

# COMPARISON OF GENERATION X, Y AND Z ON PURCHASE INTENTION OF LUXURY PRODUCTS IN TURKIYE

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**Abstract:** This research paper delves into a comprehensive analysis of the purchase intention of luxury products among different generational cohorts in Turkiye, with a focus on Generation X, Generation Y, and Generation Z. The study aims to provide an in-depth understanding of the psychological factors that shape purchase intentions within these distinct generational segments. Employing a mixed-methods approach, the research combines data collection through a structured online questionnaire and statistical analysis to explore the relationships between key variables, including the need for uniqueness, self-monitoring behavior, social function attitudes, affective attitudes, and purchase intention.

To gather data, a carefully designed online survey was administered to a diverse sample of participants, representing various genders, ages, and educational backgrounds. The survey included a range of questions targeting the participants' attitudes and behaviors towards luxury products. The collected data were subjected to rigorous statistical analysis, including descriptive statistics such as means, standard deviations, and skewness, to provide a comprehensive overview of the data distribution and insights into the patterns and trends observed. The findings of this research shed light on the varying levels of attitudes and intentions towards luxury products among the different generational cohorts in Turkiye. The analysis of the need for uniqueness variable revealed the participants' inclination towards seeking unique and original products, while the exploration of self-monitoring behavior uncovered the extent to which individuals are conscious of their actions and impressions. The examination of social function attitudes offered valuable insights into the participants' perceptions of luxury brands as symbols of social status and self-expression. Additionally, the assessment of affective attitudes explored the emotional responses of individuals towards luxury brands. Finally, the investigation of purchase intention provided valuable insights into the participants' likelihood and willingness to consider purchasing luxury products.

The results of this research contribute significantly to the existing literature on consumer behavior and preferences within the luxury goods market. Marketers and retailers targeting different generational segments in Turkiye can benefit from the insights gained, enabling them to better understand the unique needs, preferences, and motivations of each cohort. Furthermore, the findings have implications for strategic marketing initiatives, brand positioning, and communication strategies aimed at engaging and appealing to consumers within the luxury goods sector. While this research provides valuable insights, further studies can explore additional factors that influence purchase intention within the luxury goods market in Turkiye, such as brand image, social influence, and cultural aspects. By expanding the scope of research, a more comprehensive understanding of consumer behavior in the luxury sector can be achieved, assisting marketers and industry professionals in developing effective strategies to meet the evolving demands and preferences of consumers.

**Keywords:** Purchase intention, Luxury buy, Generations, Mentality.

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## I. INTRODUCTION

The €1.17 trillion global luxury industry, which includes the €495 billion luxury car, €260 billion luxury goods, and €190 billion luxury hotel industries, generated revenues in 2018 (Arpizio, Levato, & et al., 2018). Shoes and diamonds saw growth rates of 7% and 5%, respectively, followed by handbags and beauty care items, while menswear and high-end clothing experienced slower growth rates (Arpizio, Levato, & et al., 2018). The needs and preferences of younger adult

consumers in the rapidly changing retail sector are still unknown. Over 70% of all worldwide agreements for personal luxuries are between the ages of X and Y (Arpizio, Levato, & et al., 2018). By 2025, Age Y's share of estimated transaction revenues of €320–365 billions is anticipated to increase to 45% (Arpizio, Levato, & et al., 2018). For instance, according to Boston Consulting Group (BCG), China's luxury market, which is projected to reach \$173 billion annually by 2024, will account for 40% of the global luxury industry's earnings (Forbes, 2019).

Recent research suggests that acquiring extravagance goods is unmistakably associated with obvious usage since extravagance organisations have significant areas of strength for a on conspicuous characteristics (Grotts & Widner Johnson, 2013). As a result, extremely materialistic customers are more likely to buy and show pricey luxuries with a prominent brand name (Fitzmaurice, 2008). These findings seem to point to a more solid relationship between reality and ostentatious extravagance brands than cautious ones. But being realistic also means spending money on quality items rather than merely flashy ones (Sharda & Bhat, 2018).

