

# **Self-image congruence towards vogue brands among millennials: A study of consumer behavior in Mexico**

## **Abstract**

Millennial consumers are dynamic, innovative, and personality oriented. The buying behavior of millennial consumers is widely influenced by self-image congruence, social self-concept, psychodynamics, and vogue. Self-image congruence on vogue brands is developed among consumers in view of the peer-culture and contemporary social values which influence brand preference and purchase intentions. This study focuses on exploring the consumption behavior among millennials consumers in Mexico City in reference to self-image congruence, consumer relationships, and consumption experience leading to their buying behavior of vogue brands. The study revealed that the vogue brands develop emotions and me-too-feeling. Vogue brands inculcate social identities among millennial consumers, and establish the concept of 'self' to drive anthropomorphic emotions. Millennial consumers tend to share their brand experience on digital space to create effective psychodynamics and brand sovereignty.

**Keywords:** Millennial consumers, Self-image congruence, Vogue brands

## **Introduction**

Most consumers exhibit satisfaction as a materialistic output instead of gaining perceptual value based on self-congruity, motivations, and consumption experience derived through consumer relationships (Schmitt et al., 2015). Millennial consumers exhibit consumption behavior towards possessing vogue brands, and engaging in new trends in social dynamism (Rindfleisch et al., 1997; Rahinel and Redden, 2013; Giesler and Veresiu, 2014), which distinguishes them as pro-vogue consumers versus mass consumers. Conventionally, consumers tend to be more responsible in acquiring comprehensive information about brands for making buying decisions in reference to perceived satisfaction and societal values. However, millennial consumers exhibit subjectivity in adapting to vogue brands and the transformative consumption experience (Giesler and Veresiu, 2014).

The buying behavior of millennial consumers is widely influenced by self-perceived expectations, psychodynamics, vogue, and socio-personal interactions. Consumer expectations are portrayed for

self-image revelation, and play a major role in making buying decisions and determining the consumer behavior. Vogue brands are generally positioned as high-end products. They motivate middle- and upper-class consumers for experimentation, and develop a social pattern-based consumption spread across spatial and temporal dimension (Gofman et al., 2010). Self-congruity theory explains that the congruence resulting from a cognitive comparison involving the product, user image, and the self-concept of consumers, affects the consumer behavior (Sirgy et al., 2000). Millennial consumers are largely influenced by the market vogue, they develop their perceptions on brands in reference to peer consumption experiences. The extrinsic values associated with consumption experiences build self-congruence among the potential consumers of the vogue brands in the marketplace. Consumers explore motivations to derive consumption experiences to support their self-congruence (Plewa and Palmer, 2014). Brand communication motivates consumers by using rich conceptual and application driven vocabulary which distinguishes the brand meaning and the associated relationships. Consumers explore brands, and analyze social relationships with brands to validate self-congruity and brand experience (Fournier, 1998).

Product consumption among millennials signifies symbolism, which can be explained as exhibition of personal attributes motivated by vogue. Consumers today live at par with the contemporary social patterns. Symbolic consumption reflects the personality and lifestyle of consumers, expressing social distinctions (Hosany and Martin, 2012). Consumers symbolize consumption in reference to self-congruity and brand personality. They experience symbolic consumption by anthropomorphizing with social endorsements of brands and their attributes (Fournier, 1998; Brown 1991). Consumers tend to make buying decisions promptly, and avoid the temporal gaps in order to gain experience on consumption matching with their self-congruence (Kumar and Gilovich, 2015). Self-congruence leads to satisfaction by developing consumer values in reference to the attributes of products and services comprising referred experience, image, and brand reputation. Millennial consumers develop self-congruence on brands in view of the peer-culture, and the contemporary social values. The peer motivation drives them to assimilate to their social group by conforming on identity-signaling attributes such as premium brands, uniqueness attributes such as color, and the price-affordability ratio (Chan et al., 2012; Dalton and Huang, 2014).

This study contributes to the existing literature by revisiting the self-congruity theory in explaining behavior of millennial consumers in reference to adapting to vogue brands. The research explored in this study develops convergence between self-image congruity and ‘me-too-feeling’ for the vogue brands among millennial consumers. Such relationship explained in this research validates the relationship of vogue brands with self-image congruity and brand image congruity studied by Hosany and Martin (2012). This study further explains the new dimension of psychodynamics in reference to social self-concept, which integrates with the consumer experience shared through the social media. This study contributes in exploring further the research propositions laid by Hosany and Martin (2012) and Ibrahim and Najjar (2008), using ‘me-too-feeling’ cognition as a driver for anthropomorphic satisfaction among consumers on vogue brands.

### **Literature Review and Research Propositions**

Millennial consumers exhibit intensive behavior towards the changing social-dynamism and consumption of vogue brands, as compared to the other consumer generations. Their relationship with the current market trends and fashion industry appears to be linear and sustainable. Millennial consumers tend to restore their consumption behavior for vogue brands in reference to ‘boom and bust’ fashion trends growing in the emerging markets. Therefore, the relationship of millennial consumers with vogue brands contributes significantly to the fashion industry. The consumer behavior of millennials is constituted by self-congruence, social-dynamics, vogue, and emotions leading to ‘me-too-feeling’.

