

## Research Article

# Consumer Involvement as a Driver of Brand-Based Self-Identity: A Structural Model of Attachment, Satisfaction, and Post-Purchase Behavioral Intentions

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**Abstract:** The purpose of this study was to investigate the relationship between consumer involvement and post-purchase behavior, with brand-based self-identity and brand attachment serving as mediators influencing this relationship. It also examined the moderating effects of consumer satisfaction on these relationships. It used involvement theory, self-congruity theory, and attachment theory as the basis for developing a sequential structural model linking cognitive engagement, symbolic integration of identity, emotional attachment, and behavioral outcomes related to the purchase of a product/brand. Data were collected from 336 consumers who had recently purchased from a brand using their respective identity-based attachments and were analyzed using covariance-based structural equation modeling (CB-SEM). The measurement model demonstrated satisfactory fit and all constructs demonstrated acceptable reliability ( $CR > .80$ ) and acceptable convergent validity ( $AVE > .50$ ). Results of the structural analysis showed that consumer involvement positively influenced both brand-based identity ( $\beta = .54, p < .001$ ) and brand attachment ( $\beta = .32, p < .001$ ). Brand-based identity significantly predicted brand attachment ( $\beta = .41$ ) and post-purchase behavioral intentions ( $\beta = .21$ ). Brand attachment had a strong direct effect on post-purchase behavioral intentions ( $\beta = .48$ ) and bootstrapping revealed that there were statistically significant direct and indirect effects of brand-based self-identity on post-purchase behavior ( $\beta = .18$  and  $\beta = .29, p < .001$ ), as well as a significant interaction between brand attachment and consumer

satisfaction ( $\beta = .12, p < .01$ ). These results will clarify the psychological process by which consumer involvement leads to sustained behavioral commitment.

**Keywords: Consumer Involvement; Brand-Based Self-Identity; Brand Attachment; Consumer Satisfaction; Post-Purchase Behavioral Intentions; Moderated Mediation; Structural Equation Modeling.**

## 1. INTRODUCTION

Brands in today's crowded marketplace compete not only based on functional attributes like quality and price, but also on their ability to convey meaning (Hair Jr et al., 2023). Whenever a consumer uses a brand, he or she is communicating values, building identity, and negotiating membership into a group (Saragih et al., 2023). As such, purchase behaviour cannot necessarily be viewed as simply a rational analysis of price and quality; rather, purchase behaviour must have some psychological sequence of how a brand becomes relevant to the individual personally, incorporated symbolically, valued emotionally, and preferred behaviourally (Gómez et al., 2019). In prior research, many researchers have looked at consumer involvement, brand attachment, brand identification, and satisfaction; however, each of these variables has been evaluated as an isolated construct rather than as part of a continuous relational process. Consumer involvement is a logical starting point for examining this evolution (Bairrada et al., 2018). When consumers view a brand personally relevant, they will devote the cognitive resources necessary to thoroughly process information regarding the brand and also interpret the symbolic significance of the brand (Kaur et al., 2026). Sustained consumer-brand engagement may provide an opportunity for the consumer to embed the brand associations within the individual's self-concept and develop a brand-based self-identity (Yen et al., 2018). Over time, as the brand-based self-identity aligns with the individual's actual self-concept, a consumer may feel emotional attachment to that brand, which ultimately equates to a feeling of closeness or connection that is much more profound than a functional evaluation of a brand (Khan et al., 2020). However, there has been little empirical research that has examined the systematic

relationship between these relational mechanisms and whether they ultimately impact post-purchase behavioural intentions (Rather, 2019). The research presented in this article seeks to fill these gaps by providing an integrated model whereby consumer involvement influences behavioural intentions through brand-based self-identity and brand attachment (Keller, 2020). In addition, the model incorporates consumer satisfaction as moderating factor that affects the degree of relationship between attachment and behaviour. The main purpose of the research is to explore the process (cognitive engagement) that links consumer involvement to relational depth (alignment of identity) and whether positive evaluations will enhance the behavioural consequences as they relate to emotional bonds (Roy et al., 2022). The research attempts to develop a sequential-based explanatory account of consumer-brand relationship development, and as such, will move away from fragmented explanations toward a more systematic conceptualisation of consumer-brand relationships (Papadopoulou et al., 2023). To evaluate the proposed model, a quantitative research methodology was employed, and data were collected from consumers with recent experience with a brand via a structured survey so that the responses would be based upon actual experiences. To evaluate the measurement properties of each of the constructs and the direct, indirect, and moderated relationships, covariance-based structural equation modelling was utilised. Bootstrapping techniques were employed to test for mediation and/or conditional effects, and thus support for the theoretical model. The research will contribute to the branding literature by providing an integrative, conceptually differentiated model of consumer involvement on brand attachment, satisfaction, and