According to one viewpoint, the mythical self-culmination hypothesis, which makes sense of the quest for the ideal version of oneself, justifies significant industrialism. Customers might purchase a well-known luxury brand as a way to express their status or personality. However, the extended self-theory, which challenges the idea that one's personality is mirrored in their surroundings, provides an explanation for covert use. Customers express themselves by choosing a covert luxury brand to set themselves apart from the competition. The Asia-Pacific area has had the greatest growth in extravagance expenditure globally, according to (Bian & Forsythe, 2012). According to (Bain and Company, 2018) analysis of the "Worldwide individual luxury goods market 2018 and then some," by 2022, luxury expenditure is anticipated to increase by 20-22% in China and 6-8% throughout the rest of Asia. According to past studies, the main influences on how much extravagance is used are mental and social aspects. Although research has identified mental and social factors that influence the purchase of luxury goods, it has only sometimes considered what a combination of mental and social factors entails for the utilisation of luxury goods. The absence of such impulses limits the ability to learn new information during training since mental and cultural factors both influence luxury purchase (Cottingham, 2016).

### A. Purpose/Importance

The whole purpose of the research will be to deepen the knowledge about the psychological buying intentions on purchase intention of luxury products consumption within the generation X, Y and Z of Turkiye. The aim of the research is to study and evaluate the consumption and purchase intention level of consumers of luxury products residing in Turkiye.

### B. Study Hypthesis

H1: NFU influences self-expression attitude toward luxury brands.

H2: Self-monitoring has a positive influence on self-presentation attitudes toward luxury brands.

H3: Self-expression attitude toward luxury brands has a positive influence on affective attitude

H4: Self-expression attitude toward luxury brands influences purchase intentions for luxury brands positively

H5: Affective attitude has a positive impact on purchase intentions for luxury brands

### C. Conceptual Framework of Study

This theoretical framework was driven from the article of: (Bian & Forsythe, 2012)

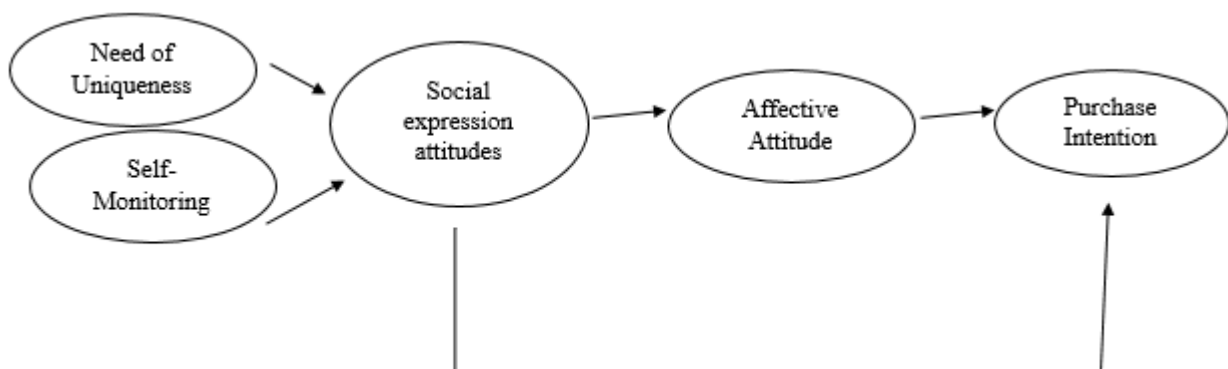


Figure 1

## **II. LITREATURE REVIEW**

Customers choose a brand that is consistent with their mental image of themselves, which supports the brand congruency theory. Brand-self congruity is the relationship between the image of a brand and how people see themselves (Sirgy, Lee, & et al., 2008). In an effort to persuade consumers to have more favourable brand perceptions, ideal assessments of the advertised product (Liu, Li, & et al., 2012), brand dependability (Liu, Li, & et al., 2012), and purchase expectations towards the brand (Sirgy, Lee, & et al., 2008), numerous studies have looked into brand-self congruity. In a recent study of upscale brands for fashion item classes, researchers found that self-congruity significantly affected consumers' loyalty to the superior brand (Kim, 2019).

