

A conceptual framework for enhancing brand resonance of specialty fashion brands

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ARTICLE INFO

Article history:

Received 26 December 2023

Accepted 12 January 2024

Published 31 January 2024

Keywords:

Brand resonance

Brand affect

Specialty fashion

Consumers

Malaysia

DOI:

10.24191/jeeir.v12i1.824

ABSTRACT

In today's highly competitive marketplace, building strong brand resonance has become an essential aspect of brand management for companies operating in various industries. In the specialty fashion sector, where consumers have diverse choices, building brand resonance has become particularly crucial for firms seeking to differentiate themselves from their competitors. Specialty fashion brands offer unique and distinctive products that cater to specific consumer needs and preferences. As a result, building strong brand resonance is essential for these brands to succeed in the marketplace. However, little research has been conducted to examine the factors contributing to brand resonance for specialty fashion brands, particularly in the context of the Malaysian consumer market. In response to this gap, hypotheses and a conceptual framework were proposed in this paper with regard to the extent of external factors that impact brand resonance in the specialty fashion brand area. The literature review of the empirical study would establish the relationship between the postulated variables. Hence, this study provides several implications for further research.

1. Introduction

The world of marketing is becoming more complex. Individuals have more choices but are complicated in making the best choice. Therefore, brands play a crucial role as the essential identity of products or services. Product branding is vital to teaching consumers about 'who' the product is. Brands help customers recognize the products or services' identity and make people able to differentiate one product from another (Keller, 2003). The strong branding ability to make it easier for consumers to make decisions while reducing risk and setting expectations to buy is valuable. Firms realize that one of their most valuable assets is the brand associated with their product or service.

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Creating a strong brand that can satisfy customers and increase the brand's reputation over time is one of the major challenges that many companies are facing at this point in time. To create a strong brand, firms need to maintain high brand resonance (Burgess & Spinks, 2014).

Brand resonance is the most valuable brand-building block when all the other dimensions are established together, such as brand awareness, brand association, brand response, and brand loyalty (Keller, 2001). The brand resonance shows customers expression of the degree of brand loyalty, as they actively interact with the brand and share their experiences with others. According to Keller (2012, 2010), many studies have found that brand resonance is the key indicator for the success of marketing programs. Brand resonance also describes customers feelings and how they sync with the brand. It shows the relationship and engagement between customers and brands. It explained creating a dynamic, intense, and loyal relationship with customers (Keller, 2020; Zhao et al., 2019; Panigrahi, 2015). Brand resonance is the ultimate and final relationship between a brand and a customer, whose loyalty will play a key role in the world of marketing. The customer has a decisive engagement with a particular brand when they feel the benefits and worth. It is about consumers judgments and feelings about the product. They repeatedly use the brands connected with almost all activities aimed at those brands (Duman et al., 2018).

According to a Retail Asia survey, 74% of Chinese customers are open to switching to brands that prioritise corporate responsibility and sustainability. They found that customers under the age of 34 are more likely than older consumers (23%) to prioritise buying sustainable goods. Consumers have evolved, and the luxury business is increasingly targeting younger consumers, particularly in emerging economies. In addition, more than half of the 2,653 respondents who participated in the study, which was conducted in eight major Chinese cities, indicated that they would be open to switching to sustainable brands (Retail Asia, n.d.). In the meantime, in Malaysia, the term brand resonance is rarely used compared to brand loyalty. There are only a few studies on brand resonance in Malaysia. So far, studies related to brand resonance are focused on telecommunication companies and financial institutions, thus indicating that brand resonance is still a new concept in Malaysia. In contrast, brand loyalty is a more popular concept. Many studies, locally or globally, agree regarding brand loyalty relationships and frameworks (Roustasekehravani, 2015). Brand loyalty is, in fact, one of the brand resonance dimensions. According to Divyasre (2019), brand loyalty exists based on the repetition and frequency of purchases. The more purchasing activities there are, the higher the level of loyalty. However, even though loyalty behaviour is a trademark of brand resonance occurrence, it is still not sufficient to achieve the level of brand resonance (Taghipourian & Noormohammadan, 2017; Keller, 2001).