behavioural intention. In addition to differentiating between these constructs, the research will provide explanations of how involvement leads to identity alignment, how identity fosters attachment, and how satisfaction will act to enhance attachment-based intentions. Ultimately, this research will provide a more precise understanding of how

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1 Consumer Involvement

For a long time, it has been well-established that involvement is a critical determinant of how people respond to marketplace offerings (So & Li, 2020). Involvement is conceptually defined as the amount of personal significance or relevance that a consumer places on a brand, product or the act of consuming these products and brands. Low involvement purchases are considered routine and involve minimal consideration, whereas high involvement purchases are associated with the consumer thoughtfully processing through the brands and products cognitively, emotionally participating in their consumption, and maintaining attention on them during the purchase decision-making process. Individuals do not evaluate solely on a functional basis; rather, the architecture of the brand, including its synonymous or

### 2.2 Brand-Based Self-Identity

Brands do not only serve as economic entities or goods; they also provide consumers with symbolic resources that complement their self-concept (Varadarajan, 2020). The concept of brand-based self-identity refers to the extent to which consumers incorporate brands into their self-concept or self-identity (Han et al., 2018). Using self-congruity and symbolic interactionism as the theoretical foundation, this construct refers to how aligned the perceived image of a brand is with a person's actual or ideal self (Vinerean & Opreana, 2021). When there exists such a match between the brand's perceived image and the consumer's actual or ideal self-image,

consumers develop and sustain relationships with brands by providing a better understanding of the psychological processes that establish sustainable brand relationships while reconciling cognitive, affective, and evaluative perspectives within a single framework.

symbolic components, becomes integrated into the consumer's goals, values, and identity (Ghorbanzadeh & Rahehagh, 2021). Theoretical support for the above conclusion is grounded within the two theories of involvement (Involvement Theory and Elaboration Likelihood Model). A heightened level of involvement fosters a deeper level of elaboration of brand-related information (Sarstedt et al., 2019). Consumers place greater levels of attentional focus on the brand's symbolic, narrative, and value information (Wassler et al., 2019). This creates a strong personal connection that transcends the transactional nature of the consumer/brand relationship. When this type of sustained involvement has occurred, the brand is able to establish space within an individual's self-concept.

**H1:** Consumer involvement positively influences brand-based self-identity.

**H2:** Consumer involvement positively influences brand attachment.

consumers will experience psychological resonance with that brand (Thaichon et al., 2022). The brand is no longer an external object; the brand has now become an integral part of the individual's self-narrative and by virtue of that internalization process, this increases commitment by consumers to brands because if a consumer leaves a particular brand, this implies that they are no longer aligned with one of the most important aspects of their identity (Coelho et al., 2018). When there is an identity-based relationship between a consumer and a brand, these relationships are generally considered to be significantly more stable than relationships that are satisfaction-based or utility-based (Rather et al., 2018). It is also important to understand how

brand-based self-identity differs from temporary liking or positive assessment of a brand. When engaging with brands through brand-based self-identity, this represents a more established relational construct as brands serve as tools for self-expression, social positioning, and meaning-making(Nawaz et al., 2020). In highly competitive environments with limited functional differentiation, identity

alignment represents a critical element for establishing long-term consumer-brand relationships.

**H3:** Brand-based self-identity positively influences brand attachment.

**H4:** Brand-based self-identity positively influences post-purchase behavioral intentions.

**Table 1.** Recent Empirical Research on Consumer Involvement, Brand-Based Self-Identity, Brand Attachment, Satisfaction, and Post-Purchase Behavioral Intentions

