

# From Denim to Desire: The Role of Emotional Branding in Shaping Luxury Perceptions of Levi's in Coimbatore

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**Abstract** - In a fiercely competitive fashion marketplace, brands rely increasingly on emotional connections, rather than functional differentiation, as a pathway to enhanced consumer perceptions and brand value. This paper explores how emotional branding strategies shape the luxury perceptions of a traditionally mass-market denim brand. It focuses, within key emotional branding elements, on storytelling and nostalgia for an understanding of their impact on brand attachment and consumer perceptions of luxury and brand desirability. A quantitative research design was adopted, where a structured questionnaire was used to survey 175 consumers of Levi's through convenience sampling in Coimbatore. The SPSS statistical tool was utilized for the purpose of data analysis, employing correlation and regression along with mediation analysis. Very strong and significant associations are revealed among the variables of storytelling, nostalgia, brand attachment, and luxury perception. Regression results show that storytelling has a significant direct impact on luxury perception, while brand attachment is a strong predictor of luxury perception and partially mediates the association between storytelling and luxury perception. Nostalgia also shows a substantial association with both brand attachment and luxury perception, reinforcing its role as a powerful emotional cue. The study concludes that Levi's effectively uses emotional branding to communicate aspirational and premium brand meanings without compromising its mass-market positioning. Precisely, Levi's combines the elements of heritage and nostalgia with emotionally captivating stories, which amplify brand attachment and ultimately drive increased perceived luxury. This study contributes to branding literature by showing how emotional branding may help redefine perceptions of luxury within non-traditional luxury brands and by providing practical implications for marketers seeking to balance affordability with aspirational appeal.

**Keywords** - Consumer Perceptions, Emotional Branding, and Luxury Perception.

## I. INTRODUCTION

Indeed, in today's enormously competitive fashion industry and clothing business, emotionally distinguishing themselves from their consumers has emerged as an essential approach in differentiating firms rather than merely based on quality. Emotional brands are extremely useful in helping organizations to go beyond the boundary of usefulness and create an unbreakable tie between the organization and its consumers. Brands play an equally significant role in emotionally influencing consumers in various ways by appealing to their emotions of identity, nostalgia, aspiration, and self-expression. Levi's, considered traditionally as a 'hardwearing and price-effective denim brand,' has managed the transformation of the brand image through the use of emotional branding practices.

Levi's has managed to make the denim brand a mark of 'uniqueness, "originality," and 'ambition.' Now the company has managed the transition from a 'mass market denim brand' to 'more of a luxurious notion in consumers' minds' through the use of emotional branding. The objective of this research, entitled "From Denim to Desire: The Role of Emotional Branding in Shaping Luxury Perceptions of Levi's," is to research the impact of

components in emotional branding on perceptions of luxury, quality, and brand attractiveness. This research enlightens readers on how components of emotional branding are capable of recreating perceptions of luxury in established non-luxury organizations through the use of emotional narratives in shaping the brand of Levi's

### **A. Problem Statement**

Although Levi's is still a mass-market brand, its deliberate use of emotional branding has indeed created an illusion of luxury that is compelling enough to make customers more likely to equate this brand with cultural sophistication, style, and status, the features of high-fashion houses. It is in this contradiction that two important issues arise: the formation of luxury perception and the degree to which emotional branding influences customer sentiments beyond exclusivity and price. Despite the increasing importance of emotional branding in contemporary marketing, few scholarly works explicitly investigate how emotional branding influences consumers' perceptions of luxury in denim and heritage brands.

This is explained by the fact that the majority of currently available studies focus on traditional luxury brands such as Gucci, Louis Vuitton, and Chanel, strongly emphasizing craftsmanship, exclusivity, and prestige. The need for further investigation into the relationship between emotional branding and luxury perception is underlined by the fact that significant constituents of emotional branding, such as storytelling, nostalgia, and brand attachment, are still understudied in the context of Levi's, particularly about understanding how these emotional cues influence the ability of consumers to balance this brand's affordability with its aspirational appeal.

### **B. Research Objectives**

- To analyze the impact of emotional branding on brand attachment among Levi's consumers.
- To investigate how brand attachment influences the luxury perception of Levi's denim.
- To explore the relationship between luxury perception and purchase intention.