On the other hand, the report (Polkes, 2020) shows a decrease in customers' loyalty to the same brands in the United Kingdom, the United States, and Australia from 62.5% to 60.2% between 2019 and 2020. Africa, the Middle East (45%), and Latin America (42%), which are close behind Asia Pacific in terms of brand switching propensity, are the next most likely regions for consumers to try new products. The Malaysian market also showed a significant change in the buying attitude of customers. Only 44% of people remain with the same brand, 47% like to try new brands, and the rest have a set of brands in their collection. One of the reasons stated is that independent opinions and reviews are influential in persuading them to switch brands (Nielsen, 2019). In the meantime, the response towards specialty or luxury brands in the Malaysian market shows good progress. On average, the percentage of consumers who purchase luxury items increases by 5 percent every year (Kapferer & Laurent, 2016; Bain & Company, 2012). Even though the COVID-19 pandemic has an impact on the economy, specialty goods are set to return to moderate but positive growth. Therefore, high-priced specialty products, such as fine jewellery and luxury timepieces, are predicted to see a modest rebound in 2021 (Euromonitor International, 2023). People buy high-end products due to their uniqueness, high quality, exclusive, limited production, and unique, qualified craftspeople (Kapferer & Laurent, 2016; Bain & Company, 2012). Furthermore, specialty goods are purchased and adorned by people to demonstrate wealth, prosperity, success, social status, and satisfaction with superior product quality (Md. Razak et al., 2021; Mamat et al., 2016). These can be differentiated into

hard and soft specialty goods. Hard specialty goods such as watches and jewellery, while soft refer to fashion and clothing. The global market for specialty goods is estimated at \$182-\$218 billion annually, and Malaysia is one of the new hosts, solidifying luxury markets (Bain & Company, 2012).

2. Literature review

2.1 Brand resonance concept

Keller (2001), who developed the brand resonance pyramid, stated about the customer relationship with the brand. It has four main dimensions: Brand loyalty represents the first dimension of brand resonance, which is the amount, or share of category volume, attributed to the brand. In simple words, brand loyalty indicates the brand's frequency and how much consumers purchase. This measurement of the firm's profit shows good turnover and sufficient purchases from the frequencies and volumes. Next is brand attachment, where a strong personal attitudinal attachment to the brand is essential to achieving brand resonance because it can ensure a resilient relationship (Jun & Yi, 2020; Huang et al., 2015). While brand community occurs when consumers become interested in the community, The consumers' sense of kinship with others affiliated with the brand is a significant social phenomenon in this dimension. As a result, people will be more familiar with the community, resulting in a better bond with the brand. Brand engagement, the fourth dimension, demonstrates that consumers who are willing to invest time, energy, money, and other resources in the brand in addition to what they spend on purchases and consumption have the strongest confirmation of brand loyalty.

On the other hand, Marketing Evolution (2022) stated that the attainment of brand resonance stands as a pivotal factor in the prosperity of the business. When appropriately crafted, it signifies the culmination of comprehensive marketing endeavours. It represents the connection forged between the business and its customers once all fundamental queries have been addressed to the customers' contentment. Upon achieving a satisfactory comprehension of the brand's identity, characteristics, and the emotions it evokes, customers are then left to deliberate the depth of their association with the brand. This encapsulates the essence of brand resonance. As previously mentioned, individuals prefer to engage with brands they hold in high regard and trust. Should marketers opt for shortcuts or neglect the development of any stratum within the resonance pyramid, they expose themselves to the risks of dissonance and the potential loss of the customer relationship.

2.2 Specialty fashion brand

Luxury items are classified into four categories, according to Jackson (2004): fashion (haute couture, ready-to-wear, and accessories), scent and beauty, wines and spirits, watches, and jewellery. As a result, this study is limited to luxury fashion goods, which make up most luxury goods sales (Jain et al., 2021). Additionally, specialty fashion items include clothing, accessories, purses, shoes, watches, jewellery, handbags, and fragrances. The pure use or display of a particular brand offers status to the owner, with functional utility becoming secondary (Abdulbaqi Ameen & Ahmad, 2011; Amatulli & Guido, 2011). From then on, an increasing number of the wealthy and elite started to purchase luxury goods. The growth of luxury products is characterised by citizens' desire to display their wealth; mere ownership is no longer sufficient when luxury goods become symbols of social prestige and provide their owners with an aura of divinity. Then there is a period where the majority of the population is well-off and has sufficient resources, but they still want to fit in with their peers. It may be more difficult to mix with a specific group if a person does not have or wears an effective social identifier. Eventually, luxury becomes a way of life. People find it difficult to revert to their previous behaviours after becoming accustomed to this lifestyle.

