

Innovations

Effect of Personalization and Mass Customization on Purchase Decision of Luxury Footwear: The Moderating Role of Digital Relationship Marketing

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Abstract: *Understanding consumer behaviour is essential for firms seeking to drive competitive advantage, particularly in the luxury goods sector where consumer expectations are increasingly shaped by digital engagement and personalization. This study investigates the impact of personalization and mass customization on consumers' purchase decisions for luxury footwear in the Nigerian online market, with a specific focus on the moderating role of digital relationship marketing. Drawing on data from 636 valid respondents collected via an online survey, the study employed Structural Equation Modeling (SEM) using AMOS to test the hypothesized relationships. The results indicate that both personalization and mass customization exert a statistically significant and positive influence on consumers' purchase intentions. Moreover, digital relationship marketing was found to significantly moderate these relationships, strengthening the impact of tailored product offerings on consumer decision-making. These findings contribute to theoretical advancements in consumer behaviour and digital marketing literature, offering practical insights for luxury brands aiming to deepen customer engagement and drive online sales through data-driven personalization strategies.*

1. Introduction

Mass customization and personalization have gained significant traction across various industries, including automotive and luxury goods (Kumar, 2004). Companies are increasingly expanding product ranges to meet more demanding customer expectations (Takagoshi & Matsubayashi, 2013), with mass customization focusing on integrating customer preferences into product design to enhance

perceived value (Ellena et al., 2018). This approach has become a competitive necessity, especially in developing countries where mass production is less viable (Wong & Lesmono, 2013).

To stay competitive, manufacturers are rethinking design, production, and organizational processes to deliver small, diverse product batches tailored to customer satisfaction (Marconi et al., 2019; Vickery et al., 1999). This shift requires a coordinated approach involving human resources, production systems, and external stakeholders, along with robust information sharing (Miceli et al., 2007; Zezulka et al., 2016). As a result, many frameworks have been developed to streamline production, design, and order processes in mass customization (Zhang et al., 2010; Bonev et al., 2015; Song & Sakao, 2017; Klein et al., 2014).

In the footwear industry, customization and personalization are gaining prominence in both academia and practice due to their potential to improve user comfort and satisfaction (Jimeno-Morenilla et al., 2016; Weerasinghe & Goonetilleke, 2011). Studies have explored 3D foot reconstruction for better fit (Zhao et al., 2008) and CAD-based tools for automated shoe design (Luximon & Luximon, 2009), highlighting ongoing innovations in this space.

Luxury, for many consumers, symbolizes uniqueness, superior quality, and elevated social status (Athwal et al., 2019; Goor et al., 2019). Beyond craftsmanship, luxury goods fulfill symbolic and experiential desires (Banister et al., 2019). According to Bain & Company (2019), the global personal luxury market reached €260 billion in 2018, largely driven by Chinese consumer spending and European tourism. Deloitte (2019) also noted a 1% sales growth despite global economic slowdowns.

Luxury goods typically exhibit high income elasticity, richer individuals increase luxury consumption with rising income (Ikeda, 2006; Costa-Font et al., 2011), while poorer consumers tend to be more risk-averse (Äit-Sahalia et al., 2004). Laurent et al. (2001) identified key dimensions of luxury, including high price, exclusivity, and aesthetics. Cultural values also influence luxury consumption, with self-enhancement and openness to change being key motivators (Stathopoulou & Balabanis, 2019).

Although some luxury items are becoming more accessible, the affluent still seek higher-tier products to distinguish themselves. However, limited studies have examined how personalization and mass customization influence consumer decisions regarding luxury products, especially footwear and how digital relationship marketing might moderate these effects (Kim, 2019). A review of major databases reveals a gap in Nigeria-focused research on these variables.

Additionally, most existing research treats luxury goods broadly, with little focus on specific product categories like luxury footwear. This study addresses that gap by narrowing the focus and introducing digital relationship marketing as a moderating

variable. In today's digitized business landscape, understanding how digital engagement influences purchase decisions is critical (Lemon & Verhoef, 2016; Arnold & Reynolds, 2012; Hubert et al., 2017; Izogo & Jayawardhena, 2018).

Accordingly, this study aims to examine the Nigerian luxury footwear market by testing the following hypotheses:

- i. Personalization does not significantly influence consumers' decisions to purchase luxury footwear.
- ii. Mass customization does not significantly influence consumers' decisions to purchase luxury footwear.
- iii. Digital relationship marketing does not moderate the influence of personalization on consumers' purchase decisions.
- iv. Digital relationship marketing does not moderate the influence of mass customization on consumers' purchase decisions.