In order to build strong relationships with their customers, brand advertisers work to instill a sense of brand commitment in them (Sirgy, Lee, & et al., 2008). A loyal customer consistently buys products from a comparable brand (Kim, 2019). An earlier study that looked at how American consumers behaved discovered that the buyer's desire to acquire luxury brand goods is primarily and favourably impacted by the consistency between the better brand and the buyer's mental self-portrait (Giovannini, Xu, & et al., 2015). Numerous studies have provided conclusive evidence that seeming value has a significant influence on how customers behave in terms of brand loyalty (Petrick, 2002).

The expectations of consumers towards personal luxuries are not sufficiently understood across generations. In particular, although having a smaller population than Age Y, the general comprehension of this age has not been comparable to that of the Age X region, which has demonstrated the highest total spending. For instance, a recent study by (Kim, 2019) examined the psychological, interpersonal, and social reactions of four age groups — the older and younger Gen X-ers, Age X, and recent college graduates — to goods from luxury companies. According to a recent study, there were significant group mean differences across the four generational partners in terms of the number of item categories of luxury brand products that each age had (Kim, 2019). Her research produced important information about the similarities and differences among customers at the level of the individual factors, but it fell short of providing a thorough understanding of how the various examination developments interacted to provide an exhaustive picture of what the customers' value insights meant for their gathering and reliability conduct.

According to (Shukla & Rosendo-Rios, 2021), who base their argument on the network impact theory, the use of luxuries items is influenced by what other members of the organisation purchase. Additionally, they emphasise the importance of social connections and the enormous influences that reference groups have on the purchase of opulence goods. The showoff inspiration (tendency towards selectiveness), fad inspiration (tendency towards similarity and impersonation), and Veblen inspiration (pomposity) are all remembered for the representative inspirations, and the creators guarantee that when supported by the organisation impacts, these emblematic inspirations will effectively affect opulence buy expectations . Social networks in this sense are instruments that assure great public exposure, giving purchasers of luxury goods the chance to amaze other consumers by showcasing their resources, preferences, and taste in premium companies. Younger consumers are frequently more brand aware but less brand loyal (Little, 2012), whereas older consumers choose to purchase more reputable brands . According to (Hashim, Abdullah, & et al., 2019), millennial buyers are also suggested to have higher levels of confidence. They choose well-known, premium products, especially those that come from outside, in an effort to gain social acceptance. Recent college graduates are also a group of buyers that heavily rely on their friends when choosing what to buy. (Chadha & Husband , 2006) define luxury clothing as excellent, sharp things offered by alleged luxury companies.

## **III. METHODOLOGY**

### **A. Research Strategy**

The aim of this study was to examine the purchase intention of luxury products among different generational cohorts in Turkey and the psychological factors influencing this intention. To achieve this aim, a quantitative research approach was adopted, utilizing a self-administered online survey questionnaire as the primary data collection method. The questionnaire encompassed various sections, including demographic information and measures of psychological factors such as NFU (Need for Uniqueness) and self-monitoring, as well as variables related to self-expression attitude toward luxury brands, affective attitude, and purchase intentions for luxury brands. The collected data were subjected to rigorous statistical analysis, employing techniques such as correlation analysis and regression analysis to test the proposed hypotheses and explore the relationships between the variables. Ethical considerations were upheld throughout the research process, ensuring participant confidentiality, informed consent, and the ethical treatment of the data. By employing this

methodology, the study aimed to contribute to the understanding of consumer behavior in the luxury market and provide valuable insights for marketers and luxury brand practitioners targeting different generational cohorts in Turkey. The researchers recommended utilising a quantitative technique to evaluate these components because the majority of illustrative assessment is quantitative. The quantitative assessment technique must also be used to establish the links between distinct parts.

Data should be acquired, in accordance with "Quantitative Assessment," in a way that allows for examination and verification of assertions made by elective data (Leedy & Ormrod, 2001). It is more appropriate if it is possible for them to "impartially survey the variable(s) of interest... furthermore, be separated from the investigation members so they may make honest finishes" (Leedy & Ormrod, 2001).

