Desire, *Need* and *Obligation*: Examining Commitment to Luxury Brands in Emerging Markets

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Highlights

- Enhancing consumer commitment toward brands is crucial for business success
- A multi-dimensional model explains luxury brand commitment in emerging markets
- Consumers' affective, continuance, and normative commitment impact brand purchases
- International marketers could build luxury brand commitment with customized strategy

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ABSTRACT

The availability of a wide variety of luxury brands to choose from has resulted in decreased commitment toward a single brand. Enhancing brand commitment has, therefore, become a significant challenge for international business and marketing managers. We develop a multi–dimensional brand commitment framework underpinned by organizational and social psychology literature. The simultaneous examination of brand–commitment dimensions based on consumer *desire, need,* and *obligation* in our proposed framework offers a novel perspective that advances research on brand commitment. Our findings demonstrate stability of the framework in important emerging markets for luxury brands, namely China, India, Russia, Turkey and Thailand. The framework, incorporating affective, continuance, and normative brand commitment dimensions, offers a conceptually robust fit. We demonstrate that each brand commitment dimension is influenced by distinct antecedents, and we show the direct and interactional impact of consumers' emotional attachment, economic motivations and normative pressures on purchase intentions. Supported by well-established theories in organizational and social psychology, our study offers new insights on how consumers commit to brands. We provide international brand managers with a blueprint to strengthen brand commitment across countries.

Keywords:
brand commitment; luxury brands; cross-national comparison; emerging markets; brand communication, international marketing

Introduction

The market for luxury goods is thriving globally. A large proportion of this growth is attributed to the increasing demand for global luxury brands in emerging market consumers (Shukla and Rosendo-Rios 2021). For example, China, India, and Russia alone account for US$70 billion, representing about one-fourth of the global luxury goods market and registering approximately 7 per cent annual growth rate, which is considerably above the overall world growth rate at around 4 per cent (Statista 2021). Nevertheless, there are concerns among luxury firms about slowing down of the market due to global geopolitical and economic uncertainties (Indvik 2020). In addition, the proliferation of luxury brands in today's marketplace has led to decreasing customer loyalty and commitment due to greater choice of brands (Deloitte 2020). Focusing on commitment to brands is widely regarded as an important aspect of marketing strategy that influences long–term success (e.g., Agrawal and Maheswaran 2005; Coulter, Price and Feick 2003). Luxury brands require substantial efforts towards enhancing brand commitment due to the distinctive formulation of marketing mix and appeals to consumer experiences (Han, Nunes and Dreze 2010; Guercini and Runfola 2016).

Extant knowledge on the drivers of commitment to brands, however, is sparse, with little consensus on its conceptualization. Prior studies identify brand commitment as a one–dimensional concept and focus either on the attitudinal or desire aspect (e.g., Agrawal and Maheswaran 2005; Eisingerich and Rubera 2010), while others view it as a behavioral or need–based concept (e.g., Chaudhuri and Holbrook 2001; Coulter et al. 2003). According to these conceptualizations, consumers may commit to brands either for emotional attachment, or because of repeated purchases of the brand. We argue that these two processes are likely to act together because of the intertwined nature of emotions and behavior (Ajzen 1991). In addition, prior research in organizational psychology establishes that norms imposed by society influence why people feel obliged to commit to an entity (Meyer and Allen 1991). While buying their luxury brands, consumers are similarly influenced by the societal norms (Escalas and Bettman 2005). Consumers, thus, are likely to consider emotional, behavioral, and social aspects when committing to a luxury brand. Luxury consumers invest substantial emotional capital for symbolic gains, for functional benefits accruing from quality reassurance, and for social benefits due to status signaling (e.g., Han et al. 2010; Shukla, Singh and Banerjee 2015), indicating that the three aspects function in tandem. Therefore, we examine the three dimensions of luxury brand commitment in our proposed model. We contribute to the brand commitment and luxury literature streams, by developing and empirically establishing a multi–dimensional conceptualization of brand commitment that includes psychological underpinnings of affective (desire), continuance (need), and normative (obligation) aspects. The examination of brand commitment dimensions, its antecedents and consequence, along with the interactive influence of the dimensions in our proposed framework, advance new knowledge on luxury brand commitment. Thus, we offer a more comprehensive understanding of how consumers commit to luxury brands, as compared to the single dimensional conceptualizations.

Further, we test our conceptualization of commitment to luxury brands in five important emerging markets, namely China, India, Russia, Turkey, and Thailand. Extant research has examined brand commitment predominantly in the developed markets (e.g., Chaudhuri and Holbrook 2002 – USA; Bansal, Irving and Taylor 2004 – Canada; Fullerton 2005 – Canada; Evanschitzky et al. 2006 – Western Europe; Shukla, Banerjee and Singh 2016 – UK). Emerging markets, however, are characteristically distinctive from the developed markets due to the pace of economic growth, rapidly expanding middle class, increased foreign investment and exposure to international consumption practices (Cavusgil, Ghauri and Akcal 2021). Extant research shows several typical facets of consumers in the emerging markets, such as their insatiable desire for conspicuous consumption of a vast array of goods and services, and their preference toward luxury brands (Ozturk and Cavusgil 2019; Shukla and Rosendo-Rios 2021). Emerging markets also theoretically demonstrate substantial divergence from their developed counterparts on socioeconomic, cultural, and regulative institutional assumptions (Cavusgil 2021). Thus, these markets present 'real life laboratories' to study and generalize established theories and expand knowledge boundaries in international business.

Our study makes several important theoretical contributions to the international marketing literature. First, we conceptualize and empirically examine a multi–dimensional brand commitment framework in an international setting. In examining our framework in five emerging markets, we contribute to international marketing literature, specifically to the standardization and adaptation debate by demonstrating convergences and divergences of unique nature of brand commitment and conspicuous consumption in these markets. Second, we theorize and examine the impact of antecedents driven by emotions, economic motivations and normative pressures on three dimensions of luxury brand commitment, and luxury purchase intention. We incorporate novel antecedents for luxury brand commitment such as brand trust and brand attachment (Colquitt, Scott and LePine 2007; Park et al. 2010), for affective brand commitment, lost benefits costs and attractiveness of alternatives (Burnham, Frels and Mahajan 2003; Rusbult and Farrell 1983) for continuance brand commitment, and subjective norms and personal relationship costs (Ajzen 1991; Schwartz and Tessler 1972) for normative brand commitment. In doing so, we empirically show how the desire, need and obligation aspects of commitment operationalize in influencing luxury purchase intentions in the emerging markets. Thus, we contribute to brand commitment literature by examining how the commitment dimensions mediate the relationship between the aforementioned antecedents and purchase intentions. Third, we establish the complementarity of brand commitment dimensions through a three-way interaction between the dimensions in a luxury consumption context. This contribution to international marketing, specifically brand commitment literature, sheds further light on how brand commitment dimensions interact and shape purchase intentions in the emerging markets.

Managerially, with economic growth within emerging markets set to drive future consumption, understanding consumer psychology in emerging markets will be crucial for the companies (Burgess and Steenkamp, 2013). Our research offers evidence of cross–national generalizability and provides insights on the standardization and adaptation debate (e.g., Schmid and Kotulla, 2011). We provide international luxury brand managers with insights for creating a blueprint for enhancing brand commitment and encouraging purchase intentions.

CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

Conceptualizing Brand Commitment

Originating in sociology (Becker 1960), the concept of commitment was developed in organizational behavior (Mowday, Steers and Porter 1979; Allen and Meyer 1990) and later applied in marketing research (Bansal, Irving and Taylor 2004; Keiningham et al. 2015; Shukla, Banerjee and Singh 2016). Due to growing competition in the global marketplace, brands are an important tool for managers in driving commitment (e.g., Steenkamp 2014). We view commitment toward luxury brands as a socio–psychological state that (a) characterizes a consumer's relationship with a brand, and (b) has implications for the decision to continue or discontinue the relationship with the brand. The construct of brand commitment is conceptualized and examined in different ways. A well–known conceptualization relates to desire–based associations, where researchers focus on attitudinal dimensions of brand commitment (e.g., Agrawal and Maheswaran 2005; Eisingerich and

Rubera 2010). Another stream identifies need–based associations, reflecting behavioral aspects of brand commitment (e.g., Chaudhuri and Holbrook 2001). We adopt an operational definition of brand commitment wherein consumers with strong affective commitment remain with a brand because they want to, those with strong continuance commitment because they need to, and those with strong normative commitment because they feel they ought to remain committed to the brand.

For attitudinal or affective brand commitment, researchers tend to focus on processes by which consumers develop their relationship with a brand. This stream of research examines factors leading to affective commitment, such as brand innovativeness, brand self–relevance and service quality (Eisingerich and Rubera 2010; Hsiao et al. 2015). On the other hand, behavioral commitment (also referred to as continuance commitment) is an outcome of the perceived economic benefits of being in a relationship (Evanschitzky et al. 2006). Research on behavioral commitment examines different conditions, such as repeat purchase, how consumers distinguish between brands, and brand–choice risks (Chaudhuri and Holbrook 2002; Fullerton 2005). These examples indicate that affective brand commitment dimension is studied mainly through the lens of emotions, whereas continuance dimension is analyzed through economic benefits accruing from continued allegiance to the brand. Table 1 provides an overview of prior research on brand commitment.

