SOCIAL MEDIA ENGAGEMENT EFFECT ON BRAND EXTENSION AND LOYALTY: LUXURY AND NON-LUXURY BRANDS

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Adinda Saraswati R[1)], Rifelly Dewi Astuti[2)]
[1.2] Universitas Indonesia, Depok, Indonesia
Email: dindaramadhina@gmail.com

ABSTRACT

This study examines the influence of Consumer Engagement (CE) on social media on Brand Extension (BExt) success and Brand Loyalty, comparing luxury and non-luxury brands in Indonesia. Addressing limited comparative evidence across these segments, a quantitative design was employed using survey data from 442 active social media users, including non-luxury brand consumers (n=215) and luxury brand consumers (n=227). Structural Equation Modeling (SEM) with SmartPLS assessed the effects of cognitive, affective, and activation dimensions of CE on attitudes toward brand extensions, extended brand loyalty, and parent brand loyalty. Results reveal significant segment differences: cognitive engagement drives extension attitudes for non-luxury brands, whereas affective engagement is more influential for luxury brands. Activation positively affects extension attitudes in both segments. Attitudes toward brand extensions significantly predict extended and parent brand loyalty. Multi-Group Analysis confirms contextual differences, offering theoretical contributions and practical implications for segment-specific social media strategies in competitive digital markets

Keywords: consumer engagement; brand extension; brand loyalty; luxury brands; non-luxury brands.

INTRODUCTION

Brand extension (BExt) remains one of the most widely adopted growth strategies, enabling firms to leverage existing brand equity to introduce new products while reducing perceived risk and accelerating market acceptance (Aaker & Keller, 1990). Through extension, firms capitalize on accumulated brand associations, credibility, and consumer trust, thereby enhancing the likelihood of success in new categories. However, the effectiveness of brand extension has become increasingly complex in contemporary digital environments, where consumer perceptions are no longer shaped solely by static brand meanings but are dynamically co-created through continuous interaction on social media platforms. In such contexts, extension success depends not only on equity transfer from the parent brand but also on relational mechanisms embedded in ongoing consumer–brand engagement (Gielens & Steenkamp, 2021; Yoo, 2024).

Social media has transformed brand–consumer relationships from one-way communication into interactive, participatory processes in which consumers actively consume, contribute, and create brand-related content. This shift has elevated consumer engagement (CE) as a central construct in marketing scholarship. CE is commonly

conceptualized as a multidimensional phenomenon encompassing cognitive engagement (focused attention and information processing), affective engagement (emotional connection and attachment), and activation or behavioral engagement (interactive participation and contribution) (Hollebeek et al., 2022; Lim et al., 2022). Prior research consistently demonstrates that engaged consumers exhibit stronger brand attitudes, higher loyalty, greater advocacy, and increased willingness to support brand extensions. Engagement therefore represents a critical relational mechanism through which brands can cultivate favorable evaluations and loyalty outcomes in digital ecosystems.

Despite extensive research on CE and its outcomes, the majority of existing studies examine engagement effects in isolation, focusing either on brand attitudes or loyalty without sufficiently accounting for how engagement translates into evaluations of brand extensions. Brand extension decisions involve a distinct evaluative process, as consumers must assess the perceived fit, credibility, and legitimacy of applying an existing brand to a new product domain. In digital contexts, these evaluations are increasingly influenced by social cues, peer interaction, and shared engagement experiences rather than by brand-controlled messaging alone. Consequently, understanding how different dimensions of CE shape attitudes toward brand extension (BExt) and subsequent loyalty outcomes represents an important yet underexplored research avenue.

More critically, the extant literature offers limited consensus regarding whether engagement mechanisms operate uniformly across different brand types. Luxury and non-luxury brands are characterized by fundamentally different value propositions, consumption motives, and relational dynamics. Luxury brands are traditionally associated with symbolic value, exclusivity, prestige, and identity expression, whereas non-luxury brands emphasize functional utility, accessibility, and value-for-money considerations (Ko et al., 2021). These structural differences suggest that consumers may engage with luxury and non-luxury brands in qualitatively distinct ways, particularly on social media platforms where identity signaling and community interaction are salient.

From a theoretical standpoint, these distinctions imply that the relative importance of cognitive, affective, and activation-based engagement may vary across market segments. Cognitive engagement, which involves information seeking and rational evaluation, may be more salient in non-luxury contexts where consumers seek justification for purchase decisions and assess functional benefits. In contrast, affective engagement, driven by emotional resonance, aspiration, and self-concept alignment, is likely to play a more dominant role in luxury brand contexts. Activation-based engagement, reflecting interactive behaviors such as commenting, sharing, and co-creation, may serve as a universal mechanism reinforcing relational bonds and legitimizing brand extensions across both segments. However, empirical evidence that explicitly tests these differential pathways remains scarce.

Although prior studies confirm that CE positively influences attitudes toward brand extensions and loyalty outcomes (Yoo, 2024), most adopt a single-category or single-brand perspective, thereby obscuring segment-specific dynamics. Comparative analyses that systematically contrast luxury and non-luxury brands within the same empirical framework are notably limited. As a result, existing knowledge provides insufficient guidance regarding whether engagement strategies should be standardized across brand types or tailored according to segment-specific consumer motivations. Addressing this gap is essential for refining engagement theory and for informing managerial decision-making in increasingly heterogeneous digital markets.

The relevance of this research gap is further amplified in emerging digital economies, where rapid technological adoption intersects with evolving consumption patterns. Much of the existing CE and brand extension literature is grounded in developed Western markets, potentially limiting its generalizability to contexts characterized by different cultural, economic, and social structures. Emerging markets present distinct conditions in which engagement mechanisms may operate differently, shaped by collectivist norms, social visibility, and aspirational consumption. Consequently, examining CE–BExt–loyalty relationships in such contexts can yield valuable theoretical extensions and practical insights. Indonesia offers a theoretically meaningful and practically relevant setting for addressing this gap. As one of Southeast Asia's largest digital economies, Indonesia exhibits exceptionally high social media penetration and mobile-centric consumption behavior, amplifying the strategic importance of online engagement. At the same time, Indonesia represents an emerging market characterized by a rapidly expanding middle class alongside growing aspirational luxury consumption. This coexistence creates a natural environment in which utilitarian-driven engagement (more salient in non-luxury contexts) and symbolic, identity-driven engagement (more prominent in luxury segments) operate simultaneously within the same digital ecosystem.