#### *Self-image congruence*

Self-image congruity in millennial consumers is observed in the context of self-image exhibition, which refers to the cognitive match between the self-concept indicating the ideal-self and the social-self perspectives in relation to brand image (Hosany and Martin, 2012). Self-image congruence analyzes the cognitive dimensions of attention (self and social), interest, desire, and derived satisfaction that develop preferences for brands among millennial consumers (Beerli et al., 2007). Consumption of vogue brands symbolizes personal attributes, motivations, and social patterns. They also reflect on personality and life-style of the consumers, expressing social distinctions and self-expressions (Ibrahim and Najjar, 2008). Self-image congruence affects positive attitudes towards brands built through advertising effectiveness (Bjerke and Polegato, 2006), market and social influence on consumer preferences (Quester et al., 2000), peer attitude,

perceived quality, and brand preferences (Kressmann et al., 2006). Reviewing the discussions in the previous studies stated above, the following proposition can be framed as:

P<sub>1</sub>: Consumer association with vogue brands depends on the self-image congruity and anthropomorphic expressions of the brand.

Self-image congruence is related to the self-concept of consumer and the social significance of vogue brands that determine the market trends. The millennial consumers therefore prefer vogue brands to their ideal social self-concept (Rhee and Johnson, 2012). A positive relationship between the self-image congruence and high-end vogue brands develops consumer preferences towards buying and getting associated with such brands in the long-run. The exclusive brands stores and high-end department stores patronize millennial consumers to inculcate self-image congruence to develop convergence with consumer behavior and vogue brands (Sung and Huddleston, 2018). Convergence of self-image congruence and social significance of vogue brands facilitates self-expression of millennial consumers. In view of the above discussion the following research proposition has been formed:

P<sub>2</sub>: Social self-concept, social trends, and brand personality traits affect self-image congruity on vogue brands among millennial consumers.

Self-image congruence influences brand preference, brand satisfaction and purchase intentions. Besides innovative launching practices of vogue brands, the inter-relationship between self-image congruence and perceived quality helps in developing purchase intentions towards vogue brands. The quality perceptions not only develop purchase intentions, but also inculcate affinity of consumers with vogue brands (Kwak and Kang, 2009).

### *Vogue brands*

Corporate advertising involving visual merchandising and user-generated contents on social media develop consumer perceptions, purchase intentions and emotional attachments on vogue brands in the luxury fashion markets. Consumer engagement in corporate advertisements, social diffusion of functional benefits, and symbolic benefits leading to anthropomorphic satisfaction have significant impact on associating with vogue brands among millennial consumers (So et al., 2013). The millennial consumers derive perceptions on vogue brands and their attributes in the context of store image. The perception of luxury store image helps in pushing the image of vogue brands

among millennials. In addition to the store image, the advertisement and brand campaigns of vogue brands develop symbiotic loyalty over store and vogue brands (Herstein et al., 2013). Referring to the above discussion, the following research proposition has been structured:

P<sub>3</sub>: Corporate advertising, and brand endorsements of vogue brands affect purchase intentions of millennial consumers.

Consumers' perception on status consciousness related to vogue brands enhances social relationships and individual satisfaction. Millennial consumers feel privileged to pay premium price for a specific vogue brand to enhance their personality and social status (O'Cass and Siahtiri, 2014). Social status consciousness of consumers about vogue brands influences perceived fitness of consumer personality with social trends, and contributes value to augment the satisfaction and social enlightenment. Perceived fit between self-image congruence and attributes of vogue brands develop positive effect on purchase intentions (Kim and Chung, 2012).

Vogue brands are intertwined with dynamic consumption patterns and socially driven consumer personalities. Effective advertisements, fashion events, and vogue campaigns by luxury brands tend to develop four types of involvements comprising consumption involvement, inter-personal communication; product attributes, and purchase decision. Such involvement among millennial consumers strengthen brand affinity in reference to personality manifestation of consumers. The involvement of millennial consumers in vogue brands is gender insensitive, but is sensitive to personality portrayal (Power and Hauge, 2008; Khare and Rakesh, 2010). Accordingly, the following research proposition has been structured:

P<sub>4</sub>: Effective consumer relationship established through inter-personal communication revealing social status affects consumer cognition on purchase intention.

Interactive media usage helps millennial consumers in determining the social significance of vogue brands in the current marketing environment. Millennial consumers indicate significantly high involvement in interactive media channels, and diffuse perceptions on socially laudable fashion brands (Moore, 2012).

### *Millennial Consumer Behavior*

The vogue brand companies employ ethnic marketing tactics by highlighting the social and economic advantages of brands to attract millennial consumers, and help in sharing their

experience on social media (Grotts and Johnson, 2013; Bonaparte, 2017). The consumer value associated with vogue brands develops relationship between consumer identity and perceived image congruity. The vogue brands are valued by millennials in reference to their social, ethnic, and contemporary cultural dynamics. Such value perceptions have significant implications towards using the vogue brands and deriving a longitudinal satisfaction (Ross and Harradine, 2011). Reviewing the previous studies, the research proposition has been developed as stated below:

P<sub>5</sub>: Ethnic promotions and digital marketing strategies influence self-image congruence on vogue brands, and develop purchase intentions.

The millennial consumers prefer consumption of ethnic vogue brands in the marketplace. Such behavior of millennial consumers attracts companies in the fashion industry to refine target markets, and create ethnic brand image through conventional and digital media channels (Meyers and Morgan, 2013).