— Insert Table 1 here —

The earlier approaches summarized in Table 1 offer interesting insights as well as gaps in knowledge. First, the extant conceptualizations examine brand commitment mostly as a single or a two-dimensional construct. We postulate that such approaches overlook the complexities inherent in the construct of brand commitment wherein consumers are likely to experience these psychological mechanisms simultaneously. Hence, we put forth a simultaneous examination approach of the affective and continuance dimensions. Second, the existing conceptualizations does not explain the normative pressures that are felt by the consumers, thereby leading to a limited understanding of this key construct. For instance, while organizational psychology research shows the importance of normative commitment wherein employees feel an obligation to stay with an organization (Allen and Meyer 1990; Meyer and Allen 1991), obligation is not included in brand commitment literature. This is a critical gap given that people demonstrate consumption behaviors based on normative influences of their reference groups satisfying the fundamental human need for belonging (Shukla and Rosendo-Rios 2021). Such normative component is embedded in brands, wherein consumers display obligation toward their brands (Escalas and Bettman, 2005), stemming from the fact that luxury brands are increasingly construed as part of social identity and are employed as signals for ‘fitting in’ or ‘standing out’ (Han et al. 2010). The inclusion of a normative commitment dimension in our framework, therefore, offers a new perspective on the nature of brand commitment. Third, evidence from emerging markets on commitment toward brands is still sparse. Given the distinctive nature of consumption in the emerging markets (e.g., Cavusgil 2021; Burgess & Steenkamp 2013), further research can shed light on this important area. By comparing five emerging markets, we contribute to the debate on standardization versus adaptation decisions across the markets (e.g., Schmid and Kotulla 2011). Fourth, extant studies focus on varied product categories, yet overlooking the luxury sector where brand commitment is a critical factor for business success. Our study employs luxury brands as context, extending knowledge in the domain. Grounded in theories from organizational and social psychology, along with marketing and consumer research, we discuss the three brand commitment dimensions below.

Affective, Continuance and Normative Dimensions of Brand Commitment

Affective commitment is one of the most studied aspects of commitment. Initially described by Kanter (1968, p. 507) in an organizational context as 'cohesion commitment', it was expanded by Mowday et al. (1979) as the relative strength of identification and involvement with an organization. More recently, this dimension of commitment has been examined in organizational psychology, marketing, and services research. In organizational psychology, affective commitment is reflected through employee's identification with an organization (see Allen and Meyer 1990; Gellatly et al. 2006). Applying the construct of affective commitment in marketing, especially for non-luxury products and services such as grocery, telecommunications, and auto-repair, scholars highlight its role in creating a barrier to switching (Bansal et al. 2004), enhancing advocacy intentions (Fullerton 2005; Hsiao et al. 2015) along with repurchase intentions (Keiningham et al. 2015). Consistent with the prior studies, we define affective commitment as the relative strength of an individual's identification and involvement with a luxury brand.

The concept of continuance commitment evolved from the debate concerning individual's recognition of the costs and benefits associated with discontinuing or continuing an activity (Becker 1960; Rusbult and Farrell 1983). We define continuance brand commitment as a consumer's economic motivation to remain in relationship with a luxury brand. Thus, consumers may continue their relationship with a luxury brand when they have no reason either to evaluate the relationship, or to take active measures to seek alternatives to discontinue the current relationship (Bansal et al. 2004).

Commitment was initially examined in organizational psychology as an individual's belief, or obligation, about being responsible toward their organization (Schwartz and Tessler 1973). This belief can stem from the investments and rewards given to the individual by the organization (Meyer and Allen 1991). Weiner (1982) further suggested that obligation results in internalized normative pressure, which makes an individual believe that it is only appropriate to stay with the organization. We argue that in the marketing context, luxury brands invest substantially on their customers through relationship building measures and providing exclusive service experiences. Customers, in turn, feel rewarded while using these brands by gaining status benefits (Han et al., 2010). Consequently, consumers feel a sense of obligation to stay with the luxury brand (Batra 2019; Shukla 2011). Such internal normative pressures are instrumental in motivating consumers to follow the societal norms and invest effort in creating a relationship with their brands (Escalas and Bettman 2005). Hence, we define normative commitment as the internalized normative pressures experienced by consumers, which make them continue their relationship with the luxury brand. Our conceptual framework is illustrated in Figure 1.

— Insert Figure 1 here —

Desire–based Antecedents to Affective Brand Commitment

Consumers express themselves through luxury brands, which they often buy based on their desires and emotional attachment (Escalas and Bettman 2005; Cakici and Shukla 2017). Research on trust and attachment aspects of consumer–brand relationships consistently suggests that the two are inextricably linked to consumer affect (Morgan and Hunt 1994; Aaker, Fournier and Brasel 2004). We identify two desire–based affective brand commitment components that influence consumer choice (e.g., Chaudhuri and Holbrook 2001; Park et al. 2010) – brand trust (e.g., Colquitt et al. 2007) and brand attachment (Park et al. 2010). The constructs emanate from social psychology and are widely used in the management and marketing literature.

Moorman, Zaltman and Deshpande (1992, p. 315) define brand trust as ‘a willingness to rely on a brand in which a consumer has confidence’. Extending the conceptualization of trust in the context of the relationship between consumers and luxury brands and following

Morgan and Hunt (1994), we posit that commitment to a brand is based on consumer belief that the brand will deliver what it promises. Research suggests that trust is a key predictor of affect based commitment (Bansal et al. 2004; Steenkamp 2014). When committing to a brand, consumers forsake all other alternatives and rely on a single brand that they expect will not let them down (Chaudhuri and Holbrook 2001). Trust towards a luxury brand thus requires an affective inference that the brand will act in the best interests of the consumer's goals and values. This will result in consumers identifying and getting involved with the luxury brand.

Further, attachment theory postulates that brands create a rich and accessible memory network that involves thoughts and feelings resulting in a relationship with the consumer (Mikulincer and Shaver 2007). Based on this theory, Park et al. (2010) define brand attachment as "the strength of the bond connecting the brand with the self" (p. 2). Similarly, researchers suggest that emotional connection and affection felt toward a brand are critical in developing commitment (Thomson, MacInnis and Park 2005). We argue that consumers with attachment toward the luxury brand view it as a part of their self-concept and as having salient thoughts and feelings. Thus, when consumers feel a strong bond with a brand, affect–based responses are evoked that may enhance the emotional identification and involvement with the brand, resulting in greater affective brand commitment. While earlier studies examine trust and attachment in isolation, the simultaneous influence of these two critical constructs on affective brand commitment in a multi-dimensional frame is not known. Hence, we hypothesize that brand trust and attachment will positively influence affective brand commitment toward a luxury brand.

H1: Affective brand commitment toward a luxury brand is positively influenced by (a) brand trust, and (b) brand attachment.

Need–based Antecedents to Continuance Brand Commitment

Continuance commitment is reflected in the tendency to engage in consistent lines of activity and costs associated with discontinuing that particular activity (Becker 1960; Rusbult and Farrell 1983). In the branding context, such activity relates to consumers' need to persist with, or switch from, a brand. Hence, we focus on two need–based antecedents to continuance brand commitment – lost benefits costs, underpinned by consumer *side bets* (Becker 1960), and attractiveness of alternatives, grounded in the investment model of commitment (Rusbult and Farrell 1983).

Side bets, as explained in sociology (Becker 1960), refer to anything of value (e.g., time, effort, money) that would be lost to the individual if they were to switch to a competitor (Jones et al. 2007). In marketing literature, side bets are studied through the lens of switching costs (Burnham et al. 2003; Patterson and Smith 2003). In a recent meta-analysis, Blut et al. (2015) suggest that financial switching costs, such as the loss of special benefits and the monetary cost, enhance the relationship between consumer satisfaction and repurchase intentions. In the luxury branding context, we posit that the concept of side bets is reflected in the loss of benefits due to switching from the existing brand. This is analogous to the construct of lost benefits costs (Burnham et al. 2003; Jones et al. 2007) that involves the potential loss of benefits, such as special deals or concessions received from the luxury brand aimed at discouraging consumers from switching to competitors. Extant research shows that high switching costs attached to contractual linkages and the potential loss of special treatment motivate consumers to maintain a long–term relationship (Jones, Mothersbaugh and Beatty 2002; Patterson and Smith 2003). Further, Jones et al. (2002) suggest that lost benefits costs are an important value driver in consumer–brand relationships. Organizational activities such as loyalty programs and price promotions increase the perceived costs of switching as side bets and act as antecedents to continuance commitment. When making purchase decisions consumers regularly employ cost-benefit analysis and thus, lost benefits costs may act as a barrier to switching and motivate the consumer toward continuance brand commitment.

In addition to side bets, the concept of attractiveness of alternatives is an established antecedent to continuance commitment in marketing literature (Jones et al. 2002). The concept is grounded in the investment model of commitment proposed by Rusbult and Farrell (1983) and suggests that a potential change in the attractiveness of alternatives drives continuance commitment toward an organization. In prior research, attractiveness of alternatives refers to the availability of viable competing alternatives in the marketplace (Jones et al. 2000). Patterson and Smith (2003) argue that lack of alternative services or their unattractiveness may lead consumers to stay in the current relationship. Thus, luxury brands with substantial differences to their competitors are likely to enjoy higher continuance commitment. Conversely, higher the extent to which alternative luxury brands are perceived to be attractive, the less likely consumers feel locked into a relationship, which may increase their likelihood of switching. We bring together internal consumer motivations relating to cost-benefit analysis and competitive market-based availability of alternative brands to enhance the understanding of antecedents to continuance brand commitment. Hence, we hypothesize that lost benefit costs and attractiveness of alternatives will significantly influence continuance brand commitment for a luxury brand.

H2: Continuance brand commitment toward a luxury brand will be positively influenced by (a) lost benefits costs, and (b) attractiveness of alternatives.

Obligation–based Antecedents to Normative Brand Commitment

Beyond the desire and need components, the organizational psychology literature suggests that people also view commitment from an obligation perspective reflected in internalized normative pressures (Allen and Meyer 1990). These internalized pressures lead individuals to exhibit obligation toward an organization, as "they believe it is the right thing to do" (Weiner 1982, p. 421). Extant research demonstrates similar internalized normative pressures in consumer–brand relationships (Batra 2019; Escalas and Bettman 2005). Such pressures are regularly observed in social situations when consumers attempt to maintain and enhance their identity through consuming brands (Algesheimer et al. 2005; Swaminathan et al. 2020). The role of normative commitment in the context of branding, however, remains under–investigated, and researchers have called for further examination of this important dimension of commitment (Bansal et al. 2004; Keiningham et al. 2015). We posit that due to the substantial relational investments and the status benefits gained through luxury brand usage, customers feel normatively committed (Batra 2019). The normative pressures may be felt in luxury brand usage that are approved by other social actors (subjective norms) along with the relational investment made by the consumer (personal relationship costs). Thus, we employ subjective norm and personal relationship costs as antecedents to normative brand commitment.