### **B. Targeted Population**

According to (Lancaster, 2005), population refers to "the complete set of items or topics under inquiry". The total population consists of approximately 300 of Gen X, Y and Z having intention to buy luxury product in Turkey. Every respondent falls in age category of Gen X, Y and Z, in our survey.

### **C. Sampling Population**

It is "the method by which a researcher selects a sample of respondents for a survey from the pool of interested inhabitants" (Leary, 2004). It gives academics the ability to examine the audit population's inactive contrasts. The population's diversity or heterogeneity, the typical error rate, and the degree of confidence are the three most important factors to take into account when choosing the model size (Zikmund, 2003).

In addition almost 300 number of samples were selected to test the result in the return of a floated questionnaire in sample population of 2,731,473. In this study, samples were recruited by implying the qualitative method technique

### **D. Research Instruments**

Questionnaires will be used to communicate with them in order to collect data. Closed-ended questionnaires will be used to collect the data, and respondents who are taking part in the study will get them to complete. A five-point Likert scale measuring Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree will be used to design the questionnaire. The questionnaire is broken into 2 portions, the first of which contains questions about the respondents' biographical information, the second of which includes questions about the research constructs. The instrument will be chosen on purpose since it asks for the respondents' personal opinions and allows them to use their expertise to provide a variety of facts.

## **IV. RESULT ANALYSIS**

The dataset used for this research was collected through an online survey administered via a Google Form. The survey was designed to gather information from participants regarding their attitudes and behaviors related to luxury product consumption. The data collection process followed ethical guidelines, ensuring participant anonymity and confidentiality. To recruit participants for the survey, various methods were employed. These included sharing the survey link through social media platforms, online forums, and email invitations to individuals who met the criteria of being within the target age groups (Generation X, Y, and Z) and residing in Turkey. The survey was open to both male and female participants.

The survey consisted of a series of questions aimed at assessing participants' demographic information, such as gender, age, and education level. Additionally, the survey included questions related to the five main variables of interest: "Need for Uniqueness," "Need for Self Monitoring," "Need for Social Function Attitudes," "Need for Affective Attitude," and "Purchase Intention." These variables were derived by summing the responses to specific questions within the survey, as previously discussed. Participants were asked to rate their agreement or disagreement with statements using Likert scale options or numerical scales. The survey questions were carefully crafted to capture the constructs of interest and ensure clarity in the response options. Attention was given to avoid any biased language or leading questions that could potentially influence participant responses.

The dataset used for this research was collected through an online survey administered via a Google Form. The survey aimed to gather comprehensive information from participants regarding their attitudes and behaviors related to luxury product consumption. A total of 300 participants voluntarily completed the survey, providing a diverse representation of individuals from various backgrounds. The participants' gender distribution indicated a balanced representation, with 180

participants identifying as male and 120 participants identifying as female. This gender balance ensures that insights gained from the dataset are not skewed towards a particular gender group, allowing for a more comprehensive analysis of luxury product consumption across genders.

The participants spanned a range of age groups, providing a varied perspective on luxury product consumption. The age distribution was as follows: 52 participants fell into the age range of 18-23, 85 participants fell into the age range of 23-35, 98 participants fell into the age range of 35-45, 22 participants fell into the age range of 55-60, and 43 participants fell into the age range of 45-55. This diverse age distribution ensures that insights are derived from a broad demographic, capturing the perspectives of both younger and older individuals. The dataset included participants with various levels of education. A breakdown of the participants' education levels revealed that 53 participants indicated "Other" as their education level, 66 participants held a bachelor's degree, 104 participants held a master's degree, and 77 participants held a doctoral degree. This varied educational background ensures that insights are derived from individuals with different levels of academic achievements and intellectual perspectives.

The dataset obtained through this survey provides a rich and diverse set of responses, allowing for a comprehensive analysis of attitudes and behaviors related to luxury product consumption. The inclusion of participants from different genders, age groups, and educational backgrounds ensures that the findings and conclusions drawn from the dataset are representative and reflective of a wide range of perspectives.