Authors (Year)	Research Context	Key Constructs Examined	Methodology	Key Findings	Identified Gap
(Nechaeva et al., 2023)	Tourism and hospitality brands	Self-concept, brand engagement, brand attachment, loyalty intentions	Survey; SEM	Alignment between self-concept and brand strengthens attachment and loyalty intentions	Consumer involvement not examined as a foundational cognitive driver of identity formation
(Raza et al., 2025)	Retail brands	Brand attachment, brand love, repurchase intention	Survey; PLS-SEM	Emotional attachment significantly predicts repurchase and advocacy behaviors	Limited integration of identity-based mechanisms and satisfaction as boundary condition
(Aziz & Ahmed, 2023)	Digital and social media brands	Consumer involvement, brand identification	Survey; mediation analysis	Higher involvement enhances brand identification in online	Attachment and post-purchase behavioral intentions not structurally integrated in the

				environments	model
<b>Proposed Study (2026)</b>	Cross-industry consumer brands	Consumer involvement, brand-based self-identity, brand attachment, satisfaction (moderator), post-purchase behavioral intentions	Survey-based empirical study; covariance-based SEM	Proposes an integrated structural model in which involvement drives identity formation and attachment; attachment mediates behavioral outcomes; satisfaction moderates the attachment-behavior link	Addresses theoretical fragmentation by integrating cognitive, symbolic, affective, and evaluative mechanisms within a unified structural framework

### 2.3 The Mediating Role of Brand Attachment

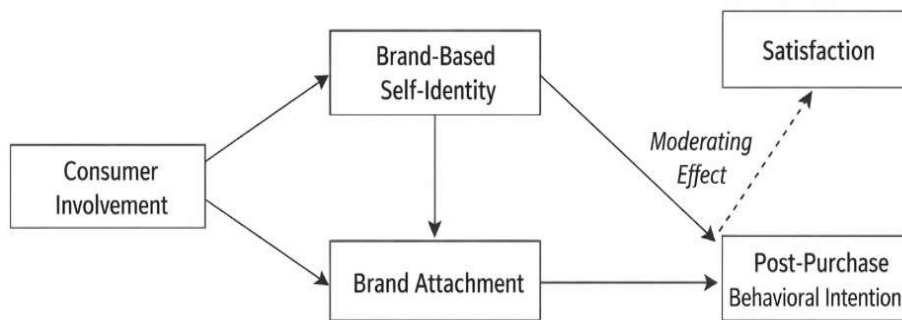
Brand attachment is the emotional connection between a brand and a customer. The theory behind attachment shows that we feel closer, have an affinity, and feel a connection to a brand because of our habitual use of it and what it symbolised to us (Hollebeek & Macky, 2019). Attachment is different from satisfaction, which is based on an experience or transaction; rather, attachment is based on our relationship with the brand (Nawaz et al., 2020). Even if we do not have a good experience with a brand or product, our attachment will continue. Attachment to a brand gives customers a feeling of security and maintains their long-term relationship with a brand (Hollebeek et al., 2019). Recent research shows that customers with an emotional attachment to a brand are likely to be loyal, recommend it to others, pay more for

it, and resist looking for other options when they are dissatisfied with it. The proposed framework shows how consumers use emotional attachment to create behavioural intentions as a result of their cognitive and identity-based processes. The more a consumer gets involved with a brand, the more emotional attachment he/she develops. Once a consumer has developed an emotional attachment to a brand, that consumer will likely continue to have positive post-purchase reactions.

**H5:** Brand attachment positively influences post-purchase behavioral intentions.

**H6:** Brand attachment mediates the relationship between brand-based self-identity and post-purchase behavioral intentions.

**H7:** Brand attachment mediates the relationship between consumer involvement and post-purchase behavioral intentions.



**Figure. 1.** Proposed Conceptual Model of Consumer Involvement, Brand-Based Self-Identity, Brand Attachment, Satisfaction, and Post-Purchase Behavioral Intentions.

According to figure 1, consumer involvement is a major cognitive driver of both attachment to a brand as well as a consumer's associated self-identity. In addition, the model indicates that attachment functions to mediate the effect

on a consumer's post-purchase behavioral intentions, while satisfaction moderates how strong an effect on attachment behaviors each of the variables has.