#### *Consumer Cognition on Vogue Brands*

Millennial consumers are dynamic, innovative, and personality oriented. These attributes are very important for companies in fashion industry to determine the cognitive potential of millennials towards decision making in a pre-determined market segment. The shopping styles, diffusion of fashion trends, and associated endorsements of celebrities for vogue brands determine the role of the above-mentioned cognitive attributes of consumers in building brand associations (Park et al., 2010). Vogue brands tend to create unique shopping experiences and diffuse fashion trends to motivate purchase intentions. These brands focus on self-shopping, peer shopping, and shopping for others to purchase novelty gift items. The vogue brands expand the scope of shopping from utilitarian to luxury, and personal to social contexts (Gillison and Reynolds, 2016). The discussion on shopping styles and consumer sovereignty motivates the structure of following proposition:

P<sub>6</sub>: Shopping styles, diffusion of fashion trends, and consumer sovereignty influence purchase intentions of vogue brands among millennial consumers.

Millennial consumers express sovereignty within consumers of their age groups, and develop a particular trend of consumption of fashion products. The consumer sovereignty supports the cognitive process towards purchase and consumption of trendy products. Effective advertisements

and celebrity endorsements to promote fashion trends lower cognitive defenses, and increase intentions of millennial consumers towards buying vogue brands (Wesson, 2009).

### **Theoretical Motivation and Research Questions**

Self-image congruity and purchase behavior patterns have been discussed in length in the previous literature. It establishes that consumer perceptions, consumer relationship, and brand communications help in developing self-image congruity for a vogue brand among millennials (Hosany and Martin, 2012). There are appropriate evidences available in the previous research, which show that self-image congruence and consumer behavior are predictable. In determining the behavioral patterns on vogue brands, satisfaction significantly co-relates with self-image, destination image, and brand image congruity (He and Mukherjee, 2007; Hosany and Martin, 2012). Self-image congruity in reference to social dynamics and consumer personality drives the self-conceptualization on vogue brands among millennial consumers (Beerli et al., 2007).

The relationship between self-image congruence and cognitive variables such as consumption experience, satisfaction, and brand value affects the consumer behavior towards vogue brands. A socially upheld consumption experience on vogue brands creates positive psycho-dynamism, and attracts potential consumers (Hosany and Martin, 2012). The self-image congruity is also affected by the dimensions of ‘actual-self’ and ‘ideal-self’ dimensions. The vogue brands try to develop consumer cognition in reference to the above-mentioned dimensions to generate ‘me-too-feeling’ and purchase intentions (Ibrahim and Najjar, 2008; Kwak and Kang, 2009). These studies focus on the relationship between self-image congruence and purchase intentions of consumers.

The self-concept describes individuals’ ideas and perceptions concerning a brand. The self-concept includes perceived abilities public image, and personality. These attributes are well constituted in the vogue brands, which motivate millennial consumers towards developing self-image, and relating to the brands with anthropomorphic satisfaction (Rhee and Johnson, 2012). The vogue brands create high consumer involvement, and develop emotional attachments when consumers find the brand attributes matching with self-image congruence (Malar et al., 2011; Rhee and Johnson, 2012). Consumers express their self-image through the brand personality, which attributes to emotions, and perceived satisfaction of fashion brands. Therefore, brand manifestation plays key role in driving consumer cognition towards trendy and unfamiliar brands (Su and Reynolds, 2017).

Consumers develop consistent behavior on consumption of vogue brands to define their identity and societal values (Rahinel and Redden, 2013). Attitude towards a brand depends on the consumer's overall evaluation of the brand based on his own perceptions. Most researchers suggest that brand image and brand equity develop brand attitude among potential buyers (Shimp, 2010; Liu et al., 2012).

### *Research Questions*

Self-congruity on fashion brand among millennial consumers is a function of contemporary values in society, brand motivation, perceived quality, and perceived satisfaction. Therefore, vogue brands are strategically designed to stimulate self-image congruity and brand manifestation in public. Accordingly, dynamic consumer cognition involves development of affinity with the vogue brands (Lu and Xu, 2015). In view of the review of previous studies on self-congruence, this research addresses the following question:

RQ<sub>1</sub>: How do vogue brands influence self-image congruity among millennial consumers?

Social self-concept is influenced by inter-personal communications, and consumer interactions with self-expressive brands. Such brands are driven by word-of-mouth, consumer psychodynamics, and user generated contents. Social network motivates consumer affinity towards specific brand communities, which are self-expressive, and socially identifiable (Ruane and Wallace, 2015). The previous research in this context indicate the following relevant research question for this study:

RQ<sub>2</sub>: What is the relationship between social trends of vogue brands, and social self-concept among millennial consumers?

The consumer affinity towards vogue brands is developed by brand endorsements, expressive advertising, affordable prices, and effective inter-personal communications. Dynamic portfolios of vogue brands use these attributes to highlight brand identity, attract consumers, and develop loyalty towards vogue brands among consumers (Nguyen at al., 2018). Vogue brands tend to develop buying attitude in young consumers by inculcating higher perceived value and purchase intentions (Naseem et al., 2015). Considering the previous studies in the above-mentioned context, the research question for this study is structured as:



RQ<sub>3</sub>: Which drivers affect the brand affinity and consumer purchase intention in vogue brands?