Subjective norm represents perceived social pressure (Ajzen 1991) and is reflected in a person's desire to perform a specific behavior that receives approval of significant others (Shukla et al. 2016). Subjective norm is crucial and can have a major impact on the way consumers react to others' influence. It also exerts conformist pressure on consumers as they internalize others' expectations of their behavior (Raju et al. 2009). Such behavior is guided by a belief that something is the 'right' act to perform (Weiner 1982). Subjective norm can exert internalized pressures, resulting in normative commitment to a specific luxury brand. Such normative pressures are regularly observed in luxury brand consumption where consumers are often assessed based on the brands they use (Han et al. 2010).

Researchers have argued that personal normative belief is also an important internalized normative pressure, which is reflected in an individual's standards with respect to a given behavior (Schwartz and Tessler 1972; Weiner 1982). Personal normative belief creates a sense of belonging for consumers which, in turn, engenders interdependency between the brand and the consumers (Escalas and Bettman 2005; Gruen, Summers and Acito 2000). Such interdependency generates internalized normative pressures and as a result the consumer can feel an obligation to continue the relationship with the luxury brand. Personal relationship costs relate to the potential loss of a personal bond with a brand if the consumer decides to switch (Burnham et al. 2003). If a consumer decides to discontinue their relationship with a brand, they may lose the relationship–specific investment, thus risking their continued commitment. For example, switching to a new luxury brand will create a loss of personal relationship a consumer may have developed over time. We posit that the consumers' effort in maintaining the relationship with their preferred luxury brand creates a comfort zone, which in turn, deters them from switching to a new brand. The societal pressures felt by consumers to possess and consume specific brands along with personal relationships formed due to relational investments may drive normative brand commitment. Informed by the above debate, we hypothesize that social norms and personal relationship costs will act as antecedents of normative commitment toward a luxury brand.

H3: Normative commitment toward a luxury brand will be positively influenced by (a) subjective norm (b) personal relationship cost.

Predictors of purchase intentions

Below, we discuss the influence of desire, need and obligation based antecedents and brand commitment dimensions on purchase intentions. Consumers' trust toward a brand is based on their belief that the brand will deliver what it promises (Morgan and Hunt 1994). In this regard, brand trust will influence customers' likelihood to purchase the brand. Similarly, when consumers feel a strong bond between the self and the brand (Park et al. 2010), they are expected to purchase the brand. For the need-based antecedents, the benefits offered in terms of deals and concessions influence consumers to buy the brand (Burnham et al. 2003; Patterson and Smith 2003). Researchers argue that consumers continue their relationship with a brand when there is a lack of viable alternatives or existing alternatives are unattractive (Jones et al. 2000; Patterson and Smith 2003). Hence, in order to rationalize their continuing relationship, consumers may continue to purchase the brand. The internalized normative pressures felt by consumers may influence them to justify their choices among their social peers (Bansal et al. 2004). As consumers feel that their choice is the 'right' act to perform, they will keep buying the brand. Personal relationship costs reflect the interdependency between the brand and the consumer (Gruen et al. 2000). Such intimacy may also result in brand purchase. Based on the above, we propose the following hypotheses.

> *H4: Purchase intentions for luxury brands will be positively influenced by (a) brand trust (b) brand attachment (c) lost benefits costs (d) attractiveness of alternatives (e) subjective norm (f) personal relationship cost.*

In addition to the direct effects of desire, need and obligation based antecedents, we posit that brand commitment dimensions will influence purchase intentions. Consumers with affective brand commitment buy a brand because they want to, suggesting a strong emotional attachment. Prior studies show a positive relationship between affective commitment and purchase intentions (Fullerton 2005; Shukla et al. 2016). A high level of emotional attachment can result in a sense of personal meaning and belonging toward the brand and will likely motivate consumers to purchase the brand. Thus, we postulate a positive relationship between affective brand commitment and luxury brand purchase intentions.

A higher level of continuance brand commitment reflects economic motivations that drive a continuance in relationship with the brand often with negative behavioral consequences. Prior research in relationship marketing shows that continuance commitment does not positively influence continuity of the relationship (Gruen et al. 2000). In services context, Harrison–Walker (2001) argues that continuance commitment can lead a consumer to feel entrapped in the relationship, which results in negative emotions. Although the lack of viable alternatives influences the consumer to continue their patronage of the brand, it could also create a sense of latent negativity towards the brand due to the locked-in nature of the relationship (Hsiao et al. 2015). Therefore, we propose a negative relationship between continuance brand commitment and luxury brand purchase intentions.

The obligation aspect that underpins normative brand commitment influences the consumer to believe that staying with the brand is appropriate. In addition, the normative pressures that motivate consumers to invest effort in establishing a relationship with their brand can also prompt them to become active buyers. Thus, we predict a positive relationship between normative brand commitment and purchase intentions. Overall, we predict the following relationships between commitment and luxury brand purchase intentions:

H5: Purchase intentions toward a luxury brand will be (a) positively influenced by affective brand commitment; (b) negatively influenced by continuance brand commitment and (c) positively influenced by normative brand commitment.

Interactions between the Brand Commitment Dimensions

While extending the multi-dimensional organizational commitment framework proposed by Allen and Meyer (1990), Meyer and Herscovitch (2001) suggest that the commitment dimensions interact with each other. These interactions are examined in organizational and services settings with varying results. For example, in organizational psychology, Snape and

Redman (2003) show that affective and continuance commitment dimensions do not interact with each other. Similarly, in the services context, Bansal et al. (2004) find no significant interactions between the above two dimensions. Further, Gellatly et al. (2006) do not observe any two-way interactions between organizational commitment dimensions, although they find a three-way interaction. However, a three-way interaction between the brand commitment dimensions has not been examined in branding research so far. In buying luxury brands, consumers hardly ever take decisions in isolation. Their brand consumption decisions are guided by an interplay of emotional, economic and societal relationships with their brands (e.g., Han et al. 2010; Shukla et al. 2015). For example, when affective commitment is accompanied by a sense of economic benefits and internalized normative pressures, a consumer may demonstrate greater inclination to purchase the brand. Our study is the first to explore the interactions between the three brand commitment dimensions in the luxury context. We hypothesize that the three brand commitment dimensions will act in congruence with each other, and their three-way interactive effect will significantly influence purchase intentions.

H6: There will be an interaction effect between brand commitment dimensions in influencing luxury brand purchase intentions.

METHOD

Empirical Settings

We tested our hypotheses using data from five countries, namely China, India, Russia, Turkey, and Thailand. These countries are among the top ten emerging markets in terms of their contribution to global economic growth (Santiago et al. 2016). A substantial body of literature focuses on either developed markets or the comparison between developed and emerging markets (e.g., Eisengrich and Rubera 2010). Given the size and ongoing economic growth, we argue for examining the emerging markets contextually, rather than comparatively with developed markets. Scholars also call for the development of theories that apply specifically to the context of emerging markets (Burgess and Steenkamp 2013; Srivastava, Singh and Dhir 2020). The data from five countries allow us to empirically examine our novel brand commitment framework for its robustness and generalizability.

To test our framework empirically, we focus on luxury brands for three main reasons: first, most luxury brands (e.g., Rolex, Hermes) are retailed globally through largely standardized brand messages and marketing campaigns (Shukla, Singh and Banerjee 2015). Standardization of luxury branding across countries provides a homogenous context. Second, prior studies show that consumers invest substantial cognitive, affective and normative effort in buying and using luxury brands (e.g., Han et al. 2010). They are shown, for example, to evoke strong affective reactions among consumers, irrespective of their social class. Many luxury brands offer substantial emotional advantages, such as status signaling, achievement depiction, and self–promotion. Consumers derive considerable pleasure from using luxury brands with which they also form personal relationships (Shukla et al. 2015; Guercini and Runfola 2016). Moreover, the growing proliferation of global luxury brands has led to increased choice, and consumers are more likely to evaluate the benefits associated with brands and compare the attractiveness of available alternatives (Kardes 2016; Song et al. 2016). Third, luxury brands are popular and rapidly growing in the five countries of our study (Deloitte 2020; Statista 2020); these luxury brands offer ubiquity of engagement and experience for consumers globally, thus representing an appropriate microcosm for examining brand commitment.

Measures and Sample

The scales used to measure the constructs in our theoretical framework are derived from extant research and shown to be psychometrically sound. Brand trust was measured by a 4–item scale adapted from Bansal, Taylor and James (2005); brand attachment was derived from a 4–item scale from Park et al. (2010); the lost benefits costs and personal relationship cost scales were adapted from Burnham et al. (2003), each with a 3–item and 4–item scale, and attractiveness of alternatives was adapted from Bansal et al. (2005). Subjective norm was assessed using the 5–item scale derived from Bansal et al. (2004). While the affective and continuance commitment scales from Allen and Meyer (1990) each consist of 8 items, we adapt Fullerton's (2005) subset of each scale to operationalize the constructs for our branding context. Normative commitment was assessed using a 5–item scale adopted from Bansal et al. (2004). The above scales were cast in a 7–point Likert–type format. Purchase intentions items were adapted from 3–item scale by Dodds, Monroe and Grewal (1991).

The questionnaire was divided into four parts. The first part started with a definition of luxury and included warm–up questions and antecedents to brand commitment, the second part focused on the measurement of brand commitment, the third on consequences of brand commitment, and the fourth on socio–demographics. The scale items were counterbalanced by changing their order in the questionnaire. The survey instrument was first developed in English. Next, feedback was sought from independent academics in three different countries on the face validity of the constructs. The questionnaire was then translated into Mandarin, Hindi, Russian, Turkish and Thai, with the help of local graduate students and academics. Subsequently, the questionnaire was back translated into English by a group of local academics in each country separately. A team of experts then compared the original English and back translated English version, revealing minor differences that were resolved through online video meetings. The final version of the questionnaire was checked by a team of bilingual experts to determine face validity, clarity, and relevance.