Moreover, Indonesia's collectivist sociocultural orientation fosters socially embedded consumption patterns, where peer endorsement, community interaction, and shared brand experiences play a critical role in shaping attitudes and loyalty formation. In such contexts, engagement is not merely an individual cognitive or emotional response but a socially reinforced process that can intensify loyalty spillover from brand extensions to parent brands. These structural, economic, and cultural characteristics position Indonesia as an ideal context for examining how engagement dimensions differentially influence brand extension evaluations and loyalty outcomes across market segments.

Building on these considerations, this study integrates consumer engagement theory with brand extension and loyalty frameworks to develop a comparative model that distinguishes between luxury and non-luxury brand contexts. Specifically, the study conceptualizes CE as a multidimensional construct comprising cognitive, affective, and activation dimensions, and examines how each dimension influences attitudes toward brand extension. In turn, attitudes toward BExt are posited to drive loyalty toward both the extended brand and the parent brand, with potential spillover effects between these loyalty constructs. By employing structural equation modeling with partial least squares (PLS-SEM) and multi-group analysis (MGA), the study systematically tests whether these relationships differ significantly between luxury and non-luxury brands.

This research makes several contributions to the literature. First, it advances engagement theory by disaggregating the effects of CE dimensions and demonstrating that their relative importance is contingent on brand type. Second, it enriches brand extension research by embedding extension evaluation within a relational, engagement-driven digital framework rather than treating it as a static equity transfer process. Third, it extends existing knowledge by providing empirical evidence from an emerging market context, thereby enhancing the external validity and contextual sensitivity of CE–BExt–loyalty models.

METHODS

This study employed a quantitative explanatory research design to examine the causal relationships among Consumer Engagement (CE), Attitudes Toward Brand Extension (BExt), Extended Brand Loyalty, and Parent Brand Loyalty within social media contexts. An explanatory approach was deemed appropriate because the primary objective of the study was to test theoretically grounded hypotheses concerning the direction and magnitude of relationships among latent constructs rather than to explore phenomena inductively (Hair et al., 2022).

The conceptual model extends prior engagement-based branding frameworks by incorporating a comparative perspective between luxury and non-luxury brand contexts. Specifically, this study builds upon Yoo (2024) by modeling Consumer Engagement as a multidimensional construct consisting of cognitive, affective, and activation dimensions, each hypothesized to influence consumer attitudes toward brand extension. These attitudes are, in turn, expected to shape loyalty toward both the extended brand and the parent brand. Furthermore, extended brand loyalty is posited to exert a spillover effect on parent brand loyalty, consistent with contemporary theories of brand relationship transfer (Cho et al., 2024). Importantly, the model explicitly incorporates Multi-Group Analysis (MGA) to examine whether the structural relationships differ significantly between luxury and non-luxury brands. This comparative perspective is theoretically justified by the distinct consumption logics underlying these brand categories. Luxury brands are typically driven by symbolic value, emotional attachment, and identity signaling, whereas non-luxury brands emphasize functional value, affordability, and utilitarian benefits (Ko et al., 2019; Kim & Ko, 2020). The proposed research model is illustrated in Figure 1.
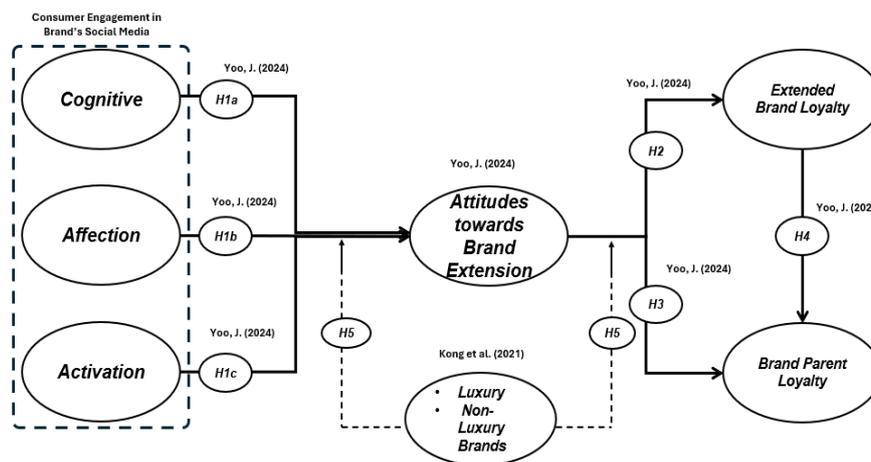

Figure 1. Proposed Research Model
Source: Authors, 2026

Based on the proposed framework, the study hypothesized that each dimension of Consumer Engagement cognitive, affective, and activation positively influences consumer attitudes toward Brand Extension. Subsequently, attitudes toward Brand Extension were hypothesized to positively influence both Extended Brand Loyalty and Parent Brand Loyalty. Extended Brand Loyalty was further hypothesized to positively influence Parent Brand Loyalty through a loyalty spillover mechanism. In addition, a key comparative hypothesis

proposed that the strength and significance of these relationships, particularly the indirect effects of CE dimensions on loyalty outcomes mediated by Brand Extension attitudes, would differ between luxury and non-luxury brand contexts. This hypothesis reflects the assumption that consumer motivations, evaluative criteria, and relational expectations vary systematically across brand types (Kong et al., 2021; Ko et al., 2019).

The target population comprised active Indonesian social media users aged 20 years or older who had interacted with or purchased from the selected case study brands within the preceding six months. Indonesia was selected as the empirical context due to its high social media penetration, rapid growth in digital consumption, and coexistence of both aspirational luxury consumption and mass-market non-luxury consumption within a single digital ecosystem. A purposive sampling technique was employed to ensure that respondents possessed sufficient familiarity with the focal brands and their brand extension activities. Purposive sampling is commonly used in consumer behavior research when the research objective requires respondents to meet specific experiential criteria. To qualify for participation, respondents were required to (1) actively use social media platforms, (2) follow or engage with at least one of the case study brands, and (3) have recent experience with the brand or its extension.