Luxury is increasingly associated with personal choices and delight rather than wealth or social standing. It is critical to comprehend why some companies are referred to as luxury brands and how their superior

positioning is justified. Luxury brands are not built by selling high-end items at exorbitant costs. Luxury brands that have been meticulously crafted through meticulous marketing and brand-building strategies exhibit beauty, brand strength, differentiation, exclusivity, innovation, product craftsmanship and precision, premium pricing, and high quality (Kapferer, 2015; Som & Blanckaert, 2015). Despite being young and earning low wages, millennials want to look fashionable by wearing the latest fashions to show their professional images. They are usually fashionable, up-to-date, and always eager to buy. Furthermore, previous research has shown that millennial customers are highly brand conscious and willing to spend more money on luxury things to increase their credibility, image, and reputation (Ahn et al., 2021; Kim, 2019; Mamat et al., 2016). According to this phenomenon, millennials are among the market sectors with a significant need for luxury items. Mat (2016) explored the types of specialty fashion products purchased by respondents aged 25 to 30. Handbags received the most significant proportion (77.0%), followed by shoes (70.8%), clothes (67.5%), watches (66.2%), and jewellery (66.2%). When it comes to luxury fashion products, more than half of the respondents indulge in handbags, shoes, clothes, watches, and jewellery, according to the percentage. However, most respondents preferred to purchase handbags as luxury fashion items. As a result, it is critical to understand how Malaysian consumers react to luxury fashion brands, particularly in attitude and purchase behaviour, until the brands resonate with them (Shaari & Hong, 2018).

2.3 Hedonism theory

The resonance of a brand towards a particular product shows the excitement and joy that the product possesses. In philosophy, a theory must be matched to a concept. The idea related to pleasure and happiness is called hedonism. The theory of hedonism refers to many related theories about what is good for people, how people should behave, and what motivates people to act as they do openly. Weijers (2012) mentioned that it is derived from the Greek ἡδονή (hēdonē), which means pleasure. According to Moore (2019), pleasure is broadly understood as all pleasant feelings or experiences: delight, ecstasy, elation, enjoyment, euphoria, exhilaration, exultation, gladness, gratification, gratitude, joy, liking, love, relief, satisfaction, and many more. According to Moore (2019) and Weijers (2012), the types of hedonism appear due to different ideas, and the primary derivative of hedonism comes from the 'folk hedonism' ideology, where the non-philosophers' view of hedonism is that of someone who wants pleasure for the sake of pleasure without regard for their own or others' future well-being. People who practice hedonism will never turn down the chance to indulge in one of life's great pleasures, such as entertainment. Enjoyment can result in issues with marriage, health problems, regrets, or pain for oneself or others.

This type of hedonism is a combination of motivational hedonism (psychology hedonism) and hedonistic egoism. Next is 'value hedonism', which claims that only pleasure is fundamentally valuable, whereas misery is priceless (Moore & Crisp, 1996). Something is intrinsically valuable if it is beneficial for its own sake. It also relates to happiness, sometimes known as prudential hedonism, which explains what value is for more explicitly than value hedonism. According to prudential hedonism, pleasure inherently improves people, while struggling fundamentally degrades their quality of life. When Prudential Hedonists claim that happiness is the most important thing, they imply pleasure over pain. Pleasure is intrinsically valuable because it is pleasurable to experience, even if it has no other benefit. Lastly, 'motivational hedonism', also known as psychological hedonism, is the notion that our actions are guided by our desire to experience pleasure and avoid pain. Most philosophical interpretations of motivational hedonism incorporate conscious and unconscious pleasure desires but prioritise the latter.

