

Influence of Brand Personality Congruence, Brand Attachment, Brand Love and Obsessive Passion on Compulsive Buying Behavior

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Article History

Received: 11 Mar 2025 Revised: 24 June 2025 Accepted: 27 June 2025 Published: 30 June 2025

Abstract

The importance of brand personality congruence (BPC), brand attachment (BA) and brand love (BL) in the luxury marketing is paramount. Still, their relationships in enhancing the customers obsessive passion (OP) and compulsive buying behavior (CBB) through the moderating role of materialism remains tenuous in luxury branding. Addressing these gaps, this study aims to empirically investigate the BPC framework and its impact on customers CBB in the luxury branding of Pakistan by using self-congruity theory. In a cross-sectional study design, survey-based data is collected from 377 consumers of luxury brands, visiting retail stores. For data analysis, PLS-SEM technique is employed by using SmartPLS 4.

The findings reveal positive relationship between brand personality congruence and customers' positive feelings, including brand love and brand attachment which subsequently transforms into compulsive purchase behavior. Additionally, materialism moderates, thus strengthens the relationship between the customers OP and CBB in luxury branding. This study is significant since it has examined the relationships from self-congruity theory which is giving a new lens of understanding how the brand personality congruence can lead to unexplored and hidden but important aspects such as feelings, love and attachment which subsequently enhances the compulsive buying behavior. The study will help practitioners and marketers in developing advertising and promotional strategies that target consumer self-identity and align with the brand's personality to encourage compulsive purchasing.

Keywords: Brand attachment, brand love, materialism, luxury branding, brand personality congruence, obsessive passion, compulsive buying behavior.

1. Introduction

The concept of luxury branding has seen a remarkable growth since last few years with an estimated value of \$1.16 trillion per annum (Shetty & Fitzsimmons, 2022). The luxury branding marks a differentiation in terms of customer acquisition as compared to the normal and traditional branding the consumer markets (Xue & Chawdhary, 2023). The primary focus is wealth oriented, status-quo, and customized target customer segments that could meet the esteemed standards of the well-known luxury brand (Li et al., 2022). In this regard, luxury branding holds a significant, focused and unique set of values to retain customers (Rahman et al., 2023). These value propositions are acquired and delivered to the customers while offering superior quality products, esteemed brand reputation, and exclusivity to strengthen customer-brand ties (Quach et al., 2022).

Luxury brand researchers focused on identifying the predictors and consequences of brand-consumer connections (Das et al., 2022). However, much focus is levied on a congruence between a brand and the consumer personality (Shetty & Fitzsimmons, 2022). Brand Personality Congruence (BPC) explains the relevance between consumers' personality and brand personality (Ali et al., 2022), leading to a positive emotion i.e., brand love (Shetty & Fitzsimmons, 2022).

A positive emotion of love between customers and brands leads to an obsession passion towards a brand (Le, 2023). This obsessive passion might trigger a compulsive purchase behavior (Japutra et al., 2022). The compulsive buying is consumers' psychological condition of an unplanned and excessive purchase of the branded products (Tarka et al., 2022), thus enhancing their low self-esteem (Thomas et al., 2024).

The fulfilment of self-esteem lies under materialistic needs (Islam et al., 2022). Materialism refers to money-orientation of people who have strong need for possession of the products to satisfy their needs (Belk, 1988). It is an important intervention in the life of a luxury consumer.

Because the consumers' inner self and the brand identity intersect, there is a strong bond between brand attachment and brand love. Customers want to own the brand's items to satiate their emotions since they perceive it as an integral part of their bodies. This makes them want to buy and acquire things they adore or find meaningful. Passion is another term for brand love and brand attachment, and it can make customers feel compulsive (Le, 2021). This could lead to an unquenchable drive to buy things and a sense of possession longing (Aiken et al., 2018; Lee & Workman, 2015). Pakistani customers are a desirable demographic for researching how consumers relate to companies because of their rising purchasing power and luxury brands sales (Ali & Shafique, 2015). Understanding this relationship from a societal perspective is especially intriguing because materialistic and compulsive behaviors can negatively impact consumers, something stakeholders should be

aware of and work to prevent. To bolster the validity of concentrating on this market, more data regarding the present interaction between Pakistani customers and brands would be helpful. This research is rationalized through understanding of how emotional branding (brand attachment and brand love) can lead to maladaptive behaviors. It investigates a multi-path research model that clarify emotional and psychological mechanism behind compulsive consumption of luxury brands.

Based on the above discussion we concur that past literature suggests that psychological urge developed due to intense feelings and passion can provoke consumers to engage in compulsive buying for the brands they prefer. Further, a wide majority of these studies has always focused on utilitarian or hedonic aspects (Chua & Zou, 2009; Reyneke et al., 2011). The recent literature has found significant association between BPC, BA and BL in enhancing the customer loyalty in luxury branding (Shetty & Fitzsimmons, 2022). Contrarily, the CBB has drawn more attention from academics and practitioners alike (Islam et al., 2019; Kukar-Kinney et al., 2016; O'Guinn & Faber, 1989). In this context, past studies have given a due consideration to the predictors and consequences of dimensions connected to brand-consumer connections.