In line with guidelines for Structural Equation Modeling using Partial Least Squares (SEM-PLS), the final sample size exceeded the minimum requirements for model estimation and multi-group comparison. Data were successfully collected from 215 non-luxury brand consumers and 227 luxury brand consumers, yielding a total of 442 valid responses. This sample size is considered adequate for SEM-PLS analysis, particularly for models with multiple latent constructs and mediation pathways (Hair et al., 2022). The target population comprised active Indonesian social media users, aged 20 or older, who had recently interacted with or purchased from the specified case study brands within the last six months. A purposive sampling method was utilized to select respondents who met these predefined criteria. Adhering to guidelines for Structural Equation Modeling – Partial Least Squares (SEM-PLS). Data was successfully collected from 215 non-luxury brand consumers and 227 luxury brand consumers, totaling 442 valid respondents.

Primary data were collected using a structured online questionnaire, which was distributed through social media platforms and digital communication channels. An online survey was chosen due to its efficiency, accessibility, and suitability for capturing digitally active consumers, which aligns with the study's focus on social media engagement. All measurement items were assessed using a six-point Likert scale, ranging from 1 ("strongly disagree") to 6 ("strongly agree"). The use of an even-numbered scale was intentionally selected to promote response variability and reduce excessive reliance on neutral midpoint responses, which may obscure attitudinal differences (Douven, 2018). Prior research suggests that forced-choice Likert formats can mitigate central tendency bias and encourage more deliberate evaluative judgments, particularly in attitudinal research (Douven, 2018). Measurement items for Consumer Engagement (Cognitive, Affective, Activation dimensions), Attitudes Towards Brand Extension, Extended Brand Loyalty, and Parent Brand Loyalty were adapted from established literature (Hollebeek et al., 2019; Yoo, 2024; Yoo et al., 2021; Boisvert & Burton, 2020; Yoo & Park, 2020).

Before the main data collection, a rigorous multi-stage instrument validation procedure was conducted to ensure the clarity, reliability, and psychometric adequacy of the questionnaire. The first stage involved a wording test with seven expert respondents who had

academic and professional backgrounds in marketing, consumer behavior, and quantitative research methods. This step aimed to assess the clarity of item wording, the appropriateness of terminology, and the conceptual alignment of each indicator with its corresponding construct. Particular attention was given to ensuring that the items accurately reflected the dimensions of consumer engagement, brand extension attitudes, and brand loyalty within a social media context. Feedback from the experts was used to refine item phrasing, eliminate ambiguous wording, and enhance contextual relevance, thereby improving content validity.

Subsequently, a pre-test was conducted with 50 respondents who met the same criteria as the target population. The objective of this pre-test was to empirically evaluate the measurement instrument prior to full-scale data collection. Data obtained from the pre-test were analyzed using SPSS (version 27). Exploratory Factor Analysis (EFA) was employed to examine the underlying factor structure and to verify that the measurement items loaded appropriately on their intended constructs. EFA is commonly used at the preliminary stage of scale development to assess construct validity and to identify potential cross-loading items that may weaken measurement precision.

Several statistical criteria were applied to determine the adequacy of the data for factor analysis. The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was required to exceed 0.50, indicating that the sample was suitable for factor extraction. In addition, Bartlett's Test of Sphericity was required to be statistically significant ($p \leq 0.05$), confirming that the correlation matrix was not an identity matrix and that meaningful relationships existed among the indicators. At the item level, the Measure of Sampling Adequacy (MSA) for each indicator was required to be greater than 0.50, ensuring that all items contributed adequately to the factor solution. Furthermore, factor loadings were evaluated using a conservative threshold of 0.70, indicating strong relationships between observed variables and their corresponding latent constructs. The internal consistency of each construct was assessed using Cronbach's Alpha, with values greater than 0.70 considered indicative of satisfactory reliability. The results demonstrated that all constructs met the recommended reliability thresholds, suggesting that the measurement items consistently captured the underlying theoretical dimensions.

To address the potential risk of Common Method Bias (CMB) arising from the use of self-reported data collected through a single survey instrument, Harman's Single Factor Test was performed. The analysis revealed that no single factor accounted for the majority of the variance, with the largest factor explaining less than 50% of the total variance. This result indicates that common method bias was unlikely to substantially influence the study's findings (Jordan & Troth, 2019). Collectively, these validation procedures confirm that the measurement instrument possessed adequate validity and reliability, supporting its use in the subsequent Structural Equation Modeling analysis.

Structural Equation Modeling using the Partial Least Squares approach (SEM-PLS) was employed as the primary analytical technique in this study and implemented using SmartPLS software (version 4). SEM-PLS was selected due to its methodological suitability for analyzing complex research models involving multiple latent constructs and mediation paths, as well as its robustness when dealing with non-normal data distributions and moderate sample sizes. These characteristics align with established methodological recommendations in marketing and behavioral research, particularly for predictive and theory-development-oriented studies (Hair et al., 2022). Given the study's objective to examine both direct and indirect relationships across different brand contexts, SEM-PLS provides an appropriate and flexible analytical framework. The data analysis followed a two-stage approach, comprising

the evaluation of the measurement model (outer model) and the structural model (inner model). This sequential procedure is consistent with best practices in SEM-PLS analysis, ensuring that the reliability and validity of the measurement instruments are established prior to interpreting structural relationships among latent constructs (Hair et al., 2022).

