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Xu Heng Wang

**The Influence of Personal Factors, Interpersonal Factors, and Conspicuous Consumption on  
Consumers' Purchase Intentions on Luxury Brand**

Dissertação de Mestrado em Marketing, orientada por  
Arnaldo Coelho e apresentada à Faculdade de Economia da Universidade de Coimbra

Junho 2019



UNIVERSIDADE DE COIMBRA



FEUC FACULDADE DE ECONOMIA  
UNIVERSIDADE DE COIMBRA

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de Mestre

Orientador: Prof. Doutor Arnaldo Coelho

Co-orientador: Prof. Doutor Cristela Bairrada

Coimbra, 2019



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## Dedication

I DEDICATE THIS WORK TO MY PARENTS  
FOR THEIR PATIENCE, ENCOURAGEMENT AND LOVE.

---

## Acknowledgements

Firstly, I would like to appreciate my advisors, Professor Arnaldo Coelho, for his patient help and clearly guidance throughout this process, and also thanks for his professional knowledge. I would also thanks Professor Cristela Bairrada, for her kindly help and warming encouragement. Without them I couldn't have done this research.

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Finally, I want to express my sincere gratitude to my parents. Thanks for their financial support for me to help me complete my studies here. It is they who let me do everything I like to do without worry. When I am in trouble, I know that they will always stand behind me and give me the greatest support. Thank you.

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WITH GREAT POWER COMES GREAT RESPONSIBILITY.

STAN LEE

YOU WILL NEVER WIN, UNLESS YOU ALSO STAND TO LOSE.

TOM HIDDLESTON



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## **Abstract**

**Purpose:** The main purpose of this study is to explore the factors that influence consumers' brand loyalty and purchase intentions for luxury goods, for example, in Chinese consumers. The results provide evidence of how consumers' conspicuous consumption and attitudes toward luxury affect consumers' propensity to buy.

**Design/methodology/methodology:** The authors selected four independent variables based on previous research literature to examine the impact of personal and non-personal factors on consumer attitudes toward luxury goods and brand preferences. And establish relevant research models. In this study, 295 respondents were tested by online questionnaire survey, and the collected data were tested by using spss statistical software.

**RESULTS:** The results indicate that factors that have a significant impact on consumer luxury buying tendencies include: conspicuous consumption, attitudes toward luxury goods, brand preferences, and brand loyalty. At the same time, it is also determined that conspicuous consumption behavior will have an impact on consumers' attitude towards luxury goods. In turn, it affects consumers' brand preference and brand loyalty to luxury goods.

**Practical significance:** clarify the factors affecting the purchasing tendency of luxury goods for Chinese consumers and help the luxury brand managers to set up the most suitable marketing strategy for Chinese consumers and reposition the brand to absorb more Many consumers.

**Creativity/Value:** Conspicuous consumption has a lot to do with the luxury of Chinese consumers, and the relationship between purchase intention and brand loyalty can be used as the focus of follow-up research.

**Keywords:** hedonism; conspicuous consumption; attitude towards luxury goods; purchase intention.

---

## Acronyms

|      |                         |
|------|-------------------------|
| HEDO | Hedonism                |
| PERF | Perfectionism           |
| CONF | Conformity              |
| UNIQ | Uniqueness              |
| CC   | Conspicuous Consumption |
| ATL  | Attitude Towards Luxury |
| BP   | Brand Preference        |
| BL   | Brand Loyalty           |
| PI   | Purchase Intention      |

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## 1. Introduction

### *1.1 Research Problem and Objectives*

As people's incomes continue to increase and disposable incomes continue to increase, the demand for luxury goods increases. People's attitudes towards luxury brands and brand perception have become a topic of concern for luxury company managers(Bain Compamy, 2018). How to understand consumer perceptions and brand loyalty and analysis of luxury brands has become the center of research. Many scholars have studied this to help marketers develop better brand strategies and marketing plans. At the same time, it's necessary to understand the consumer's intention to purchase luxury goods(Fei Liu, 2007). As the consumption of luxury goods by Chinese consumers continues to increase, it is particularly important to understand the consumer psychology of Chinese consumers.