2. Conceptual Review

2.1 Digital Relationship Marketing

The digital revolution has fundamentally transformed the retail landscape, reshaping both transactional dynamics and the nature of customer engagement. The integration of digital technologies into retail practices has created a shift from traditional, linear customer journeys to dynamic, interactive experiences. Digital tools such as mobile applications, artificial intelligence (AI), big data analytics, and social media have enabled retailers to craft highly personalized touchpoints, enhancing value creation through deeper customer insight and interaction. These developments have not only expanded the ways in which value is offered and delivered but also facilitated a more nuanced understanding of consumer behavior. Omnichannel strategies have emerged as the dominant framework within digital relationship marketing, reflecting the need for coherent and consistent brand experiences across multiple platforms. Research indicates that omnichannel shoppers tend to exhibit higher levels of engagement, loyalty, and overall spending compared to single-channel users. As consumers increasingly shift between online, mobile, and physical environments, retailers are compelled to design seamless transitions and complementary offerings across these platforms. However, while technological capabilities have surged, the theoretical and empirical understanding of the financial and relational returns of personalization remains fragmented. Scholars argue that for personalization to achieve optimal impact, it must go beyond algorithmic recommendations to incorporate psychological dimensions such as emotions, identity, and trust. This calls for an interdisciplinary approach to studying digital relationship marketing, combining insights from marketing, information systems, psychology, and behavioral economics.

2.2 Luxury and Luxurious Products

Luxury, as a consumption category, is characterized by exclusivity, exceptional quality, superior craftsmanship, and strong symbolic associations. Traditionally linked to wealth and social distinction, luxury consumption today encompasses broader aspirations, including emotional gratification, personal achievement, and aesthetic pleasure. The evolving definition of luxury reflects shifts in societal values, with modern consumers increasingly viewing luxury as an experience rather than merely a product. Key attributes of luxury goods include scarcity, brand heritage, cultural symbolism, and the promise of uniqueness.

Consumer perceptions of luxury are shaped by a complex interplay of individual motivations, brand narratives, and sociocultural contexts. While high-income segments continue to dominate luxury markets, aspirational consumers from emerging economies are becoming increasingly significant. These consumers are often motivated by both personal fulfillment and social signaling, seeking brands that resonate with their identities and elevate their social status. Strong brand identity, authenticity, and exclusivity remain critical for sustaining the allure of luxury. Accordingly, luxury firms invest heavily in storytelling, selective distribution, and controlled communication strategies to preserve their mystique.

The luxury market has also been influenced by digital transformation. While luxury traditionally emphasized physical presence and personal service, digital platforms now serve as key touchpoints for brand discovery, consumer interaction, and even purchase. Nevertheless, luxury brands must navigate the tension between exclusivity and accessibility in the digital space, ensuring that their online presence complements rather than dilutes their premium positioning. Time, scarcity, and anticipation continue to reinforce the perceived value of luxury, underscoring the importance of curated experiences and long-term brand building.

2.3 Personalization

Personalization has emerged as a cornerstone of contemporary marketing strategy, driven by consumer demand for individualized products, services, and experiences. At its core, personalization involves tailoring offerings to the unique preferences, behaviors, and needs of individual consumers. Unlike traditional segmentation approaches, which group customers based on shared characteristics, personalization aims to deliver one-to-one value through the use of customer data, predictive analytics, and flexible production systems.

Consumers today expect not only high-quality products but also the ability to co-create and influence the design of those products. This shift from passive consumption to active participation has given rise to personalized offerings across diverse sectors, including fashion, automotive, technology, and luxury goods. Brands such as Nike, Adidas, and Rolls-Royce exemplify this trend, offering bespoke

options that enhance customer satisfaction and brand loyalty. Personalization fosters a sense of ownership and emotional connection, enabling firms to differentiate themselves in saturated markets.

The implementation of personalization relies heavily on digital infrastructure, including AI algorithms, customer relationship management (CRM) systems, and Internet of Things (IoT) technologies. These tools facilitate the collection, processing, and application of customer data in real-time, allowing for dynamic adaptation of products and marketing messages. Furthermore, personalization aligns with the principles of Industry 4.0, promoting sustainable production through real-time responsiveness, reduced waste, and resource efficiency. As personalization becomes more automated, marketers must balance technological precision with human-centered design, ensuring that the customer experience remains intuitive and meaningful.

2.4 Mass Customization

Mass customization represents a hybrid model that combines the scale efficiencies of mass production with the flexibility of customization. It enables firms to offer individualized products and services at near mass-production costs, thus appealing to consumers' desire for uniqueness without compromising affordability. The concept has evolved significantly since its introduction in the late 20th century, with advancements in manufacturing, digital design, and supply chain management expanding its feasibility and application.