The evaluation of the measurement model focused on assessing convergent validity, internal consistency reliability, and discriminant validity. Convergent validity was examined by evaluating indicator outer loadings and the Average Variance Extracted (AVE). Indicator loadings were required to meet or exceed the threshold of 0.70, indicating that each item shared a substantial proportion of variance with its underlying construct. Additionally, AVE values were required to be greater than 0.50, confirming that each construct explained more than half of the variance of its indicators. These criteria ensure that the indicators adequately represent their respective latent constructs and are consistent with widely accepted SEM-PLS guidelines (Hair et al., 2022). Internal consistency reliability was assessed using both Composite Reliability (CR) and Cronbach's Alpha. Values equal to or greater than 0.70 for both measures were considered indicative of satisfactory reliability, suggesting that the indicators within each construct were consistently measuring the same underlying concept. The combined use of CR and Cronbach's Alpha provides a comprehensive assessment of construct reliability, particularly in SEM-PLS contexts where indicator loadings may differ (Hair et al., 2022). Discriminant validity was rigorously evaluated using multiple complementary criteria. First, the Fornell–Larcker criterion was applied, requiring that the square root of each construct's AVE exceed its correlations with other constructs in the model. Second, cross-loadings were examined to ensure that each indicator loaded more strongly on its intended construct than on any other construct. Third, the Heterotrait–Monotrait (HTMT) ratio of correlations was assessed, with values below the conservative threshold of 0.90 indicating adequate discriminant validity. The use of HTMT is particularly recommended for detecting potential discriminant validity issues that may not be identified through traditional methods alone (Hair et al., 2022). Together, these procedures provided strong evidence that the constructs were empirically distinct and conceptually well differentiated.

Following the establishment of a satisfactory measurement model, the structural model was evaluated to examine the hypothesized relationships among the latent constructs. The first step in assessing the structural model involved evaluating potential collinearity issues among predictor constructs. Variance Inflation Factor (VIF) values were examined, with values below 5 indicating that multicollinearity was not a concern and that the estimated path coefficients were stable and interpretable.

The explanatory power of the model was assessed using the Coefficient of Determination (R^2) for each endogenous construct. R^2 values indicate the proportion of variance explained by the model and provide insight into its predictive accuracy. Although acceptable R^2 values are context-dependent, the reported values were interpreted in line with established benchmarks for behavioral and marketing research (Hair et al., 2022). In addition, Predictive Relevance (Q^2) was evaluated using a blindfolding procedure. Q^2 values greater than zero indicate that the model has predictive relevance for the endogenous constructs, supporting the model's out-of-sample predictive capability.

To further assess the overall quality of the structural model, model fit indices were examined. Specifically, the Standardized Root Mean Square Residual (SRMR) was evaluated, with values below 0.08 indicating an acceptable model fit. In addition, the Normed Fit Index (NFI) was assessed, with values exceeding 0.80 considered indicative of adequate fit in SEM-PLS applications. These indices provide complementary information regarding the extent to

which the proposed model reproduces the observed covariance matrix (Al-Fraihat et al., 2020; Hair et al., 2022). Hypothesis testing was conducted using a bootstrapping procedure, which involved generating a large number of resamples to estimate the significance of path coefficients. The significance of direct and indirect effects was evaluated based on t-values greater than 1.96 and p-values less than 0.05, corresponding to a 95% confidence level. Bootstrapping is particularly well suited for SEM-PLS analysis, as it does not rely on distributional assumptions and provides robust estimates of standard errors and confidence intervals (Hair et al., 2022).

To address the study's comparative objective, Multi-Group Analysis (MGA) was employed to examine whether structural relationships differed significantly between the luxury and non-luxury brand groups. MGA allows for the systematic comparison of path coefficients and indirect effects across predefined groups, thereby providing insights into whether engagement mechanisms operate differently depending on brand context. By comparing both direct and mediated relationships across groups, the analysis offers a nuanced understanding of how consumer engagement translates into brand extension attitudes and loyalty outcomes in luxury versus non-luxury settings. Overall, the application of SEM-PLS combined with MGA provides a rigorous and comprehensive analytical approach that aligns with the study's theoretical objectives and empirical context. This methodological framework enables robust testing of complex mediation structures while capturing segment-specific differences, thereby strengthening the validity and interpretability of the study's findings.

RESULT AND DISCUSSION

Following data validation and screening, 442 valid responses were retained, comprising 215 respondents in the non-luxury group and 227 in the luxury group. The demographic profile indicates a young, educated, and urban-centered sample, with a strong concentration in the 26–40 age range and a predominance of respondents residing in Jabodetabek. This profile reflects digitally active, economically productive consumers who are more likely to engage with brands via social media platforms, consistent with prior research emphasizing the role of digitally immersed consumers in shaping engagement-driven brand outcomes (Hollebeek et al., 2022; Lim et al., 2022).

The demographic distribution also provides theoretical insight into the observed engagement–loyalty mechanisms. The higher concentration of luxury respondents in upper expenditure categories supports the notion that luxury consumption is closely tied to symbolic value and identity signaling (Ko et al., 2021). This aligns with findings suggesting that affective engagement tends to exert stronger influence in luxury contexts due to emotional attachment and prestige-driven motivations (Yoo, 2024). In contrast, the predominance of middle-expenditure consumers in the non-luxury group may explain stronger cognitive or activation-based engagement effects, as utilitarian evaluation and functional accessibility typically guide non-luxury consumption decisions. These findings converge with prior comparative studies demonstrating that consumer responses to social media marketing vary significantly between symbolic and functional brand contexts (Kong et al., 2021).

Moreover, the high educational attainment of respondents suggests greater information-processing capability, which may amplify the role of cognitive engagement in shaping brand extension attitudes. This observation extends prior engagement research by demonstrating that demographic characteristics—particularly education and income—may condition how engagement dimensions translate into loyalty spillover effects. While previous studies have established the positive influence of CE on brand attitudes and loyalty (Hollebeek

et al., 2022; Yoo, 2024), the present findings refine this understanding by highlighting segment-specific variations within a single emerging digital market.

Overall, the results suggest convergence with established engagement and brand extension theories in confirming the importance of multidimensional CE, while diverging in demonstrating that engagement pathways are contingent upon brand positioning and consumer socioeconomic characteristics. This reinforces the argument that engagement-based extension mechanisms are context-sensitive rather than universally uniform across market segments.