When discussing consumer attitudes and perceptions of luxury brands, based on the combination of Chinese Confucian culture influences and Western traditional consumption concepts, this study will explore personal factors and interpersonal relationships(PENG Chuanxin, 2010). Personal factors are important elements influencing luxury purchase intentions and brand perception. Hedonism and perfectionism(Nwankwo, Hamelin, & Khaled, 2014) are the primary factors affecting luxury consumption(Zacharopoulos et al., 2016). Both are based on Western consumer psychology. From the perspective of interpersonal relationships, uniqueness(Stegemann, 2011) and conformity(Choo, Moon, Kim, & Yoon, 2012) are valuable research factors. The congregational psychology of Chinese consumers has led them to consider the recommendations of others and the community when purchasing luxury goods, which is considered to be a community behavior(Jain, 2018). And some consumers buy luxury goods to show their unique taste and value. This shows that uniqueness also has an impact on consumers' purchase of luxury goods.

The existing research on luxury goods mostly focuses on the research of consumer brand loyalty, perceived value and preference. There is still a lack of research on consumer psychology. It is undeniable that some scholars have made some achievements in the study of Western consumer psychology, but there is still much room for improvement. But on this basis, the research on Chinese consumers is not so deep. Although some studies have explored the consumption patterns and consumer psychology of Chinese consumers, and based on the characteristics of Chinese traditional culture, they have proposed a unique model for Chinese consumers(Jiang & Shan, 2018). But these studies are still worth exploring in more depth. In the era of rapid growth in consumer spending in China, understanding Chinese consumers' psychology of luxury goods and factors affecting consumer behavior will help luxury managers better formulate their development strategies in China(Chen, 2008).



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Therefore, this study will focus on understanding and in-depth study of the impact of Chinese consumers on the perception and psychological factors of luxury goods. And to explore whether the consumer psychological factors proposed by Western scholars will have the same effect on Chinese consumers.

Another point that needs to be emphasized is conspicuous consumption. Whether it is based on Chinese consumer research or Western luxury consumption research, it refers to conspicuous consumption and discusses its impact on luxury buying tendencies (Griskevicius et al., 2007). Because of the rarity, high price and high quality of luxury goods, luxury goods have become a symbol of a high-end class (Charles, 2009). Consumers buy luxury goods because luxury goods can satisfy their ostentation. Therefore, for Chinese consumers, it is meaningful to study conspicuous consumption for their perception of luxury brands.

This research will take Chinese consumers as an example to study the influence of personal factors and interpersonal factors on the purchasing tendency of luxury goods.

#### *1.1.1 Main Research Objective*

Explore the impact of personal factors and interpersonal factors on luxury brand and luxury purchase intention.

#### *1.1.2 Secondary Research Objectives*

A conceptual model is proposed to clarify the impact of personal and interpersonal relationships on luxury brand loyalty and buying tendencies.

Exploring whether personal factors and interpersonal factors have a positive impact on conspicuous consumption, representative factors: hedonism, perfectionism, identity, uniqueness.

Exploring whether personal factors and interpersonal factors have a positive impact on luxury brand preferences, representative factors: hedonism, perfectionism, identity, uniqueness.

Exploring whether personal factors and interpersonal factors have a positive impact on the conspicuous consumption, representative factors: hedonism, perfectionism, identity, uniqueness.

Verify that conspicuous consumption has a significant impact on luxury brand loyalty and luxury purchase intention.

Verify that luxury brand preferences have a positive impact on luxury brand loyalty and luxury purchase intention.

---

Verify that luxury attitudes have a positive impact on luxury brand loyalty and luxury purchase intention

Verifying that luxury brand loyalty will have a significant impact on luxury purchase intention.

Explore the relationship between these variables and the purchase intention to buy luxury goods.

## ***1.2 Research Structure***

The purpose of this study was to investigate the impact of personal and interpersonal factors on luxury brand loyalty, brand preference, and luxury buying propensity, and to determine the relationship between personal and interpersonal factors and consumer and luxury attitudes and conspicuous consumption. The linear relationship. This article is divided into six chapters. The first chapter clarifies the subject of the study, introduces the main purpose of the research and the secondary issues that need to be explored, and points out the follow-up content that will be discussed in this study.