## **II. REVIEW OF LITERATURE**

Kim & Sullivan (2019) argue that emotional ties, formed through brand narratives, sensory experiences, and storytelling, are crucial for differentiating businesses in competitive markets. They emphasize how emotional branding fosters strong bonds with customers that extend beyond the product's features. Biehl-Missal (2018) & Labrecque et al. (2019) found that emotional appeals in advertising such as joy or nostalgia have a big impact on consumer loyalty and perceptions. Consumer decision-making processes have been demonstrated to be impacted by emotional branding tactics, particularly when compelling brand experiences and storytelling create strong feelings. Savic&Peric (2019) examined emotional branding in the context of luxury consumption, noting that emotions like pride, nostalgia, and empathy act as powerful drivers behind purchase decisions, even where high prices exceed functional value. This highlights emotional branding's role in shaping luxury perceptions. Rossiter & Bellman (2012) documented that emotionally attached consumers generate higher lifetime value for brands compared to those satisfied only with rational product merits. This reinforces the strategic importance of emotional branding.

Jenkins and Molesworth (2017) examined how emotional connections in fashion brand communities boost consumer involvement and commitment. The study emphasized that collective experiences, personal identity expression, and social interactions within these communities increase a brand's perceived value and attractiveness. Stokburger-Sauer, Ratneshwar, and Sen (2012) demonstrated that emotional value significantly boosts brand identification, with consumers who form emotional connections more likely to see the brand as part of their personal identity. The study highlighted that such emotional bonds enhance loyalty, engagement, and sustained commitment. Stancin&Gregurec (2016) researched luxury branding, identifying emotional experience through sensory engagement and personal meaning as a key determinant of long-term consumer attachment and premium perception. These emotional elements help luxury brands deepen brand commitment. Stokburger-Sauer et al. (2012) studied luxury consumer behaviour and found that emotional value and brand personality consistency influence consumer brand identification, making emotional experience a significant predictor of luxury brand attachment.

Hong (2016) demonstrated that emotional reactions to advertising play a vital role in increasing advertising effectiveness by strengthening brand attitudes and memory. The study highlighted that emotionally appealing advertisements encourage deeper engagement and more favorable brand perceptions. Wuestefeld (2012) examined the role of emotional perceptions in luxury buying behavior, revealing that emotions strongly influence purchasing decisions, brand attachment, and feelings of exclusivity. The study highlighted that positive emotional associations increase consumer preference and loyalty toward luxury brands. Kapferer (2015) noted that emotional positioning in which businesses convey values like heritage, exclusivity, and prestige is the foundation of successful luxury brand management.

According to the study, long-term luxury brand equity is reinforced and consumer desire is strengthened by emotional storylines and symbolic meaning. Okonkwo (2007) represented that communicating legacy, workmanship, and authenticity is a key component of emotional branding in the development of premium brands. Strong emotional storylines assist luxury businesses in establishing exclusivity and enduring emotional ties with consumers, increasing perceived brand value, according to the study. Iglesias, Singh, and Batista-Foguet (2011) explored the relationship between emotional value and brand loyalty, finding that favorable emotional experiences encourage repeated purchasing and sustained commitment. The study emphasized that emotional connections with brands are essential for maintaining loyalty beyond functional benefits. Vigneron and Johnson (1999) proposed that luxury value is multidimensional, with emotional value capturing consumers' feelings of pleasure, excitement, and exclusivity. The study emphasized that these emotional aspects play a key role in shaping luxury perceptions and buying decisions, beyond purely functional attributes.