Although there is enormous research on the antecedents of CBB (Moon et al., 2022; Tarka et al., 2022), however some studies investigate BPC concerning compulsive buying behavior (Gohar et al., 2023; Japutra et al., 2019), and a limited number of studies address BPC in the context of brand relationships (Agyekum et al., 2025; Le, 2021); nonetheless, its subsequent psychological and behavioral repercussions remain unexamined. Moreover, there is a lack of empirical research about the relationship between BA and OP, underscoring a significant gap in comprehending how profound emotional connections may transform into maladaptive consumer engagement. Only Le (2021) examined the relationship between BL and OP, which requires more validation across many cultural and consumption contexts, mainly for luxury brands. Moreover, few researchers have investigated how OP translates into CBB (Japutra et al., 2025; Le, 2021). Further examination of this link is necessary. A gap exists in the literature, as no study has examined the moderating effect of materialism on the relationship between OP and CBB, despite the likelihood that materialism may amplify the psychological influence of OP on CBB. Research has yet to delve into the relationship between BPC, BL, materialism, OP, BA, and CBB. This study addresses research gaps by evaluating a comprehensive multistage research model that integrates the emotional, psychological, and behavioral aspects of luxury brand consumption. This research not only enriches theoretical understanding but also offers significant insights for handling consumer wellbeing in an emotionally charged brand environment.

Self-congruity theory provides a more comprehensive knowledge of self-concept by explaining and predicting aspects of consumer behavior (Islam et al., 2019). According to the theory of self-concept, people have two distinct self-concepts: their ideal self and their

real self (Japutra et al., 2019). While the ideal self reflects people's hopes of their thoughts and plans for the future, the actual self is the state in which people reflect on who they truly are. The self-congruence theory is based on the ideal and actual self-concept. The fit between a brand's personality and its customers' self-concept is known as self-congruence (Aaker, 1999; Sirgy, 1982). While ideal self-congruence refers to how well a brand's personality aligns with consumers' aspirations of who they would like to be in the future, actual self-congruence refers to how well a brand aligns with consumers' conceptions of who they truly are. In this research study, BPC (independent construct) reflect the alignment that increase emotional relationships like BA and BL. These strong emotional relations further influence OP and CBB (dependent construct), representing that how self-concept influence both behavioral and affective customer feedback.

We foresee several contributions. First, it posits that BPC exerts a substantial influence on bolstering BA and BL within the luxury branding sphere. Although our findings align with prior scholarly works (Shimul & Phau, 2023), we endorse the notion that heightened BA and BL synergistically foster customers' obsessive passion towards the luxury brand. Secondly, the research undertakes an empirical exploration of the connection between customers' OP and their CBB. Previous scholarly works have indeed affirmed the direct correlation between BA and BL, thereby augmenting brand loyalty (Shetty & Fitzsimmons, 2022). This study takes this discourse a step further by proposing that it is customers' OP that propels their CBB within the luxury branding realm. Additionally, this research substantiates the moderating influence of materialism in moderating the connection between customers' OP and their CB tendencies.

This research is valuable for academics and as well as for practitioners by taking understanding of how emotional bonds with luxury brands such as BA and BL can intensify into OP and further into CBB. By examining the moderating role of materialism, this study provide insight into individual differences that can escalate such behaviors. This research provide help to brands mangers to understand potential risks knotted with emotionally motivated marketing campaigns. This research is also helpful for mental health practitioners and policymakers to understand vulnerable customers segments. Finally, this study aids in formation of responsible branding strategies and protection strategies for consumers of luxury market.

The structure of the manuscript is as follows. First a detailed discussion of the literature is conducted to develop an understanding of the framework. Second, methods section comprising of study design, data collection procedure, demographics profile and explanation of the measurement scales is explicated. Third, data analysis has been performed. Fourth, discussion of findings followed by the implications are elucidated and finally, the study concludes by explaining the limitations and pathways for future research.

2. Literature Review and Hypotheses Development

The model of this study is based on the notion of self-congruity theory. It suggests that customers react to products based on their assessment of brand identity in relation to their

own self-identity (Malhotra, 1981, 1988; Sirgy et al., 2000). It further elucidates to arriving at match between oneself image and the image of focal object such as individual, product or brand. It is empirically demonstrated that impact of self-congruity on both impulse buying (Çifci et al., 2016; Japutra et al., 2018; Nam et al., 2011), and compulsive buying (Zhao et al., 2011) is important.

2.1 Brand Personality Congruence and Brand Attachment

Fournier (1998) defined BPC as “a set of trait inferences constructed by the consumer based on repeated observation of behaviors enacted by the brand at the hand of its manager, that cohere into a role perception of the brand as partner in the relationship dyad”. A stronger perception of this congruency might lead to strong brand attachments (Kressmann et al., 2006). Empirical studies have demonstrated that self-congruity enhances emotional, attitudinal, and behavioral buyer responses to brands (Wallace et al., 2022). Sirgy (1982) formulated the notion of self-congruity, which posits that individuals align their self-concept with their perception of a brand's image or personality. Self-congruity can be characterized as either a unidimensional or multidimensional construct. Self-congruity, as a multidimensional construct, comprises actual, ideal, social, and ideal social self-congruity (Sirgy, 2018). The alignment between an individual's actual self-concept and the brand's personality is referred to as actual self-congruity. Ideal self-congruity pertains to the alignment between the ideal self-concept and brand personality. Social self-congruity denotes the alignment between an individual's social self-concept and the personality of a brand. The alignment between the ideal social self-concept and the brand's personality is referred to as ideal social self-congruity (Sirgy, 2018). Numerous studies on self-congruity consolidate the various categories of self-congruity and evaluate their collective impact on brand-related outcomes (Wallace et al., 2017).