Gilmore and Pine's (1997) typology of mass customization, collaborative, adaptive, cosmetic, and transparent remains a foundational framework for understanding how firms can tailor their offerings. Collaborative customization involves a direct dialogue with consumers to co-design products. Adaptive customization offers standard products that users can modify post-purchase. Cosmetic customization alters the presentation of products for different segments, while transparent customization uses background data to personalize without explicit consumer involvement. Each of these approaches requires careful alignment between customer expectations and operational capabilities.

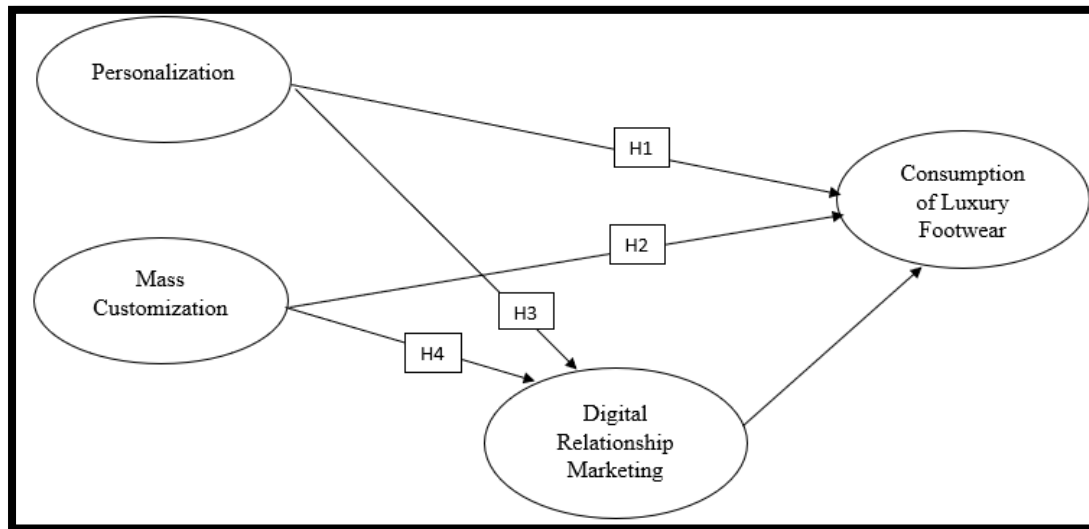
Mass customization has found traction in both goods and services. In manufacturing, it is visible in modular product design and configurable options, while in services, it appears in areas such as online learning platforms, financial planning tools, and healthcare solutions. The benefits of mass customization include enhanced customer satisfaction, stronger brand loyalty, and improved market responsiveness. However, implementation challenges remain, particularly in managing operational complexity, ensuring supply chain agility, and avoiding excessive costs.

To succeed, firms must develop robust customization strategies that integrate design thinking, lean operations, and digital technologies. They must also ensure that

customization does not lead to decision fatigue or diminish the brand's core identity. Ultimately, mass customization empowers firms to respond to heterogeneous consumer preferences while maintaining competitive advantage in increasingly volatile markets.

2.5. Conceptual framework

Figure 1. Conceptual Framework



The conceptual framework is illustrated in the Figure (2.1) above. This study aims to test four hypotheses. The first is the direct influence of personalization on consumption of luxury footwear, the second is the direct influence of mass customization on consumption of luxury footwear, third is the moderating role of digital marketing on the influence of personalization on consumption of luxury footwear, and the final is the moderating role of digital marketing on the consumption of luxury footwear. Thus, the said conceptual framework serves as the foundation of this study.

3. Theoretical Review

3.1 Transaction Cost Theory

Transactions are central to marketing and form the foundation of marketing thought. Kotler (1972) emphasized that market transactions are the core of marketing, a perspective evident in everyday consumer experiences, from buying coffee to posting online reviews. Scholars have examined customer transactions extensively, focusing on company strategies to facilitate them and consumer responses (Chaudhuri & Holbrook, 2001; Kohli & Jaworski, 1990; Oliver, 1999). Another key area of focus is how transactions are structured, often explored through the lens of transaction cost theory (Anderson, 1985; Heide & John, 1992; Jap & Ganesan, 2000; Rindfleisch & Heide, 1997).

According to transaction cost theory, every transaction involves costs such as negotiation, monitoring, and enforcement. The structure used to execute the transaction, whether market-based or within a firm affects the total cost (Coase, 1937; Williamson, 1985). In marketing, personalization and mass customization reduce customer effort by simplifying decisions and minimizing information overload. For instance, Liang et al. (2006) found that personalized news content increased satisfaction by lowering the effort required to find relevant information.

Williamson (1985) identified key determinants of transaction cost frequency, uncertainty, asset specificity, opportunism, and bounded rationality, which are also relevant in luxury purchases. In the luxury footwear segment, reducing time, effort, and cognitive load enhances the transactional experience. Personalization, by streamlining product search and decision-making, directly reduces such transaction costs, whether monetary or intangible (Dahlman, 1979; Liang & Huang, 1998).