Participants were recruited through street intercept surveys in the five countries using convenience sampling. The data were collected over sixteen–weeks through the mall intercept method at locations with luxury brand outlets in major cities (China: Shanghai and Beijing; India: New Delhi and Mumbai; Russia: Moscow and St. Petersburg; Turkey: Istanbul; Thailand: Bangkok and Pattaya). For data collection, we focused on bigger cities where most luxury brands have their flagship stores. Bigger cities also have higher concentration of luxury consumers, are trendsetters, and attract shoppers from other parts of the country. While the countries attract considerable international tourist traffic, to avoid cultural invariance, we included local inhabitants only. After reading the definition of luxury brand (i.e. 'an inessential, desirable item which is expensive or difficult to obtain') at the start of the questionnaire, respondents were asked to identify their favorite luxury brand, and then record their answers on each of the constructs for that brand. Of the 1538 respondents (more than 3800 were approached), the final sample was 1182 (response rate 31%) with mean age range 24–36 years, and 63.4% females. Table 2 provides country-wise respondent profiles

— Insert Table 2 here —

We ran a confirmatory factor analysis (CFA) for our measures using LISREL 8.8 for each country and for the pooled data. Factor loadings, average variance extracted (AVE), composite reliability (CR), and alpha values for the measures in each country and the pooled data are presented in Table 2. The constructs and models offered a good fit across countries. Convergent validity was established by checking that the overall model fits well and factor loadings were consistently high. Further, the squared correlations of the constructs' AVE were greater than their bivariate correlations with other constructs, hence discriminant validity was established.

— Insert Table 3 here —

— Insert Table 4 here —

Measurement Invariance

Given that the data were collected from five different countries, we assessed cross–cultural measurement invariance for all constructs; we analyzed the data with LISREL maximum likelihood method (see Table 5). As each measurement model employed the same indicators, identical data treatment and the same algorithm setting and optimization criteria across the groups, the assessment of configural invariance was met. The factor loadings were greater than .5 in all cases and significant across countries exhibiting configural invariance.

— Insert Table 5 here —

Further, we tested metric invariance by examining the factor loadings and weights across the five groups. Partial metric invariance was achieved, with a few items remaining non–invariant. After achieving partial metric invariance, scalar invariance was examined. As shown in Table 5, partial scalar invariance was achieved. Following invariance analysis, we pooled the data from all countries and tested reliability and validity which offered a good fit.

Common Method Bias

We applied several recommended procedural and statistical remedies to minimize any impact from common method bias (CMB hereafter) (Podsakoff et al. 2003). By offering anonymity, the possibility of social desirability bias was reduced. Order bias and demand characteristics were controlled by counterbalancing the item order. To measure the impact of order bias, a dummy variable was created (CBO, coded 0 and 1 for the two different orders of item presentation).

We conducted ex–post statistical tests to examine potential effects of CMB. First, we ran an exploratory factor analysis of all observed measures with Varimax rotation. Across all countries and at pooled data level, the items split into the intended constructs. Further, the factor structure accounted for over 68% of the cumulative variance across countries. In contrast, a forced one–factor solution following the Harman single factor test accounted for only 27% across the sample, indicating that CMB is not a threat to our findings. We also used the marker variable method (Lindell and Whitney 2001), introducing the variable called ‘product assortment’ (Yoo, Park and MacInnis 1998) to identify a common method factor, as it was not found to be correlated with the dependent variables in the data. The analyses revealed that the correlations did not change substantially (the average amount of change is .04) and the significance of all constructs remained highly consistent.

RESULTS

To validate the simultaneous measurement of affective, continuance, and normative commitment in our brand commitment framework, following the invariance analysis results, we tested our model for reliability and validity for pooled data of the five countries. The measurement model offered a good fit (see Table 3). For assessing the differences between the single versus multi–dimensional models, we compared multiple models. Table 6 demonstrates the differences between the comparative models. The table shows that simultaneous examination of the affective and continuance commitment offers a better explanation than one–dimensional models. The direct effects model offers a poor fit compared to a two-dimensions model. However, adding normative commitment improves the model fit substantially as seen in the fit statistics. Moreover, a partial mediation model offers a slightly better fit when examining Chi-sq/df ratio. We also tested a partial mediation model with interactions between commitment variables, wherein RMSEA improved while the other fit indices remained consistent. Thus, we conclude that the simultaneous examination of affective, continuance, and normative brand commitment offers a better explanation than a one or a two–dimensional commitment model. Further, a partial mediation model with commitment interactions offers an even better fit.

— Insert Table 6 here —

The hypothesized relationships were tested with the pooled data, as well as for each country. We report the results of the structural equation model at three levels: a full mediation model that examines effects of antecedents on commitment dimensions and their resultant influence on purchase intentions (Model 1), a partial mediation model (Model 2) that includes the influence of antecedents on purchase intentions in Model 1, and added commitment interactions (Model 3) for the partial mediation model. As the results show in Table 7 and 8, with the pooled data, the standardized beta coefficients are statistically significant, and follow expected directions. Moreover, moving across Models 1 to 3, the Akaike Information Criterion (AIC) declined and R^2 improved in the pooled data and in data for each country.

At the pooled data level, the full mediation model shows that brand trust ($\beta = .65$, $p < .001$) and brand attachment ($\beta = .20$, $p < .001$) have a significant positive influence on affective brand commitment at pooled data level. Lost benefits costs significantly and positively influence continuance brand commitment at pooled data level ($\beta = .12$, $p < .001$). Attractiveness of alternatives does not have a significant positive influence on continuance brand commitment at pooled data level. Subjective norm ($\beta = .35$, $p < .001$) and personal relationship cost ($\beta = .31$, $p < .001$) have a significant positive influence on normative brand commitment. For the consequences of brand commitment, affective ($\beta = .89$, $p < .001$) and normative ($\beta = .39$, $p < .001$) brand commitment have significant positive influence on purchase intentions. As predicted, continuance brand commitment has significant negative influence on purchase intentions ($\beta = -.67$, $p < .001$).

— Insert Table 7 here —

Next, we examine the results of the partial mediation model (Model 2 in Table 7), which includes the effects of the antecedents on commitment dimensions and purchase intentions as well as the relationship between commitment dimensions and purchase intentions. The path coefficients remain consistent as seen in Model 1. Moreover, brand trust ($\beta = .11$, $p < .01$), brand attachment (β = .46, p< .001), lost benefits costs (β = .11, p< .001), and subjective norm (β = -.06, p< .1), influence purchase intentions at pooled data level; attractiveness of alternatives, and personal relationship costs has non-significant influence.

Model 3 considers the interactions between commitment dimensions influencing purchase intentions. We observe consistency on the influence of antecedents on commitment dimensions, similar to Models 1 and 2. Moreover, brand trust (β = .16, p< .001), brand attachment (β = .47, p< .001), and lost benefits costs (β = .09, p< .001) have a significant influence on purchase intentions. While the 2-way interactions are not significant, the 3-way interaction between affective, continuance and normative brand commitment is significant (β= .09, p< .001). To examine the differences in the impact of each brand commitment dimension on purchase intentions, we conducted univariate ANOVA analysis using median split of average affective, continuance and normative brand commitment dimensions. The results show that normative brand commitment had the highest effect size (F (1, 1107) = 3.76; p <.001; η^2= .21), followed by continuance brand commitment (F (1, 1107) = 2.37; p <.001; η^2 = .12) and affective brand commitment (F (1, 1107) = 2.85; p <.001; η^2= .08).

— Insert Table 8 here —

While the pooled data offer interesting insights, Table 8 reports the relationships for each country and, in turn, demonstrate the similarities and differences observed across nations. For example, in the full mediation model (Model 1), brand trust shows a significant positive influence on affective brand commitment across countries. However, the influence of brand attachment on affective brand commitment is only significant in four of the five countries, namely India (β = .13, p< .01), Russia (β = .27, p< .001), Thailand (β = .60, p< .001) and Turkey (β = .39, p< .001), but not in China (β = .07, p> .1). For continuance brand commitment, lost benefits costs show positive influence across the countries. However, the effect of attractiveness of alternatives on continuance brand commitment is only significant for India (β = -.20, p< .001), Thailand (β = .53, p< .001) and Turkey (β = .24, p< .01). Subjective norm shows significant influence on normative brand commitment in Russia (β = .65, p< .001) and Thailand (β = .25, p< .001). Moreover, the effect of personal relationship cost is significant in China (β = .43, p< .001), India (β = .42, p< .001), Thailand (β = .08, p< .1) and Turkey (β = .49, p< .001). Differences are also observed in the influence of commitment dimensions on purchase intentions wherein, affective brand commitment has significant influence in China (β = .57, p< .001), India (β = .88, p< .001), Thailand (β = .81, p< .001) and Turkey (β = .50, p< .001), but not in Russia (β = .07, p> .1). The negative relationship between continuance commitment and purchase intentions is observed for China (β = -.47, p< .001), India (β = -.20, p< .1), and Turkey (β = -.33, p< .01). Normative commitment's influence on purchase intentions is significant for China (β = .49, p< .001), India (β = .22, p< .01) and Turkey (β = .38, p< .01).

The results in Model 2 examining the partial mediation model also demonstrates noteworthy insights. For example, in China, moving across Model 1 to Model 2 (Table 8), the relationship between subjective norm and normative brand commitment became significant (β = .23, p< .01). In India, the relationships remained consistent. Further, in Russia, while relationship between brand attachment and affective brand commitment became non-significant, the two relationships between affective brand commitment (β = .57, p< .01) and continuance brand commitment (β = -.65, p< .1) to purchase intentions became significant. For Thailand, the relationships between personal relationship cost and normative brand commitment, and affective brand commitment and purchase intentions are non-significant. For Turkey, the relationship between subjective norm and purchase intentions is significant (β = .14, p< .1). However, for the consequences the relationships are non-significant. The added relationships in Model 2 (i.e. the direct effects from antecedents to purchase intentions) provide further insights. In China, influence on purchase intentions is significant for brand attachment (β = .23, $p < .1$), lost benefits costs (β = .23, $p < .1$), and subjective norm (β= -.35, $p < .1$). None of the direct relationships are significant in India. In Russia, however, the influence of lost benefits costs (β = .21, $p < .1$) and personal relationship costs is significant (β = -.38, $p < .01$) on purchase intentions. Similar to China, in Thailand, the influence of brand attachment (β = .41, $p < .001$) and subjective norm (β = .16, $p < .01$) on purchase intentions is significant. In Turkey, both brand attachment (β = .53, $p < .01$) and brand trust (β = .40, $p < .01$) influenced purchase intentions significantly.

