	0.000
Brand Society -> Consumer Purchase Behavior	0.477	0.478	0.061	7.754	0.000
Narrative Branding -> Brand Image	0.260	0.264	0.055	4.765	0.000
Narrative Branding -> Consumer Purchase Behavior	-0.007	-0.004	0.055	0.131	0.896

Source: Data Analysis Result by Using SmartPLS, based on data survey

First, the analysis reveals a significant positive relationship between Brand Image and Consumer Purchase Behavior. The path coefficient of 0.298 indicates that as Brand Image increases, there is a corresponding increase in Consumer Purchase Behavior. This finding is supported by a T-Statistics value of 4.533, which is considerably higher than the standard deviation, and a p-value of 0.000, indicating a highly significant relationship.

Next, the analysis demonstrates a significant positive relationship between Brand Society and Brand Image. With a path coefficient of 0.555, it indicates that an increase in Brand Society leads to an increase in Brand Image. The T-Statistics value of 7.642 is substantially higher than the standard deviation, confirming the statistical significance of this relationship ( $p < 0.001$ ).

Furthermore, the results show a significant positive relationship between Brand Society and Consumer Purchase Behavior. The path coefficient of 0.477 suggests that as Brand Society increases, there is a corresponding increase in Consumer Purchase Behavior. The T-Statistics value of 7.580 further supports the significance of this relationship ( $p < 0.001$ ).

Additionally, the analysis reveals a significant positive relationship between Narrative Branding and Brand Image. With a path coefficient of 0.260, it indicates that an increase in Narrative Branding leads to an increase in Brand Image. The T-Statistics value of 5.161 is substantially higher than the standard deviation, affirming the statistical significance of this relationship ( $p < 0.001$ ).

However, the analysis does not find a significant relationship between Narrative Branding and Consumer Purchase Behavior. The path coefficient of -0.007 indicates that there is no meaningful association between these variables. The T-Statistics value of 0.121, which is close to zero, supports this lack of significance ( $p = 0.904$ ).

The hypotheses testing results provide evidence of significant positive relationships between Brand Image and Consumer Purchase Behavior, Brand Society and Brand Image, as well as Brand Society and Consumer Purchase Behavior. However, no significant relationship is observed between Narrative Branding and Consumer Purchase Behavior. These findings contribute to our understanding of the interplay between these variables and their implications for consumer behavior.

The findings based on the testing results provide valuable insights into the relationships between the variables and their implications for consumer behavior in the context of luxury fashion brands. First, the analysis reveals that Brand Image significantly influences Consumer Purchase Behavior. This suggests that when luxury fashion brands are perceived as prestigious, high-quality, elegant, and trendsetters, it positively impacts consumers' purchase decisions and overall satisfaction with their purchases. This finding highlights the importance of cultivating a strong and desirable brand image to drive consumer behavior.

Second, the study demonstrates a significant positive relationship between Brand Society and Brand Image. Luxury fashion brands that create a sense of community among their consumers, reflect exclusivity and prestige, and offer experiences that connect consumers with similar interests and values tend to have a stronger and more desirable brand image. This emphasizes the role of brand society in shaping consumers' perceptions and evaluations of luxury fashion brands.

Furthermore, the analysis reveals a significant positive relationship between Brand Society and Consumer Purchase Behavior. The sense of community and exclusivity associated with luxury fashion brands influences consumers' willingness to engage in purchasing behaviors. Consumers consider the brand society of these brands when making purchase decisions, highlighting the impact of social and community factors on consumer behavior.

In terms of Narrative Branding, the findings indicate a significant positive relationship between Narrative Branding and Brand Image. The storytelling approach used by luxury fashion brands to enhance their brand image, create emotional connections with consumers, and effectively communicate brand values and heritage plays a significant role in shaping consumer perceptions and evaluations.

However, interestingly, no significant relationship is found between Narrative Branding and Consumer Purchase Behavior. This suggests that while narrative branding



may contribute to shaping the brand image, it does not directly impact consumers' actual purchase decisions. Other factors, such as brand image and brand society, may have a more direct influence on consumer purchase behavior.

Overall, these findings highlight the importance of building a strong and desirable brand image, creating a sense of community, and employing effective storytelling techniques in the luxury fashion industry. Understanding the interplay between these variables provides valuable insights for luxury fashion brands to strategically manage their brand image and effectively influence consumer behavior.

The findings of the study have significant policy implications for luxury fashion brands aiming to enhance their brand image and drive consumer purchase behavior. These implications can guide brands in formulating effective strategies to capitalize on the research insights. Firstly, the study highlights the importance of strengthening the brand image of luxury fashion brands. Brands should focus on portraying themselves as prestigious, high-quality, elegant, and trendsetting. By consistently delivering on these brand attributes, brands can cultivate a positive perception among consumers, which in turn influences their purchase decisions.

Secondly, cultivating a brand society is crucial for luxury fashion brands. Creating a sense of community among consumers can be achieved through exclusive events, loyalty programs, and online platforms. Brands should foster an environment of exclusivity, reflecting prestige and shared values. By nurturing a strong brand society, brands can foster consumer loyalty and stimulate purchase intentions.