Fashion products companies develop pro-consumer business models by integrating investment on consumer-brand relationships based on brand reliability and brand fidelity. The positive relationship between brands and consumer services develop brand affinity and purchase intentions among consumers (Kwak and Kang, 2009; Hess et al., 2011). Therefore, the research question in this context is framed as:

RQ<sub>4</sub>: How is consumer-brand relationship constituted in reference to vogue brands, considering societal value and consumer expression on brands?

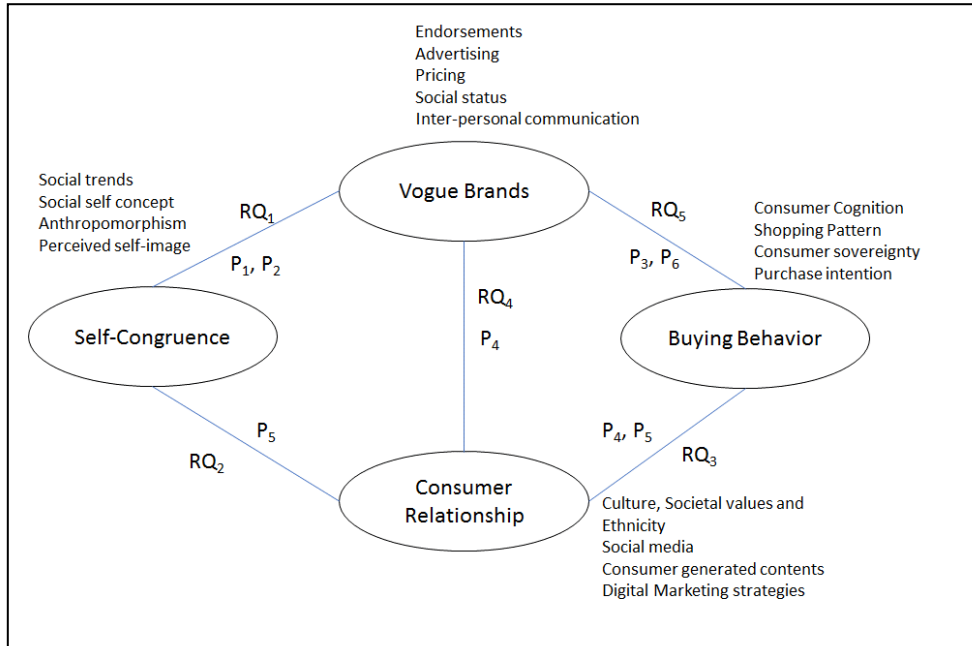
Consumer attitudes towards vogue brands in reference to user-generated-contents encourage positive consumer behavior towards vogue brands and unfamiliar brands. Consumers manifest brand sovereignty within the consumer portfolios specifying age, gender, and common interest groups to develop a particular trend of consumption. The opinions of consumer community towards purchase and consumption of trendy products endorse consumer sovereignty (Wesson, 2009; Ho et al., 2017). In view of the discussion on the above-mentioned attributes in the literature review section, the following research question has been framed:

RQ<sub>5</sub>: How do shopping patterns and consumer sovereignty on vogue brands influence consumer cognition?

## **Research Model**

This study aims at exploring the consumer behavior for vogue brands, which influence millennials through various socio-economic and cognitive dimensions. The buying behavior of vogue brands is a result of consumer-brand relationships that influence self-image congruence, and develops satisfaction by establishing anthropomorphic and social values. The attributes of vogue brands discussed above develop compulsive buying behavior among millennial consumers (Shoham and Brencic, 2003). Fashion brands are driven by emotional attachments and brand loyalty when corporate advertising for branding is effective and sustainable (So et al., 2013). Accordingly, the research model has been exhibited in Figure 1, which explains the relationship among various dimensions of the study and their associated attributes in reference to the research propositions derived from the research questions.

Figure 1: Research Model



The research model exhibited in Figure 1 shows linear relationship between self-image congruence, vogue brands and buying behavior which is moderated by consumer relationship. The self-image congruence encompasses perceived self-image, brand personification, social self-concept, and social trends (Hosany and Martin, 2012). These attributes of self-image congruence are affected by vogue brands, which influence consumer cognition and purchase intentions through reinforcement of effective advertising, brand endorsements, affordable pricing, and inter-personal communications (Bjerke and Polegato, 2006; Khare and Rakesh, 2010). The research model discussed above has been used to develop research instrument covering the attributes of all domains of this study. The research propositions constructed in this study have been analyzed using qualitative data.

## Study Design

### *Sampling*

This study is based on the qualitative information collected from 30 purposively selected respondents, using semi-structured instrument to conduct in-depth interviews in Mexico City. The respondents belong to a mixed segment representing students and young executives within the age group of 18-30 years who are highly influenced by the vogue brands, and their social status. The

respondents were located in Santa Fe (Mexico City) Corporate geo-demographic belt, which has several corporate offices and private higher education institutions. The respondents constituted 70 percent females and 30 percent males in the total sample population. This sample population has shown homogeneous buying behavior towards vogue brands. The respondents were influenced by shopping styles, fashion trends, celebrity endorsements of vogue brands, and social status among peers and the community. The shopping destinations and point of sales promotions have also influenced the respondents towards developing purchase intentions. The summary of consumer profiles with pseudonyms has been exhibited in Table 1.