Nonetheless, the various categories of individual self-congruity have independent influences on brand-related consequences (Šegota et al., 2022). Literature indicates that customers cultivate affection and enthusiasm for self-expressive brands that reflect their private and societal identities (Septyani & Alversia, 2020). Despite scholars recognizing the significance of the social self-dimension in research on consumers (Sop, 2020), evidence regarding the effects of social and ideal-social self-congruity remains limited and less robust (Yang et al., 2022). The research results of weak connections may be influenced by the Western environments in which they were derived. This is due to consumers in Western nations typically prioritizing the enhancement of their self-worth through the pursuit of personal aspirations (Eisenstadt, 2019), whereas individuals in Eastern cultures tend to engage in behaviors that foster social conformity (De Mooij, 2021). Pakistan is classified as a collectivist society (Mehdi, 2021) and hence demonstrates behaviors aimed at advancing the interests of the broader community. Consequently, it is anticipated that a study conducted in Pakistan (symbolizing collectivist countries) may yield further evidence that social self-congruity and ideal social self-congruity significantly impact consumer

behavior. This study posits that self-congruity is complex, extending beyond the conventional duality dimension to encompass social self-congruity and ideal social self-congruity. This study particularly examines all four dimensions of self-congruity: real self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity.

Brand attachment is "the intensity of the cognitive and emotional linkage uniting the brand with one's self" (Park et al., 2008). Existing research, which is based on the self-congruity theory (Sirgy, 1985), contends that consumers develop a bond with brands for either self-enhancement or self-verification reasons (Malär et al., 2011). Customers specifically purchase self-expressive brands to affirm their image and favor companies that align with their self-concept (Aaker, 1999). Similarly, the sense of community that develops between customers and brands creates an emotional bond that leads to brand attachment (Park et al., 2010). Somehow researchers underscore the correlation between brand congruence and brand attachment, influencing impulsive buying behavior (Japutra et al., 2018, 2019). Contradictory evidence suggests that brand attachment not only enhances consumers' intention to purchase but also precipitates compulsive buying (Horváth & Adıgüzel, 2018; Kaufmann et al., 2016). Escalas and Bettman (2003) discovered a positive association between BA and consumer motives for self-enhancement, as well as self-verification (ideal self and actual self, respectively) (Huang et al., 2017).

Consumers use luxury goods that match their personality type to highlight their own traits, claim (Malär et al., 2011); Vernet (2008). Consumer connections to brands are more strongly influenced by those that mirror the personality of the individual. This is so that consumers may better understand who they are and how they see themselves (Park et al., 2010). The literature claims that emotional connection between two people grows similarly to how it does with customers and brands (Ahuvia, 2005; Langner et al., 2016). Numerous studies have proven the role of BPC in the development of BA (Louis & Lombart, 2010). Hence, we can establish that:

- Hypothesis 1: Brand personality congruity positively affects brand attachment among consumers.

2.2 Brand Personality Congruity and Brand Love

Brand love (BL) encapsulates an individual's emotional bond with a brand, a fusion stemming from contentment towards that particular brand (Carroll & Ahuvia, 2006). Numerous scholars have prioritized brand love as a more potent catalyst for brand-related outcomes, particularly brand loyalty, compared to alternative attitude-centered models (Attiq et al., 2022; Bairrada et al., 2018; Batra et al., 2012). Brand love signifies an individual's fervent attachment to a preferred brand and their enduring allegiance to it (Batra et al., 2012)—a crucial element of the consumer–brand interaction (Fournier, 1998). Brand love denotes the notion of interpersonal affection encompassing preference and dedication (Shimp & Madden, 1988), and is linked to customers' enduring devotion, fervor, and loyalty to a brand (Achtziger et al., 2015). BPC fosters BL (Ranjbarian et al., 2013) and enhances buyers' passionate behavior (Delgado-Ballester et al., 2017).

Although customers give brands different personalities, the effectiveness of the brand-consumer connection depends on how well these personalities mesh. According to Bergkvist and Bech-Larsen (2010), when brand personality aligns with their own, consumers feel positive feelings like BL, brand enthusiasm, and brand adoration. The intensity of BL is determined by the degree of brand personality congruence (Agyekum et al., 2025; Shetty & Fitzsimmons, 2022). According to research, customer self-consistency and self-esteem have a significant impact on the correlation between brand personality and BL (Albert et al., 2008). When consumers have a favorable impression of a brand's personality, they are more inclined to be more passionate about it (Aguilar et al., 2016). The research of Baira da et al. (2018), who found that BPC positively increases BL, provides empirical evidence for this association (Agyekum et al., 2025). Because of this increased BL, there is an increase in customer involvement, loyalty, readiness to pay more, and resistance to negative information. As a result, a significant connection between BPC and BL has been found. Hence, we predict that:

- Hypothesis 2: Brand personality congruity positively affects brand love among consumers.

2.3 Brand Attachment and Obsessive Passion

The negative aspect of brand engagement is obsessive passion. Obsessive passion denotes the regulated integration of an activity within one's personality, resulting in an intrinsic compulsion to participate in that activity (Vallerand et al., 2003). Consumers are driven to interact with the brand due to internal factors that influence their cognition (Vallerand et al., 2003). Obsessive passion correlates with maladaptive consequences, and consumers' emotions and moods are influenced by brand activities (Vallerand, 2012). When integrated with self-brand connection and materialism, passion can influence shopping-related behavior (Lee & Workman, 2015).

Consumers' emotional attachment predicts brand love (Patwardhan & Balasubramanian, 2013). However, higher levels of brand personality congruency increase emotional attachment that fosters an urge for material possession (Japutra et al., 2018, 2019). One important intervention here could be a strong relationship between brand attachment and obsessive passion. In order to promote customer comfort and sense of safety, Holmberg et al. (2016) explains that emotional attachment develops love for the brands and boosts materialistic need for brand possession. Consumers experience a sense of protection and safety symbolically when they have loved and necessary products in their possession (Huber & Karim, 2018). As a result, customers having more attachment will have greater levels of emotional obsessive enthusiasm for the brands. Hence, we predict that:

- Hypothesis 3: Brand attachment positively affects obsessive passion among consumers.