Schmitt (2009) supports the notion that symbolic and experiential elements, such as meaning, heritage, and lifestyle association, are core to emotional branding strategies particularly relevant in fashion and lifestyle brands. Putri & Fazizah (2025) focused exclusively on emotional branding theory and research on Levi's products among Gen Z indicates emotional factors like nostalgia and perceived value influence brand trust and purchase intentions showing how emotional responses shape consumer perceptions in real brand contexts. Morrison & Crane (2007) defined emotional branding as engaging consumers by stimulating emotional states that build affective brand loyalty rather than rational decision-making, highlighting integration of emotional experience across touchpoints. Marc Gobe (2001) introduced emotional branding as building a deep personal dialogue with consumers by appealing to emotions like nostalgia, pride, and identity. This seminal work underpins much later research in branding and emotional consumer attachment. Beverland (2004) examined how authenticity acts as a key emotional driver in luxury branding, showing that heritage, craftsmanship, and sincerity enhance perceived brand value. The study concluded that emotionally perceived authenticity strengthens consumer trust and elevates luxury brand status beyond functional product attributes. Holbrook and Hirschman (1982) insisted that feelings, fantasies, and sensory pleasure are just as important in shaping consumer behavior as logical judgment. Their study laid the groundwork for emotional branding research by highlighting how consumer experiences elicit emotional reactions that profoundly impact brand image and personal significance.

Keller (2003) created the Customer-Based Brand Equity (CBBE) model and emphasized that successful brands are established through emotional connections, including feelings, judgments, and resonance with consumers. Beyond practical advantages, the study highlighted the critical role that emotional reactions play in fostering brand loyalty and long-term brand value. Vigneron and Johnson (1999) recognized several aspects of luxury value, highlighting the importance of emotional value in addition to practical and social advantages. Their research showed that consumers' opinions of luxury products are greatly influenced by sentiments of status, self-identity, and emotional fulfillment. Ahuvia (2005) conceptualized brand love as a strong emotional connection between consumers and brands that extends beyond simple satisfaction or functional use. The research emphasized that feelings such as passion and attachment foster deeper loyalty and positive word-of-mouth. Fournier (1998) worked on brand relationships that show that affective bonds formed between consumers and brands drive loyalty and long-term engagement. Emotional connections are thus a core mechanism through which brands transition from functional goods to meaningful symbols. Aaker (1996) highlighted that establishing a clear brand identity is crucial for generating emotional connections with consumers. The research showed that consistent communication of a brand's values and personality strengthens loyalty and consumer preference.

### A. Research Gap

Currently available literature on luxury brand research primarily dwells on the classical forms of luxury with exclusivity and pricing in mind. This fails to address the contemporary notion of luxury in terms of the emotional impact on the customer created through marketing. Although these are considered desirable and now available in the form of 'affordable luxury,' the over-emphasis on pricing in the classical forms of luxury in the likes of the "Levi's" brand remains inadequately studied in the domain of research. Moreover, those emotional parts of brand building related to identity, nostalgia, and storytelling are generally considered peripheral in the context of 'luxury.' This research will address this gap by examining the emotional brand strategy of "Levi's" in projecting "luxury" with no alteration in the mainstream market.

### B. Conceptual Framework

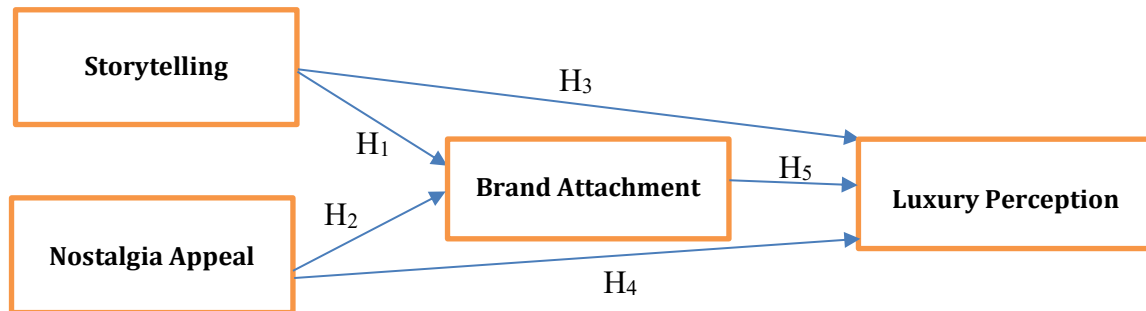


Figure 1. Conceptual Framework of Emotional Branding and Luxury Perception

### C. Theoretical Background

This conceptual framework, based on that idea, sets customers' brand attachment to be influenced by nostalgic appeal and storytelling, while their luxury perception results from both direct and indirect influences, with brand attachment as a mediator. Each of the hypotheses is theoretically and empirically justified below.