The disputes are mainly about what constitutes happiness and less about moral philosophy. Epicurus, Jeremy Bentham, and John Stuart Mill advocated for different forms of motivational hedonism. Jeremy Bentham employed the idea to defend his hedonistic utilitarianism theory. He acknowledged that a weak version of motivational hedonism holds that the drive to seek pleasure and constantly avoid suffering influences hedonistic' actions. However, the complete account of motivational hedonism, according to which all behaviour is governed by a desire to experience pleasure and avoid suffering, has piqued

philosophers' curiosity. Therefore, hedonic pursuits affect individual subjective well-being and the maintenance of useful behaviours.

Table 1: Theoretical gap

No	Source	Sampling	IV	MV	Journal ranking	Theory
1.	The Role of Halal Brand Relationship Quality Towards Relational, Utility Value and Halal Brand Resonance. Khan et al. (2022)	410 Halal food consumers in Rawalpindi and Islamabad, twin cities of Pakistan.	utility value relational value	halal brand relationship quality (BRQ)	Q3 International Journal of Business and Society	Social exchange
2.	Millennial Consumers Perceptions on Luxury Goods: Capturing Antecedents for Brand Resonance in the Emerging Market Context. Kang et al. (2022)	252 millennial consumers developing countries China	brand prestige normative influence cognitive identification	Affective identification Luxury brand salience	Q2 Journal of International Consumer Marketing	Not mentioned
3.	Influence of Electronic Word of Mouth (eWOM) and Relationship Marketing on Brand Resonance: A Mediation Analysis. Habib et al. (2021)	473 online customers in India	relationship marketing	eWOM	Q1 Sustainability Mdpi	Not mentioned
4.	Factors Determining Brand Resonance of Apple iPhone. Anupriya et al. (2021)	500 brand managers in India	brand loyalty high technology expected features status customer satisfaction	Non	Q4 Psychology And Education	Brand resonance
5.	Analysis of Brand Resonance Measures to Access, Dimensionality, Reliability and Validity. Raut et al. (2020)	560 communities who use cell phone, drink branded soft drink and own cars of metropolitan cities in India	brand awareness brand performance brand image brand feeling brand judgments brand loyalty	Non	Q2 (Sage Publication)	CBBE
6.	CSR and brand resonance: The mediating role of brand love and involvement. Kim et al. (2020)	undergraduate students from Silla University, South Korea	Perceived CSR	Brand love Brand involvement	Q1 Sustainability Mdpi	Interpersonal Relationship Theories

This research delves into the influence of brand resonance on consumer behaviour when purchasing specialty fashion brands. Table 1 outlines the theoretical framework employed in various studies on brand resonance, incorporating a range of independent and mediation variables. Miles (2012) states that understanding the theories underpinning these studies requires familiarity with at least five seminal works associated with the most significant theories. The table includes six literature reviews, demonstrating that brand resonance studies utilise diverse theories tailored to their specific contexts. These studies, sourced from reputable platforms such as Scopus and Web of Science, affirm that brand resonance is not confined to a singular theory but rather adapts to various phenomena. Furthermore, the incorporation of new antecedents adds valuable contributions to the existing body of knowledge. The study highlights the relevance of the Hedonism Theory in the context of specialty fashion brands. This theory aligns with the desires and motivations that drive individuals to acquire branded merchandise. Empirical testing of the hedonic principle reveals its effectiveness in inducing positive emotions through various mood enhancement techniques. For instance, individuals in a negative mood may engage in activities that maximise positive emotions, and indulging in specialty fashion brands is one such luxurious activity known to elevate pleasure feelings (Kim, 2019; Taquet et al., 2016). Specialty brands, closely associated with hedonism, offer consumers aesthetic and pleasurable experiences. Unlike interpersonal motivations, many consumers of specialty brands prioritise hedonic experiences and high aesthetics. Recognising the intrinsic connection between specialty brands, hedonism, and emotional values, this study posits that hedonism plays a pivotal role in driving the relationship between the selected new antecedents and brand resonance. This, in turn, enhances the exclusivity or accessibility of the specialty fashion brand paradigm (Margariti et al., 2019).