Table 1 Profile of Respondents

Pseudonym	Perceptual Segment	Age	Gender	Occupation
Alberto	Self-image congruity	29	Male	Fashion Industry
Allison	Ethnic promotions	29	Female	Marketing Planning
Andrea	Shopping style	30	Female	Event Management
Angelica	Consumer relations	24	Female	Fashion Industry
Daniel	Social self- concept	30	Male	Media and Advertising
David	Social self- concept	29	Male	Marketing Planning
Diana	Advertising and purchase intentions	27	Female	Fashion Industry
Erick	Advertising and purchase intentions	24	Male	Financial Executive
Fernanda	Social self- concept	23	Female	Event Management
Icela	Consumer relations	19	Female	Student
Ivonne	Shopping style	21	Female	Student
Javier	Self-image congruity	26	Male	Sales Executive
Katia	Consumer relations	18	Female	Student
Kevin	Advertising and purchase intentions	25	Male	Financial Executive
Leticia	Social self- concept	19	Female	Student
Lourdes	Consumer relations	24	Female	Financial Executive
Marcus	Self-image congruity	21	Male	Student
Maria Fernanda	Ethnic promotions	29	Female	Fashion Industry
Marisol	Social self- concept	22	Female	Sales Executive
Monse	Self-image congruity	23	Female	Media and Advertising
Orlando	Ethnic promotions	28	Male	Marketing Planning
Pamela	Advertising and purchase intentions	22	Female	Student
Paola	Shopping style	18	Female	Student
Patricia	Shopping style	27	Female	Media and Advertising
Penelope	Self-image congruity	25	Female	Fashion Industry
Rachel	Ethnic promotions	30	Female	Fashion Industry
Roberto	Consumer relations	27	Male	Financial Executive
Rocio	Shopping style	22	Female	Marketing Planning
Sussane	Ethnic promotions	28	Female	Fashion Industry

Tania	Advertising and purchase intentions	26	Female	Fashion Industry
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### *Data collection*

The qualitative data has been collected by employing both structured verbal interviews, and liberal association techniques (Danes et al. 2010). These qualitative research methods have been used to assess consumer perceptions derived from the conventional scale-based approaches (Arora and Stoner, 2009). During the pilot data collection process, it has been observed that respondents experienced cognitive, rational, emotional, and social and cultural attributes in reference to vogue brands. Such behavioral attributes justify adapting qualitative research methods for conducting this research (Cooper, 1999, Hooper, 2011).

The data was collected by taking prior appointments with the respondents, and by administering structured instrument. The data collection process also prompted for in-depth interviews with the respondents on specific questions of their interest. The interview process for each respondent lasted over 90 minutes at a stretch. The continuity and uninterrupted interview process has reduced the redundancy of information by narrowing down the biasness in responses. The interview transcripts were repeatedly discussed with the respondents to identify concurrent views on the social trends on vogue brands, to ascertain the consumer involvement in fashion and preferences for the vogue brands. Only the recurring responses from each domain of the instrument were analyzed in the study.

A focus group was conducted as an exploratory qualitative research approach in order to understand the self-image congruity and purchase intentions on vogue brands. The focus group exercise also helped in acquiring the background information about the consumption pattern and preferences on unfamiliar fashion brands. Researcher's observation pool has been created during the conversations with respondents in the focus group session. Focus group discussions provided insights in understanding the complex behavior of consumers, and the intrinsic and extrinsic motivations (Herstein and Zvilling, 2011; Wei et al., 2015). The response trend for the prescribed sample respondent was 100 percent. The quality of information complied with the pre-determined norms of data collection. The responses were largely comprehensive, and none of the observations were outright rejected for the purpose of data analysis. However, by employing the validity filters,

the information was refined and subjectivity-led redundancies were narrowed down (Qu and Dumay, 2011; Robinsson, 2014).

#### *Quality Assurance criteria*

Predetermined criteria were established to ensure the quality of information eliminating information redundancy in reference to subjectivity, external prompting, and biasness. These criteria include refining the instrument in tune to the realistic market environment and cognitive dynamics among millennials towards vogue brands. This action has helped to develop viable research instrument, conceptualization of research questions, clarity of expressions, and consistency of information during the interview process. Simultaneous validation of research questions during the focus group session was carried out to protect the quality of instrument.

A researcher's log for each interview was maintained by earmarking date, time, and contextuality of discussion. Retrieving information from the researcher's log helped in streamlining the qualitative information, transcripts of verbal discussions, and peripheral information on relevant questions. This process also helped in eliminating duplication and inconsistency of information. Accordingly, the quality of information was ensured throughout the data collection process. Many questions were dissected to validate multiplicity of responses by using intercept questions, and response conformity questions in some interviews as deemed fit. The internal consistency of data was maintained by eliminating information anomalies, and introducing appropriate coding technique without interrupting the cognitive base of the responses. All care was taken to avoid any conflict of interest during the process of data collection.

#### **Findings and Discussion**

Social dynamics in fashion industry create vogue. The millennial consumers are motivated by the fashion trends through peer interactions, social dynamics, and brand advertisements. These attributes develop social self-concept among consumers to reinforce their personality and societal values by using vogue brands. The social self-concept motivates anthropomorphic values of consumers, which in turn, builds self-image congruity to validate consumer association with vogue brands. The social self-concept propositions significantly influence purchase intentions and perceived value in vogue brands (Ketrone and Williams, 2018). The vogue brands are conceptualized by the companies considering the age, gender, and affordability of consumers to drive emotions and me-too-feeling. Louis Vuitton, Pineda Covalin, Chanel, and Versace brands

referred in this study have witnessed effective psychodynamics as vogue brands among millennial consumers in reference to self-image congruity and social self-concept. Of the total female respondents, 85.7 percent of women shared their views that they intend to buy vogue brands. These respondents showed homogeneity in determining values led by self-congruity, societal appreciation for vogue brands, anthropomorphic satisfaction across age, occupation, and socio-economic profiles.