#### a. H1: Storytelling has a Positive Impact on Brand Attachment

(Thomson, MacInnis & Park, 2005; Bowlby, 1969) Like interpersonal attachments, consumers form an emotional bond with the business. Emotional branding allows the consumer to feel an identification with the business through narrative, and this builds emotion. (Brock & Green, 2000) The consumer undergoes "transportation" when they immerse themselves in the stories told through the brand. This builds an emotional bond with the brand. Brand attachment builds when the consumer undergoes this experience (Fournier, 1998).

#### b. H2: Nostalgia Appeal has a Positive Impact on Brand Attachment

Brand attachment is positively impacted by nostalgic appeal. Davis (1979) A sense of comfort and identity reinforcement is produced by nostalgia, which arouses sentimental longing for the past. Brands that appeal to nostalgia create strong emotional connections that increase attachment. Belk (1988) Customers are drawn to companies that represent their individual or societal history. Nostalgia strengthens attachment by connecting the brand to customers' own experiences.

#### c. H3: Storytelling has a Positive Impact on Luxury Perception

(Spence, 1973) Luxury branding through storytelling strengthens luxury perceptions by conveying notions of exclusivity, authenticity, and heritage. (Escalas, 2004) Luxury branding through storytelling adds to perceived elegance through cultural associations and semiotics. Through Keller (1993), storytelling generates strong, unique, and favorable associations that increase quality and luxury perceptions.

#### d. H4: Nostalgia Appeal Positively Influences Luxury Perception

A statement given by (Bourdieu 1984), Nostalgic appeals for exclusivity and prestige are ensured as they link the luxury brand to the legacy and traditions of the culture. Liberman and Trope (2003) identified that the brand is connected to the concept of time and legacy, the nostalgic appeals enhance the perceived luxury by relating to the "timeless" experiences. (Levy, 1959) As the luxury goods are linked to the concept of significance, the nostalgic appeals enhance the symbolic significance.

*e. H5: Brand Attachment is the Mediator in the Relationship of Storytelling, Nostalgia, and Luxury Perception*

As suggested by Fishbein and Ajzen in 1975, the role of nostalgic and storytelling elements as affective triggers relies on the concept of connection, where the creation of this emotional state influences the cognitive assessment of luxury in cognitive assessment. As stated by Hunt and Morgan in 1994, Attachment strengthens the relationship between the emotional triggers and the outcome variable, and the perceived outcomes.

### III. RESEARCH METHODOLOGY

This research uses a descriptive and exploratory design to develop an understanding of how emotional branding shapes Levi's luxury perceptions. Quantitative research methodology was utilized to test the suggested theories and conceptual framework. A structured questionnaire was distributed to collect the primary data of Levi's customers. The questionnaire, on a five-point Likert scale, measured some important characteristics such as storytelling, nostalgia appeal, brand affiliation, luxury perception, and purchase intention. Convenience sampling was used, and data were collected from 175 respondents from Coimbatore who knew the Levi's brand. A sample size was considered to ensure sufficient representation for increasing reliability. Secondary data was obtained from various journals, books, and previously published research papers. Data analysis will be done through statistical methods such as regression, correlation, and mediation analysis. To ensure validity and accuracy, SPSS was used to interpret the data. This design allows a systematic investigation of how the perception of luxury is influenced by emotional branding.

### IV. ANALYSIS AND INTERPRETATION

**Table 1. Reliability Statistics**

Cronbach's Alpha	Items
.826	4

The high Cronbach's alpha (.826) indicates that brand connection, nostalgia, and storytelling probably make up a cohesive scale.

**Table 2. Correlation**

Correlations					
		Storytelling	Nostalgia	Brandattachment	Luxury
Storytelling	Pearson Correlation	1	.954**	.939**	.944**
	Sig. (2-tailed)		.000	.000	.000
	N	175	175	175	175
Nostalgia	Pearson Correlation	.954**	1	.947**	.919**
	Sig. (2-tailed)	.000		.000	.000
	N	175	175	175	175
Brandattachment	Pearson Correlation	.939**	.947**	1	.961**
	Sig. (2-tailed)	.000	.000		.000
	N	175	175	175	175
Luxury	Pearson Correlation	.944**	.919**	.961**	1

	Sig. (2-tailed)	.000	.000	.000	
	N	175	175	175	175
**. Correlation is significant at the 0.01 level (2-tailed).					

