

# **The Effect of Brand Strategy on Attitudes toward the Responsible Luxury Brand (Case Study: Customers of Sanitary and Cosmetic products)**

Masumeh Hemmati Zareei Koochi\*,

**The purpose of this research was to investigate the effect of responsible luxury brand (in) conspicuousness on attitude toward the responsible luxury brand. This research is applied in terms of purpose and is descriptive-survey. The statistical society is the luxury cosmetic products customers in Guilan province. Regarding the size of the statistical population, the sample was 384 with the help of Krejcie and Morgan's table. The data gathering tool was a questionnaire distributed available unpredictable method in sixteen centers in Guilan province. Finally, 420 healthy questionnaires were returned and analyzed. After confirming the validity and reliability of the questionnaire, the K-S test was performed to verify the normality of the data and after confirming the non-normal data, Smart PLS3 software was used to test the model and test the hypotheses. The analysis was carried out in two sections: descriptive statistics and inferential statistics. Firstly, descriptive findings describe demographic variables including variables such as gender, marital status, education, age, brand, and family income, and then describe the variables of research. Subsequently, in the data analysis section, the relationship between the model and the previous model analysis revealed that none of the factor loads were less than 0.4, and therefore the model does not need to be corrected. Then, the measurement and structural model were evaluated. Finally, the hypotheses were examined. The results showed that responsible luxury brand (in) conspicuousness is positively influenced on consumer social responsibility belief. Also, the influence of consumer social responsibility beliefs and perceived self-congruity with the brand on attitude toward the responsible brand is confirmed.**

**Keywords : responsible luxury brand (in) conspicuousness, perceived self-congruity**

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**with the brand, consumer social responsibility belief, self-identity, attitude toward the responsible brand.**

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