2.4 Value congruity

Marketing methods based on congruity theory are developed by organisations or brands to assist employees or consumers in understanding personal beliefs and corporate or brand ideals. Value congruity can be found in a variety of domains, including organisational behaviour and psychology. However, its impact on marketing concepts has yet to be thoroughly investigated. More research on value congruity from the standpoint of customer behaviour is required (Minakshi et al., 2021). The fit between a customer's values and impressions of a brand's ideals is referred to as value congruity (Lee & Jeong, 2014; Zhang & Bloemer, 2008). The alternative meaning is consumers' psychological assessments of similarities and differences between an entity and its ideals (Sirgy, 2018). Entities are things like products, brands, stores, or individuals. Values, on the other hand, are abstract aims or ideals that aid people's interests and behaviour. The values would guide the individual's behaviour choice (Minakshi et al., 2021). In a nutshell, value congruity influences consumers' pre-purchase activity. It is reflected in order to correspond with the consumers' self-concept, brand personality, and brand user image. Value congruity frequently results in higher levels of satisfaction since the product image and personality precisely match their self-image or self-concept. Despite the fact that many scholars are interested in the value congruity idea, the relationship in marketing literature requires further investigation. A few values congruity studies in creating relationships have been conducted, including firm-distributor (MacMillan et al., 2005), manager-and-salesperson relations (Brashear et al., 2003), vendor-purchase relations (Sethi et al., 2001), and customer behaviour perspective (Minakshi et al., 2021). As a result, there is a need to investigate value congruity in the brand resonance notion in order to comprehend consumer behaviour and how firms develop marketing strategies in Malaysia's competitive market. Based on the existing literature, the following hypothesis is proposed:

H1: There is a positive and significant relationship between value congruity and brand resonance on specialty fashion brands among Malaysian consumers.

2.5 Social review

The desire of consumers to share their opinions and experiences about a product on commerce platforms, social media communication, customer-to-customer engagement, conversation, and testimonials, which has both positive and negative aspects (Wang & Yu, 2017), can be defined as social review. This platform also serves as an important source of external knowledge. According to some previous researchers, social connections between consumers are used to build trust in business settings. Furthermore, by interacting with other consumers as well as the brand on social networking sites, consumers' trust is increased (Dwivedi et al., 2021; Hajli, 2020; Hashim et al., 2020; Mazzucchelli et al., 2018). Consumers today perceive value and place a great value on prior customer experience (Hajli, 2014). They are keen to provide product and service reviews and ratings. These evaluations and ratings provide detailed information about the product to potential customers.

In light of the digital revolution, consumers now have a new platform to communicate and build their social presence (Dibb & Carrigan, 2013). Many consumers, particularly in today's communications media, are adamant about wanting to be heard and engage in a conversation (Gordon, 2013). Consumer behaviour towards a brand or company continues after purchase due to motivational reasons such as word-of-mouth, recommendations, customer-to-customer interactions, blogging, writing reviews, and other similar activities (So et al., 2016). The increasing usage of social media in everyday life is a prime example of the digital revolution. Consumers can trade and acquire information and expertise about generic or specialised products from their networks of friends and family, as well as other online consumers' social media platforms (Mazzucchelli et al., 2018; Hajli, 2014). Therefore, the following hypothesis is proposed:

H2: There is a positive and significant relationship between social review and brand resonance on specialty fashion brands among Malaysian consumers.

2.6 Philanthropy campaigns

Tsai et al. (2015) describe philanthropy as "institutional charity activities that benefit society." It is in charge of creating charitable actions such as rescue missions and donations. It is also known as society marketing, cause marketing, and cause-related marketing. Varadarajan (1986) was the first academic to define philanthropic campaigns as horizontal cooperative sales promotions, such as those that combine product brands and non-profit organisations. Caesar (1986), on the other hand, defines it as a direct link between a company's products or services and a specific charitable organisation through the donation of a portion of sales proceeds. Philanthropy campaigns tied to specific societal concerns or charity-related ideals are worth investing in through the use of public services, advertising, and public companies. As a result, it is viewed as a strategic public relations weapon used in public relations marketing efforts (Oldenburg, 1992). According to Kim et al. (2020), it is known as corporate social obligations (CSR), and it should be created to incorporate many areas of business obligations, such as philanthropic, economic, ethical, and legal issues.