The interactions between commitment dimensions at country level (Model 3) add further to extant knowledge. The three-way interaction between affective, continuance and normative commitment is also significant at country level for Russia (β = -.13, $p < .001$) and Thailand (β= .01, $p < .01$). The two-way interactions between affective and continuance brand commitment (β = -.09, $p < .1$), affective and normative commitment (β = -.12, $p < .01$) and continuance and normative commitment (β = .06, $p < .01$) are significant only in Thailand.

DISCUSSION

Our study proposes and empirically tests a multi–dimensional conceptual framework of how consumers commit to luxury brands in the emerging markets. The findings demonstrate that the overarching construct of brand commitment is underpinned by affective (desire), continuance (need), and normative (obligation) dimensions. The above dimensions, in turn, are explained by antecedents anchored in established cognitive–affective theories, including attachment theory (Mikulincer and Shaver 2007), side bets (Becker, 1960), and internalized normative pressures (Weiner 1982). Our findings show varying influence of the antecedents on the three brand commitment dimensions and purchase intentions. Further, we demonstrate that each of the brand commitment dimensions independently influences purchase intentions. We also establish the three-way interaction effect of brand commitment dimensions on purchase intentions. Below, we provide the theoretical implications of our research for international business and marketing literature, along with managerial applications.

Theoretical Implications

Given the distinctive nature of consumption in the emerging markets (e.g., Cavusgil 2021), our examination across five such markets adds to international marketing and branding research. From an international marketing research perspective, our study contributes by showing the cross-national stability of the multi–dimensional brand commitment framework. The conceptualization and empirical examination of our brand commitment framework across the five markets demonstrates its robustness and contributes to international marketing literature. The standardization and adaptation literature in international marketing argues that the success of a brand in different markets depends on the firm's ability to engage with its target consumers (Schmid & Kotulla 2011; Cavusgil 2021). The above stream of research suggests that a variety of economic, technological and cultural factors influence firms' standardization and adaptation decisions in emerging markets (Cavusgil et al. 2021). Our work expands this literature by examining how the effects of brand commitment may converge or diverge across emerging markets. Our results further contribute to the standardization and adaptation debate by examining the linkages between consumer needs, desires and obligations and brand commitment dimensions, that influence standardization or adaptations decisions.

Extant research has focused on either affective or continuance dimensions of brand commitment. For instance, behavioral brand commitment is shown to have a significant influence on market share (Chaudhuri and Holbrook 2002) and brand evaluations (Agrawal and Maheswaran 2005). In the services context, Bansal et al. (2004) show that affective commitment does not significantly influence switching intentions, however, continuance commitment does. In a departure from the previous studies that have predominantly examined commitment in the developed markets, we empirically establish that examining affective and continuance dimensions together provides enhanced understanding of luxury brand commitment in the emerging markets, as compared to the single-dimensional conceptualizations. We show that consumers in the emerging markets are more inclined to purchase a luxury brand, if they feel emotional attachment, personal meaning and belonging, along with the distinct economic benefits offered by the brand. Thus, by demonstrating the intertwined nature of the affective and continuance dimensions, we contribute to the brand commitment literature in international settings.

Further, social norms are well-established as a predictor of behavior (e.g., Raju et al. 2009). Apart from Shukla et al. (2016) who examined brand commitment in a developed market, studies have so far not examined how normative commitment may function in the emerging markets' context. Given the generally collectivistic nature of consumers in these markets which in turn influences signaling of social and personal identities through luxury consumption (e.g., Han et al. 2010), we show that normative commitment influences luxury brand purchase intentions. Thus, we establish the importance of normative brand commitment based on the psychological underpinning of *obligation* felt toward a luxury brand. The inclusion of the normative dimension in our framework offers advancement of knowledge on the characteristics of commitment. We demonstrate the role played by the internalized normative pressures in shaping luxury brand commitment. Our results show that in addition to emotional attachment and economic benefits, consumers in emerging markets display strong purchase intentions when there is a discourse that generates normative pressures and fosters a sense of obligation. Our conceptual frame thus affirms the importance of normative commitment in shaping overall commitment toward luxury brands in the emerging markets.

In addition, prior research shows a lack of consistency regarding the antecedents or the consequence of brand commitment. For instance, Fullerton (2005) considered service quality as an antecedent to affective service brand commitment. However, Hsiao et al. (2015) employ service quality as an antecedent to both affective and continuance commitment. Eisengerich and Rubera (2010) included brand innovativeness, customer orientation, self-relevance and social responsibility as antecedents to brand commitment. We advance knowledge by examining predictors of brand commitment dimensions that are grounded in the psychological theories explaining the motivations for desire, need and obligation. For instance, our results show that following up on promises and providing enjoyable experiences allows a brand greater affective brand commitment through enhanced trust and attachment. Similarly, communicating clear benefits in terms of services and promotions in comparison to competitors allows a brand to build strong continuance commitment that acts as a barrier to switching. Further, social dialogue and personal relationships enhance normative commitment. Our predictors thus unravel the distinct psychological processes in the formation of brand commitment and its consequence of luxury brands purchase intentions, providing contributions to the brand commitment literature.

So far, only a handful of studies have considered the interactions between the commitment dimensions in organizational psychology literature, with mixed results (e.g., Snape and Redman 2003; Gellatly et al. 2006). In examining and comparing the full and partial mediation models coupled with the interaction effects between brand commitment dimensions, we offer unique insights to brand commitment literature. The mediation results show that the route to luxury brand purchase intentions varies depending on the nature of the predictor and the brand commitment dimension. Our work underscores the significant interactions between the three dimensions of brand commitment. We demonstrate that the brand commitment dimensions influence purchase intentions independently as well as supplement each other. Thus, we provide evidence for the first time, that the three brand commitment dimensions act in congruence with each other. Further, we establish that examining the effect of each brand commitment dimension on purchase intentions independently underestimates the potential concurrent impact of the three dimensions.

Managerial Implications

Our study on luxury brand commitment generates actionable practical implications that offer important insights for (a) international brand managers in building and implementing strategies that enhance commitment and purchase intentions for their brands, (b) communication professionals in generating content that aligns with the brand's strategy for encouraging commitment in emerging markets, and (c) international luxury brand retailers aiming to create enduring consumer–brand relationships.

Guided by conventional wisdom and prior scholarly research, international brand managers do not treat commitment as a multi-dimensional construct, divergent to what our findings reveal. To generate greater purchase intentions, we recommend that managers should utilize the different dimensions of brand commitment in building and implementing their marketing strategy. Managers who comprehend the differences between the affective, continuance and normative brand commitment dimensions can create bespoke strategic market responses for enhancing purchase intentions. Such customized strategic response would generate more commitment and purchase intentions and inform luxury brand managers in augmenting their brand commitment strategy across the countries.

The antecedents for our multi–dimensional commitment construct offer noteworthy benefits for international managers in building and implementing a refined branding strategy. Our findings offer clear guidelines for managers and communication professionals in building a differentiated and nuanced strategy toward enhancing each dimension of brand commitment. For example, managers intending to augment affective brand commitment should emphasize the creation of positive feelings about their brands and deliver on what the brand promises. Similarly, using loyalty schemes, special offers, and other economic benefits that are distinctive to competitors, will aid international luxury firms to strengthen continuance brand commitment. To augment normative brand commitment, managers should develop communications campaigns that highlight the brand's social acceptability. Luxury brands can achieve this by employing local celebrities, influencers, motifs, and embedding native aesthetics in branding campaigns, as well as service experiences that create lasting customer relationships.

Our results at the country level offer guidelines for standardization and adaptation strategies for building brand commitment and purchase intentions. Due to resource constraints and strategic considerations, international brand managers often opt for an overall standardized branding approach across countries. Our findings offer direction in this regard. For example, delivering on brand promise and highlighting associated loss of benefits in switching the brand should be standardized across the markets to enhance affective and continuance commitment. International managers can thus leverage the above aspects in standardizing their brand across countries.

While brand trust and lost benefits costs offer an avenue for standardization, such generic approaches might be counter–productive when the marketing objective is to achieve other types of brand commitment. Focusing on country-specific predictors of brand commitment can ensure success in international markets. Our research offers interesting insights on country level customizations that managers can leverage to enhance brand commitment and purchase intentions. For instance, we advise luxury brand managers to employ strategies that strengthen the bond between the consumer and their brand in India and Turkey in particular. Many luxury brands have faced obstacles in the Indian market because of their failure to build a strong emotional bond. For example, when Ferrari and Maserati entered India, both brands were unsuccessful in creating the desired emotional attachment with the customers, mainly due to below par service experience and poor brand relationship management (Venkatesh and Datta 2015). The above example is corroborated by our research showing the importance of creating brand attachment in markets such as India.

To highlight their brand's unique characteristics, many international managers tend to compare their brand with their competitors through various communication campaigns (Kapferer and Bastian 2009). Highlighting such comparisons will be beneficial in building continuance commitment within Thailand but may hinder progress in India and Turkey, where the relationship between attractiveness of alternatives and continuance brand commitment is negative.

Building normative brand commitment is crucial for brand managers as highlighted earlier. However, the route to building such commitment differs across countries. Focusing on social influence is advantageous for luxury brands in China, Russia, Thailand and Turkey. Stressing the brand's popularity among peer groups of consumers will be highly beneficial for brands in generating normative commitment within these countries. Emphasizing personal relationships and the relational investment made by the consumer with the brand can increase normative brand commitment within China, India and Turkey. For example, analysts suggest that Chinese consumers are increasingly buying luxury goods domestically online due to the increasing price parity between China and other markets (Agnew and Hancock 2018). The growth in online buying, however, represents an innovative opportunity for Chinese firms to build personal relationships. For instance, Richemont group, which owns brands such as Cartier, Montblanc, and Piaget, have formed a joint venture with the Chinese ecommerce portal Alibaba to leverage from Alibaba's reach, trust and social approval among Chinese consumers (Agnew and Hancock 2018).