The second chapter is a literature review that summarizes the theoretical background relevant to this study, clarifies the definition of the variables studied in this paper and provides theoretical support. Combine the theory presented in the previous study with the assumptions presented in this paper. Through the original research, construct a strong theoretical basis for the hypothesis proposed in this paper.

The third chapter will detail the conceptual model built in this study. It will provide a conceptual diagram of the model to make it easier to visualize key variables and their relationships and make assumptions. This chapter will further explore the findings and connections of the hypotheses made in this study in past literature.

The fourth chapter will introduce the research methods used by the author in this study. It contains the selection of the scale of each variable, the construction and execution of the study, the processing and calculation of the data. This chapter also contains a detailed description of the progress of the research.

Chapter 5 will explain the results of the confirmed studies. The validity of the hypothesis will be accepted or rejected through the statistical analysis of the data and will be explored in depth.

The sixth chapter will combine the data analysis and various factors to give a conclusion after the comprehensive consideration. At the same time, in the academic research and practical application, appropriate advice is given based on the current situation and future development direction of the field.



---

## 2. Literature Review

### 2.1 *Luxury Product*

#### 2.1.1 *Definition of Luxury*

The word “luxury” has been used in our daily life, it represents some special products or unique lifestyle(Dogan, 2015). Luxury brand is defined as brand which has low ratio of function to price but high ratio of intangible and situational to price(Nueno & Quelch, 1998).

The definition of the luxury is quite complexed and commonly with different understandings even with contradicting explanations. Khor(2010) believed that the understanding of luxury goods is depended on individuals, which means it’s hard to give a precise and unified definition to luxury. But there’s also a research provide some characteristics of the luxury buyers, which are price insensitivity and costliness pursued(Interbrand, 2018). Despite this, scholars have reached a certain consensus on the main features of luxury goods that luxury consumers expect. The common characteristics are quality, aesthetic, rare and price.(I Phau & Prendergast, 2000)

In current world, the concept of luxury is be considered as the attitude expression of a specific life style(Sanyal, Datta, & Banerjee, 2014). This kind of attitude is occurred through high level of uniqueness and personal maturity. Nowadays, the use of luxury has not only met the needs of the self-esteem, but also emphasis the personal desire(Sanyal et al., 2014). The requirements of consumer selection include tangible value, brand image experience and self-satisfaction(Lassar, W., Mittal, B. and Sharma, 1995). Luxury good is a good example to meet those requirements.

The rarity principle is important when people discuss about the luxury(Dubois, 1995). For a luxury brand, if it is owned by too many people, the brand reputation may decrease. Based on this, the luxury brand must keep a balance between awareness and exposure and control the sales amount at the same(Riley, F.D. and Lacroix, 2003).

The scholars pay more attention on the luxury contracture in the consumer behavior study process. How can consumers express themselves through buying luxury brand is the main point which researchers are keeping focused(Lichtenstein, D.R., Ridgway, N.M. and Netemeyer, 1993).

The luxury industry is viewed as an industry worth multi-billion-dollar. It brings huge amount of benefits for consumer life, society, cultural, environment and global economic growth(Bian&Company, 2018). Kapfere(1998) defines luxury as the goods with exorbitant price over than functional value. Luxury means high quality, exclusive brand design, customized service and selling at specialty store.

---

There are many kinds of luxury goods produced for consumers. Due to the brand value and the influence among all the luxury brand around the world, we can give some examples of those luxury brand, which include Burberry, Prada, Louis Vuitton, Dior, Hermès and so on(Interbrand, 2018). There's one common characteristic among these brands, that is its ability to show the social statues and high-level represented to those people who can afford the price.

### *2.1.2 Luxury Market and Luxury Consumers in China*

In general, there's a 5% growth of the luxury market share in 2018. The estimation value is about €1.2 trillion all of the world. As the core of the analysis, the personal luxury goods market has a huge amount of transaction, which is €260 billion with a 6% increase. In a globally view, most of the regions have an increase in personal luxury market. That's mainly benefited by the stronger local consumption. In contrast, the purchase amount of tourists remains flat.(Bian&Company, 2018)

The globally increase trend is leaded by Chinese customers. The share amount of their purchasing in global luxury spending is keeping growth and now is around 33% of the total, which is higher than the 32% in 2017. Meanwhile, the market share in mainland China raised from 8% in 2017 to 9%. Also because of the increasing demand, there's a 20% growth of the total luxury sales amount, that's around €23 billion. In general, the local spending of Chinese consumers growth as twice as the abroad spending(Bian&Company, 2018).