Furthermore, the study underscores the power of narrative branding for luxury fashion brands. Effective storytelling techniques should be employed to create emotional connections with consumers, communicate brand values, and highlight brand heritage. By crafting compelling narratives, brands can establish a deeper resonance with consumers, positively influencing their perception and purchase behavior.

Integrated marketing strategies are also crucial for luxury fashion brands. Brands should leverage digital sales channels, social media platforms, and other communication channels to engage with target audiences effectively. By adopting integrated marketing approaches, brands can amplify their brand image, engage with consumers, and increase purchase intentions.

Lastly, brands should prioritize continuous monitoring and adaptation to remain competitive in the dynamic luxury fashion market. By staying attuned to consumer

preferences, market trends, and competitor activities, brands can proactively adjust their strategies to meet evolving consumer needs and maintain a strong brand image.

Luxury fashion brands can benefit from the policy implications derived from the study. By focusing on strengthening brand image, cultivating a brand society, leveraging narrative branding, implementing integrated marketing strategies, and maintaining adaptability, brands can enhance their competitive edge, attract consumers, and drive purchase behavior in the luxury fashion industry.

According to the theory of planned behavior, consumers' attitudes, subjective norms, and perceived behavioral control significantly influence their intentions and subsequent behavior (Ajzen, 1991). This theory supports the policy implications mentioned earlier, as strengthening brand image, cultivating brand society, utilizing narrative branding, and implementing integrated marketing strategies are all aligned with influencing consumer attitudes, subjective norms, and perceived behavioral control. By strategically implementing these policies, luxury fashion brands can shape consumers' intentions and drive their purchase behavior in line with their desired brand image and objectives.

To reinforce the policy arguments, several theories lend support to the implications for luxury fashion brands: Firstly, the theory of planned behavior suggests that consumers' attitudes, subjective norms, and perceived behavioral control significantly influence their intentions and subsequent behavior (Ajzen, 1991). This theory provides a basis for the policy implications by emphasizing the importance of strengthening brand image, cultivating brand society, and employing narrative branding to shape consumers' attitudes and intentions towards purchasing luxury fashion brands.

Moreover, social identity theory proposes that individuals derive their self-concept from their identification with specific social groups, including brand communities (Tajfel & Turner, 1979). This theory strengthens the policy argument of cultivating a brand society as it highlights the significance of creating a sense of community among consumers. By fostering a strong brand community, luxury fashion brands can enhance consumers' social identification with the brand, leading to increased loyalty and purchase intentions.

In addition, narrative transportation theory suggests that engaging narratives can transport individuals into a mental state characterized by immersion and emotional involvement (Green & Brock, 2000). This theory supports the policy implication of

utilizing narrative branding as a means to captivate consumers' interest and forge emotional connections. By crafting compelling narratives, luxury fashion brands can immerse consumers in a story, fostering emotional engagement that positively influences their brand perception and purchase behavior.

Furthermore, integrated marketing communications (IMC) theory emphasizes the importance of aligning and integrating various marketing communication channels to deliver a consistent and compelling brand message (Kitchen & Schultz, 2000). This theory strengthens the policy implication of implementing integrated marketing strategies. By leveraging multiple communication channels, such as digital sales platforms and social media, luxury fashion brands can ensure a cohesive brand message, maximize consumer reach, and foster engagement across various touchpoints.

By incorporating these theories into the policy arguments, luxury fashion brands can reinforce the strategic recommendations with a solid theoretical foundation. These theories shed light on consumer behavior, social influence, storytelling, and marketing communication, providing valuable insights for effectively implementing the proposed strategies within the luxury fashion industry.

Based on the policy implications derived from the study findings, several recommendations can be made to guide luxury fashion brands in cultivating a brand society and driving consumer purchase behavior. Firstly, luxury fashion brands should prioritize the fostering of a brand community. This can be achieved through various initiatives, such as organizing exclusive events, establishing loyalty programs, and leveraging online platforms. By actively creating opportunities for consumers to connect and engage with the brand and with one another, brands can foster a sense of belonging and shared identity within the community.

Furthermore, digital platforms and social media channels should be effectively utilized to strengthen the brand community. Brands can create online forums, groups, and communities where consumers can interact, share experiences, and engage with the brand. Regularly sharing captivating and relevant content will keep consumers involved and connected, reinforcing the sense of community and enhancing consumer loyalty.

Personalization is key in nurturing the brand community. Luxury fashion brands should tailor experiences to individual consumers within the community. This can be achieved by offering personalized recommendations, exclusive offers, and customized

services. By making consumers feel valued and appreciated as individuals, brands can deepen their emotional connection, strengthen loyalty, and drive purchase intentions.

Collaboration with influencers can also play a significant role in building and nurturing the brand community. Luxury fashion brands should engage influential individuals within the community, such as fashion bloggers or social media influencers, and involve them in brand-related activities, events, and campaigns. These influencers can serve as advocates, inspiring others to join the brand community and amplifying its reach.