The brand commitment dimensions and their relationship to purchase intentions also offer interesting avenues for managerial decision making. For example, an affective brand commitment focus will reap rewards from purchase intentions in China, India and Russia. Focusing on continuance brand commitment will reduce purchase intentions significantly in China and India. The distinctive effort required in building strong normative brand commitment among Chinese and Indian consumers is also noteworthy. The similarity in the effect of brand commitment dimensions and their influence on purchase intentions in China and India suggests that managers should focus on increasing emotional attachment and internalized normative pressures, while avoiding emphasis on economic motivations. In the highly successful 'makeapromise' campaign by LVMH in partnership with the United Nations Children's Fund (UNICEF) on the WeChat platform in China, the brand promised to donate US$200 to UNICEF for each Silver Locket Jewelry item sold, supporting children in need (LVMH 2016). Due to endorsements by local celebrities, the campaign helped the brand to build strong emotional bond and normative pressures, bringing significant success to the brand's recommendations in China. These examples provide guidelines for implementing customized commitment strategy for luxury brands.

Limitations and Future Directions

The findings of this study should be considered in the light of a few limitations that also offer opportunities for future research. A future study could examine the interactions of brand commitment with important branding constructs, such as brand origin and consumer–brand identification and potential mediators. For example, how consumers identify themselves with their brands could moderate the relationship between the three brand commitment dimensions and their influence on behavior. Research on luxury value perceptions in emerging markets shows the influence of 'other–directed' consumption of luxury goods (e.g., Shukla et al.

2015). Thus, examining how aspiring for high social status and higher social influence drives normative commitment toward brands is an interesting avenue for future research. Similarly, a comparative study examining similarities and differences across emerging and developed markets employing our multi–dimensional commitment framework will offer further insights.

The contrasting results between countries offer another avenue for studies on the impact of institutional, socio–cultural, and political value systems on brand commitment. Our view is guided by influential work in sociology on modernization and cultural change that argues the importance of socio–economic development stages in driving cross–national variations (Inglehart and Baker 2000). Additionally, our study relies on self–reported data on commitment and purchase intentions. While our context–specificity of luxury brands offers homogeneity of measurement, adding objective measures such as actual purchase data, and comparative contexts between luxury and non–luxury goods, as well as favorite and non–favorite brands, could further validate our findings.

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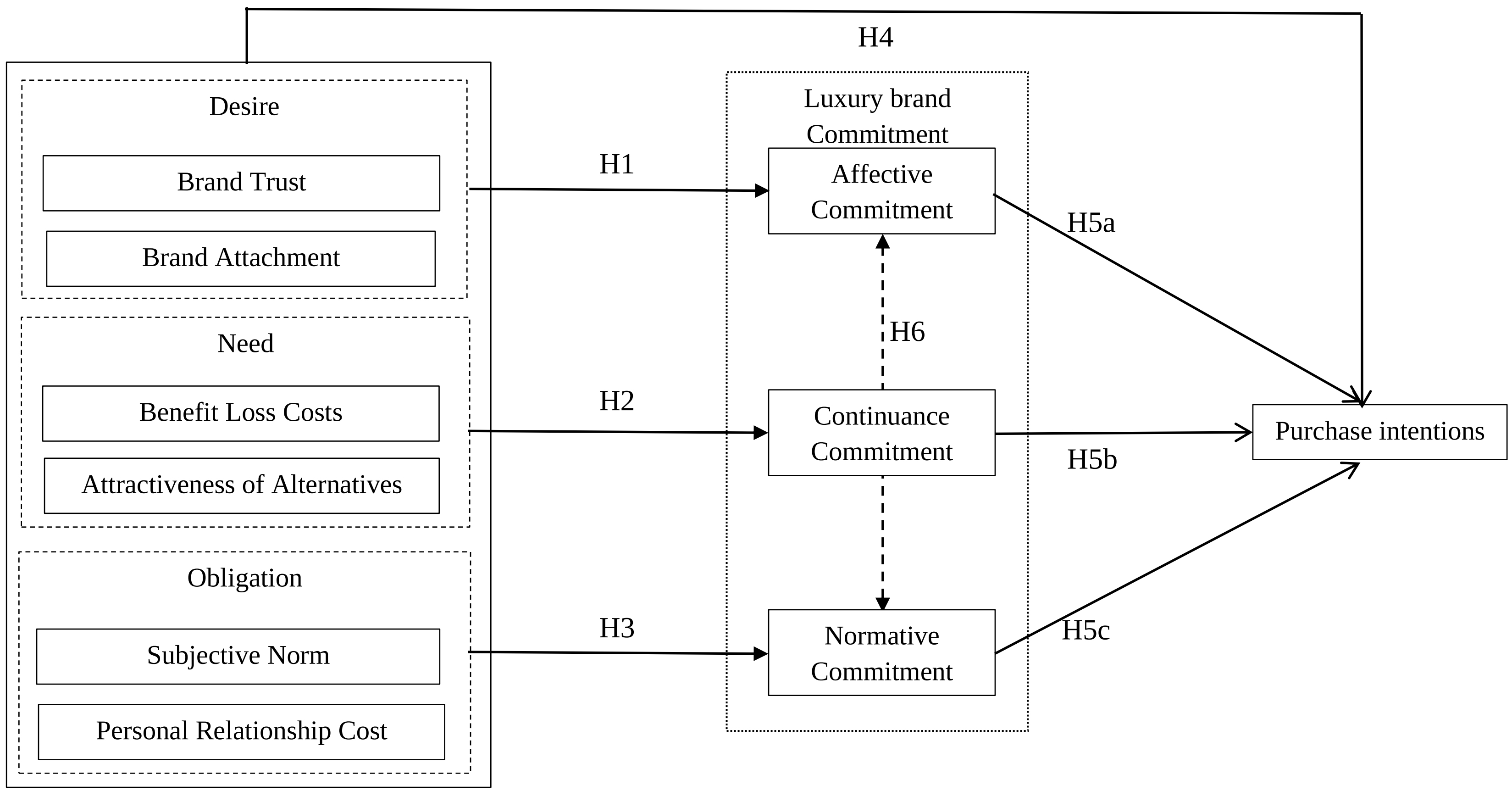

FIGURE 1: CONCEPTUAL FRAMEWORK

TABLE 1: SUMMARY OF SELECTED BRAND COMMITMENT LITERATURE

Study	Drivers of commitment	Dependent variable(s)	MC	AC	CC	NC	Industry context	Multi–country comparison	Study focus
Beatty and Kahle (1988)	Attitude, Subjective norm	Behaviour, Habit	X	X	X	X	Soft drinks	X	Investigates the differences between the low and high brand commitment consumers using the theory of reasoned action.
Warrington and Shim (2000)	Product involvement	Functional product attributes, sources of brand information, price sensitivity	X	X	X	X	Clothing	X	Examines the relationship between product involvement and brand commitment. Offers four segments based on high and low product involvement.
Chaudhuri and Holbrook (2001)	Brand trust, Risk, brand affect	Brand commitment, market share & Ad–to–sales ratio	X	X	X	X	Consumer products	X	Identifies product–category level determinants of brand commitment. Examines the effects of brand trust, risk and affect on brand commitment and market share or ad–to–sales ratio.
Coulter, Price and Feick (2003)	Ideological position, product involvement, involvement with branded products	Brand commitment & Brand experimentation	X	X	X	X	Cosmetics	X	Explores the influence of cultural intermediaries and ideological position on brand commitment.
Agrawal and Maheswaran (2005)	Self–construal, advertising appeal	Brand evaluations	X	X	X	X	PDAs	X	Demonstrates that high versus low brand commitment moderates the effect of chronic versus primed self–construal.
Evanschitzky, Iyer, Plassmann, Niessing, Meffert (2006)	Option availability, scarcity of alternatives, involuntary choice, loyalty membership	Affective & continuance commitment, Attitudinal loyalty, behavioral loyalty	Two–dimensional	✓	✓	X	Mass transit service	X	Investigates the influence of alternatives on continuance commitment and the effects of affective and continuance commitment on attitudinal and behavioral loyalty.

Desai and Raju (2007)	N/A	Set size and preference of competing brands	X	X	X	X	Consumer products	X	Examines if commitment toward a target brand limits consideration set size and preference toward competing brands.
Raju, Unnava and Montgomery (2009)	Brand commitment, level of available information	Competitive brand preference	X	X	X	X	Electronic products	X	Shows how high and low brand commitment consumers use different information processing strategies for their preferred and non–preferred brands.
Eisingerich and Rubera (2010)	Brand innovativeness, brand brand self–relevance, and social responsibility	Brand commitment	X	X	X	X	Furniture	Two countries, USA & China	Identifies the influence of several brand–related antecedents on customer commitment to a brand across two culturally dissimilar countries.
Germann, Grewal, Ross, Srivastava (2014)	Severity of product recall	Consumer responses	X	X	X	X	Electronic products	X	Assesses the attenuating and augmenting effects of brand commitment on consumer responses in product recalls.
Hsiao, Shen and Chao (2015)	Satisfaction, e–Service quality	Affective & continuance commitment, brand advocacy	2 dimensions	✓	✓	X	Fictitious brand	X	Examines the relationship between consumer satisfaction and perceived service quality on brand commitment and brand advocacy.
Present study	Brand trust, brand attachment, benefit lost cost, alternative attractiveness, subjective norm, personal relationship loss cost	Affective brand commitment, continuance brand commitment, normative brand commitment, Purchase intentions	✓	✓	✓	✓	Luxury brands	Yes; five emerging markets: China, Russia, India, Turkey, Thailand.	Develops a multi–dimensional brand commitment framework based on consumer desire, need, and obligations and examines its antecedents and consequence in five major emerging markets.

Note: X = not present in study; ✓ = present in study; MC = multiple commitment dimensions studied, AC = affective commitment studied, CC = continuance commitment studied; NC = normative commitment studied.