## **V. HYPOTHESIS ANALYSIS**

### **A. Hypothesis 1: NFU Influences Self-Expression Attitude Toward Luxury Brands**

The first hypothesis posits that the Need for Uniqueness (NFU) during luxury product shopping has an influence on the self-expression attitude towards those luxury products. To examine this hypothesis, we constructed regression Model 1, with the Self-Expression Attitude as the dependent variable and NFU as one of the independent variables.

The results obtained from the regression analysis provide strong evidence supporting this hypothesis. The P-value associated with the NFU variable was found to be 0.000, indicating that NFU significantly influences the self-expression attitude towards luxury products. This implies that individuals who have a higher need for uniqueness during luxury product shopping are more likely to adopt a self-expression attitude towards those products.

Furthermore, the R-squared value of 49.9% obtained from Model 1 suggests that NFU accounts for a substantial portion of the variance in the self-expression attitude towards luxury products. This indicates that NFU is a relevant and meaningful predictor in determining individuals' inclination towards self-expression through their choices of luxury items.

For further analysis and verification, we illustrated the two variables using a scatter plot. With Need for Uniqueness variable on the x-axis and Self-Expression Attitude on the y-axis, we can see a linear positive trend between the two variables. We can observe that an increase in NFU is resulting in an increase in Self-Expression Attitude towards luxury products.

The findings from the regression analysis support the hypothesis that the Need for Uniqueness during luxury product shopping does have a significant influence on the self-expression attitude towards those luxury products. These results contribute to a deeper understanding of the factors shaping individuals' attitudes and behaviors in the context of luxury consumption.

### **B. Hypothesis 2: Self-Monitoring Has A Positive Influence On Self-Presentation Attitudes Toward Luxury Brands**

The second hypothesis posits that Self-monitoring behavior during luxury product shopping has an impact on the self-presentation attitude towards those luxury products. To investigate this hypothesis, we constructed regression Model 1, where the Self-presentation Attitude was considered as the dependent variable and Self-monitoring was included as one of the independent variables.

The results obtained from the regression analysis provide strong evidence to support this hypothesis. The P-value associated with the Self-monitoring variable was found to be 0.000, indicating a significant influence of Self-monitoring on the self-presentation attitude towards luxury products. This suggests that individuals who engage in higher levels of Self-monitoring during luxury product shopping are more likely to adopt a self-presentation attitude towards those products.

Additionally, the R-squared value of 46.9% obtained from Model 1 indicates that Self-monitoring accounts for a substantial proportion of the variance in the self-presentation attitude towards luxury products. This suggests that Self-monitoring is a



meaningful and suitable variable for determining individuals' inclination towards self-presentation in the context of luxury consumption.

To further analyze and verify the relationship between the variables, we visually represented them using a scatter plot. The x-axis of the plot corresponds to the Self-monitoring variable, while the y-axis represents the Self-Expression Attitude towards luxury products.

Upon examining the scatter plot, we observe a clear and positive linear trend between the two variables. As the Self-monitoring behavior increases, there is a corresponding increase in the Self-Expression Attitude towards luxury products. This visual representation strengthens our understanding of the relationship between these variables, showing a direct and proportional association.

The scatter plot serves as a valuable visual tool to confirm the findings from the regression analysis and provides additional evidence for the influence of Self-monitoring on the Self-Expression Attitude towards luxury products. The observed positive trend further supports the hypothesis that higher levels of Self-monitoring are associated with a greater inclination towards self-expression through luxury consumption.

In conclusion, the findings from the regression analysis support the hypothesis that Self-monitoring during luxury product shopping does indeed influence the self-presentation attitude towards those luxury products. These findings contribute to a deeper understanding of how individual behaviors and attitudes shape the way people present themselves through their choices of luxury items.

### **C. Hypothesis 3: Self-Expression Attitude Toward Luxury Brands Has A Positive Influence On Affective Attitude**

The third hypothesis postulates that the self-expression attitude during luxury product shopping has an impact on the affective attitude towards those luxury products. To validate this hypothesis, we constructed regression Model 2, where the affective attitude was considered as the dependent variable and self-expression attitude was included as the independent variable.