With values ranging from .919 to .961, the correlation matrix shows that all four constructs storytelling, nostalgia, brand loyalty, and luxury are extremely strongly connected. These results demonstrate that the correlations are not the result of chance because they are significant at the 0.01 level. Practically speaking, this implies that narrative is directly related to arousing nostalgia, which in turn improves perceptions of luxury and fortifies brand commitment. Brand attachment and luxury have the highest correlation (.961), indicating that customers are more inclined to view a brand as luxurious when they have an emotional connection to it. Overall, the findings suggest a cohesive emotional branding framework in which attachment, nostalgia, and storytelling support one another to improve views of luxury brands.

### A. Regression

**Table 3. X → Y (Direct Effect)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.944 <sup>a</sup>	.891	.891	1.419		
a. Predictors: (Constant), storytelling						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.250	.455		2.745	.007
	Storytelling	1.391	.037	.944	37.685	.000
a. Dependent Variable: Luxury						

**Table 4. X → M**

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.939 <sup>a</sup>	.881	.880	1.227	
a. Predictors: (Constant), storytelling						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.305	.394		3.314	.001
	storytelling	1.141	.032	.939	35.764	.000
a. Dependent Variable: brandattachment						

**Table 5. M → Y (Mediator Affects) Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 <sup>a</sup>	.923	.922	1.197
a. Predictors: (Constant), brand attachment				
<b>Coefficients<sup>a</sup></b>				



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.483	.394		1.226	.222
	Brandattachment	1.164	.026	.961	45.469	.000
a. Dependent Variable: Luxury						

Table 6.  $X+M \rightarrow Y$  (FINAL STEP)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 <sup>a</sup>	.938	.937	1.075
a. Predictors: (Constant), storytelling, brand attachment				

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.261	.356		.735	.464
	Brandattachment	.757	.067	.625	11.367	.000
	Storytelling	.526	.081	.357	6.495	.000
a. Dependent Variable: Luxury						

The association between narrative and the perception of luxury is mediated by brand attachment, as the regression analysis shows. With a standardized coefficient ( $\beta = .944$ ,  $t = 37.685$ ,  $p < .001$ ) that explained 89.1% of the variation ( $R^2 = .891$ ), storytelling significantly predicted luxury in the first phase. This demonstrates that storytelling has a significant direct impact on luxury. In the second stage, brand attachment was likewise substantially predicted by storytelling ( $\beta = .939$ ,  $t = 35.764$ ,  $p < .001$ ), explaining 88.1% of the variance ( $R^2 = .881$ ), demonstrating the mediator's potency.

In the third phase, luxury was significantly predicted by brand attachment ( $\beta = .961$ ,  $t = 45.469$ ,  $p < .001$ ), accounting for 92.3% of the variance ( $R^2 = .923$ ). This indicates that the mediator is a powerful predictor of luxury perception. A. Ultimately, both brand attachment ( $\beta = .625$ ,  $t = 11.367$ ,  $p < .001$ ) and storytelling ( $\beta = .357$ ,  $t = 6.495$ ,  $p < .001$ ) remained significant predictors when both were added to the model, and the explanatory power increased further ( $R^2 = .938$ ). Crucially, brand attachment partially mediates the association between storytelling and luxury perception, as evidenced by the decrease in the effect of storytelling from  $\beta = .944$  to  $\beta = .357$  in the presence of brand attachment. This indicates that narrative has a direct and indirect impact on luxury through its influence on brand attachment, supporting the regression analysis's mediation effect.

## V. FINDINGS AND SUGGESTIONS

The study's conclusions demonstrate how strongly emotional branding influences consumers' perceptions of Levi's luxury. With a Cronbach's alpha of .826, the reliability study demonstrates strong internal consistency and confirms that storytelling, nostalgia, and brand attachment constitute a cohesive and trustworthy scale for gauging the influence of emotional branding. Storytelling, nostalgia, brand attachment, and luxury impressions

are all closely related, as seen by the very high correlation values between constructs, which range from .919 to .961.