2.4 Brand Love and Obsessive Passion

Consumption obsession is distinct from brand loyalty. BL involves passion, which has a positive connotation. Such feelings are similar to those of a close friend rather than an addiction or obsession (Batra et al., 2012). When a customer experience one of their favorite brands, they form an emotional connection and an obsession with it (Farah & Ramadan, 2020). Whereas obsessive passion is viewed as a negative emotion that results from a prolonged connection, brand love may also be regarded as brand engagement (Bergkvist & Bech-Larsen, 2010). When consumers are seen visiting stores more frequently, viewing websites more frequently, and actively following news about the brand, this is regarded to be active engagement (Bergkvist & Bech-Larsen, 2010). Hence, we predict that:

- Hypothesis 4: Brand love positively affects obsessive passion among consumers.

2.5 Obsessive Passion and Compulsive Buying Behavior

Compulsive buying behavior (CBB) is defined as “repetitious and ostensibly purposeful activities done in a stereotyped fashion or according to particular rules” (American Psychiatric Association, 2013, p. 234). Based on the notion of self-congruity theory, researchers found that stronger congruence between self-congruence and brand personality might arouse an intent to engage in compulsive buying.

Obsessive passion (OP) is a condition in which a customer is unduly fixated on a brand and keeps thinking about a specific product all the time (Moschis, 2017; Swimberghe et al., 2014). This continuous reflection contributes to the brand (Ehrenberg et al., 2008; Goldsmith, 2023; Mrad, 2018). Consumers must continue engaging with those brands through compulsive purchasing in order to satisfy their severe addiction (Le, 2023; Vallerand et al., 2003). Consumers' purchasing experiences deepen their emotional connection to their preferred brands and fuel an increasing obsession with them (Farah & Ramadan, 2020; Park et al., 2008). Enjoyment offered by buying experiences causes consumers to repeat their buying behavior thus initiating an unending process of compulsive buying (Horváth & Adıgüzel, 2018). Consumers may incur debt but continue to engage in compulsive shopping to satiate their emotional requirements when this intense passion-induced compulsive buying becomes uncontrollable. Hence, we predict that:

- Hypothesis 5: Obsessive passion positively affects compulsive buying behavior.

2.6 Moderation of Materialism

Materialism refers to money-orientation of people who have strong need for possession of the good and products to satisfy their needs and gain utility (Belk, 1988). Initially, Belk (1985) conceptualized materialism as personality trait. Richins and Dawson (1992) perspective, employed in this study, defines materialism as a personal value and belief wherein individuals pursue and derive enjoyment from acquiring and owning items rather than from cultivating connections and engaging in activities. Consumers may exhibit differing levels of materialism based on how significantly they regard possession as vital

to achieving their objectives. The greater their demands, the more materialistic they become (Richins, 2017). Additionally, other researchers have regarded materialism as a sign of power (Schwartz, 1992), a fundamental and/or external personal aspiration (Kasser & Ryan, 1996), a perspective on societal objectives (Inglehart, 2000), and a means to construct significance and express the consumer's identity (Shrum et al., 2013). Moreover, Atanasova and Eckhardt (2021) regarded materialism as a justification for consumption, evidenced by the acquisition of experiences and objects and/or the means to cultivate social imagery and attain satisfaction (Tantawi, 2024).

Materialism may also be related to love with money and brand (Ahuvia et al., 2020). Research mainly from western countries has found link of materialism with consumer behavior (Ahuvia et al., 2020; Segev et al., 2015; Siahtiri & Lee, 2019). Therefore, it is a source of self-expression especially for younger consumers and it also increases consumers wellbeing (Shi et al., 2016; Srikant, 2013; Tantawi, 2024). Although some studies have documented negative effects of materialism on wellbeing (Molde & Ku, 2020).

For materialists, shopping is a source of joy and fulfilment as well as a chance to express their emotional connection to the brand (Horváth & Adıgüzel, 2018; Richins, 2017; Shah et al., 2016). Customers emphasize their brand identity and self-identity, which strengthens their feelings (Zhou et al., 2020). Belk (1995) correctly points out that materialism encourages excessive buying, addiction (Tantawi, 2024), and envy when consumers see others with valuable stuff (Watson, 2003). Because of this, there is a connection between consumption and personal possession, which signals a higher social position while also serving as a source of fulfilment. Nowadays, customers are primarily young people who are obsessed with materialism and worry about their social selves as a result of which they participate in obsessive buying (Belk, 1985). According to Shi et al. (2016), the literature has not been confined to studying the moderating impact of materialistic ideals. According to these authors, "materialistic adolescents are more influenced by the perceived social status worth of local than foreign brands on local brand purchase intention" Therefore, materialism is thought to have a moderately unfavorable impact on high-end brands in developing nations (Demirbag et al., 2010). According to research, materialism will weaken the association between acculturation and propensity to buy luxuries associated to fashion. Hence, we predict that:

- Hypothesis 6: Materialism moderates the relationship of obsessive passion and compulsive buying behavior.