The results obtained from the regression analysis of Model 2 provide robust evidence supporting this hypothesis. The P-value associated with the self-expression attitude variable was found to be 0.000, indicating a significant influence of self-expression attitude on the affective attitude towards luxury products. This suggests that individuals who possess a stronger self-expression attitude during luxury product shopping are more likely to develop a positive affective attitude towards those products.

Furthermore, the R-squared value of 60.1% obtained from Model 2 indicates that the self-expression attitude variable explains a considerable proportion of the variance in the affective attitude towards luxury products. This suggests that the self-expression attitude variable is a strong and appropriate predictor for determining individuals' affective responses in the context of luxury consumption.

To further analyze and verify the relationship between the variables, we visually represented them using a scatter plot. The x-axis of the plot corresponds to the Self-expression attitude variable, while the y-axis represents the affective attitude towards luxury products.

Upon examining the scatter plot, we can clearly observe a positive linear trend between the two variables. As the Self-expression attitude increases, there is a corresponding increase in the affective attitude towards luxury products. This visual representation strengthens our understanding of the relationship between these variables, indicating a direct and positive association.

The scatter plot serves as a valuable visual tool to confirm the findings from the regression analysis and provides additional evidence for the influence of Self-expression attitude on the affective attitude towards luxury products. The observed positive trend further supports the hypothesis that a stronger inclination towards self-expression during luxury product shopping is associated with a more positive affective attitude towards those products.

In conclusion, the findings from the regression analysis support the hypothesis that the self-expression attitude during luxury product shopping significantly influences the affective attitude towards those luxury products. These results contribute to a deeper understanding of the psychological mechanisms underlying individuals' emotional responses and attitudes towards luxury items.

#### **D. Hypothesis 4: Self-Expression Attitude Toward Luxury Brands Influences Purchase Intentions For Luxury Brands Positively**

The fourth hypothesis posits that the self-expression attitude during luxury product shopping has an influence on the purchase intentions towards those luxury products. To validate this hypothesis, we developed regression Model 3, with purchase intentions as the dependent variable and self-expression attitude as the independent variable.

The results obtained from the regression analysis of Model 3 provide substantial evidence supporting this hypothesis. The P-value associated with the self-expression attitude variable was found to be 0.001, indicating a significant influence of self-expression attitude on purchase intentions towards luxury products. This suggests that individuals who exhibit a stronger self-expression attitude during luxury product shopping are more likely to have higher purchase intentions for those products.

Furthermore, the R-squared value of 55.6% obtained from Model 3 indicates that the self-expression attitude variable accounts for a considerable portion of the variance in purchase intentions towards luxury products. This implies that the self-expression attitude variable is a robust and suitable predictor for determining individuals' propensity to purchase luxury items.

To further analyze and verify the relationship between the variables, we visually represented them using a scatter plot. The x-axis of the plot represents the Self-expression attitude variable, while the y-axis represents the purchase intentions towards luxury products.

Upon examining the scatter plot, we can clearly observe a positive linear trend between the two variables. As the Self-expression attitude increases, there is a corresponding increase in the purchase intentions towards luxury products. This visual representation strengthens our understanding of the relationship between these variables, indicating a direct and positive association.

The scatter plot serves as a valuable visual tool to confirm the findings from the regression analysis and provides additional evidence for the influence of Self-expression attitude on purchase intentions towards luxury products. The observed positive trend further supports the hypothesis that individuals with a stronger inclination towards self-expression during luxury product shopping are more likely to exhibit higher purchase intentions for those products.

The findings from the regression analysis support the hypothesis that the self-expression attitude during luxury product shopping significantly influences the purchase intentions towards those luxury products. These findings contribute to a deeper understanding of the psychological factors driving consumers' intentions to purchase luxury items.

#### **E. Hypothesis 5: Affective Attitude Has A Positive Impact On Purchase Intentions For Luxury Brands**

The final hypothesis posits that the affective attitude during luxury product shopping has an impact on the purchase intentions towards those luxury products. To validate this hypothesis, we constructed regression Model 3, with purchase intentions as the dependent variable and affective attitude as the independent variable.