Additionally, regression research shows that narrative is a strong predictor of luxury perception ( $\beta = .944$ ,  $R^2 = .891$ ), highlighting its crucial role in influencing consumers' perceptions of Levi's as aspirational. Additionally, brand attachment itself highly predicts luxury ( $\beta = .961$ ,  $R^2 = .923$ ), and storytelling considerably predicts brand attachment ( $\beta = .939$ ,  $R^2 = .881$ ). When brand attachment is included in the final model, the influence of storytelling on luxury decreases from  $\beta = .944$  to  $\beta = .357$ , indicating that brand attachment partially mediates the association between storytelling and luxury perception.

Another significant contribution is nostalgia, which has a substantial correlation with both luxury (.919) and brand attachment (.947), supporting its function as an emotional cue that lifts Levi's above practical denim. Overall, the findings point to a cohesive emotional branding framework where Levi's approach, rooted in nostalgia and storytelling, fosters a strong brand connection, which raises perceptions of luxury and increases brand desirability.

In order to increase emotional resonance, Levi's should intentionally use storytelling by highlighting its heritage, authenticity, and cultural symbolism. Retro style, archive advertising, and heritage-driven tales that strengthen consumer identity and emotional ties can all enhance nostalgia appeals. Personalized experiences, community involvement, and lifestyle positioning should all be promoted to bolster brand attachment activities. By incorporating luxury-like components like exclusive partnerships and premium lines without alienating its core clientele, the brand must strike a balance between affordability and aspirational cues. Lastly, Levi's should incorporate experiential marketing while carefully separating attachment, nostalgia, and storytelling in its messaging to guarantee that these constructs continue to be separate but complementary drivers of luxury perception.

## VI. CONCLUSION

This research indicates the importance of the concept of emotional branding in the process of shifting from a low-end brand to a brand regarded as carrying attributes of luxury. This is because luxury perceptions can only be achieved through brand attachment, with the help of storytelling and nostalgia, both of which form effective categories of emotions. It is clear from the regression study performed that while storytelling impacts directly on luxury branding, brand attachment mediates in the process with an amplifying effect through a partial mediation model. It can therefore be concluded in the final analysis that it is the combined capabilities of the company to inject tradition, identity, and emotions into its branding concepts, creating an aspirational appeal without necessarily making it pricey, that has led to the repositioning of the company.

## Appendix

From Denim to Desire: The Role of Emotional Branding in Shaping Luxury Perceptions of Levi's in Coimbatore.

### Questionnaire

#### PART A

1. Name (optional)

2. Age

Below 18

- 18 - 24
- 25 - 34
- 35 - 44
- above 45

3. Gender

- Male
- Female



## 4. Occupation

- Student
- Business
- Working Professional

## 5. Monthly income

- Below 10,000
- 10,000–25,000
- 25,001–50,000
- 50,001–1,00,000
- Above 1,00,000

## 6. Levi's connects with me through stories about heritage and culture.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 7. Wearing Levi's makes me feel part of a bigger story or tradition.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 8. Levi's advertisements make me feel nostalgic about the past.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 9. Levi's advertising makes me feel emotionally connected to the brand.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 10. I trust Levi's more than other denim brands because of its heritage.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 11. I feel personally attached to Levi's beyond its functional use.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 12. I would feel a sense of loss if Levi's were no longer available.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 13. Levi's plays an important role in shaping my fashion identity.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 14. Levi's feels like a premium brand compared to other denim labels.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 15. Wearing Levi's makes me feel stylish and confident.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 16. Levi's gives me a feeling of exclusivity compared to regular denim.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 17. Owning Levi's makes me feel socially recognized or respected.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 18. I am willing to pay more for Levi's mainly due to its brand image.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 19. Levi's pricing creates an impression of luxury value.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 20. I am likely to recommend Levi's to my friends or family.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 21. I plan to continue purchasing Levi's products in the future.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 22. I buy Levi's mainly for its fashion appeal and style factor.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

## 23. I buy Levi's mainly because of its comfort and durability.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

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