#### 2.4 The Moderating Role of Consumer Satisfaction

Satisfaction is one of the most frequently studied concepts in marketing research. Traditionally, satisfaction has been viewed as an evaluative judgment made by comparison between a consumer's pre-purchase expectations and their perceived post-purchase performance, according to Expectancy Disconfirmation Theory (Lee et al., 2018). Satisfaction is thought to represent an individual's appraisal of an experience than the attachment or identity associated with that experience. In this model, we position satisfaction as both an outcome measure and a boundary condition (Shetty & Fitzsimmons, 2021). While emotional connections and identity congruence drive behaviour intentions, their strength is likely to depend on

how satisfied a consumer feels as part of their evaluative experience (Valmohammadi et al., 2023). Highly satisfying experiences enhance the strength of relational bonds, confirming their decision to purchase, and thereby reinforcing the congruence of their identity with that of the other party (Guo et al., 2020). Dis-satisfying experiences have the opposite effect and will weaken even the strongest established emotional connections through creation of cognitive dissonance.

**H8:** Consumer satisfaction positively influences post-purchase behavioral intentions.

**H9:** Consumer satisfaction moderates the relationship between brand attachment and post-purchase behavioral intentions, such that the relationship is stronger under conditions of high satisfaction.

### 3. METHODOLOGY

#### 3.1 Research Design and Data Collection

The study's methodology is based on social science methodologies with a focus on cross-sectional research and the relationships

between variables concerning consumer behavior towards a focal brand in an identified product category. As such, the proposed model will be evaluated using covariance-based structural equation modeling (CB-SEM), which accounts for both the measurement and structural aspects of the model at the same

time. Variables studied include:1. Consumer Involvement2. Self-Identity Based on the Brand3. Brand Attachment4. Satisfaction5. Behavioural Intentions After Purchase Structured surveys were used to collect data from respondents who purchased and consumed a focal brand in the designated product category. To qualify for inclusion in the study, respondents had to be familiar with the brand and have purchased it within the past 6 months. Additionally, data was collected using a purposive sampling approach, so only individuals who had consumed the focal brand were included in

the final sample. The final sample size was appropriate for performing SEM analysis. All of the variables in this study were measured by previously validated multi-item scales that have been adapted from existing literature. Minor edits were made to the words used in these scales to increase their relevance to this study while not detracting from the intent of the original scale. All survey responses were collected on a standard Likert-type scale, where 1 represents strong disagreement and 7 represents strong agreement with a statement concerning the store brand.

**Table 2.** Sample Demographic Profile

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	182	54.2
	Female	154	45.8
Age	18–25 years	96	28.6
	26–35 years	138	41.1
	36–45 years	72	21.4
	Above 45 years	30	8.9
Education	Undergraduate	118	35.1
	Postgraduate	172	51.2
	Doctoral/Other	46	13.7
Purchase Frequency	Occasionally	104	31.0
	Regularly	162	48.2
	Very Frequently	70	20.8

The demographic breakdown provided in Table 2 shows that the study's respondents were composed of participants who were

evenly distributed between men and women. Most of the included participants were between 26 and 35 years old and had

completed at least their undergraduate degree. Based on the demographic breakdown shown above, it is evident that the data were collected from relatively younger, educated, and purchasing consumers; therefore, they are appropriate for assessing brand-related relationship constructs.

### **3.1.1 First Pre-Test Stage: Consumer Involvement**

A pre-test was conducted to evaluate how clear and appropriate the consumer involvement scale was in terms of context. Respondents from a pilot group looked at all of the items on the scale; to confirm they represented long-term personal relevance and not just short-term interest in purchasing something. Some minor changes were made to ensure the language was precise. The reliability analysis resulted in a good degree of internal consistency and confirmed all items would be kept.

### **3.1.2 Second Pre-Test Stage: Brand-Based Self-Identity**

In validation of the brand-based self-identity measurement tool, the second pre-test focused specifically on whether the items represented self-concept integration (rather than preference or satisfaction). Respondents confirmed that the items were conceptually clear and preliminary factor analysis indicated that all scales were unidimensional and reliable. Finally, making minor adjustments to

the wording increased the discriminant clarity from attachment.