Following is the theoretical framework of the study:

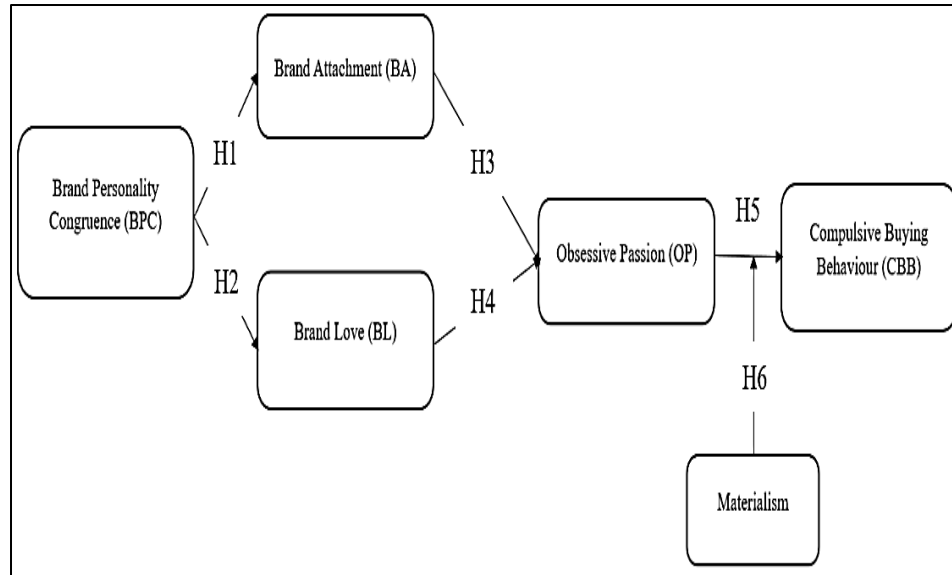


Figure 1: Theoretical Framework

3. Data and Methodology

3.1 Data Collection Procedure

For this quantitative research, a probability sampling technique is adopted to collect data. It is one of the most sophisticated variations of simple random sampling which reduces the likelihood of bias while recruiting potential responders (Shamim et al., 2023). This sampling technique helps to provide generalized data for hypothesis testing. Luxury brand consumers were targeted for data collection from luxury brand outlets located in different malls. A QR code was generated to scan to get the final questionnaire. Every third consumer who visited the luxury brand outlet was contacted using systematic sampling to acquire the data. In total, 403 forms were collected. Following a thorough review of the data, 26 responses—either in the form of straight-line or pattern responses—were identified as biased responses. Finally, 377 forms were considered for data analysis.

3.2 Demographic Profile

Males and females from a variety of age groups and educational levels made up the respondents who took part in the data gathering. Table 1 presents complete details:

Table 1: Demographic Statistics

Demographic	Category	Percentage (Frequency)
Gender	Male	43 (162)
	Female	57 (215)
Age (In years)	Less than 20	5.58 (21)
	21-30 years	49.86 (188)
	31-40 years	28.91 (109)
	41-50 years	15.65 (59)
Education	High School	17.79 (67)
	Professional degree / vocational school	19.89 (75)
	Bachelors	44.29 (167)
	Masters	10.87 (41)
	Doctorate	7.16 (27)

3.3 Measures

All measuring items were evaluated using a five-point Likert scale, with 1 = strongly disagree and 5 = strongly agree. The measuring elements were from earlier research. Real self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity are the four sub-dimensions that make up the BPC scale, which was created by Kim and Hyun (2013). Five questions from Lacoewilhe (2000) were adapted for use in evaluating brand attachment. Eight elements from the work of Carroll and Ahuvia (2006) were used to gauge brand love. Five questions taken from Vallerand et al. (2003) were used to measure obsessive passion. Five items from Richins and Dawson (1992) that were modified to measure materialistic behavior were used. Five items taken from Faber and O'guinn (1992) were used to measure CBB.

3.4 Data Analysis Procedure

We utilized PLS-SEM for analysis. Partial Least Squares Structural Equation Modelling, or PLS-SEM for short, is a statistical technique for simulating intricate interactions between latent and observable variables (Purwanto & Sudargini, 2021). It is appropriate and wise to use PLS-SEM in this situation. In the particular context of luxury brands, this study investigates novel or comparatively understudied relationships. For exploratory research when the theoretical model is still being developed or changing, PLS-SEM is perfect. This study used PLS-SEM because of the suggested model's multi-path complexity, which includes mediating components; the research's predictive orientation; and the exploratory goal of comprehending the psychological mechanisms underlying compulsive luxury brand buying behavior. Its adaptability to non-normal data and small sample sizes further supported its use. The two phases of PLS-SEM are the evaluation of

the outer model (measurement model) and the assessment of the inner model (structural model).

4. Data Analysis and Results

4.1 Common Method Bias Test

Assessing common method variance (CMV) holds significant importance in cross-sectional surveys (Akter, 2011). Conducting a Harman-Single-Factor analysis, it was observed that the highest proportion of explained variance stood at 33.64%, which is below the threshold of 40% (Hair et al., 2017). This analysis affirms the absence of a substantial CMV concern, thereby ensuring that the influence of data on the interpretation of survey measures is minimal.

4.2 Measurement Model

The measurement model assessment presents three key outcomes: the reliability of the constructs, their discriminant validity, and their convergent validity (Cheah et al., 2018). Based on Table 2, all constructs demonstrate consistency as evident from composite reliability (CR), Cronbach's alpha (α), and Dijkstra Henseler (ρ_A) values surpassing the threshold of 0.70 (Hair et al., 2017). These results of reliability is suggesting that all constructs are measured accurately and showing consistency among indicators. Additionally, convergent validity (Fornell, 1981) is confirmed by favorable loading values above the cut-off point, 0.708 (Hair et al., 2017) and average variance extracted (AVE) values above 0.50. Convergent validity results showed that all constructs are correlated and share reasonable amount of variance.