Digital marketing further lowers transaction costs by facilitating interactions and automating processes (Malone et al., 1987; Cordella, 2006). Tools like search engines and e-commerce platforms reduce the effort needed to acquire information, while encrypted transactions, automated orders, and fast delivery improve efficiency. Thus, personalization and customization in digital marketing significantly influence consumer decisions to purchase luxury brands by minimizing transaction costs.

3.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), builds on the Theory of Reasoned Action to explain how beliefs shape behavior through attitudes, subjective norms, and perceived behavioral control. These three components influence behavioral intentions and ultimately behavior itself.

Attitude reflects how favorably or unfavorably an individual evaluates a particular behavior. In luxury branding, consumers who perceive a product as meeting their needs tend to form positive attitudes, especially when exposure increases familiarity and emotional connection (Jain et al., 2017; Loureiro & de Araújo, 2014; Jain, 2020). Digital marketing enhances this process by aligning product features with consumer expectations, reinforcing favorable attitudes toward luxury goods.

Subjective norms refer to the perceived social pressure to perform or avoid a behavior. These norms can significantly shape consumer actions, even if personal attitudes are neutral. Empirical studies confirm that social influence from peers, family, and societal expectations plays a major role in luxury brand purchases (Ajzen, 1991; Jain & Khan, 2017; Singh et al., 2021). When consumers perceive that luxury consumption is endorsed by important social groups, they are more likely to engage in such behavior (Ramayah et al., 2004; Kim & Karpova, 2010).

Perceived behavioral control concerns an individual's perception of how easy or difficult it is to perform a behavior, based on available time, financial resources, skills, and access (Ajzen, 1991; Jain, 2020). This element is especially important in luxury consumption, which often requires substantial resources. Studies have found that consumers with greater financial ability and knowledge are more likely to convert purchase intentions into actual behavior (Ling, 2009; Jin & Kang, 2011).

Together, transaction cost theory and TPB offer a robust framework for understanding the psychological, social, and economic drivers of consumer behavior in luxury markets. Transaction cost theory explains how digital tools and personalization reduce friction in the buying process, thereby influencing consumer decisions. TPB, on the other hand, captures the attitudinal, normative, and control-related motivations behind luxury brand purchases. These theories jointly support the proposition that personalization and mass customization, facilitated by digital marketing, significantly shape consumer intentions and behaviors in the luxury segment.

4. Empirical Review

Several studies have examined how personalization influences luxury product consumption, particularly in fashion and accessories. Personalization helps brands retain customers and build loyalty by catering to individual preferences and hidden needs (Hu, 2013). This can be scaled through mass personalization, where both the product and its packaging are tailored to individual tastes (Senanayake & Little, 2010; Stock & Seliger, 2016).

Atkinson and Kang (2021) explored how personal values drive luxury consumption among young adults in the U.S. Their study identified five emerging values, such as self-fulfillment and sustainability that define “new luxury.” Personalization was found to shape consumer engagement with these new luxury brands. Shin et al. (2021) studied Generation Z's relationship with luxury brands and found that, although they display behavioral loyalty, personalization had limited emotional impact on their purchase intentions.

Cham et al. (2020) examined Generation Y consumers in Malaysia and Thailand, revealing that personalization significantly influences clothing interest and indirectly affects purchase intention through self-confidence and product attitude. Cultural differences also emerged, with Thai consumers placing more emphasis on social media marketing.

In a review of luxury supply chains, Brandao et al. (2021) highlighted personalization as a critical element influencing purchase intention, aligning supply chain configurations with consumer preferences across different levels of the luxury market. Lei et al. (2021) further found that self-expressive mass customization,

especially when aligned with a consumer's self-identity, increases willingness to pay premium prices more so than shared-identity customization.

Kowalczyk and Mitchell (2021) confirmed that reference groups, consumer knowledge, and accessibility influence perceived value and behavioral outcomes like purchase intentions and willingness to pay. Among these, personalization had the strongest effect. Similarly, Yang et al. (2021) emphasized the role of co-creation and personalization in building emotional connections with young luxury consumers.

In the context of Industry 4.0, Saniuk et al. (2020) found that personalized products improve consumer satisfaction and promote sustainable consumption. Strycharz et al. (2019) also confirmed that both academics and marketing practitioners view personalization as a key factor in influencing purchase decisions, though ethical concerns remain.

Kiygi-Calli (2018) observed that increased middle-class spending in Turkey has expanded the luxury market, with personalization emerging as a major growth driver. Guercini and Milanesi (2017) analyzed an Italian luxury firm and concluded that personalizing offerings is central to the extreme luxury fashion business model and its international success.