According to the research, the overseas consumption has huge difference with local consumption, which shows that around 78% of the luxury consumption has occurred is overseas. That's totally opposite with European and American situations. In the annual report of Bian & Company(2018), there will be a huge amount of the consumption increasing of Chinese consumers. In 2025, Chinese consumers will take 46% of the global market, which is much higher than the 33% in 2018.

Luxury brands can no longer deny the influence of younger consumers. Generations Y and Z accounted for 47% of luxury consumers in 2018 and for 33% of luxury purchases. However, they contributed virtually all of the market's growth, compared with 85% in 2017. To capitalize, luxury brands are adapting to the preferences of younger consumers in terms of product offerings, communication and engagement strategies, and distribution channels(AliReasarch & The Boston Consultant Group, 2017).

The Boston Consulting Group (BCG) and Tencent have joined forces to conduct a digital behavior study for Chinese luxury consumers. According to a report from the Boston Consulting Group (BCG)(2017), luxury consumers in the Chinese market are showing an increasingly younger trend. According to the World Luxury Association, the average age of Chinese luxury consumers has fallen from 35 to 25. In the future, the trend of youthfulness of luxury consumer groups will continue.

---

The rapid development of the Internet, social media and the transparency of information have helped millennials to establish their own mindsets. They have also emerged with new features of luxury goods consumption: buying luxury goods earlier and more frequently, relying more on digital technology, more rely on the network to get information, better understand of the brand and more assertive. By 2024, Chinese consumers will contribute 40% of the global luxury market, driving 75% of the global market. China's millennials have become the main force of consumption. Their unique digital behavior has promoted qualitative changes in the relationship between luxury brands and consumers. Luxury companies must rethink the digital strategic layout and how to catch the attention of the millennials (AliResearch & The Boston Consultant Group, 2017).

According to the survey, these young consumers who buy luxury goods abroad are called “rich second generation” (McKinsey, 2012). They have enough money to live in a wealthy environment, study abroad and buy luxury goods. Moreover, in modern history, the lifestyle and consumption value of young consumers are different even in the same group due to the dramatic economic and social changes experienced by young consumers. Due to the turbulent history of China, compared with the one-child policy, the older generation lost some opportunities to receive education. As a result, parents put their dreams and hopes on their children. In many wealthy families, parents send their children abroad to study. Their goal is not only to let their children to receive higher education, but also to experience different cultures and broaden horizons of their children. As a result, this group of young Chinese has started living abroad and is keen to buy luxury goods (Huang & Mu, 2011).

Based on this point, many luxury companies have realized that their products need to capture young Chinese and make them a consumer. Luxury companies tend to adopt new programs and strategies to attract young Chinese consumers living abroad. More and more luxury brands are launching younger products to attract their attention. The new marketing strategies towards millennials are needed. However, current luxury consumption motives are different from traditional luxury markets. It causes a major challenge for luxury companies (McKinsey, 2012). Therefore, the motivation and the factors affecting their motivation of Chinese consumers, especially the young Chinese consumers studying in Europe are worth studying.

Young Chinese consumers are the main force of the luxury consumption. Through this research, many luxury companies can understand better of the consumption motives and consumption preferences of young Chinese consumers. The company can build new market strategies more clearly and accurately to attract young Chinese consumers. At the same time, this study also explores consumers' psychology of luxury consumption, which can help young consumers understand their purchasing factors and needs for luxury goods. Thus, they can avoid unhealthy luxury consumption habit and become rational consumers.

---

### 2.1.3 Attitude Towards Luxury

The reasons of luxury consumption for those luxury-seeking customers are not difficult to understand. They believe that luxury is pleasing properties and can bring them subjective emotional benefits rather than functional products (Vigneron, F. and Johnson, 1999).