Table 2: Measurement Model Evaluation

Construct	Dimensions	Code	Loadings	α	rho A	CR	AVE
Brand Personality Congruence	Actual Self Congruity	AC1	0.86	0.862	0.862	0.916	0.784
		AC2	0.88				
		AC3	0.87				
				0.833	0.839	0.900	0.750
	Ideal Self Congruity	IC1	0.88				
		IC2	0.86				
		IC3	0.88				
				0.887	0.887	0.930	0.815
	Social Self Congruity	SC1	0.85				
		SC2	0.85				
		SC3	0.77				
				0.841	0.841	0.926	0.863
	Ideal Social Self Congruity	ISC1	0.89				
		ISC2	0.83				
		ISC3	0.51				
Brand Attachment		BA1	0.93	0.966	0.966	0.973	0.879
		BA2	0.93				
		BA3	0.94				
		BA4	0.93				
		BA5	0.93				
Brand Love		BL1	0.91	0.934	0.937	0.949	0.755
		BL2	0.87				
		BL3	0.89				
		BL4	0.84				
		BL5	0.90				
		BL6	0.57				
		BL7	0.54				
		BL8	0.77				
Obsessive Passion		OP1	0.89	0.919	0.920	0.939	0.756
		OP2	0.85				
		OP3	0.87				
		OP4	0.87				
		OP5	0.85				
Materialism		MM1	0.91	0.953	0.975	0.964	0.842
		MM2	0.93				
		MM3	0.90				
		MM4	0.89				
		MM5	0.94				
Compulsive Buying Behavior		CB1	0.82	0.904	0.905	0.929	0.723
		CB2	0.82				
		CB3	0.84				
		CB4	0.87				
		CB5	0.88				

Note: Italic Items deleted due to low outer loadings, α - Cronbach Alpha, CR- Composite Reliability, AVE- Average Variance Extracted

The heterotrait-monotrait (HTMT) ratio is used in the study to evaluate discriminant validity. Notably, given their values stay below 0.85, all constructs (Table 3) demonstrate good discriminant validity (Kline, 2023).

Table 3: HTMT Analysis

Construct	BPC	BA	BL	OP	MT	CB
Brand Personality Congruence (BPC)	-					
Brand Attachment (BA)	0.292	-				
Brand Love (BL)	0.666	0.168	-			
Obsessive Passion (OP)	0.481	0.679	0.637	-		
Materialism (MT)	0.287	0.543	0.147	0.668	-	
Compulsive Buying Behavior (CB)	0.766	0.200	0.892	0.466	0.196	-

4.3 Structural Model

The structural model using the five-step procedure is used after the measurement model evaluation that validates validity and reliability. An inner variance inflation factor (VIF) analysis is done to address the issue of collinearity. The VIF values are clearly still much below the 3.33 requirement as shown in Table 4 (Diamantopoulos & Siguaw, 2006). This finding leads us to the conclusion that the model does not suffer from multicollinearity problems.

Following that, the findings of the hypotheses are evaluated using the bootstrapping technique (5000 resampling). From Table 4, we can see that BPC (H1: $\beta = 0.283$, $p < 0.00$) positively affect BA; this means users who perceive alignment of their personality with brand personality, they establish deeper bond emotional bond with brand. BPC (H2: $\beta = 0.632$, $p < 0.00$) positively affect BL; result is suggesting that strong emotional link with brand when consumers perceive that brand is reflecting their personality. Further, BA (H3: $\beta = 0.558$, $p < 0.00$) positively affect OP; this reveals that strong emotional bonds can strengthen uncontrollable engagement of consumers with brand. BL (H4: $\beta = 0.503$, $p < 0.00$) positively affect OP; this highlights that strong affection toward brand can drive intense even uncontrollable brand engagement. Last, OP (H5: $\beta = 0.475$, $p < 0.00$) positively affect CBB; this shows that intense and emotionally driven brand involvement may lead to compulsive buying (also see Figure 2). In Table 4, it can be observed that all of the predictors' account for 8 percent, 39 percent, 65 percent, and 40 percent of variance (R^2) in BA, BL, OP, and CBB respectively.

Table 4: Structural Model Evaluation

Hypothesis	Relationship	Beta	p value	R ²	VIF	f ²	Q ²
Direct Effect							
H1	BPC→BA	0.283	0.00	0.08	1.00	0.08	0.06
H2	BPC→BL	0.632	0.00	0.39	1.00	0.66	0.29
H3	BA→OP	0.558	0.00	0.65	1.02	0.87	0.49
H4	BL→OP	0.503	0.00		1.02	0.71	
H5	OP→CBB	0.475	0.00	0.40	1.66	0.22	0.18
Moderation Analysis							
H6	OP*MT→CBB	0.645	0.00	-	-	-	-

BPC- Brand Personality Congruence, BA- Brand Attachment, BL- Brand Love, OP- Obsessive Passion, CBB- Compulsive Buying Behavior, MT-Materialism

Later, the effect size (f²) was calculated to determine the relative relevance of each path (Sullivan & Feinn, 2012) (refer Table 4). The effect size can be classified into three categories, Cohen's (1988) guidelines: large (0.35), medium (0.15), and small (0.02). Table 4 reveals the following findings: brand personality congruence (f² = 0.08) with brand attachment showing small effect size and brand personality congruence (f² = 0.66) with brand love showing large effect size. Brand attachment (f² = 0.87) and brand love (f² = 0.71) with obsessive passion showing large effect size. Obsessive passion (f² = 0.22) with compulsive buying behavior showing medium effect size.

Finally, a blindfolding method is used to evaluate the model's predictive relevance (Q²). The endogenous constructs have Q² values above zero, ranging from 0.06 to 0.49, showing that the model is predictive in nature (Hair et al., 2017).