Among the previously stated obligations, scholars in the research community have concentrated on corporate social responsibility (CSR), corporate philanthropy (CP), and business ethics (BE) (Kim et al., 2020). Many buyers now anticipate eco-friendly products as their understanding of ethical consumerism grows. As a result of CSR practices, firms become more involved. In reality, many businesses launch public awareness campaigns to inform their stakeholders and customers about their CSR initiatives. Meanwhile, Tsai et al. (2014) concurred that charitable marketing might boost the brand resonance of both business and non-profit organisations.

Meanwhile, Tsai et al. (2014) concurred that charitable marketing might boost the brand resonance of both business and non-profit organisations. Non-profits can improve their visibility and funding sources, while profit organisations can boost their corporate goodwill and employee morale, increasing brand awareness, reliability, and brand resonance dimensions through relationship marketing (Habib et al., 2021). According to Keller (2003), one of the critical measures of brand resonance that affects corporate reputation is brand loyalty. Nonetheless, building brand loyalty requires time and effort. The company must earn the trust of its customers by providing excellent service. When customers have a positive product experience, it indirectly helps the company create its brand image (Chen et al., 2020).

H3: There is a positive and significant relationship between philanthropic campaigns and brand resonance on specialty fashion brands among Malaysian consumers.

2.7 Brand affect and brand resonance

The brand affect plays a crucial role in consumer and company relationships. It happens due to the foundation of brand affect, which causes consumers' trust to build brand loyalty and repurchase intention where they finally have a deep connection with the brands (Hall et al., 2022; Kabadayi & Kocak Alan, 2012; Mosavi & Ghaedi, 2012; Matzler et al., 2008). Brand affect is the ability of a brand to evoke a favourable emotional response in the average customer due to its use. In other words, it is about consumers' emotional reactions to a brand due to interacting with it. Therefore, brand affect arises in the context of a close relationship with a brand (Chaudhuri & Holbrook, 2001).

A consumer's overall positive or negative impression of a brand is called brand affect (Keller, 2003). Many types of research have been done on brand affect and its significance to brand loyalty (Sung & Kim, 2010; Chaudhuri & Holbrook, 2002). Leckie et al. (2016) and Zhang & Kim (2013) affirmed that brand affect is also crucial to brand experience with the highest form of brand loyalty and engagement, which are those indicators of dimensions towards brand resonance. On the other hand, brand trust is portrayed as the consumer's experiential process of learning and perceiving through time. It arises from a collection of prior experiences and interaction histories over the developmental trajectory of the consumer-brand journey (Keller, 2012; Keller & Aaker, 1992). As a result, people are more likely to be inspired to engage in their role performance cognitively, emotionally, and physically when they feel significant and safe (Liu et al., 2018). Therefore, the following hypothesis is proposed:

H4: There is a positive and significant relationship between brand affect and brand resonance of specialty fashion brand among Malaysian consumers.

2.8 Value congruity and brand affect

Research shows that value congruity is a powerful predictor of how a brand will influence consumers' pre- and post-purchase decisions because it displays the alignment between the brand's personality or user image and consumers' self-concept. Customers saw both notions as compatible with the brands they chose to represent themselves. Additionally, the congruity value significantly affects how buyers perceive value and their pre-purchase behaviours, including brand appraisal and choice. Research demonstrates that value congruity strongly predicts the brand affect on consumers' pre- and post-purchase behaviour choices. This finding demonstrates that value congruity reflects the match between consumers' self-concept and brand personality or brand user image and their brand choices according to the brand themselves. Furthermore, the congruity value significantly influences customers' value perception and pre-purchase behaviour, such as brand evaluation and choice (Jeong & Jang, 2018; Lee & Jeong, 2014; Sirgy, 2018).