Table 1. Profile Respondent Information

Indicator		Non-Luxury		Luxury	
		N	%	N	%
Gender	Male	84	39%	106	47%
	Female	131	61%	121	53%
Age (years)	20–25	7	3%	12	5%
	26–30	106	49%	82	36%
	31–35	62	29%	42	19%
	36–40	32	15%	49	22%
	41–45	6	3%	39	17%
	>45	2	1%	3	1%
Domicile	Jabodetabek	179	83%	219	97%
	Java (non-Jabodetabek)	34	16%	1	4%
	Outside Java	2	1%	7	3%
Education Level	Bachelor/Diploma (S1/D3/D4)	152	71%	119	52%
	Master (S2)	55	26%	86	38%
	Doctoral (S3)	0	0%	3	1%
	Others	8	4%	19	8%
Occupation	Student	8	4/00%	9	4%
	Private Employee	102	47%	97	43%
	Public Servant / SOE	50	23%	15	7%
	Entrepreneur	45	21%	51	23%
	Housewife	5	2%	39	17%
	Freelancer	5	2%	11	5%
	Others	0	0%	5	2%
Monthly Expenditure	Low Monthly Expendinture	5	2%	8	4%
	Middle Monthly Expenditure	122	57%	101	44%
	High Monthly Expenditure	88	41%	118	52%

Source: Authors, 2025

All constructs demonstrated good convergent validity, with outer loadings consistently above 0,7 and Average Variance Extracted (AVE) values exceeding 0,5. Reliability was also established through Cronbach's Alpha and Composite Reliability values, all surpassing the 0,7 threshold, as shown in Table 2. Discriminant validity was rigorously confirmed using the Fornell-Larcker criterion. As for the discriminant reliability (Hair et al., 2022), all the variables are 0.7 or higher, as shown in Table 3.

Table 2. Reliability and Convergent Validity

Variabel/Dimension	Item	Non-Luxury				Luxury			
		Outer Loadings	AVE	Cronbach's Alpha	CR	Outer Loadings	AVE	Cronbach's Alpha	CR
Cognitive	CP1	0.872				0.820			
	CP2	0.886	0.738	0.822	0.894	0.767	0.655	0.738	0.851
	CP3	0.818				0.840			
Affection	AG1	0.879				0.734			
	AG2	0.852				0.787			
	AG3	0.777	0.678	0.843	0.894	0.898	0.595	0.758	0.847
	AG4	0.781				0.874			
Activation	ACT1	0.813				0.824			
	ACT2	0.875	0.702	0.787	0.876	0.910	0.776	0.856	0.912
	ACT3	0.823				0.905			
Attitudes Towards Brand Extension	ATT1	0.747				0.868			
	ATT2	0.814	0.645	0.740	0.845	0.844	0.665	0.744	0.855
	ATT3	0.845				0.728			
Extended Brand Loyalty	CL1	0.785				0.710			
	CL2	0.814	0.647	0.728	0.846	0.874	0.659	0.735	0.852
	CL3	0.814				0.841			
Brand Parent Loyalty	BL1	0.851				0.803			
	BL2	0.866	0.751	0.834	0.900	0.790	0.625	0.701	0.833
	BL3	0.882				0.778			

Source: Authors, 2025

Following the establishment of discriminant validity criteria, the analysis proceeded to an interpretation of descriptive statistics. Table 4 presents the descriptive mean differences, as determined by independent sample t-tests, between non-luxury and luxury brands. The results indicate that all dimensions exhibit a significant mean difference between the two brand types (t-stat < t-critical).

Table 3. Discriminant Validity

Dimensions	Non-Luxury						Luxury					
	1	2	3	4	5	6	1	2	3	4	5	6
Cognitive	0.859						0.810					
Affection		0.824						0.771				
Activation			0.838						0.881			
Attitudes Towards Brand Extension				0.803						0.815		
Extended Brand Loyalty					0.805						0.812	
Brand Parent Loyalty						0.867						0.791

Source: Authors, 2025

Table 4. Descriptive Mean Difference T-Test

Indicator	Mean		T-test	
	Non-Luxury	Luxury	t-value	t-table
Cognitive	3.9054	3.5551	5.117	
Affection	3.3570	3.5165	3.694	
Activation	3.6295	2.5419	13.595	
Attitudes Towards Brand Extention	3.9008	3.4156	7.663	1.96
Extended Brand Loyalty	4.0202	3.3803	9.567	
Brand Parent Loyalty	4.0543	3.4743	8.806	

Source: Author, 2025

Descriptive analysis revealed that non-luxury brands (Saturdays) generally exhibit higher mean scores across all CE dimensions, BExt attitudes, and loyalty variables compared to luxury brands (Coach). Notably, Activation (X3) shows a significant difference, with non-luxury (mean=3.63) being substantially higher than luxury (mean=2.54), indicating more active engagement with non-luxury brands.

Table 5. Cohesion Determination

	R-square
Attitudes Towards Brand Extention (Z1)	0.41
Brand Parent Loyalty (Y)	0.47
Extended Brand Loyalty (Z2)	0.45

Source: Authors, 2025

The model yielded R^2 values of 0.41 for Attitudes Towards Brand Extension (Z1), 0.47 for Brand Parent Loyalty (Y), and 0.45 for Extended Brand Loyalty (Z2), indicating that the independent variables explained 41-47% of the variance in these constructs. While these R^2 values are often deemed modest by conventional benchmarks, their interpretation is contextual. As Hair et al. (2022) suggest, R^2 adequacy varies by model complexity and discipline. In intricate fields like consumer behavior and brand loyalty, numerous unobserved external factors naturally lead to lower explained variance. Despite this, the model successfully identified statistically significant relationships. Future research should consider incorporating additional relevant independent variables, moderators, or mediators to enhance predictive power and further enrich our understanding of these complex dynamics

The subsequent analysis of direct and indirect effects, along with Multi-Group Analysis (MGA), revealed nuanced insights into how consumer engagement (CE) on social media influences brand extension (BExt) attitudes and brand loyalty across luxury and non-luxury contexts. The direct effects of the hypotheses are summarized in Table 6. In the full model, all direct hypotheses were supported, demonstrating significant positive effects. However, MGA revealed important nuanced differences between luxury and non-luxury brands.