It has been demonstrated by existing research that varies human behavior is shaped by the sensitive of human relationship effectiveness (Bushman, 1993). That shows the attitude towards luxury can be different among different people. However, the exploration of consumer purchase consumption in a wider angle is not enough to explain the overall customers purchase intention in the luxury (Vigneron & Johnson, 2004). In the research of Atwal and Williams (2009), they discussed the general differences between luxury brand communication and connection and build a way for sales people to keep successful, which is build relationship with luxury consumers based on brand using experience.

It is still needed to concern the individual-oriented consumption type in the luxury brand management except social-oriented views like the deep impression which luxury brand can bring. There will be different perspectives about the luxury brand value are provided by different group of consumers. Based on this, the general view of luxury brand value can be defined from varies angles. Luxury consumption can be an encouraging social strategy because luxury can be viewed as the status-approach individuals show their excellent behavior in the social interaction process (Nelissen, R.M.A. and Meijers, 2011).

According to the theory of planned behavior (Fishbein, M., Ajzen, 1975), the behavior of non-individual will be not only affected by the intention of behavior, but also by the actual control conditions such as individual ability, opportunity and resources of the execution behavior. Under the condition of sufficient actual control conditions, the behavior intention is directly determined (Fishbein, M., Ajzen, 1975). behavior. At the same time, factors such as personal and social culture (such as personality, intelligence, experience, age, gender, cultural background, etc.) indirectly affect behavioral attitudes, subjective norms and perceptual behavioral control by influencing behavioral beliefs, and ultimately affect behavioral intentions and behaviors (Chang & Chang, 1998). Behavioral attitudes, subjective norms, and perceptual behavioral control are the three main variables that determine behavioral intentions. The more positive the attitude, the greater the support of important others, the stronger the control of perceived behavior, the greater the intention of behavior, and the smaller the opposite.

Attitude can be learned because it's not intrinsic. It can be created or changed by the marketing promotion strategies (Westberg, 2004). Attitude plays an important role in affecting consumers behavior. Brand attitude can be the basis of forming consumer behavior. It also be determined by the brand attributes and benefits (TATT, 2010).

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Therefore, the market managers should increase those activities which can engage the positive attitude to the brand. Meanwhile, the consumers must believe the brand can fit their needs or generate some good elements in order to create positive attitude to the brand(Keller, 1993). When consumers face the positive and negative emotions at the same time, the phenomenon is called the consumer ambivalence (Otnes, C., Lowrey, T.M. and Shrum, 1997). Otnes(1997) also demonstrated that consumers can't find their own contradictions because of their contradictory psychology. Therefore, the consumer attitudes towards luxury brand are always different.

An evaluation integration of cognition and emotion to relevant object can also be concerned as the explanation of attitude. Attitude is an evaluative judgment of these cognition and emotion reaction(Crano, W.D. and Prislin, 2006). The theory has assumed that attitude can affect the behavior(Bandura, 1977; Sanyal et al., 2014). There's a third attitude element besides cognition and emotion, that is behavioral dimension. It is been considered as the approach of consumers action towards the objective. It can be measured by purchase intention(Assael, 1998; Severi & Ling, 2017).

## ***2.2. Consumer Cultural Influence***

Based on the current situation, it is inevitable to explore the cultural differences of consumers when discussing the purchase of luxury goods. Consumer culture is a cultural norm that guides and constrains consumer behavior and preferences, and consumer culture is influenced by the cultural values of consumers. Chinese cultural values are mainly influenced by two factors: interpersonal relationship and social orientation, because Chinese culture is rooted in Confucian culture(Zhu Xiaohui, 2006).

The differences between Chinese luxury consumption motives and the West under the influence of Confucian culture are reflected in the following two aspects.

### ***2.2.1 Personal Effect***

The first is the influence of the personal effects. For Chinese consumers, we need to clarify the independent self and the self-dependent self, then we can continue study for the factors which may affect their luxury purchase intention. The independent self-concept and the consumer-dependent self-concept of consumers are different in their consumption motivations when they consume. Consumers of independent self-emphasize the inner self and therefore prefer the enjoyment value of the product or brand. This pursuit of pleasure value is also the main motivation for luxury consumption(Zhu Xiaohui, 2006). The self-concept of others depends on the individual's public role. The individual's public perception is the center of self-recognition. The emphasis on face is more about the symbolic meaning of the product



---

than the pleasure, especially the public symbolic meaning of the product. For the symbolic meaning expressed in Asian luxury goods, it is necessary to combine the hierarchical view of Confucian culture with the hedonism and perfectionism of modern Western countries(Zhu Xiaohui, 2006). Early Western research on luxury purchases focused on luxury goods as a symbol of social identity and wealth(Veblen, 1934). But in modern society, luxury goods play a wider range of symbols, such as conveying individual social values, gender, age, race and hobbies. The higher the degree of concern of a society for economic status, the more emphasis this society attaches to the consumption of luxury goods that can express this distinction(Zhu Xiaohui, 2006).