TABLE 2: DEMOGRAPHIC PROFILE OF RESPONDENTS

		China	India	Russia	Thailand	Turkey
Sample size		205	302	160	301	214
Gender	Female	65%	74%	59%	72%	47%
	Male	35%	26%	41%	28%	53%
Age	Mean (years)	36	31	35	30	24
Education	Below bachelors	15%	3%	34%	21%	23%
	Bachelor's degree	34%	57%	18%	44%	57%
	Master's degree	45%	36%	29%	33%	17%
	Other professional degree	6%	4%	8%	2%	3%

TABLE 3: MEASUREMENT MODEL

	China	India	Russia	Thailand	Turkey	Pooled
Brand Trust						
I feel that I can trust X completely.	.89	.97	.87	.86	.78	.95
X is honest and truthful with me about its products and services	.87	.94	.86	.89	.78	.90
X is truly sincere in what it promises through its products and services.	.82	.94	.80	.89	.79	.98
I intend to stay with X for a foreseeable future.	.66	.75	.72	.86	.72	.87
AVE	*.84*	*.94*	*.84*	*.91*	*.77*	*.95*
CR	*.89*	*.95*	*.89*	*.93*	*.85*	*.96*
Alpha	*.87*	*.95*	*.88*	*.82*	*.84*	*.97*
Brand attachment						
I truly enjoy using X.	.89	.98	.78	.94	.78	.98
X provides me with exactly what I need.	.90	.92	.79	.95	.84	.96
Using X has been a good experience.	.91	.96	.88	.90	.83	.98

X is the best I could shop with.	.66	.98	.82	.86	.55	.92
AVE	*.88*	*.98*	*.84*	*.94*	*.76*	*.98*
CR	*.91*	*.98*	*.89*	*.95*	*.84*	*.98*
Alpha	*.90*	*.95*	*.84*	*.83*	*.81*	*.96*
Lost benefits costs						
Staying with X allows me to get discounts and special deals.	.88	.90	.77	.90	.76	.70
Staying with X saves me money.	.80	.96	.53	.85	.50	.56
Staying with X allows me to get extra service benefits.	.57	.97	.67	.84	.79	.98
AVE	*.71*	*.96*	*.51*	*.87*	*.58*	*.72*
CR	*.80*	*.96*	*.70*	*.90*	*.73*	*.80*
Alpha	*.80*	*.96*	*.71*	*.79*	*.70*	*.82*
Attractiveness of alternatives						
All in all, competitors would be much more fair than X.	.57	.61	.67	.68	.60	.52
Overall, competitors' policies would benefit me much more than X's policies.	.56	.70	.88	.93	.81	.69
I would be much more satisfied with the service available from competitors than the service provided by X.	.79	.91	.92	.73	.79	.85
In general, I would be much more satisfied with competitors than I am with X.	.79	.91	.85	.69	.73	.82
AVE	*.63*	*.81*	*.87*	*.77*	*.72*	*.71*
CR	*.78*	*.87*	*.90*	*.85*	*.82*	*.82*
Alpha	*.78*	*.89*	*.89*	*.80*	*.82*	*.83*
Personal relationship cost						
For my next purchase, if I switched, I might lose the friendships, I have developed with X.	.88	.85	.85	.97	.92	.95
For my next purchase, if I switched, I might lose an important personal relationship with X.	.89	.96	.92	.98	.92	.96
For my next purchase, if I switched, it might be very uncomfortable to tell the employees of X I know that I am switching.	.81	.79	.76	.88	.79	.89
AVE	*.86*	*.88*	*.84*	*.96*	*.89*	*.95*
CR	*.90*	*.90*	*.88*	*.96*	*.91*	*.95*
Alpha	*.89*	*.90*	*.88*	*.90*	*.91*	*.91*
Subjective norm						

I usually base my purchase decision on the opinions of friends and family.	.62	.70	.80	.90	.77	.83
When shopping with a friend or relative I get influenced by their opinions.	.60	.81	.76	.77	.73	.89
The service personnel in the shop can influence my decision.	.65	.78	.50	.50	.59	.90
I buy products that friends and family will approve off.	.72	.71	.56	.59	.66	.85
I think a lot about how my status in society is influenced by the products I buy.	.57	.63	.41	.67	.50	.88
AVE	*.57*	*.75*	*.55*	*.70*	*.62*	*.92*
CR	*.77*	*.85*	*.75*	*.82*	*.79*	*.94*
Alpha	*.79*	*.87*	*.70*	*.78*	*.78*	*.87*
Affective brand commitment						
X has a great deal of personal meaning for me.	.80	.88	.80	.96	.80	.96
I do feel a strong sense of belonging with X.	.81	.87	.90	.95	.90	.97
AVE	*.70*	*.83*	*.79*	*.95*	*.79*	*.96*
CR	*.79*	*.87*	*.84*	*.95*	*.84*	*.96*
Alpha	*.78*	*.87*	*.83*	*.80*	*.86*	*.86*
Continuance brand commitment						
It would be very hard for me to leave X right now, even if I wanted to.	.90	.71	.81	.98	.78	.98
Too much in my life would be disrupted if I decided I wanted to leave X now.	.80	.76	.74	.97	.78	.95
Right now, staying with X is a matter of necessity as much as desire.	.81	.47	.86	.97	.68	.94
I feel that I have too few options to consider leaving X.	.81	.69	.80	.95	.70	.94
AVE	*.86*	*.59*	*.82*	*.98*	*.72*	*.97*
CR	*.90*	*.76*	*.88*	*.98*	*.83*	*.98*
Alpha	*.88*	*.73*	*.87*	*.87*	*.82*	*.87*
Normative brand commitment						
If I had the opportunity to shop with a better provider elsewhere, I would not feel it was right to leave X.	.58	.72	.70	.96	.66	.96
Even if it would be to my advantage, I do not feel it would be right to leave X.	.73	.65	.71	.96	.78	.97
I would not leave X right now because I have a sense of obligation to them.	.79	.77	.68	.98	.84	.95
X deserves my loyalty.	.67	.87	.82	.94	.72	.92
I would feel guilty if I left X now.	.63	.69	.53	.97	.83	.86

AVE	*.67*	*.77*	*.69*	*.98*	*.81*	*.97*
CR	*.81*	*.86*	*.82*	*.98*	*.88*	*.97*
Alpha	*.81*	*.74*	*.86*	*.85*	*.88*	*.85*
Purchase intentions						
I will continue to purchase X for a foreseeable future.	.74	.93	.92	.94	.85	.96
The probability of buying X for my next purchase is...	.90	.89	.87	.95	.82	.98
I would encourage friends and relatives to shop for X.	.73	.72	.70	.97	.74	.93
AVE	*.76*	*.85*	*.83*	*.96*	*.78*	*.97*
CR	*.84*	*.89*	*.87*	*.97*	*.85*	*.97*
Alpha	*.85*	*.92*	*.86*	*.88*	*.84*	*.94*
Fit statistics						
Chi-sq	809.57	1114.68	1091.94	1018.48	907.33	2662.16
df	574	574	574	574	574	574
RMSEA	.045	.058	.077	.051	.059	.058
CFI	.96	.95	.96	.91	.96	.97
NNFI	.95	.95	.95	.90	.96	.96

TABLE 4: CORRELATIONS MATRIX

China/India	BT	BA	LBC	AA	SN	PRC	AC	CC	NC	PI
Brand trust (BT)		.65***	.08	-.35***	.11	.02	.56***	.05***	.05***	.38***
Brand attachment (BA)	.19**		.06	-.34***	.07	.07	.61***	.06***	.04***	.41***
Lost benefits cost (LBC)	.03	.18***		-.24***	-.02	-.02	.05	-.13**	-.01	.03
Attractiveness of alternatives (AA)	-.48***	-.16	.13*		-.07*	.17	-.24***	-.15*	.00*	-.16***
Subjective norm (SN)	-.08	.06	.5	.12		.32***	.06***	.02***	.49***	.04
Personal relationship cost (PRC)	.03	.1	.12***	-.01	.19*		.04***	-.03***	.31***	.02*
Affective brand commitment (AC)	.15	.41***	.07**	-.1	.02*	.04		.04***	.03***	.68***
Continuance brand commitment (CC)	.06	.08***	.37***	-.05	.18**	.05***	.04***		.00**	-.02**
Normative brand commitment (NC)	-.02	.05***	.20***	.04	.39**	.35***	.02***	.07***		.01***
Purchase intentions (PI)	.01*	.10***	.01**	0	.13	.15	.24**	-.22***	.43***	

Russia/Thailand	BT	BA	LBC	AA	SN	PRC	AC	CC	NC	PI
Brand trust (BT)		.51***	.32***	-.07	.32	.06***	.73***	.14***	.09	.50***
Brand attachment (BA)	.69***		.37***	.07	.41	.06***	.95***	.20***	.12***	.65***
Lost benefits cost (LBC)	.49**	.71***		.36***	.49	.03***	.40***	.45***	.13*	.32***
Attractiveness of alternatives (AA)	-.72***	-.74***	-.64**		.16	-.12**	.03	.33***	.02	.07
Subjective norm (SN)	.39**	.42**	.33**	-.63***		-.04	.42	.37***	.25	.32*
Personal relationship cost (PRC)	.38**	.65***	.57***	-.54***	.15**		.06***	-.02***	.17***	.03***
Affective brand commitment (AC)	.32**	.63***	.67***	-.61***	.26**	.70***		.20***	.12***	.68***
Continuance brand commitment (CC)	.48**	.75***	.79***	-.72***	.31**	.66***	.76***		.09***	.28***
Normative brand commitment (NC)	.44**	.71***	.62***	-.59***	.27**	.82***	.73***	.70***		.05***
Purchase intentions (PI)	.56***	.69***	.61***	-.70***	.22***	.46***	.39***	.52***	.46***	
Turkey/Pooled	**BT**	**BA**	**LBC**	**AA**	**SN**	**PRC**	**AC**	**CC**	**NC**	**PI**
Brand trust (BT)		.67***	.34***	-.11***	-.07***	.44*	.78***	.27***	.19***	.65***
Brand attachment (BA)	.58***		.53***	-.13***	-.04***	.41	.76***	.27***	.19***	.71***
Lost benefits cost (LBC)	.43**	.32*		.04	.36***	.32***	.57***	.43***	.27***	.56***
Attractiveness of alternatives (AA)	.16*	-.06	.33***		.11***	.14***	-.13	.02	.10*	-.09
Subjective norm (SN)	.16***	.14***	.46**	.46**		.23***	-.06***	.40***	.44***	.02***
Personal relationship cost (PRC)	.34*	.40*	.32***	.21***	.45***		.45***	.48***	.56***	.43
Affective brand commitment (AC)	.42***	.45***	.20***	.02***	.08***	.21***		.29***	.20***	.75***
Continuance brand commitment (CC)	.23***	.23***	.49***	.26***	.71***	.49***	.13***		.60***	-.31***
Normative brand commitment (NC)	.18***	.18***	.37***	.35***	.76***	.51***	.10***	.71***		.25***
Purchase intentions (PI)	.23***	.25***	.23***	-.08*	.01***	.09	.46***	.19***	-.01***	