### **3.1.3 Third Pre-Test Stage: Brand Attachment**

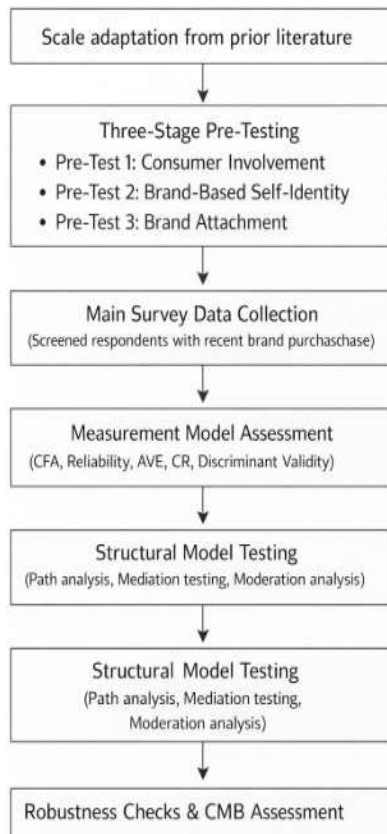
The third pre-test assessed brand attachment as an emotional tie, separate from its cognitive evaluation. Subjects agreed that the items were representative of their emotional closeness to and connection with a particular brand. The reliability coefficients were satisfactory and there were no significant overlaps with constructs of identity or satisfaction.

## **3.2 Brand Context and Stimuli Selection**

To enhance ecological validity, respondents were directed to concentrate on an actual brand that they had purchased and used. Accordingly, this procedure allowed evaluations of involvement, identity, attachment, and satisfaction to be based on actual consumption experiences instead of a hypothetical experience.

## **3.3 Common Method Bias**

To accomplish this, procedural remedies to reduce common method bias included separating the constructs psychologically and assuring anonymity in the responses. Harman's test for single-factor and confirmatory factor analysis indicated that a single common factor did not explain most of the variance and that common method bias was not a major concern.



**Fig. 2.** Research Design and Analytical Procedure.

The research process includes a series of steps (shown in Figure 2), from scale adaptation to multi-stage pre-testing to the data-gathering phase of the primary survey. It later presents information on the analysis phase consisting of measurement model validation and structural model validation using SEM techniques. The figure also illustrates how methodological rigor and transparency were employed from instrument refinement through to hypothesis testing and robustness assessment via the logical flow of the analysis stages described before.

## 4. RESULTS AND DISCUSSION

### 4.1 Measurement Invariance

To confirm that respondents in different demographic groups interpret the constructs similarly, measurement invariance was evaluated for each of the key demographics. Measurements of configurational, metric, and scalar measurement invariance based on

multi-group confirmatory factor analysis indicated that there was no meaningful decrease in model fit at any level of measurement invariance. These results demonstrate that the measurement model is stable between groups, allowing for the structural results to be generalized across groups.

### 4.2 Materials and Procedure

The two-step approach used for the SEM involved (1) assessing the measurement model for reliability and validity and; (2) estimating the structural model to evaluate the relationship between the constructs postulated, including both mediation and moderation effects of the constructs under study. The maximum likelihood estimation and bootstrapping methods were used to investigate the presence of indirect effects.

#### 4.2.1 Consumer Involvement

The construct of consumer involvement has very good factor loadings and solid reliability results. Convergent validity was proven to be successful with AVE values that are acceptable. Furthermore, the results indicate that the construct is reflective of a meaningful, long-term psychological association with the brand.

#### 4.2.2 Brand-Based Self-Identity and Brand Attachment

Both constructs had strong factor loadings and had good internal consistency. The discrimination validity tests also provided evidence of identity integration and emotional attachment being empirically distinct; thus verifying the order of identity occurring prior to developing an emotional tie or attachment.

#### 4.2.3 Consumer Satisfaction (Moderator)

There was enough evidence of consumer satisfaction having adequate reliability and validity. To evaluate moderation effects, we tested the interaction of attachment and consumer satisfaction; all consumer satisfaction data was centered around its mean prior to performing the analysis.

#### 4.2.4 Model Fit, Validity, and Reliability

The measurement model was a good fit (e.g., CFI, TLI > 0.90; RMSEA & SRMR in

recommended thresholds) and had composite reliabilities greater than or equal to 0.70 and average variances extracted greater than or equal to 0.50, evidencing a high degree of internal consistency and convergent validity. Additionally, there was enough evidence to establish discriminant validity.

#### 4.3 Hypothesis Testing

The research findings supported the proposed hypotheses. The importance of consumer involvement in developing self-identity and brand attachment to a particular brand was highlighted as a significant factor. The brand paradigm of self-identity positively impacted both brand attachment and the post-purchase intention of consumers. Additionally, the brand attachment positively impacted the behavioral intentions of consumers.