Table 6. Hypothesis Direct Effect Testing Summary

Path	Complete Model			Non-Luxury			Luxury		
	β	t-value	p-value	β	t-value	p-value	β	t-value	p-value
H1a CP → ATT	0.283	5.686	0.000*	0.467	6.154	0.000*	0.104	1.446	0.149
H1b AG → ATT	0.189	3.877	0.000*	0.109	1.697	0.090	0.321	4.353	0.000*
H1c ACT → ATT	0.306	7.683	0.000*	0.215	2.768	0.006*	0.175	2.783	0.006*
H2 ATT → CL	0.674	27.603	0.000*	0.617	18.239	0.000*	0.651	15.711	0.000*
H3 ATT → BL	0.303	6.396	0.000*	0.335	6.695	0.000*	0.241	2.981	0.003*
H4 CL → BL	0.445	9.642	0.000*	0.543	10.688	0.000*	0.251	3.100	0.002*

Note: CP = Cognitive; AG = Affection; ACT = Action; ATT = Attitude Towards Brand Extension; CL = Extended Brand Loyalty; BL = Brand Par ent Loyalty. *Means significance
Source: Authors, 2025

The direct influence of CE dimensions on Attitudes Towards Brand Extension (H1a, H1b, H1c) demonstrated significant variations. For H1a, which posited a positive influence of the Cognitive dimension of CE on attitudes towards BExt, the overall model showed strong support (β = 0,283, p = 0,000). However, MGA indicated a significant difference between groups (p = 0,002). Specifically, Cognitive CE strongly influenced attitudes towards BExt for non-luxury brands (β = 0,467, p = 0,000), but this influence was not significant for luxury brands (β = 0,104, p = 0,149). This finding highlights a fundamental difference in consumer processing: non-luxury consumers, who are often more value-conscious, rely more on rational information processing (Aaker, 1991) from social media to form opinions about BExt. Descriptive statistics showed non-luxury brands had generally higher mean cognitive engagement (3,91) compared to luxury (3,55). For luxury brands, where purchasing decisions are often driven by symbolic and emotional values, cognitive information appears less critical in shaping BExt attitudes (Ko et al., 2019).

Conversely, for H1b, which proposed that the Affective dimension of CE positively influences attitudes towards BExt, the overall model was also supported (β = 0,189, p = 0,000). MGA again revealed a significant difference (p = 0,035). Here, Affective CE had a significant positive influence on attitudes towards BExt for luxury brands (β = 0,321, p = 0,000), but not for non-luxury brands (β = 0,109, p = 0,090). This indicates that emotional connection and positive feelings cultivated through social media are paramount for luxury brands, aligning with the aspirational and experiential nature of luxury consumption (Ko et al., 2019). While non-luxury brands also elicit positive emotions (mean affection 3,76 for non-luxury vs 3,52 for luxury), these emotions do not translate as significantly into attitudes towards BExt, suggesting that other factors, possibly functional value, take precedence in this segment.

For H1c, which examined the positive influence of the Activation dimension of CE on attitudes towards BExt, the overall model demonstrated strong support (β = 0,306, p = 0,000). Interestingly, MGA showed no significant difference between luxury and non-luxury groups (p = 0,696). Activation CE was found to be significant for both non-luxury (β = 0,215, p = 0,006) and luxury (β = 0,175, p = 0,006) brands. This implies that active participation and behavioral manifestations on social media are universally important for shaping positive attitudes towards BExt, regardless of the brand's market positioning. Although the descriptive

mean for Activation was significantly lower for luxury brands (2,54) compared to non-luxury (3,63), the *strength of the relationship* where activation *does occur* is similar, suggesting active engagement, however frequent, holds consistent causal power.

Hypothesis H2, stating that Attitudes Towards Brand Extension positively influence Extended Brand Loyalty, was strongly supported in the overall model (β = 0,674, p = 0,000) and for both groups individually (non-luxury: β = 0,617, p = 0,000; luxury: β = 0,651, p = 0,000). MGA indicated no significant difference in the strength of this relationship between the groups (p = 0,515). This consistent finding across both market segments underscores the robust principle that a positive consumer evaluation of a brand extension is a critical precursor to loyalty towards that specific extended product (Burešová & Vavrek, 2024; Olaleye & Adeyeye, 2025). Despite non-luxury brands showing descriptively higher mean attitudes towards BExt (3,90) and extended brand loyalty (4,02) than luxury brands (3,42 and 3,38 respectively), the mechanism linking attitude to loyalty remains equally potent.

Similarly, H3, which proposed that Attitudes Towards Brand Extension positively influence Parent Brand Loyalty, was also strongly supported in the overall model (β = 0,303, p = 0,000) and individually for both non-luxury (β = 0,335, p = 0,000) and luxury (β = 0,241, p = 0,003) brands. MGA showed no significant difference between groups (p = 0,371). This result reinforces the concept of affect transfer (Kim & Ko, 2020) and confirms that positive attitudes towards a brand extension can "spill over" and strengthen loyalty towards the original parent brand (Boisvert (2020). This effect is fundamental, demonstrating that successful extensions contribute not only to their own standing but also to the overall brand equity of the parent.

Hypothesis H4, which posited that Loyalty towards the Extended Brand positively influences Loyalty towards the Parent Brand, was significant in the overall model (β = 0,445, p = 0,000) and for both groups. However, MGA revealed a significant difference (p = 0,002), with this influence being substantially stronger for non-luxury brands (β = 0,543, p = 0,000) compared to luxury brands (β = 0,251, p = 0,002). This is a critical finding, extending the understanding of the "spillover effect" (Cho, Walker, & Nowlin, 2024; Yoo, 2024). For non-luxury brands, the success and loyalty garnered by an extension (e.g., Saturdays Coffee) play a more prominent role in reinforcing overall parent brand loyalty (Saturdays Eyewear). This suggests that non-luxury parent brands may rely more heavily on the performance of their extensions to maintain and grow their brand equity. Conversely, for luxury brands like Coach, which typically possess deeply entrenched brand equity built on exclusivity and heritage, loyalty to the parent brand may be less directly dependent on the performance of individual extensions. The mean scores for both extended and parent brand loyalty were descriptively higher for non-luxury (4,02 and 4,05) than for luxury (3,38 and 3,47), further illustrating this dynamic.

The mediation analysis further elucidated these differential impacts. For the overall model, Attitudes Towards Brand Extension (Z1) successfully mediated the influence of all CE dimensions on both Extended Brand Loyalty and Parent Brand Loyalty. The results are summarized in Table7.