### 2.2.1.1 Hedonism

The word “hedonism” has different meaning in varies of field. For instance, it indicates a point of view that a good life should be pleasure in moral philosophy. But in the psychology field, it represents a theory which is seeking pleasure is the main driver of human behavior(Veenhoven, 2003). In the research of Veenhoven(2003), he defined hedonism as a lyfestyle which is influenced highly by happyness. Hedonists are those people who hold positive attitude towards happyness and try to get pleasure as much as possible.

Although some people think that hedonism is healthy and natural, there are still some people believe that hedonism equals to excessive indulgence and moral degradation. On one hand, Hedonism is related to good life taste, on the other hand, it represents superficial, irresponsible behavior and short-sighted egoism(Veenhoven, 2003). In this paper we will concentrate on the positive influence of hedonism.

Researchers believed that happiness is the natural signal which we should not ignore. It is also considered we have already been implanted the requirement of useful things during the evolution process(Veenhoven, 2003; Warburton, 1996). Based on this, pursuing happiness is a natural thing for humanity, it will encourage us to behave in beneficial ways. There’s another viewpoint which demonstrated pleasure experience can reduce the pressure and keep healthy(Warburton, D.M. & Sherwood, N., 1996).

Hedonism is considered as the happiness contributor. Happiness is believed as a positive balance between pleasant experience and unpleasant experience. If people can be more enjoyable, this balance can be more positive(Veenhoven, 2003).

Meanwhile, hedonism can provide indirect influence to human beings. The enjoyment comes from hedonism can enhances the capacity of solving problems, which means the increasing of individual’s pressure tolerance. It encourages the emotions concentrate to control the reality(Iversen, R.D. & Irwin, 1997). Hedonism makes people better in socializing, which is another indirect effect. It strengthens social ties and become the foundation of a more pleasant future. That can be understand as the positive influence on health which can promote happiness(Warburton, 1996).

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Normal studies believe that hedonism is an unsustainable experience. The pleasure is short and uncertain if hedonism is in the leading in the consumption society(Campbell, 1987). The modern view of hedonism comes from Campbell is totally different from the narrow hedonism which used by consumption society critics. He confirms that modern hedonism does not equals to self-indulgence.

The happiness of consumption is imagination. Consumers expect the potential pleasant may be brought by a new product imaginatively, although the reality can never reach their prospective level(Lee, Baumgartner, & Winterich, 2018). It's a tragic story which is full of hope and continued disappointment, the real happiness normally occurs in the imagination. In the study, if people want to understand how the consumers can use imagination to create some attitudes, they should try to realize what features do hedonism consumers have. Even if consumers know some things are wrong, their emotions and feelings of those wrong things are real(Jain, 2018).

### 2.2.1.2 Perfectionism

The definition of perfectionism has been a topic which catch people extensive attention historically(Flett, G. L., & Hewitt, 2002; Stoeber, 2006). Existing concept of perfectionism is single, because it concentrates on the self-oriented cognition and implicitly refer to other dimensions(Hollander, 1965; Robert et al., 2010). Even the self-oriented is an important part of forming the structure of perfectionism, but the opinion comes from Hewitt(1991) demonstrates that there's also interpersonal dimension in perfectionism. This aspect is extremely necessary in difficulty adjustment. Perfectionism contains both personal and interpersonal elements(Cheek & Briggs, 1982).

Perfectionism is commonly concerned as a personal style which is perfection seeking and highly performance standard setting with a tendency of excessive critical evaluation to individual behavior(Flett & Hewitt, 2002). Hamachek(1978) believed that there are two different types of hedonism, one is normal perfectionism with a positive form which individuals enjoy to pursue perfectionism. The other one is called neurotic perfectionism with a negative form which individuals suffer from perfectionism(Frost, Marten, Lahart, & Rosenblate, 1990). That's the reason why perfectionism is always concerned as a negative feature closely related to psychopathology.