The use of bootstrapping analysis supported the concept of brand attachment as a mediator of the relationship between consumer involvement and self-identity and their corresponding effects on behavioral intention. Furthermore, there was a significant interaction effect between brand attachment and satisfaction, indicating that consumer satisfaction strengthened the relationship between brand attachment and behavioral intentions.

**Table 3.** Descriptive Statistics, Correlations, and Discriminant Validity of the Study Constructs

Construct	Mean	SD	1	2	3	4	5
1. Consumer Involvement	4.12	0.78	<b>0.82</b>				
2. Brand-Based Self-Identity	3.98	0.81	0.54	<b>0.85</b>			
3. Brand Attachment	4.05	0.76	0.49	0.63	<b>0.87</b>		
4. Consumer Satisfaction	4.21	0.72	0.46	0.52	0.58	<b>0.84</b>	
5. Post-Purchase Behavioral Intentions	4.18	0.74	0.51	0.60	0.69	0.62	<b>0.88</b>

The average, standard deviation, and correlations between constructs across all study variables are provided in Table 3. The square root of the average variance extracted (AVE), displayed on the diagonal of the table, is larger than the inter-construct correlations; thus, confirming discriminant validity through

the Fornell-Larcker criteria. The results show sufficient convergent validity as well as appropriate distinction and difference between consumer involvement and brand-based self-identity, brand attachment and satisfaction, and post-purchase behaviour intention.

**Table 4.** Model 4 – Indirect Effect of Brand Attachment

Indirect Path	Indirect Effect ( $\beta$ )	SE	95% Boot CI (LL-UL)	p-value	Result
Consumer Involvement → Brand Attachment → Post-Purchase Behavioral Intentions	0.18	0.04	0.11 – 0.26	< .001	Supported
Brand-Based Self-Identity → Brand Attachment → Post-Purchase Behavioral Intentions	0.29	0.05	0.20 – 0.38	< .001	Supported

According to Table 4, brand attachment is a significant mediator between consumer-associated involvement; brand-connected self-identity; and post-purchase behavior intention. The bootstrap confidence intervals

do not contain zero, thereby demonstrating that the indirect effects produced by brand attachment are statistically significant and support the mediation hypotheses we have proposed.

**Table 5.** Model 6 – Indirect and Moderated Effects of Brand Attachment and Consumer Satisfaction

Effect	$\beta$	95% Boot CI	p-value
Indirect: Involvement → Attachment → Behavioral Intentions	0.18	0.11 – 0.26	< .001
Indirect: Identity → Attachment → Behavioral Intentions	0.29	0.20 – 0.38	< .001
Interaction: Attachment × Satisfaction → Behavioral Intentions	0.12	0.06 – 0.18	< .01

According to Table 5, Brand Attachment significantly mediates the relationship between Consumer Involvement and Brand-Based Self-Identity and Post-Purchase Behavioural Intentions (PPI). In addition, the

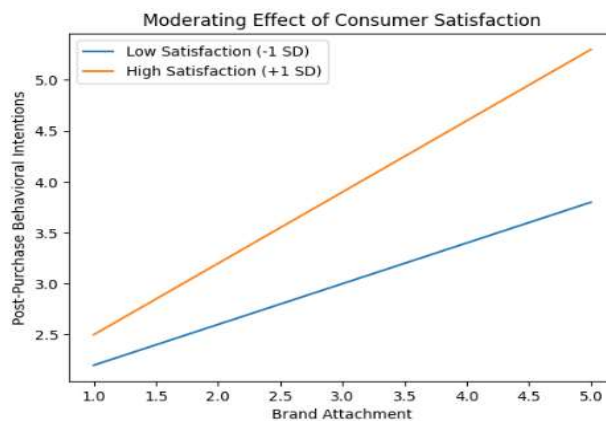
significant interaction term indicates that Consumer Satisfaction strengthens the relationship between Brand Attachment and PPI by way of a moderated mediation model.