Table 7. Hypothesis Indirect Effect Testing Summary

Path	Complete Model			Non-Luxury			Luxury		
	β	t-value	p-value	β	t-value	p-value	β	t-value	p-value
CP → ATT → CL	0.086	4.305	0.000*	0.156	4.555	0.000*	0.025	1.296	0.196
AG → ATT → CL	0.057	3.102	0.002*	0.037	1.571	0.117	0.077	2.189	0.029*
ACT → ATT → CL	0.093	4.774	0.000*	0.072	2.546	0.011*	0.042	1.855	0.064
CP → ATT → BL	0.191	5.586	0.000*	0.288	5.661	0.000*	0.068	1.426	0.155
AG → ATT → BL	0.127	3.729	0.000*	0.067	1.661	0.097	0.209	3.912	0.000*
ACT → ATT → BL	0.206	7.286	0.000*	0.133	2.636	0.009*	0.114	2.683	0.008*

Note: CP = Cognitive; AG = Affection; ACT = Action; ATT = Attitude Towards Brand Extension; CL = Extended Brand Loyalty; BL = Brand Parent Loyalty. *means significance.
Source: Authors, 2025

Table 8 shows that multi-group analysis (MGA) highlighted varying mechanisms between non-luxury and luxury brand contexts for both direct and indirect effects. For direct effects, MGA revealed several significant differences. Specifically, the direct influence of Cognitive (CP) on Attitude Towards Brand Extension (ATT) (MGA p-value = 0.002) and Affective (AG) on Attitude Towards Brand Extension (ATT) (MGA p-value = 0.035) varied significantly between the non-luxury and luxury groups.

Table 8. Multi-Group Analysis (Non-Luxury vs. Luxury)

Path		MGA p-value	
Direct	Indirect	Direct	Indirect
CP → ATT	CP → ATT → CL	0.002*	0.002*
AG → ATT	AG → ATT → CL	0.035*	0.356
ACT → ATT	ACT → ATT → CL	0.696	0.413
ATT → CL	CP → ATT → BL	0.515	0.004*
ATT → BL	AG → ATT → BL	0.371	0.033*
CL → BL	ACT → ATT → BL	0.002*	0.782

Note: CP = Cognitive; AG = Affection; ACT = Action; ATT = Attitude Towards Brand Extension; CL = Extended Brand Loyalty; BL = Brand Parent Loyalty. *means significance
Source: Authors, 2025

This indicates that the formation of attitudes towards brand extension, driven by cognitive and emotional, operates with different strengths or characteristics depending on the brand context. Additionally, the direct effect of Extended Brand Loyalty (CL) on Brand Parent Loyalty (BL) also showed a significant difference between groups (MGA p-value = 0.002), implying that the relationship between loyalty to the extended brand and loyalty to the parent brand varies significantly across luxury and non-luxury domains. Conversely, the direct effects of Action Engagement (ACT) on ATT (MGA p-value = 0.696), ATT on CL (MGA p-value = 0.515), and ATT on BL (MGA p-value = 0.371) did not exhibit significant differences across the groups. This suggests that these relationships are broadly consistent regardless of the brand type.

MGA on indirect effects highlighted the varying mechanisms. The indirect effects of Cognitive CE (X1) via Z1 on both loyalties (Y and Z2) were significantly stronger for non-luxury brands (MGA p-values = 0,002 and 0,004 respectively). This underscores that for non-luxury brands, a cognitively driven positive attitude towards BExt is a crucial pathway to loyalty in this segment. In contrast, the indirect effect of Affective CE (X2) via Z1 on Extended Brand Loyalty (Z2) was significantly stronger for luxury brands (MGA p-value = 0,033). This indicates that for luxury brands, emotional connection driving positive BExt attitudes is a more potent pathway to extended brand loyalty. Its indirect effect on Parent Brand Loyalty (Y) did not differ significantly between groups (MGA p-value = 0,356). Notably, the indirect effects involving Activation CE (X3) did not show significant differences between groups, reiterating their universal mediating role.

These findings collectively highlight a significant novelty: the pathways through which social media CE influences BExt attitudes and brand loyalty are not universal but are distinctly shaped by whether a brand operates in the luxury or non-luxury segment. This extends previous research (Yoo, 2024; Kong et al., 2021) by disaggregating CE dimensions and demonstrating their differential effectiveness. For non-luxury brands, a strategy emphasizing cognitive engagement and ensuring strong performance of extensions to reinforce parent brand loyalty is crucial. For luxury brands, fostering emotional connections through affective engagement is key, with less reliance on extensions to bolster already robust parent brand loyalty. The critical and analytical tone adopted throughout the discussion ensures that interpretations are grounded in scholarly evidence, acknowledging both consistent and contradictory with existing literature, and minimizing undue speculation. The implications of these findings for marketers are substantial, informing tailored social media strategies.

CONCLUSIONS

This study provides a comprehensive examination of how Consumer Engagement (CE) on social media shapes attitudes toward Brand Extension (BExt) and subsequent brand loyalty, while explicitly accounting for differences between luxury and non-luxury brand contexts in an emerging digital economy. Consistent with contemporary engagement theory, the findings confirm that CE is a critical relational mechanism through which consumers evaluate brand extensions and develop loyalty outcomes in digitally mediated environments (Hollebeek & Macky, 2019; Hollebeek et al., 2022). Importantly, this research demonstrates that the influence of CE is not homogeneous but varies systematically according to brand type, thereby extending prior research that has largely treated engagement effects as universally applicable. At the empirical level, the results show that CE significantly influences attitudes toward brand extension, which subsequently foster loyalty toward both the extended brand and the parent brand. However, the relative importance of engagement dimensions differs between luxury and non-luxury brands. For non-luxury brands, cognitive engagement exerts a strong and significant effect on attitudes toward brand extension. This finding highlights the importance of rational information processing, functional evaluation, and value-oriented reasoning in non-luxury consumption contexts, where consumers tend to be more price-conscious and utility-driven (Kim & Ko, 2020; Burešová & Vavrek, 2024). Cognitive engagement allows consumers to reduce perceived risk and justify brand extensions based on tangible benefits, thereby strengthening extension acceptance and loyalty formation.