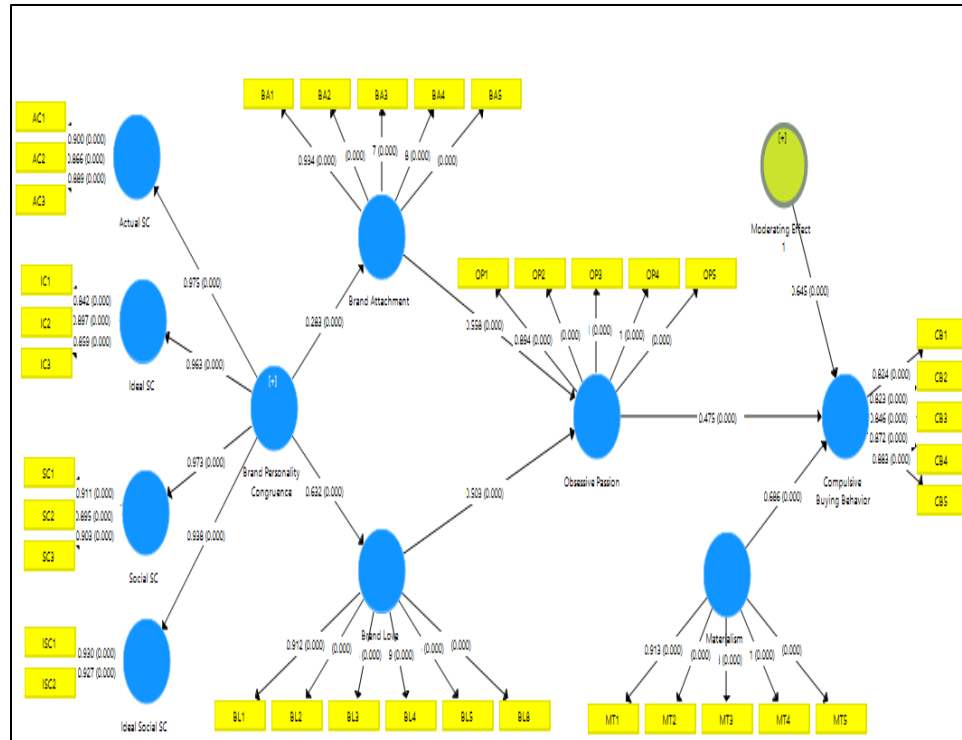


Figure 2: Structural Model Evaluation

4.4 Moderation Analysis

The moderation effect is tested and results showed that materialism moderate the relationship between OP and CBB (H6: $\beta = 0.645$, $p < 0.00$) see Table 4. Further, Figure 3 also depict the role of materialism as a moderator between the relationship of OP and CBB. This revealed that materialism strengthening the relationship between OP and CBB. This result is signifying that materialistic individuals are more likely to involve in compulsive buying when driven by obsessive passion.

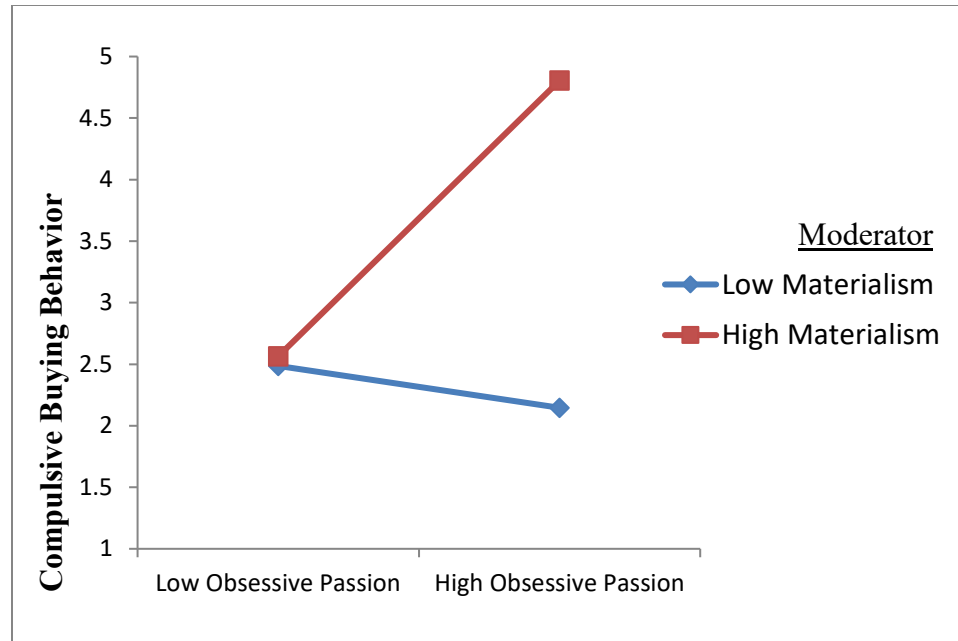


Figure 3: Moderation Effect

5. Discussion

The hypothetical relationship between BPC and BA is supported by the results. This finding supports the notion that consumers display their unique personalities by consuming luxury goods that are suitable with certain personality types (Gohar et al., 2023; Malär et al., 2011; Vermette, 2008). According to these results, a positive alignment between a brand personality and consumer personality significantly increases the emotional attachment to luxury brands (Ahuvia, 2005; Japutra et al., 2019; Langner et al., 2016).

Our second hypothesis was related to BPC and BL. Statistical results confirm that BPC positively significantly enhance BL. This finding implies that consumer perception and attitude towards brands is affected by the way consumers appraise brands from creating a match with their own personality (Agyekum et al., 2025; Bergkvist & Bech-Larsen, 2010). Greater congruence between brands and consumers strengthens the positive emotions (Shetty & Fitzsimmons, 2022). This principle holds true specifically within the context of luxury brands (Delgado-Ballester et al., 2017). In their empirical study, Bairrada et al. (2018) confirmed the beneficial impact of BPC on the growth of BL, which, in turn, promotes increased consumer engagement, higher willingness to pay, and resilience against unfavorable information. These findings establish a significant and interconnected relationship.