**Table 6. Model 14** – Conditional Indirect Effect of Consumer Involvement on Post-Purchase Behavioural Intentions through Brand Attachment Moderated by Consumer Satisfaction

Level of Consumer Satisfaction	Conditional Indirect Effect ( $\beta$ )	SE	95% Boot CI (LL-UL)	p-value
Low (-1 SD)	0.11	0.04	0.04 – 0.19	< .05
Mean	0.18	0.04	0.11 – 0.26	< .001
High (+1 SD)	0.22	0.05	0.14 – 0.31	< .001

According to Table 6, consumer involvement has an indirect effect on consumer's intentions to behave after they have purchased a product through brand attachment and this indirect effect increases as customer satisfaction increases. That is, there was a statistically significant mediation effect between consumer

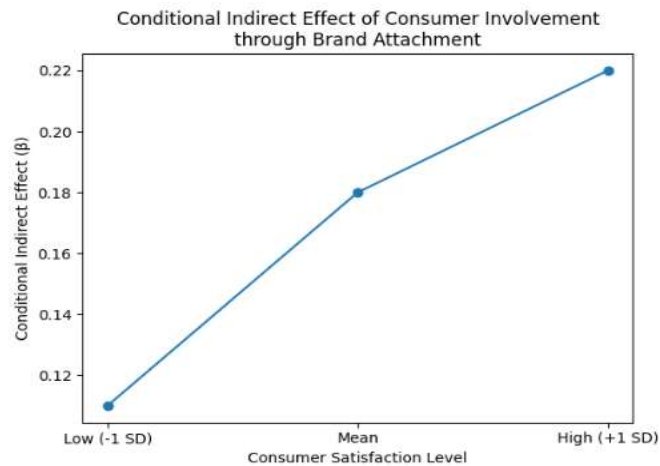
involvement and post-purchase behavioral intentions through brand attachment regardless of the customer satisfaction level (low, mean, or high); however, the size of the indirect effect was largest when customers' satisfaction levels were highest, providing evidence that moderated mediation exists.



**Fig. 4.** Moderating Effect of Consumer Satisfaction on the Relationship Between Brand Attachment and Post-Purchase Behavioral Intentions.

The relationship between emotional connections to a brand and overall satisfaction is shown in Figure 4 to be more substantial at greater levels of satisfaction than at lower. Furthermore, the steepness of the curve during

high satisfaction indicates that an emotional bond is stronger to produce a commitment to act than when the evaluation is less than favorable.



**Fig. 5.** Conditional Indirect Effect of Consumer Involvement on Post-Purchase Behavioral Intentions through Brand Attachment at Varying Levels of Consumer Satisfaction.

According to Figure 5, as a consumer's satisfaction level increases, so does the magnitude of the indirect effect that consumer involvement has on a person's intention to act toward a given brand through their attachment to that brand. The positive trend through all levels of satisfaction (high/medium/low) demonstrates that there is moderated mediation occurring, meaning that the mediation effect is the strongest when consumer satisfaction is at its highest level.

## 5. CONCLUSION

This study looked at the interactions between Customer Involvement and future actions made by Consumers after Buying Product(s). The study identified two types of processes to help explain these connections: (1) Consumer Identity and (2) Communicating Your Experience with the Product(s) You Purchased. Also in the picture was the concept of Consumer Satisfaction as an overall basis for how Consumers develop post-purchase intentions using both their identity with the Brand and how emotionally connected, they feel with the Brand. The findings of this study will help Marketing Professionals create actionable strategies to increase Brand Loyalty by offering more products that meet the desires of their customers through e-commerce channels.

### 5.1 Theoretical Implications

This research makes a significant theoretical contribution to the branding literature by establishing consumer involvement as a critical cognitive basis for identity formation, as well as for developing emotional ties to brands, sequentially. In addition, this study uses empirical evidence to differentiate brand-based self-identity from brand attachment, while clarifying the conceptual and structural roles of each construct in consumer-brand relationships. Finally, this research integrates relational and evaluative approaches to produce a more comprehensive explanatory model by showing that satisfaction moderates the effect of brand attachment on behavior.

### 5.2 Managerial Implications

The study suggests making emotional attachment a meaningful priority in your strategy because it has the greatest effect on behavioural intentions after purchase. There are two primary ways for managers to strengthen emotional attachment: 1) increase consumer involvement by developing strong brand stories/projects/(etc.) and/or identity-based positioning strategies, and 2) achieve satisfaction with each purchase as positive consumer experiences help to strengthen any relationship with a brand or company.

### 5.3 Limitations and Future Research Directions

The cross-sectional nature of this study may preclude causal determinations; longitudinal studies in this same area would provide better insights into how involvement, identity, and attachment evolve over time. Open-ended comment analysis and the use of other procedures were employed to mitigate the effects of self-reported responses but relying

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