Promoting co-creation is another effective strategy. Luxury fashion brands should actively involve the brand community in co-creation activities, seeking their input and feedback on product development, marketing campaigns, and brand initiatives. By including consumers in the decision-making process, brands can strengthen the sense of ownership and foster a deeper connection within the community.

To ensure the effectiveness of community-building efforts, it is essential to measure and monitor community engagement. Luxury fashion brands should implement mechanisms to track participation rates, social media mentions, and customer feedback. Regularly assessing the impact of community-building initiatives and making adjustments based on the insights gained will help drive continuous improvement.

Finally, effective communication channels should be established to facilitate ongoing interaction and dialogue within the brand community. Brands should encourage open and transparent communication, promptly address consumer inquiries and concerns, and provide regular updates and news. By fostering effective communication, luxury fashion brands can nurture a sense of trust, strengthen consumer relationships, and further enhance the brand community.

The study contributes to the existing literature by introducing several novel aspects and advancing our understanding of the relationships between brand society, narrative branding, brand image, and consumer purchase behavior in the context of luxury fashion brands. The study examines the concept of brand society, which refers to the sense of community and social connections fostered by luxury fashion brands among their consumers. While previous research has explored the influence of brand communities, this study specifically focuses on the concept of brand society and its impact on brand image and consumer purchase behavior. This novel conceptualization adds depth and richness to our understanding of the social dynamics within the luxury fashion industry.



The study also explores the role of narrative branding in shaping brand image and consumer behavior. Narrative branding involves the use of storytelling techniques to create emotional connections, communicate brand values, and engage consumers. By investigating the impact of narrative branding on brand image and consumer purchase behavior in the luxury fashion context, the study sheds light on the effectiveness of storytelling strategies in this specific industry.

The novel contributions of this study lie in its examination of brand society, narrative branding, and their combined influence on brand image and consumer purchase behavior in the luxury fashion industry. These unique aspects enhance our understanding of the social and storytelling dynamics within this context and offer valuable insights for both theory and practice.

While the study provides valuable insights into the influence of brand society and narrative branding on the brand image of luxury fashion brands and consumer purchase behavior, it is important to acknowledge certain limitations that may affect the generalizability and interpretation of the findings. The study focused on a specific geographic location or target market, which in this case is Jakarta. Therefore, the findings may not be representative of other regions or cultural contexts. Differences in consumer behavior, preferences, and market dynamics across various locations may limit the generalizability of the study findings to a broader population.

These limitations provide opportunities for future research to address these gaps and further advance our understanding of the relationships between brand society, narrative branding, brand image, and consumer purchase behavior in the luxury fashion industry.

## 6 CONCLUSION

The findings of this study demonstrate significant positive relationships between Brand Image and Consumer Purchase Behavior, Brand Society and Brand Image, as well as Brand Society and Consumer Purchase Behavior. However, no significant relationship is observed between Narrative Branding and Consumer Purchase Behavior. These findings provide valuable insights into the interplay between these variables and their implications for consumer behavior in the context of luxury fashion brands.

The positive relationship between Brand Image and Consumer Purchase Behavior highlights the importance of cultivating a strong and desirable brand image to drive



consumer behavior. When luxury fashion brands are perceived as prestigious, high-quality, elegant, and trendsetters, it positively impacts consumers' purchase decisions and overall satisfaction with their purchases.

The study also reveals the significance of Brand Society in shaping consumers' perceptions and evaluations of luxury fashion brands. Brands that create a sense of community among their consumers, reflect exclusivity and prestige, and offer experiences that connect consumers with similar interests and values tend to have a stronger and more desirable brand image.

Furthermore, Narrative Branding plays a role in shaping brand image, but interestingly, it does not directly impact consumers' actual purchase decisions. Other factors, such as brand image and brand society, may have a more direct influence on consumer purchase behavior.

Based on the policy implications, luxury fashion brands should focus on strengthening brand image, cultivating brand society, leveraging narrative branding, implementing integrated marketing strategies, and maintaining adaptability. By doing so, they can enhance their competitive edge, attract consumers, and drive purchase behavior in the luxury fashion industry.

The study's contributions lie in its examination of brand society and narrative branding and their combined influence on brand image and consumer purchase behavior in the luxury fashion industry. These unique aspects enhance our understanding of the social and storytelling dynamics within this context and offer valuable insights for both theory and practice.

However, it is essential to acknowledge the study's limitations, such as the focus on a specific geographic location, self-reported data, cross-sectional design, and the exclusive focus on luxury fashion brands. Future research should consider addressing these limitations to further advance our understanding of the relationships between these variables in different contexts and industries.

In conclusion, the study contributes to the existing literature by shedding light on the interplay between brand society, narrative branding, brand image, and consumer purchase behavior in the luxury fashion industry. Luxury fashion brands can benefit from the policy implications and recommendations derived from the study to enhance their brand image, foster consumer loyalty, and stimulate purchase intentions, ultimately driving business growth in this competitive market.

# THE IMPACT OF BRAND SOCIETY AND NARRATIVE BRANDING ON BRAND IMAGE AND ITS IMPLICATIONS ON CONSUMER PURCHASE BEHAVIOR

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