The findings of the third hypothesis are also supported and suggests that people who remain attached to a brand can prolong their attachment to make it an obsessive passion. OP is an intense addictive feeling with the brand in which a consumer is highly engrossed with the brand, thinks about it constantly and shares positive thought about it (Moschis, 2017; Swimberghe et al., 2014). Holmberg et al. (2016) also suggest that emotional attachment caused due to personality congruence increases materialistic need for possession of the brand so as consumer may relieve their insecurities in case of non-possession of the brands.

Fourth hypothesis proposed relationship between BL and OP. The findings have provided significant insights into where BL significantly enhance OP. It is a cognitive state characterized by consumers' excessive engagement with a brand, leading them to persistently ruminate about it (Le, 2021; Moschis, 2017; Swimberghe et al., 2014). This finding suggests that positive emotions towards brands, supported by personality congruence may increase in their intensity and take an addictive nature such as obsessive passion. Research suggests that positive brand experience increases brand love which will further develop obsessive passion (Farah & Ramadan, 2020). Fifth hypothesis was related to link between obsessive passion and compulsive buying behavior. Results supported this hypothesis. This finding implies that obsessive passion is a force which compels consumers to buy and consumer more to decrease the urge and gain comfort (Ehrenberg et al., 2008; Japutra et al., 2025; Le, 2021).

Finally, the sixth hypothesis was related to the moderating effect of materialism between OP and CBB. The findings also supported this hypothesis. This finding supports the notion that materialism is an important boundary condition which creates a contingency in which certain behaviors are different. This has also been observed by Shi et al. (2016) that the moderating role of materialistic values is found to be important in the luxury branding context. Additionally, another study has also advocated the importance of materialistic values in the branding literature (Demirbag et al., 2010; Jalees et al., 2024; Tantawi, 2024; Tarka & Kukar-Kinney, 2024). More specifically, consumers high on obsessive passion will engage in compulsive buying more strongly when they are also high on materialistic values.

5.1 Theoretical Implications

The contributions of this study are threefold. First, this study has developed a BPC framework and investigate its impact on the CBB in luxury context. We argue that BPC, BA and BL significantly trigger the OP in the customers towards luxury brands. Past literature has investigated the impact of BPC, BA and BL in enhancing brand loyalty in luxury branding (Shetty & Fitzsimmons, 2022). This study has extended the knowledge by arguing that these factors will enhance the customers OP to use the luxury brands for long term. Further results of the study are matching with self-congruity theory as consumers prefer those luxury brands that reflect their self-image. The BPC significant impact on BA and BL signaling that matching of identity enhance the emotional bonds of consumers with

luxury brands. This support claim of theory that self-congruity is driver of psychological and behavioral association.

Second, we argue that customers OP significantly enhances the customers compulsive buying behavior in the luxury brands. Past studies have investigated the relationships between BPC, BA and BL in enhancing the brand advocacy in luxury branding (Shimul & Phau, 2023). We have extended the line of discussion by advocating that CBB in luxury branding is important where customers indulge in an unplanned purchase if they have their personality and feelings attached to that specific brand. These favorable perceptions will enhance the customers obsessive passion which positively drives their compulsive buying behavior in luxury branding.

Thirdly, our research delved into the moderating influence of materialism—a significant factor that intensifies the connections between OP and CBB. Prior research has consistently highlighted the significance of materialism, frequently linked with customers' materialistic values, aimed at showcasing their status in society through the utilization of luxury brands. In an extension of this discourse, our study posits that customers' materialistic values and aspirations linked to luxury brands enhance the relationship between their OP and CBB within the luxury branding realm.

5.2 Practical Implications

There are several practical implications. First, luxury brands should work to develop more customized service offerings for their customers that would match with the customers' personalities. This will enhance the chances of developing more attachment and emotional relationship with that particular brand. Second, luxury brands should develop a passion among their customers to use their service offerings. The relationship between BA, BL provides a significant impact on OP of using the luxury brands. Additionally, despite the fact that obsessive passion can be addictive and hurt consumers in some ways, it can also have a beneficial effect on compulsive purchase. Particularly for people who place a high importance on materialism.

Finally, this study has argued and provided insights where compulsive buying is another source of keeping the luxury customers for long term. The luxury branding has a different approach and strategies where customers who have ample number of finances are more into spending for high class luxury brands to reduce their daily stress and worries. Therefore, marketers should also focus to design strategies for compulsive buying apart from working only on loyalty and satisfaction with the luxury brands.

5.3 Limitations and Future Recommendations

Apart from extending the knowledge this study has several limitations. First, the data is collected by using a cross-sectional research design that can introduce CMB despite of procedure remedies. We suggest that future research may use experimental design or mixed-method that could provide robust insight. We further suggest future researchers to

use a longitudinal approach to determine long-term impacts of obsessive passion on compulsive purchasing behavior. Second, materialism was used in this study to act as a moderator between excessive passion and compulsive buying. Future studies should examine this moderation in various settings so that person-specific profile analysis would be the best option. Third, future studies should introduce brand trust and customer satisfaction as mediator to increase the model explanatory power. Additionally, the consumers' age, gender, and economic condition may further impact this moderation. It would be vital to know whether dark triad personality has an effect on obsessive passion and its subsequent impact on compulsive buying behavior since obsessive passion is considered to be a negative emotion. This study solely based on self-congruity theory, future studies may integrate theory of planned or theory of social identity to get more holistic explanation of CBB.

Research Funding

The authors received no research grant or funds for this research study.

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