Shukla (2012) provided one of the earliest cross-cultural perspectives on luxury consumption. Comparing developed and emerging markets, he found that personalization and mass customization significantly impact consumers' purchase intentions. His findings highlight the need for brands to understand both the shared and diverse elements of luxury consumption behavior across regions.

Collectively, these studies affirm that personalization, whether through tailored offerings, values alignment, or emotional engagement, is a key determinant of luxury brand consumption.

5. Moderating Role of Digital Marketing on the Influence of Personalization and Mass Customization on Luxury Product Consumption

Digital marketing significantly moderates the impact of personalization and mass customization on luxury consumption, a role that became more evident during the COVID-19 pandemic when traditional marketing declined. Ramadan and Nsouli (2021), studying luxury fashion start-ups in the Middle East, found that social media enabled effective personalization and customization, boosting purchase intentions among Generation Y women. Interviews in Saudi Arabia and the UAE revealed that digital tools strengthen consumer-brand relationships.

Cheung et al. (2021) found that WeChat marketing in China fostered consumer creativity, positively influencing perceptions of personalization and customization, which increased luxury purchase intentions. Similarly, Guha et al. (2021) reported

that social media marketing for Indian handicrafts improved brand awareness and image, enhancing brand equity and purchase intent. Personalized messages were particularly effective in shaping favorable attitudes.

Cham et al. (2020), in a cross-national study of Malaysia and Thailand, showed that social media marketing, alongside psychological traits like fashion consciousness and uniqueness, shaped Generation Y's interest in luxury fashion, influencing confidence, attitude, and purchase intent. Cultural variations were noted in how digital marketing shaped perceptions of personalization and customization.

Karadag and Erdogmus (2020) highlighted that many luxury brands underutilize digital integration. They advocated for omnichannel strategies where personalization and customization influence all stages of luxury consumption, pre-, during, and post-purchase.

Tran et al. (2021) found that personalized social media ads enhance brand self-expressiveness, connection, and engagement, key predictors of brand love and purchase intention. Similarly, Kim (2019) showed that Generation Y consumers value personalization, customization, and trust in e-commerce platforms, which enhance experiential quality and hybrid shopping satisfaction.

Earlier, Straker and Wrigley (2016) illustrated through the “Burberry Love” campaign how digital emotional engagement increases interest, loyalty, and revenue. Colombi et al. (2018) further confirmed that interactive tools foster immersive shopping, co-creation, and emotional bonds, strengthening luxury brand marketing.

6. Summary of Research Gap

The empirical literature reviewed, sourced exclusively from high-impact, first-tier databases such as Elsevier's Scopus, Clarivate Analytics, Emerald, and GCI, reveals several key gaps that this study aims to address.

Firstly, there is a notable absence of studies focused on the Nigerian context. Existing research has predominantly been conducted in developed economies, where market structures, digital ecosystems, and consumer behaviors differ significantly from those in developing countries. This presents an opportunity to test the applicability of established models and theories in an emerging market context like Nigeria.

Secondly, much of the extant literature treats luxury goods as a broad category without disaggregating by product type. This study addresses this limitation by focusing specifically on luxury footwear. Such specificity allows for deeper insights into how personalization and mass customization affect purchase intention within a defined product segment.

Finally, while digital marketing is frequently explored in relation to luxury consumption, the moderating role of **digital relationship marketing** remains underexplored. Given the increasing reliance on digital platforms for customer engagement and retention, understanding how digital relationship marketing influences the impact of personalization and mass customization on consumer purchase behavior is both timely and necessary. This study, therefore, contributes by empirically examining this moderating effect within the luxury footwear market in Nigeria.

7. Methodology

This study employed a cross-sectional survey design to investigate the relationship between personalization, mass customization, digital relationship marketing, and the consumption of luxury footwear in Nigeria. Data were collected electronically using a structured questionnaire administered via Google Forms and distributed through social media platforms, academic networks, and WhatsApp groups. This online approach enabled broader geographic reach and was appropriate given the digital focus of the research. The questionnaire consisted of two sections: the first captured respondents' demographic characteristics, while the second contained 25 validated items measuring the latent constructs, drawn from established scales in prior literature.

To enhance reliability and validity, a pilot study was conducted with 50 randomly selected respondents. Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR), both of which exceeded the acceptable threshold of 0.7, indicating strong internal consistency. Validity was examined using Average Variance Extracted (AVE), with all constructs surpassing the 0.5 benchmark, thereby confirming convergent validity. The instrument also underwent expert review for face and content validity, and items were adapted from previous studies to align with the constructs under investigation.