The psychodynamic theory emphasizes perfectionism is the symbol of neuroticism and chaotic personality(Hormey, 1951; Stoeber, 2006). The empirical results support this view. But it has started changing in 1990s. Some researchers proof that perfectionism is differentiative in three dimensions, which are self-oriented perfectionism, social-oriented perfectionism and other-perspective-oriented perfectionism(Hewitt, Flett, Turnbull-Donovan, & Mikail, 1991). That result shows that the high standards come from perfectionist are self-imposed or imposed by others. They may have the same high standard to others. Besides, they believe that the

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self-oriented perfectionism is concentrated on avoiding self-criticize and the social-oriented perfectionism is avoiding being opposed by others(Stoeber, 2006).

Also in many studies of Hamachek (1978), there are lots of evidences can proof the discrimination of two basic forms of perfectionism, even there are too many types of label offered to those two forms, like positive struggle and maladaptive evaluation(Frost, R. O., Heimberg, R. G., Holt, C. S., Mattia, J. I., & Neubauer, 1993; Robert et al., 2010), active and passive perfectionism(Adkins & Parker), positive and negative perfectionism(Stoeber, 2006; Terry-Short, L. A., Owens, R. G., Slade, P. D., & Dewey, 1995), etc. There's a common view nowadays that perfectionism is not necessarily negative, but it can also be positive. So, in this paper, we will use the positive perfectionism definition to continued analysis the relationship between this personal factor and luxury purchase intention.

### *2.2.2 Interpersonal Effect*

The second is the pressure of herd, which shows the importance of interpersonal factors. The obedience of individuals in East Asian countries to the collective is a very broad and important cultural value that profoundly affects people's thoughts and behaviors, as well as the operation of social organizations. Luxury consumption is often an act that individuals must express in order to collectively regulate or mark(Zhu Xiaohui, 2006). "Face" can be said to be an important feature of people's consumption behavior in the Confucian culture atmosphere. Individuals must show success and display in order to obtain "face". The "face" concept gives group members strong pressure to maintain their behavior in line with group norms and expectations. The visibility of possessions has become an important feature of consumer luxury consumption under Confucian culture. If the group to which an individual belongs believes that possessing valuables or showing off wealth is reasonable and acceptable to society, then its members must show off through luxury consumption(Zhu Xiaohui, 2006).

#### *2.2.2.1 Conformity*

For Chinese consumers, conformity is an important factor affecting consumer behavior. Influenced by traditional Chinese Confucianism, conformity is important for understanding Chinese individual and social behavior. In Chinese society, individual behavior is largely shaped by Confucianism. And society has an impact on individual behavior. For Chinese consumers, the leadership role of social behavior and the evaluation and opinions of others have a huge impact on their decision-making behavior. It can be considered that the Chinese are more sensitive to the reactions and social assessments of others(Jiang & Cova, 2012).

If the consumer's attitude toward the product, evaluation, purchase intention or purchase tendency changes due to other people's evaluation, attitude, purchase behavior, we call it conformity(Kastanakis & Balabanis, 2014; Lasco, D. N., & Zinkhan, 1999). Studies have shown that conformity plays an important role in the

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individual's choice of products and decision making. This is because people often refer to the opinions of others when making decisions(Lascu, D. N., & Zinkhan, 1999).

Some researchers also define conformity as an act, meaning that one will change his or her views, attitudes, or practices because of other people's reactions. Studies have shown that information integration and motivational integration are different(Cialdini & Goldstein, 2004; Deutsch M, 1955). The correct interpretation of reality and the correct response are called information integration. Motivation integration is to gain social recognition. Despite this, the two are often interrelated, and it is difficult to completely separate the two from personal experience and theoretical analysis(David B, 1996; Masi, Dinnella, Monteleone, & Prescott, 2015).