Moreover, the customers' value congruity impacts their post-purchase behaviour, such as satisfaction, trust, brand commitment, and word-of-mouth communication. These influence customers' value perceptions regarding brand evaluation choices (Aguirre-Rodriguez et al., 2015; Nikhashemi & Valaei, 2017; Sirgy, 2018). Customers also favour products that fit nicely with how they view themselves. As mentioned before, the dissonance and psychological distress brought on by incongruity with one's self-concept might jeopardise a person's sense of self. Consumers will likely be satisfied with the brand when they trust the firm behind it, feel committed to repurchasing the same brand, and recommend the brand to others. It would rank higher if the brand's user image and personality matched the consumers' self-concept (Sirgy, 2018). Therefore, the following hypothesis is proposed:

H5: The relationship between value congruity and brand resonance of specialty fashion brand among Malaysian consumers is positively mediated by brand affect.

2.9 Social review and brand affect

The role of social review influences consumer behaviour and has been a global marketing trend over the years. It can cause a transformation in how consumers undertake purchase decisions (Popy & Bappy, 2022). Increasingly, the emergence of social media led to social media reviews, giving consumers more power to choose brands based on what they obtained from the reviewers. The social review considered word of mouth, which offers customer perspectives, minimises information asymmetry, and helps the customers make purchase decisions. In recent years, most customers relied heavily on social media reviewers to obtain at least basic information and respond from popular platforms such as Lazada, Shopee, Facebook, Instagram, Twitter, and many more (Popy & Bappy, 2022; Shawky et al., 2019; Saddique et al., 2017; Ting et al., 2012). It has encouraged two-way communication and brand community formation (Shawky et al., 2019). Indirectly, the traditional form of reviewing is inefficient (Popy & Bappy, 2022).

From the firm's view, the brand will be affected when the increasing rating comes from new visitors and supports them positively. Consequently, if the interaction on the social network is positive, consumers' trustworthiness will be high, while their perception of risk decreases (Hajli, 2014). Therefore, customers are more secure, and their intention to buy increases. (Saddique et al., 2017) agreed and found that reviews and ratings on products are significant because people believe more in comments and information from friends or third parties. However, the information could be biased because other users obtain information from social media without distinguishing between genuine and fabricated comments. Many users of social networking sites join social media with fake IDs and post negative comments and reviews just for enjoyment, which affects other people's trust. Consequently, the firms' sales dropped, and they lost consumer trust. Therefore, a closer look at the review shows that the social review can represent both a severe menace and a fantastic opportunity for brands. Therefore, the following hypothesis is proposed:

H6: The relationship between social review and brand resonance of specialty fashion brand among Malaysian consumers is positively mediated by brand affect.

2.10 Philanthropic campaign and brand affect

The industry's philanthropic activities focus on economic, environmental, and social sustainability. It is also beneficial to the financial performance of businesses because they establish a positive public image for themselves, improve their relationships with customers, and foster a positive work environment (Rodriguez-Fernandez, 2016). Aside from being responsible for external corporate philanthropy performance, internal stakeholders must improve the company's brand credibility, engage employees in volunteer projects, and provide them with resources to achieve their philanthropic goals. It is one way to

strengthen the firm's brand. When businesses and employees collaborate on philanthropic campaigns for the brand, customers' viewpoints are valued. The greater the brand's trustworthiness and expertise in delivering its promises, the more consumers will consider purchasing it (Jain, 2019; Rahmawati et al., 2018; Keller, 2012).

The firm's compatibility with the cause stimulates consumers to participate in social activities while also boosting brand credibility and loyalty. This issue includes characteristics of hedonist behaviour (happiness or pleasure) because it is the ultimate and highest life aim. People enjoy CSR because it motivates them to be better people while benefiting others (Kapferer & Valette-Florence, 2019; Paasovaara et al., 2012). Therefore, the following hypothesis is proposed:

H7: The relationship between philanthropic campaign and brand resonance of specialty fashion brand among Malaysian consumers is positively mediated by brand affect.