Given the estimated population of 76.7 million online shoppers in Nigeria (Varrella, 2021a), a minimum sample size of 384 was determined following Meyer (1979) and Fox et al. (2007). However, excess valid responses were included beyond this threshold to improve representativeness. A convenience sampling technique was used, enabling voluntary participation and accessibility.

Collected data were coded and processed in SPSS, with demographic variables analyzed using descriptive statistics. Responses to construct items were rated on a 5-point Likert scale ranging from "Totally Disagree" (1) to "Totally Agree" (5). While Google Forms provided basic analytics, the dataset was exported to SPSS for comprehensive statistical analysis. Subsequently, Structural Equation Modeling (SEM) was conducted using IBM AMOS to evaluate the hypothesized relationships.

This included tests of normality, reliability, model fit indices, and path analysis, enabling a robust examination of the conceptual model.

8. Results

Survey Response and Participant Profile

A total of 636 valid responses were collected through the online survey. The survey instrument was programmed to reject incomplete entries, resulting in a 100% completion rate. This approach enhanced data reliability and aligns with prior evidence supporting online surveys for their reach, cost-efficiency, and data integrity, particularly in large and diverse populations such as Nigeria's.

Demographically, 64.2% of respondents identified as male and 35.8% as female. The majority fell within the 31–40 age bracket (44%), followed by those over 50 years (21.1%) and those aged 20–30 (19.8%). In terms of ethnicity, most participants were Igbo (49%), followed by Middle Belt (22.2%), Yoruba (13.5%), Others (9%), and Hausa/Fulani (6.3%).

Consumer behavior data revealed that 95.6% of respondents had previously purchased fashion products online. Frequency of purchase varied, with 35.2% shopping at least once monthly, 27.4% purchasing occasionally, and 19.2% buying weekly. In terms of expenditure, 37.4% reported spending ₦10,000–₦50,000, while 30% spent ₦50,000–₦100,000.

Descriptive Analysis of Key Constructs

Personalization

Respondents generally expressed positive attitudes toward personalized fashion experiences. High mean scores ($M > 4.0$) indicated agreement with statements regarding the perceived value of product tailoring, intent to repurchase, and willingness to pay more for personalized offerings. One item, relating to the appreciation of products made to individual taste, had a slightly lower mean ($M = 3.53$), though still above the neutral threshold.

Mass Customization

Findings indicated favorable perceptions of mass-customized products, with most respondents agreeing that such offerings are distinctive and of high personal value ($M > 4.3$). However, willingness to pay a premium for these products was more reserved, as reflected in a lower mean score ($M = 3.07$), suggesting price sensitivity among some consumers.

Digital Relationship Marketing

All items within this construct received strong agreement ($M > 4.0$), signifying that personalized and timely digital communication positively influences consumer

perceptions. Respondents agreed that such messages enhanced their sense of uniqueness and improved their brand interactions.

Luxury Footwear Consumption

Participants reported strong intentions to engage with personalized luxury footwear, including willingness to pay a premium, co-create designs, and seek uniqueness ($M > 4.2$). While the item assessing the desire to stand out in a crowd received a slightly lower score ($M = 3.84$), it remained within the affirmative range.

Data Analysis Method

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via AMOS version 25. This method was selected due to its robustness in handling complex models and its tolerance for data normality issues. The analysis followed the standard two-step approach: assessment of the measurement model followed by evaluation of the structural model. Reliability and validity of constructs were verified through composite reliability, Cronbach's alpha, average variance extracted (AVE), and factor loadings, ensuring that the measurement instrument met acceptable psychometric standards.

Table 1. Model Goodness of Fit

Selected indices	Result	Acceptable level of fit
TLI	0.901	TLI > 0.90
CFI	0.903	CFI > 0.90
RMSEA	0.003	RMSEA < 0.05 good; 0.05 to 0.10 acceptable

Considering the aforementioned discussions, the collected data in this study can now be advanced for further analysis. This decision is supported by the presence of valid convergent and discriminant validity, as well as a well-fitting model. Consequently, subsequent analysis pertaining to the stated hypothesis will be presented and discussed in the following sections.

9. Test of Hypothesis

Hypothesis 1 and 2: Direct Relationship between the Independent and Dependent Variables

Figure 4.1 and Table 4.10 documents findings in relation to the path analysis. The purpose of this analysis was to measure the direct relationship between the independent and dependent variables. Based on these findings, personalization has

a statistically significant ($p < 0.05$) and positive ($n = 0.81$) influence on consumption of luxury footwear. That is to say, for every unit increase in personalization, there will be a resulting 0.81 increase on consumption of luxury footwear. On the same note, mass customization also has statistically significant ($p < 0.05$) and positive ($n = 0.77$) influence on consumption of luxury footwear. That is to say, for every unit increase in mass customization, there will be a resulting 0.77 increase in consumption of luxury footwear. Thus, a direct and significant relationship is established between the independent and dependent variables.