The results obtained from the regression analysis of Model 3 provide strong evidence supporting this hypothesis. The P-value associated with the affective attitude variable was found to be 0.000, indicating a significant influence of affective attitude on purchase intentions towards luxury products. This suggests that individuals who hold a more positive affective attitude during luxury product shopping are more likely to have higher purchase intentions for those products.

Furthermore, the R-squared value of 55.6% obtained from Model 3 indicates that the affective attitude variable accounts for a substantial portion of the variance in purchase intentions towards luxury products. This implies that the affective attitude variable is a robust and suitable predictor for determining individuals' propensity to purchase luxury items.

To further analyze and verify the relationship between the variables, we visually represented them using a scatter plot. The x-axis of the plot corresponds to the affective attitude variable, while the y-axis represents the purchase intentions towards luxury products.

Upon examining the scatter plot, we can clearly observe a positive linear trend between the two variables. As the affective attitude increases, there is a corresponding increase in the purchase intentions towards luxury products. This visual representation strengthens our understanding of the relationship between these variables, indicating a direct and positive association.

The scatter plot serves as a valuable visual tool to confirm the findings from the regression analysis and provides additional evidence for the influence of affective attitude on purchase intentions towards luxury products. The observed positive trend further supports the hypothesis that individuals with a more positive affective attitude during luxury product shopping are more likely to exhibit higher purchase intentions for those products.

In conclusion, the findings from the regression analysis support the hypothesis that the affective attitude during luxury product shopping significantly influences the purchase intentions towards those luxury products. These results contribute to a deeper understanding of the emotional factors driving consumers' intentions to purchase luxury items.

## **VI. CONCLUSION**

This research has examined various factors influencing consumers' attitudes and purchase intentions towards luxury products, offering valuable insights into the psychological variables that shape consumer behavior in the context of luxury consumption. The findings of this study contribute to the understanding of consumer attitudes and behaviors in the luxury market, providing both theoretical and practical implications for marketers and luxury brand managers.

The analysis revealed that individual characteristics play a significant role in influencing consumer attitudes towards luxury products. Specifically, the need for uniqueness emerged as a key factor driving consumers' self-expression attitudes towards luxury items. Individuals with a higher need for uniqueness are more likely to seek out and appreciate luxury products that align with their desire for personal distinction. This highlights the importance of understanding and catering to consumers' need for uniqueness through customized and exclusive offerings.

Additionally, self-monitoring tendencies were found to impact consumers' self-presentation attitudes towards luxury products. Consumers who exhibit higher levels of self-monitoring tend to be more conscious of how their luxury product choices reflect their desired image and social standing. This suggests that luxury brands can leverage self-presentation motives in their marketing strategies to appeal to consumers' desires for social recognition and status enhancement.

Furthermore, the study demonstrated the significance of affective attitudes towards luxury products in shaping consumers' purchase intentions. Consumers with positive affective attitudes towards luxury items are more likely to have stronger purchase intentions, indicating that emotional connections and positive feelings towards luxury products are influential drivers of consumer behavior. Luxury brands can focus on creating memorable and emotionally engaging experiences to foster positive affective attitudes and stimulate purchase intentions among consumers.

The findings of this research have theoretical implications for the understanding of consumer behavior in the luxury market, shedding light on the role of individual characteristics, self-expression attitudes, and affective attitudes in driving consumer preferences and intentions. Practically, the research provides actionable insights for luxury brand managers and marketers. By tailoring marketing strategies to address consumers' need for uniqueness, self-presentation motives, and affective responses, luxury brands can effectively engage with consumers and enhance their market positioning.

In conclusion, this research contributes to a deeper understanding of consumer attitudes and behaviors in the luxury market. By considering individual characteristics and psychological factors, luxury brands can create meaningful connections with consumers, drive purchase intentions, and foster brand loyalty. Future research endeavors may explore additional variables and contexts to further enrich our understanding of consumer behavior in the dynamic and evolving luxury industry.

### **A. Limitations**

Despite the valuable insights gained from this research, there are several limitations that should be acknowledged:

**Sample Characteristics:** The research was conducted using a specific sample, which may not fully represent the diverse population of luxury consumers. The findings may be influenced by the characteristics and demographics of the participants, limiting the generalizability of the results to broader populations.