3. Methodology

Since the brand resonance concept is still in its initial stage among Asian consumers, this study intends to clarify this concept in the Malaysian consumer market. Continuing that, this study also produced the conceptual framework with the external factors and mediators concerning the relationship between them. The authors will utilise a systematic questionnaire to ensure that most questions about brand resonance with specialty fashion brands are addressed. The questionnaire will be distributed to consumers of specialty fashion brands in Malaysia. The data from the survey was analysed using the SEM technique. To assess construct validity, reliability, and measurement loading, exploratory factor analysis, reliability analysis, and confirmatory factor analysis were used. Following the analysis of the measurement model, the structural model was tested and confirmed. The Statistical Package for the Social Sciences (SPSS) version 25 was used to analyse the preliminary data to provide descriptive analyses such as means, standard deviations, and frequencies. Later, SEM with SmartPLS 4.0 will be used to test the measurement model.

The proposed research model is shown in Figure 1 below:

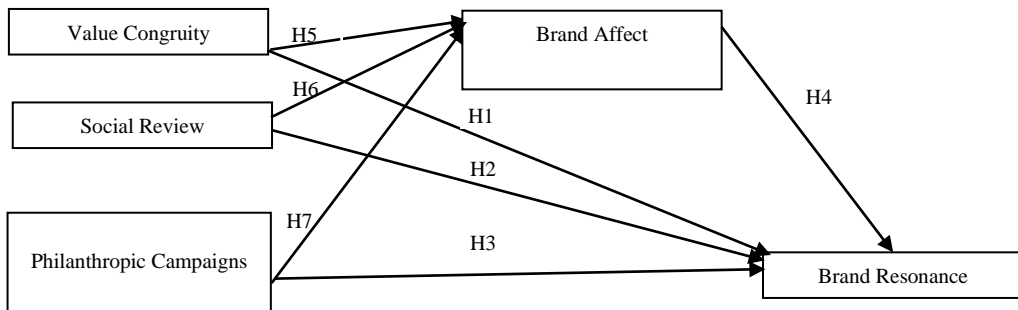


Figure 1: The conceptual framework

4. Conclusion

The brand resonance concept, which drew support from this study, holds that creating a powerful brand requires following Keller's (2003) recommended sequence of logical processes. To put it differently, this includes developing a brand's identity, giving it the proper meaning, getting the right reaction from consumers, and building relationships with them. It means that increasing customer awareness helps to define the meaning of the brand, which in turn shapes consumer reactions to the brand and helps to forge a

relationship between the consumer and the brand. The study sheds light on how brand resonance influences consumer behaviour in the context of specialty fashion brands. By incorporating the hedonism theory, it deepens our understanding of the underlying motivations that drive individuals to engage with and purchase specialty fashion brands.

The research demonstrates that brand resonance in specialty fashion brands is not confined to a single theoretical framework but adapts to various theories based on the specific context. This variety of theoretical perspectives contributes to a more nuanced and comprehensive understanding of the complex relationships between consumers and specialty fashion brands. By identifying and testing the applicability of the Hedonism Theory, the study contributes to the existing body of knowledge in marketing and consumer behavior. It addresses a knowledge gap by providing insights into how hedonism influences consumer preferences and decisions in the specific context of specialty fashion brands. While the benefit of this conceptual model is that it gives marketers direction and a road map for creating powerful brands, it also suggests that in order to connect with their target audience, marketers need to plan and carry out successful brand-building campaigns.

This knowledge can guide brand positioning, communication, and product offerings to enhance resonance and appeal to the target consumers. Customer relationship management and brands are beneficial to consumers in the competitive and demanding specialised fashion sector, where the brand serves as a crucial relational tool. The study also contributes to reducing the knowledge gap by providing a detailed exploration of how brand resonance in specialty fashion brands aligns with and enhances the understanding of the Hedonism Theory, offering valuable insights for both academics and practitioners in the field. Furthermore, this study makes a significant contribution to the limited literature related to the Malaysian context. Given the ambiguity surrounding brand resonance among Malaysian consumers, numerous gaps can be discerned, providing opportunities for further investigation and expansion of the study concerning contextual factors, population size, and methodology.

Conflict of interest statement

Faizan Hj Abd Jabar carried out the research, wrote and revised the article. Associate Professor Dr Haji Mohd Nazri Mohd Noor reviewed, supervised and approved the article submission.

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