Figure 2. Path Analysis for Hypothesis 1 and 2

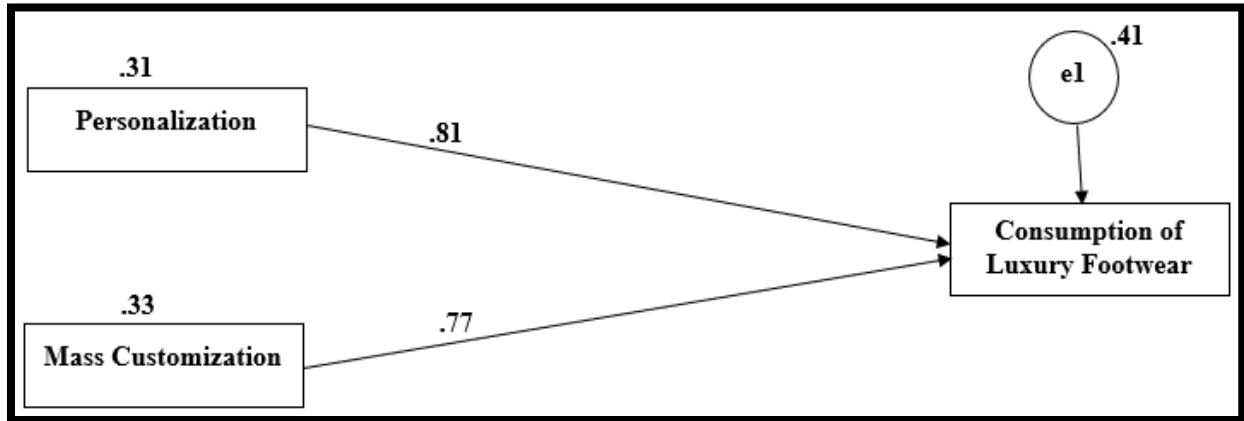
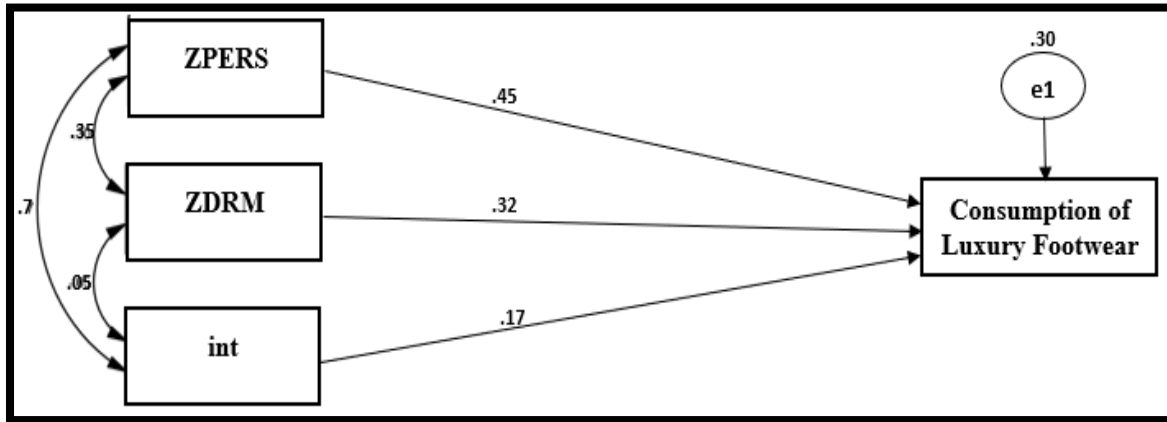


Table 2. Path analysis for H1 and H2

Relationships			Estimate	Beta	S.E.	C.R.	P
CLF	<---	PERS	.810	.412	.041	16.139	0.000
CLF	<---	MCUS	.772	.412	.041	16.139	0.000

Hypothesis 3: Moderating role of digital marketing relationship management on hypothesis 1

Figure 4.2 and Table 4.11 document the path analysis for the third hypothesis (H3), which is all about the moderating role of digital relationship marketing on the relationship between personalization and consumption of luxury foot wears. Thus, the moderating effect can be interpreted based on the interaction variable. Findings from Table 4.11 shows that there is a direct, significant and positive moderation ($n = 0.32$, $p > 0.05$). Thus, these findings suggest full moderating effect, which goes to say that increase in digital relationship marketing increases the influence of personalization on consumption of luxury footwear.