“...women cannot exclude vogue and self-concept in the society to live a normal life. I consider the success of brands, which could build self-esteem and public image, and derive vogue into life. Brand awareness in conjunction with the social values drive consumers to get involved with the vogue brands...” (Penelope, 25)

The societal values of vogue brands were found to be of higher significance for women to get associated with the brands. This effect has influenced personality traits and self-image congruence for 90.5 percent. However, 77.7 percent men disagreed with women on determining the brand value of vogue brands in reference to societal attributes. These respondents emphasized that the perceived self-image for adapting to vogue brands has higher influence on purchase intentions than the motivations engrossed in the brand advertisements. However, both social self-concept and self-image congruity play significant role in determining the purchase intentions and consumer behavior towards vogue brands. It has been revealed by 85.7 percent women and 66.6 percent men that Louis Vuitton, Pineda Covalin, and Chanel brands are experienced as self-image builders, and help in developing sustainable buying behavior. Some respondents emphasized the role of brand attributes in developing the sense of vogue among consumers.

“...the commitment of vogue brands is reflected in its popularity in society that influences consumers to develop affinity, and adapt to the image of the brands...” (Monse, 23)

“...men are attracted to vogue brands if they fit into their personality and elevate their status in reference to appearance, economic value, and social dignity. No matter how unfamiliar is the vogue brand, its association with consumers depends on its social and personality orientation...” (Javier, 26)

Therefore, the attributes of vogue brands should converge self-image congruity and anthropometric expressions to deliver high value to the consumers. Pineda Covalin brand uses

Mexican models to enhance the emotions of consumers, and develop high self-image congruity and anthropomorphic values. In view of the discussion above, the proposition P1 may be considered as established.

The affinity towards vogue brands is largely seeded in the social trends that develop social self-concept endorsing the self-image congruity of millennial consumers. Vogue brands that symbolize the consumer personalities, and live to the expectations of social recognition, are preferred by the millennials. The combination of above-mentioned attributes generates brand affinity, and sustainable social self-perceptions endorsing the vogue.

“...vogue is a dynamic perception, which is periodically injected in the society. Women carry out the image of vogue in the society, and drive the trend in the market. Therefore, social trends are built by women and followed by others as social self-concept. For women, self-image often drives the affordability of vogue brands...” Leticia, (19)

Vogue appears as a dynamic driver in socially related self-concepts, attributions for personal success, and developing peer relationships. The respondents were inquired to reveal their perceptions on their inclinations in adapting to the vogue brands. Upon reviewing the responses carefully, and removing the redundancy and biasness of information, it has been found that 86.6 percent of total respondents revealed that social self-concept is the key for adapting to the vogue brands. Some of the respondents categorically stated their views on vogue brands in the context of self-concept, social trends, and brand personality as documented below.

“...I feel that a vogue brand can be successful if it converges with social values, enhances self-esteem, and brings the feeling of self-actualization among young consumers who aim at establishing their social image. Celebrity endorsements do inculcate self-image congruity, but the social appreciation of vogue brands takes them to the heights of success...” David (29)

“...my recurring dream is to follow social trend, and become a brand ambassador to diffuse social trends with personality traits against socio-economic odds. I like to develop unique self-image congruity on fashion brands to match with the rising social-concept...” Daniel (30)

Identities developed with vogue brands stay on the top of mind of people, which delivers high self-actualization and perceived self-image. Social identities developed by consuming vogue brands

establish social relations, work-place acknowledgements, and social group memberships that establish the ‘self’ of a person. The discussion given above substantiates the proposition P2.

Corporate advertising of vogue brands through celebrity endorsements affects purchase intentions of millennial consumers. In the context of brand advertisements of vogue brands, 76 percent of female respondents revealed that celebrity status, gender, age, and reviews on social media endorse the brand value, while 55.5 percent of male respondents stated that popularity and social posture of male celebrities revealing masculinity appeal the advertisement of vogue brands. The emotional contents of verbal and non-verbal advertisements appeal the purchase intentions of young consumers by modifying their self-image congruity in tune with the celebrity images. The statement above was endorsed by 66.6 percent of female respondents who emphasized that the posture of advertising anchors induces purchase intentions. On the other hand, 77.7 percent of male respondents stated that the emotions in advertisements of vogue brands should be blended with ethnic and trendy values. The following statements of respondents validate the discussions above to a large extent:

“I like the essentialist concept of Louis Vuitton emphasizing the liberty, value, and lifestyle, which convinces the self-actualization of women today”, Pamela, (22)

“Vogue brands portraying male identities should exhibit confidence, vigor, and masculinity to socially differentiate and empower men. In my view, these attributes deliver immense satisfaction by making me feel like a model”, Erick (24)

Self-concepts are cognitive structures that include personal and social attitudes, and focus on personality and goals. Association of millennial consumers with vogue brands depends largely on the quality and contents of advertisements, effective brand endorsements, and their relationship with anthropomorphic expressions. The views of respondents as discussed above appear to be consistent with proposition P3. Further opinions of respondents by segment have been exhibited in Table 2.