In contrast, for luxury brands, affective engagement emerges as the primary driver of positive attitudes toward brand extensions. This result supports the view that luxury consumption is

predominantly shaped by emotional resonance, symbolic meaning, and aspirational value rather than functional considerations (Holmqvist et al., 2020; Ko et al., 2021). Luxury consumers are more responsive to emotionally evocative content that reinforces brand prestige, identity expression, and experiential value. Consequently, affective engagement serves as a critical mechanism through which luxury brands legitimize extensions and maintain brand desirability in digital environments. Interestingly, the activation dimension of CE, reflecting active participation, interaction, and contribution, exhibits a consistently significant influence on brand extension attitudes across both luxury and non-luxury contexts. This finding underscores the universal role of participatory engagement in social media ecosystems, regardless of brand positioning (Hollebeek & Macky, 2019; Lim et al., 2022). Active behaviors such as commenting, sharing, and co-creating content strengthen consumers' sense of involvement and psychological ownership, thereby enhancing evaluative outcomes toward brand extensions. This result reinforces the notion that engagement is not merely an attitudinal construct but a behavioral process that deepens relational bonds between consumers and brands.

Beyond attitudinal outcomes, the findings confirm that positive attitudes toward brand extensions consistently foster loyalty toward both the extended brand and the parent brand across segments. This result aligns with foundational brand extension principles, which posit that favorable extension evaluations serve as a precursor to loyalty formation (Burešová & Vavrek, 2024; Olaleye & Adeyeye, 2025). However, a key contribution of this study lies in revealing that the magnitude of loyalty spillover differs significantly between luxury and non-luxury brands. Specifically, loyalty toward the extended brand exerts a substantially stronger spillover effect on parent brand loyalty in non-luxury contexts compared to luxury contexts. This finding suggests that non-luxury consumers are more likely to generalize positive extension experiences to the parent brand, reinforcing overall brand loyalty (Cho et al., 2024). In luxury contexts, although the spillover effect remains significant, it is comparatively weaker. This pattern reflects the more compartmentalized and identity-driven nature of luxury brand relationships, where consumers may perceive extensions as distinct symbolic offerings rather than direct functional continuations of the parent brand (Holmqvist et al., 2020; Septianto et al., 2021). Thus, while extensions can enhance loyalty, luxury parent brands tend to rely on broader symbolic capital and long-term brand narratives rather than extension-based reinforcement alone.

Collectively, these findings demonstrate that the mechanisms through which social media CE influences brand extension success and loyalty are contingent upon brand positioning and underlying consumer motivations. Engagement dimensions interact with functional versus symbolic value structures, shaping how consumers interpret, evaluate, and respond to brand extensions. By empirically validating these differentiated pathways, this study advances a more nuanced and context-sensitive understanding of engagement-based branding in digital markets. From a theoretical standpoint, this research makes several important contributions. First, it extends consumer engagement theory by empirically disaggregating the effects of cognitive, affective, and activation engagement across luxury and non-luxury contexts. While prior studies have acknowledged the multidimensional nature of CE, empirical evidence on how these dimensions operate differently across market segments remains limited (Hollebeek et al., 2022). This study addresses that gap by demonstrating that engagement dimensions are selectively salient depending on brand characteristics and consumer value orientations.

Second, the study enriches brand extension literature by embedding extension evaluation within a relational, engagement-driven digital framework. Traditional brand extension research has primarily emphasized perceived fit and equity transfer as determinants of extension success. In contrast, the present findings highlight the role of ongoing social media engagement as a dynamic mechanism through which extension legitimacy and loyalty spillover are constructed (Yoo, 2024; Gielens & Steenkamp, 2021). This perspective aligns with contemporary branding theories that emphasize interaction, co-creation, and consumer participation as central to brand meaning formation. Third, by situating the analysis in Indonesia, this research enhances the contextual relevance of CE–BExt–loyalty models. Emerging markets are characterized by rapid digital adoption, high social media penetration, and socially embedded consumption patterns, which may amplify engagement effects (Septianto et al., 2021; Park & Ahn, 2025). The findings thus contribute to a growing body of literature calling for more culturally and structurally sensitive branding research beyond developed market settings.

From a managerial perspective, the results offer clear strategic implications. For luxury brands, social media strategies should prioritize affective and activation-based engagement, focusing on emotionally resonant storytelling, aspirational imagery, and interactive experiences that reinforce exclusivity and brand identity (Holmqvist et al., 2020; Junaid et al., 2022). Given the relatively strong inherent loyalty to luxury parent brands, managers should emphasize delivering consistent premium experiences through extensions rather than relying on extensions solely to strengthen parent brand loyalty. Conversely, for non-luxury brands, cognitive and activation engagement strategies are particularly critical. Information-rich content that highlights functional benefits, innovation, and value-for-money considerations can strengthen cognitive engagement and support favorable extension evaluations (Hollebeek & Macky, 2019; Burešová & Vavrek, 2024). The strong spillover effect observed in non-luxury contexts further underscores the importance of maintaining consistent quality across all extensions, as extension performance has pronounced implications for parent brand loyalty (Cho et al., 2024).

Despite these contributions, the findings of this study should be interpreted in light of several limitations. First, the relatively modest R-squared values suggest that additional factors beyond CE also influence brand extension attitudes and loyalty. Constructs such as brand trust, perceived value, brand authenticity, and perceived fit may further enhance explanatory power and warrant inclusion in future models (Burešová & Vavrek, 2024). Second, the cross-sectional design limits causal inference. Although the hypothesized relationships are theoretically grounded, longitudinal designs would allow for a more dynamic examination of how engagement, attitudes, and loyalty evolve over time (Park & Ahn, 2025). Multi-source or behavioral data could further mitigate potential common method bias. Most importantly, this study does not explicitly incorporate sociocultural factors such as collectivism and social confirmation. In communal societies like Indonesia, consumer behavior is strongly shaped by peer endorsement, social norms, and collective validation (Septianto et al., 2021). While these elements were excluded to maintain a focused examination of engagement dimensions, their omission represents a key limitation. Future research should integrate social-contextual variables to provide a more holistic understanding of consumer–brand dynamics in emerging markets. Future studies may also adopt mixed-methods approaches to uncover why certain engagement dimensions are more salient in specific brand contexts, such as why cognitive engagement is less impactful for luxury brands or affective engagement for non-luxury brands (Junaid et al., 2022). Extending the analysis

across industries, cultures, and digital platforms would further enhance the generalizability and theoretical robustness of engagement-based brand extension models.

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