*Note: * p<.05; ** p<.01; *** p<.001. The lower diagonal of correlations matrix represents figures for China, Russia and Turkey respectively. The upper diagonals represent the correlations values for India, Thailand and pooled data respectively.*

TABLE 5: MEASUREMENT INVARIANCE

	Chi-sq	df	Chi-sq/df	Δ Chi-sq	Δ df	RMSEA	NFI	NNFI	CFI
Configural invariance	6547.67	3019	2.17			.073	.86	.90	.90
Full Metric invariance	824.61	3122	2.64	1692.94	103	.086	.87	.91	.92
Partial metric invariance	6639.38	3093	2.15	91.71	74	.070	.89	.93	.94
Scalar invariance	16494.61	3270	5.04	9946.94	251	.200	.58	.63	.62
Partial scalar invariance	6704.6	3153	2.13	156.93	134	.072	.89	.93	.93

TABLE 6: MODEL COMPARISONS

	Chi-sq (df)	Chi-sq/df	RMSEA	SRMR	NFI	NNFI	CFI	GFI
Affective only	2503.95 (347)	7.22	.075	.044	.95	.95	.96	.91
Continuance only	3189.92 (375)	8.51	.082	.110	.93	.92	.93	.88
Affective & continuance model	2137.22 (421)	5.08	.061	.029	.96	.96	.96	.93
Direct effects model	3565.29 (581)	6.14	.068	.022	.95	.95	.96	.88
Full mediation model with normative brand commitment	2144.26 (581)	3.69	.049	.048	.98	.98	.98	.91
Partial mediation model	2108.42 (575)	3.67	.049	.048	.98	.98	.98	.91
Partial mediation with commitment interactions model	2675.43 (689)	3.88	.048	.048	.98	.98	.98	.91

TABLE 7: PATH COEFFICIENTS FOR POOLED DATA (N=1182)

	Model 1		Model 2		Model 3	
	Estimate	S.E.	Estimate	S.E.	Estimate	S.E.
BT → AC	.65***	.02	.53***	.03	.59***	.03
BA → AC	.20***	.01	.20***	.03	.15**	.03
LBC → CC	.12***	.02	.22***	.03	.23***	.02
AA → CC	- .01	.04	- .01	.06	- .01	.06
SN → NC	.35***	.04	.48***	.05	.47***	.05

PRC → NC	.31***	.03	.10***	.03	.12***	.03
AC → PI	.89***	.07	.45***	.11	.34***	.09
CC → PI	-.67***	.08	- .39***	.1	- .33***	.09
NC → PI	.39***	.06	.26***	.07	.20***	.06
BT → PI			.11**	.03	.16***	.03
BA → PI			.46***	.05	.47***	.04
LBC → PI			.11***	.04	.09***	.03
AA → PI			.03	.07	.03	.06
SN → PI			- .06*	.06	- .03	.06
PRC → PI			- .01	.03	.01	.03
AC x CC → PI					- .04	.03
AC x NC → PI					.02	.03
CC x NC → PI					- .03	.03
AC x CC x NC → PI					.09***	.01
AIC	*3472.88*		*3446.55*		*3431.28*	
R^2	*.81*		*.84*		*.85*	

*Note: BT= Brand trust, BA =Brand attachment, LBC= Benefit lost cost, AA = Attractiveness of alternatives, PRC = Personal relationship cost, SN = Subjective norm, AC = Affective commitment, CC = Continuance commitment, NC = Normative commitment, PI = Purchase intentions. *** p< .001; ** p< .01; * p< .1. Model 1 = Full mediation model; Model 2 = Partial mediation model; Model 3 = Partial mediation with commitment Interactions model.*

TABLE 8: COUNTRY-WISE PATH COEFFICIENTS

	China (n = 205)			India (n = 302)			Russia (n = 160)			Thailand (n = 301)			Turkey (n = 214)		
	M1	M2	M3	M1	M2	M3	M1	M2	M3	M1	M2	M3	M1	M2	M3
BT → AC	.40*** (.06)	.25*** (.06)	.27*** (.06)	.76*** (.07)	.46*** (.08)	.46*** (.08)	.57** * (.14)	.48** * (.16)	.94*** (.79)	.18** (.07)	.15** (.07)	.62*** (.08)	.34** (.13)	.48** * (.17)	.42** (.16)
BA → AC	.07 (.08)	.17 (.12)	.16 (.12)	.13** (.04)	.17** (.07)	.16** (.07)	.27** * (.09)	.11 (.11)	-.83*** (.49)	.60*** (.07)	.53*** (.08)	.11 (.08)	.39*** (.12)	.36** (.14)	.42*** (.14)
BLC → CC	.18*** (.04)	.16** (.05)	.16*** (.05)	-.17*** (.04)	-.10*** (.03)	-.10*** (.03)	.93** * (.33)	.94** * (.25)	.82*** (.36)	.29*** (.06)	.32*** (.06)	.37*** (.06)	.36*** (.10)	.40** * (.53)	.39*** (.64)
AA → CC	-.02 (.12)	-.07 (.17)	-.15 (.17)	-.20*** (.06)	-.16*** (.06)	-.16*** (.06)	.20 (.16)	.06 (.13)	.30 (.20)	.53*** (.18)	.53*** (.18)	.20*** (.18)	.24** (.10)	-.59** (.24)	-.68** (.30)
SN → NC	.01 (.06)	.23** (.1)	.28** (.11)	.01 (.04)	.04 (.04)	.04 (.04)	.65** * (.28)	.63** * (.26)	.98*** (.35)	.25*** (.08)	.24*** (.08)	.24*** (.08)	-.06 (.06)	.14* (.08)	.16** (.08)
PRC → NC	.43*** (.07)	.10* (.05)	.10** (.05)	.42*** (.04)	.07** (.04)	.07** (.04)	.06 (.12)	.10 (.11)	-.01 (.13)	.08* (.04)	.07 (.04)	.10 (.04)	.49*** (.06)	.44** * (.06)	.45*** (.06)
AC → PI	.57*** (.33)	.45*** (.37)	.11*** (.36)	.88*** (.18)	.34*** (.33)	.33*** (.33)	.07 (.86)	.57** (.69)	.78** (.60)	.81*** (.11)	.21 (.19)	.18 (.19)	.50*** (.85)	.12 (.10)	.12 (.09)
CC → PI	-.47*** (.57)	-.55*** (.50)	-.55*** (.48)	-.20* (.20)	-.87** (.34)	-.88** (.34)	-.07 (.52)	-.65* (.30)	.34 (1.43)	-.03 (.06)	.04 (.08)	.05 (.08)	-.33** (1.47)	-.12 (1.55)	.07 (6.39)
NC → PI	.49*** (.66)	.55*** (.52)	.45*** (.05)	.22** (.21)	.87** (.33)	.85** (.33)	.09 (.29)	.55 (.88)	-.37 (.30)	.02 (.05)	-.03 (.05)	-.02 (.05)	.38** (1.44)	.07 (1.33)	-.11 (3.77)
BA → PI		.23* (.13)	.22* (.13)		.26 (.19)	.26 (.19)		-.74 (.89)	-1.69 (3.91)		.41*** (.12)	.43*** (.13)		.53** (.17)	.55*** (.14)
BT → PI		-.13 (.19)	-.14 (.19)		-.10 (.12)	-.08 (.12)		-.24 (.30)	.97 (1.74)		.12 (.08)	.1 (.08)		.40** (.15)	.41* (.25)
LBC → PI		.23* (.13)	.22* (.13)		-.09 (.06)	-.1 (.06)		.21* (.65)	-.75 (3.28)		.06 (.06)	.09 (.06)		.49 (3.77)	-.21 (1.36)
AA → PI		.15 (.34)	.05 (.34)		-.11 (.10)	-.12 (.10)		.17 (.88)	-.07 (.33)		.02 (.13)	.01 (.13)		-.54 (1.09)	.11 (3.92)

SN → PI		-.35* (.21)	-.40* (.23)		.07 (.06)	.07 (.06)		-.74 (.25)	.06 (1.23)		.16** (.06)	.14** (.06)		-.18 (.28)	.06 (.48)
PRC → PI		-.13 (.11)	-.11 (.11)		-.04 (.06)	-.05 (.07)		-.38** (.21)	-.2 (.16)		.03 (.04)	.04 (.04)		-.52 (.67)	.27 (1.50)
AC x CC → PI			.09 (.13)			-.01 (.05)			.11 (.16)			-.09* (.03)			.1 (.14)
AC x NC → PI			-.13 (.15)			.04 (.05)			-.12 (.13)			-.12** (.02)			-.06 (.08)
CC x NC → PI			.12 (.15)			-.04 (.04)			-.18 (.18)			.06** (.03)			-.04 (.16)
AC x CC x NC → PI			.08 (.07)			.00 (.02)			-.13*** (.04)			.01** (.02)			-.08 (.13)
AIC	1634.35	1201.31	1178.37	1873.23	1383.1	1323.83	187.73	1465.4	1446.44	1423.42	1084.41	1076.55	1597.72	131.2	1305.26
R^2	.58	.59	.60	.75	.76	.76	.34	.45	.61	.42	.50	.52	.74	.79	.90

Note: M1 = Full mediation model; M2 = Partial mediation model; M3 = Partial mediation with commitment Interactions model. Values in brackets reflect Standard Error.