**Cross-sectional Design:** The research employed a cross-sectional design, capturing data at a single point in time. This limits the ability to establish causal relationships between variables and makes it challenging to assess the stability and consistency of the observed associations over time.

**Self-reported Data:** The data collected in this research relied on self-reported measures, which are subject to potential biases such as social desirability and recall bias. Participants may have provided responses based on their perception of what is socially acceptable or may have difficulty accurately recalling past experiences or attitudes.



**Common Method Bias:** Since all the variables were measured using self-reported questionnaires, there is a possibility of common method bias. This bias arises from shared method variance, potentially inflating the strength of relationships between variables.

**Single Method of Analysis:** The research utilized regression analysis as the primary method of analysis. While regression analysis provides valuable insights, other analytical techniques such as structural equation modeling or hierarchical modeling could have provided additional perspectives and insights into the relationships between variables.

**Limited Variables and Context:** The research focused on a specific set of variables and examined their relationships within the context of luxury product shopping. Other factors and variables that could influence consumer attitudes and behaviors towards luxury products, such as cultural differences, socio-economic factors, and situational factors, were not extensively explored.

**Potential Third Variables:** Although efforts were made to control for extraneous variables, there may still be unaccounted-for third variables that could impact the observed relationships between the variables under investigation.

**Limited Interpretation of R-squared:** While R-squared values were reported to assess the variance explained by the models, it is important to note that these values do not capture the full complexity of consumer behavior and attitudes towards luxury products.

Considering these limitations, future research should aim to address these shortcomings by employing larger and more diverse samples, utilizing longitudinal designs, incorporating objective measures, considering alternative analytical methods, and exploring a broader range of variables and contexts. Such endeavors would contribute to a more comprehensive understanding of consumer behavior in the luxury market.

## **B. Limitations**

Future research in the field of luxury consumption could build upon the findings of this study and address the following areas for further exploration:

**Longitudinal Studies:** Conducting longitudinal studies would allow for the examination of changes in consumer attitudes and behaviors over time. This approach could provide insights into the stability of relationships between variables and the dynamics of consumer preferences in the luxury market.

**Cultural and Cross-Cultural Perspectives:** Investigating the influence of cultural factors on consumer attitudes and behaviors towards luxury products would provide a deeper understanding of how cultural values and norms shape luxury consumption. Cross-cultural studies could compare consumer behaviors across different cultural contexts and shed light on the universal and context-specific factors that drive luxury preferences.

**Experimental Designs:** Employing experimental designs would enable researchers to establish causal relationships between variables and manipulate certain factors to observe their effects on consumer attitudes and behaviors. For example, experimental studies could explore how exposure to different marketing stimuli or interventions impact consumer responses to luxury products.

**Contextual Factors:** Exploring the role of contextual factors, such as retail environments, social influences, and marketing strategies, would provide insights into how these factors shape consumer attitudes and behaviors in the luxury market. Understanding the impact of specific contexts on consumer responses can help inform effective marketing strategies and enhance the luxury shopping experience.

**Emotional and Sensorial Experiences:** Investigating the role of emotional and sensorial experiences in luxury consumption would contribute to a deeper understanding of the affective factors driving consumer behavior. Research could explore how sensory marketing techniques, such as scent, touch, and ambiance, influence consumer perceptions, attitudes, and purchase intentions.

**Technology and Online Luxury Consumption:** With the growing importance of online platforms and technology in luxury retail, future research could explore how digital technologies, virtual experiences, and social media impact consumer attitudes and behaviors towards luxury products. Understanding the role of technology in luxury consumption can guide luxury brands in effectively engaging with consumers in the digital realm.

Sustainable Luxury: The intersection of sustainability and luxury is an emerging field of research. Future studies could examine how consumers' attitudes towards sustainability influence their perceptions and behaviors towards luxury products. Understanding the motivations and preferences of consumers seeking sustainable luxury can guide brands in developing environmentally and socially responsible strategies.

By addressing these future research directions, scholars can expand the knowledge base on luxury consumption, provide valuable insights to luxury brands, and contribute to the development of effective marketing strategies in this ever-evolving industry.

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