Figure 3. Path Analysis for Hypothesis 3**Table 3. Path analysis for H3**

Relationship			Estimate	Beta	S.E.	C.R.	P
CLF	<---	Int	.17	.018	.016	.661	.509
CLF	<---	ZDRM	.32	.063	.019	2.295	.022
CLF	<---	ZPERS	.45	.344	.019	12.388	.000

Hypothesis 4: Moderating role of digital marketing relationship management on hypothesis 2

Figure 4.3 and Table 4.12 document the path analysis for the third hypothesis (H4), which is all about the moderating role of digital relationship marketing on the relationship between mass customization and consumption of luxury foot wears. Thus, the moderating effect can be interpreted based on the interaction variable. Findings from Table 4.12 shows that there is a direct, significant and positive moderation ($n = 0.27$, $p > 0.05$). Thus, these findings suggest full moderating effect, which goes to say that increase in digital relationship marketing increases the influence of mass customization on consumption of luxury footwear.

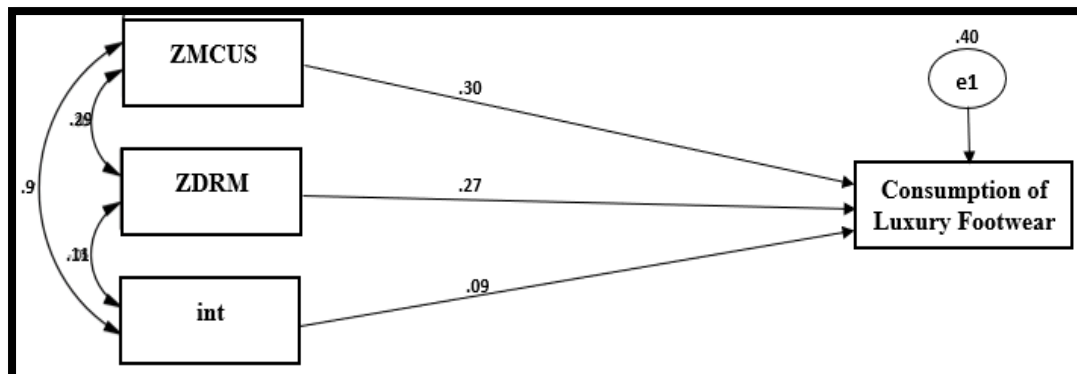
Figure 4. Path Analysis for Hypothesis 4

Table 4. Path analysis for H4

Relationship			Estimate	Beta	S.E.	C.R.	P
CLF	<---	Int	.09	-.059	.017	-2.415	.016
CLF	<---	ZDRM	.27	.094	.019	3.696	.000
CLF	<---	ZMCUS	.30	.307	.018	11.867	.000

10. Discussion of Findings

This study investigated how personalization and mass customization influence luxury footwear consumption in Nigeria, with a particular focus on the moderating role of digital relationship marketing. The empirical results provide strong support for all proposed hypotheses.

First, **personalization significantly and positively influenced** luxury footwear consumption ($\beta = 0.81$, $p < 0.05$). This aligns with extant literature suggesting that personalized marketing enhances consumer loyalty and purchase intention, especially within luxury segments (e.g., Atkinson & Kang, 2021; Cham et al., 2020; Yang et al., 2021). Consumers value the uniqueness and tailored experience offered by personalization, which reinforces emotional attachment to luxury brands.

Second, **mass customization also exhibited a significant positive effect** ($\beta = 0.77$, $p < 0.05$), confirming earlier findings (e.g., Shin et al., 2021; Lei et al., 2021) that suggest consumers perceive mass-customized products as exclusive, emotionally appealing, and reflective of personal identity, attributes highly prized in the luxury market.

Crucially, **digital relationship marketing moderated both relationships**, strengthening the effects of personalization ($\beta = 0.32$, $p < 0.05$) and mass customization ($\beta = 0.27$, $p < 0.05$) on luxury consumption. This suggests that brands leveraging digital platforms to build personalized interactions can significantly enhance the effectiveness of their customization strategies, leading to stronger customer engagement and loyalty.

11. Conclusion and Recommendations

The study concludes that personalization and mass customization are key drivers of luxury footwear consumption in Nigeria. Moreover, digital relationship marketing significantly enhances the impact of these strategies, reinforcing consumer-brand connections and purchase behavior.

It is recommended that footwear brands in Nigeria adopt integrated digital relationship marketing approaches alongside personalization and mass

customization efforts. This can amplify brand value, deepen customer relationships, and improve competitive positioning in the luxury market.

12. Contribution to Knowledge

This research contributes to consumer behavior literature by examining the underexplored Nigerian luxury market, particularly in the context of footwear. It is among the first studies to empirically demonstrate the moderating effect of digital relationship marketing on personalization and customization within this sector.

The findings offer both theoretical enrichments, by extending personalization and customization models with digital marketing constructs and practical value, by guiding luxury brands in deploying targeted digital strategies to foster deeper consumer engagement and drive sales.

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