Table 2: Respondents views on various segments trigger questions

<b>Pseudonym</b>	<b>Segment</b>	<b>Opinion</b>	<b>Trigger question</b>
Penelope (25)	Self-image congruity	...vogue and self-concept in the society [...] builds self-esteem and public image [...] social values drives consumers to get involved with the vogue brands.	How does social self- concept help consumers in involving with vogue brands?



Monse (23)	Self-image congruity	...the commitment of vogue brands [...] influences consumers to develop affinity and adaptation to the brands...	Which attribute of vogue brands creates affinity among consumers?
Javier (26)	Self-image congruity	...men are attracted to vogue brands if they fit into their personality and elevate their status in reference to self-image, economic value, and social dignity...	What attracts men to go with vogue brands?
Leticia (19)	Social self-concept	...vogue is a dynamic perception [...] women carry out the image of vogue in the society [...] social trends are built by women and followed by others as social self-concept...	How do you describe the role of women in commercializing vogue brands?
David (29)	Social self-concept	...I feel that a vogue brand can be successful if it converges with social values, enhances self-esteem, and brings the feeling of self-actualization among young consumers who aim at establishing their social image...	How do you describe the role of vogue brands in portraying social image of consumers?
Pamela (22)	Advertising and purchase intentions	...I like the essentialist concept [...] emphasizing the liberty, value, and lifestyle, which convinces the self-actualization of women today	Which notion of vogue brands appeals to you?
Erick (24)	Advertising and purchase intentions	...Vogue brands portraying male identities exhibit confidence, vigor, and masculinity to socially differentiate and empower men...	How do you describe the deliverables of vogue brands?
Angelica (24)	Consumer relations	...consumer-brand relationship of luxury perfume 'Eros' of Versace brand appeals to me as it links to philosophical cognition about Greek mythology convincing the brand romanticism...	How do you explain cognitive appeal in vogue brands?
Roberto (27)	Consumer relations	...this brand is of Mexican origin, ethnic, and inculcates masculinity feeling. I also feel proud to use this brand as it blends patriotism with fashion...	How do vogue brands inculcate emotions?
Allison (29)	Ethnic promotions	...ethnicity in vogue brands builds my posture unique and boosts my self-confidence in the society and workplace as well [...] A tinge of ethnicity in fashion with the above-mentioned attributes allows me to get accepted in to elite circles ...	How does ethnicity in vogue brands contribute to societal status?
Rachel (30)	Ethnic promotions	... I get attracted to ethnic promotions as I visualize my social postures with the ethnic vogue brands [...] to be a face in the modern crowd...	In your view, how do vogue brands deliver personal values?
Paola (18)	Shopping style	...I am actively involved in social media and Facebook is my favorite virtual space [...] I express my consumption sovereignty on this channel by striking 'likes' and commenting...	How do you describe consumer sovereignty for vogue brands?
Ivonne (21)	Shopping style	...I watch selectivity in brands observing the social trends in informal social interactions, in-store demonstrations, and simulations to develop self-image congruity. I get involved with vogue	How do value and lifestyle determine the performance of vogue brands?

		brands [...] that offer new shopping styles and consumption experience...	
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Source: Author

Effective consumer relationship for vogue brands helps consumers in defining social self-concept and self-image congruity. Consumer-centric brand relationships of vogue brands generate high-perceived satisfaction among millennial consumers, as they feel brands are rewarding in building their social identity. Such consumer relationships determine social status and self-actualization of consumers in the context of luxury brands (Hanslin and Rindell, 2014). Versace brand has been successful in the luxury products categories due to its effective advertising, and consumer-brand relationship strategies. Inter-personal communication of such brands through digital and print media generates consumer involvement with the brand, which builds purchase intention and social status among millennials. The following statements of respondents validate the above discussion on consumer-brand relationships:

“...consumer-brand relationship of luxury perfume ‘Eros’ of Versace brand appeals to me, as it links to philosophical cognition about Greek mythology convincing the brand romanticism. Such inner feeling makes me passionate to go with the mythological storytelling, and relating it to the real life...”, Angelica (24)

“...social media and peer values generated by Pineda Covalin brand for men’s wear and accessories drive me to get associated with the brand, as this brand is of Mexican origin, ethnic, and inculcates masculinity feeling. I also feel proud to use this brand as it blends patriotism with fashion...”, Roberto (27)

Fashion industry uses digital space comprehensively to build consumer-brand relationships which allows consumers to participate in brand-building through sharing user-generated contents. Therefore, successful vogue brands co-create consumer relationship strategies in revealing the social status, which stimulates consumer cognition towards purchase intentions (Confos and Davis, 2016). Hence, the proposition P4 is consistent with the discussion given above.

Commenting on the ethnicity of vogue brands, a respondent revealed that “...ethnicity in vogue brands builds my posture unique, and boosts my self-confidence in the society, and the workplace as well [...] A tinge of ethnicity in fashion with the above-mentioned attributes allows me to get accepted in to elite circles ...” (Allison, 29). Vogue brands with ethnic promotions are high priced,

and are promoted through fashion events, visual merchandising, and non-verbal advertisements. Consumers are attracted to ethnic promotions by developing eco-fashion images among matured women, and the female workforce engaged in fashion industry. The following statements of respondents have been documented in the above-mentioned context:

“...blending ethnicity with fashion symbolizes not only fashion, but also expresses the social dignity. Such attributes in fashion bring elegance among modern women with affinity to the social culture. I am deeply involved in fashion that exhibits ethnic designs...”, Sussane (28)

“... I get attracted to ethnic promotions as I visualize my social postures with the ethnic vogue brands. A woman adorned with ethnic fashion accessories appears to be a face in the modern crowd...”, Rachel (30)

Promoting vogue brands through multi-ethnic advertising is increasingly used for regional and global brand communications using various destination-models. Such advertisements supported with appealing verbal and nonverbal elements not only develop visual attraction, but also connect to brand-contextualization, brand-anthropomorphism, and brand-etymology. Multi-ethnic advertising develops homogeneous markets within niche, and creates brand-inclusivity (Strebinger et al., 2018). Therefore, ethnic promotions and digital marketing strategies influence self-image congruence on vogue brand among millennials, leading to purchase intentions. The discussion above is consistent with proposition P5.

The shopping styles illustrate consumer preferences for preferred brands in different retail ambiances. The millennial consumers prefer to shop in exclusive brand stores located in shopping malls to enjoy diversity and recreation. Consumer sovereignty is a cognitive process influenced by peer motivation and consumption patterns. Brand experiences shared by consumers through interpersonal communications and on digital media build sovereignty among consumers for luxury brands. Social reviews on brand commitment, celebrity endorsements, and peer motivations also affect consumer sovereignty, and influence brand affinity among millennial consumers (Wesson, 2009). The following statements endorse the on role of shopping styles and consumer sovereignty discussed above:

“...I am actively involved in social media, and Facebook is my favorite virtual space to get aligned with social trends and look for joining the peers by affiliating with new brands. I express my consumption sovereignty on this channel by striking ‘likes’ and commenting...”, Paola (18)

“...I look for selectivity in brands observing the social trends in informal social interactions, in-store demonstrations, and simulations to develop self-image congruity. I get involved with vogue brands to integrate with social trends. However, I choose to visit exclusive vogue brand outlets that offer new shopping styles and consumption experience...”, Ivonne (21)

The emotions associated with vogue brands are largely supported by the shopping styles which empower consumers in evoking the sense of ‘self’ and social importance. The shopping ambiance and brand experience develops purchase intentions, attitude, and consumption behavior over time. Such experience was endorsed by a respondent, who stated, “...I like shopping, I like trendy brands, and I like a ‘Wow’ that reinforces my self-actualization to stay with super elites [...] I feel happy to contribute to the sovereignty of vogue brands, and stay as a vogue icon in my social group...” (Andrea, 30). Therefore, shopping styles, diffusion of fashion trends, and consumer sovereignty influence purchase intention of vogue brands among millennial consumers. Reviewing the opinions of respondents documented in the above-mentioned context, the proposition P6 stands established.

### **Managerial Implications and Conclusion**

Analyzing qualitative data of this study, several managerial implications can be drawn to improve the performance of vogue brands. The companies in fashion industry should develop consumer association with new trends in fashion prior to launching the brands. This strategy should be supported with effective verbal and nonverbal communications, brand events, and dissemination of vogue culture through digital space to motivate millennial consumers. Prior awareness of fashion trends helps consumers develop appropriate self-image congruity, social self-concept, and anthropomorphic expressions on the brands.

Effective social advertisements, and interactions of young consumers on digital channels help in aligning social trends with vogue, and develop purchase intentions. Ethnicity, and embedding cultural values in advertising vogue brands develop brand emotions and affinity. As consumers always explore new shopping styles, the vogue brands should be able to provide recreational

shopping infrastructure and scope for self-revelation in the trial rooms. Such strategy would encourage consumers to anthropomorphize their personality with the vogue brands.

This study has been conducted among millennial consumers to explore their dispositions on consumption of vogue brands in Mexico City. The data has been collected by administering a semi-structured instrument, and qualitative information has been analyzed considering logical differentials in responses. The study revealed that the vogue brands develop emotions and me-too-feeling. Millennial consumers tend to share their brand experience on digital space to create effective psychodynamics and brand sovereignty. Most consumers opined that their affinity towards vogue brands is resultant of self-image congruity and social self- concept.

Vogue brands inculcate social identities among millennial consumers, and establish the concept of ‘self’ to drive anthropomorphic emotions. The emotions on vogue brands are largely driven by advertising appeals embedded with ethnicity, personality, cultural values, and patriotic feelings. The advertisements of vogue brands with such consumer relations blend modernity with ethnicity among millennial consumers. The advertising appeals of vogue brands are strengthened through celebrity endorsements and storytelling beyond several emotional blends. Therefore, the vogue brands with ethnic promotions are high priced, and are launched in the competitive marketplace through fashion events, visual merchandising, and informal communication. Vogue brands are marketed with consumer convenience strategies, which include recreational shopping and exclusive in-store trial suits, to provide consumers an opportunity to reveal their image and self-expression with the brands.

The future research may also be conducted in reference to analyzing the impact of user-generated-contents on age, gender, and common interest consumers to develop a particular trend of consumption. The future research may also be intended to explore the effect of intricacies and paradoxical buying decisions of millennial consumers on vogue brands.

Alike other qualitative research studies, this study also has some limitations in reference to the research methodology, sampling, data collection, and generalization of the findings. In this study, there are possibilities of subjectivity in the responses, which may lead to some regional biases if the findings of this study are reviewed in reference to a different study region. The samples drawn for the study may not be enough to generalize the study results.

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