Conformity is also defined as a shortcut that maximizes the effectiveness of the action. It also reduces the expenditure on individual cognitive resources(Chartrand TL, Pinckert S, 1999). The researchers found that people would unconsciously conform to the habits and facial expressions of others in order to reflect their intimate attitude toward the alliance. In addition, interactive partners increase the affinity for partners who expose imitation behavior. This process demonstrates the positive role of compliance in establishing rapport and promoting the development of social relationships(Masi et al., 2015). Cognition-behavior linkage is one of the important factors that influence this effect. That is to say, the specific behavior of an individual can be activated by the perception of the behavior of others. These behaviors are manifested in the individual's imitation behavior. This matching behavior is more likely to occur when the imitator's attention is focused on others(Gump BB, 1997). Based on these researches, for Chinese consumers, it is important to be consistent with the behavior of their class. For consumers who have the ability to purchase luxury goods, conformity can affect their choice of luxury brands and their purchase intention.

There is evidence that imitation behavior increases when the target is activated. Individual goals can be triggered in a clear or implicit manner. However, regardless of whether the individual is consciously responding to these goals, those who are associated with it will mimic the behavior of the allies to a greater extent(Chartrand TL, Pinckert S, 1999). Relationship-oriented goals can affect our daily imitation behavior. At the same time, the attention to relevant environmental stimuli is strengthened, and the connection between perception-behavior and short-term sense of belonging is also strengthened.

#### 2.2.2.2 Uniqueness

Studies have shown that if a product enables consumers to perceive a limited supply, then consumers' value and preference for the brand will increase (Verhallen, 1982). Because people tend to think that limited supplies should be of high value, and those that are readily available are of lower value(Chaudhuri, 2017). Rare items mean they

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have a high reputation and are worthy of respect. In addition, people often think that if a product is unique, expensive and popular, then the scarcity of the product will have a great impact on consumer demand(Verhallen, 1994; Vigneron & Johnson, 2004).

There are surveys that support the hypothesis of uniqueness, that is, the uniqueness of a brand is closely linked to its cost(Groth, 1993; Hung et al., 2011). Uniqueness can be positioned as a brand, giving it a higher price than similar products. For luxury brands, a marketing strategy that uses brand uniqueness and reputation to price is a better approach. The uniqueness of the brand not only affects the demand of luxury brands, but also the transfer of identity symbols(Eng & Bogaert, 2010; Pantzalis, 1995).

Consumers want to build their own uniqueness through all special purchases. They reduce the perception of being similar to others by buying unique items(Tian, Bearden, & Hunter, 2001). Studies have shown that consumer demand for uniqueness can affect their buying behavior. Specifically, consumers will increase their demand for innovative products and are eager to purchase scarce or customized products. Unique shopping venues will also attract consumers to spend(M.Lynn, 1997).

### *2.2.3 Conspicuous Consumption*

Luxury consumer behavior can be explained and analyzed through consumer psychology(Eagly, A.H. and Chaiken, 1993; Godey et al., 2013). Researchers through consumer psychology found that socially-oriented motivation and personal-oriented motivation are the main factors consumers buy luxury goods(Vigneron & Johnson, 2004).

The concept of a conspicuous purchase has a major impact on the motivation to buy luxury goods. Traditionally, people think that the motivation of luxury purchase is directly related to the concept of conspicuous consumption. Therefore, conspicuous consumption has become one of the important factors for luxury managers to develop their brand strategy (Vigneron & Johnson, 2004). From a sociological and psychological perspective, consumers can construct a specific social image through their consumption behavior(Wiedmann, Hennigs, & Siebels, 2009). Based on the theory of impression management, consumers will create a favorable social image through purchase. Therefore, the brand has become a carrier to display the image of consumers, that is, a symbol of consumer taste. At the same time, luxury brands are also seen as a hallmark of certain social groups, helping consumers to improve their sense of community identity (Godey et al., 2016).

For the definition of conspicuous consumption, Veblen(1934) distinguishes it from the concept of conspicuous leisure. Veblen(1934) believes that conspicuous consumption has social attributes. The most worthwhile question is whether

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conspicuous consumption directly contributes to the improvement of human life. At the same time, whether conspicuous consumption promotes the promotion of life from a non-personal perspective. According to Veblen's concept, the concept of honor and the instinct of competition play a significant role in conspicuous consumption. People get a higher social reputation by purchasing goods or services to visualize their ability to pay. At the same time, we can spell this kind of behavior and compare it with others. Through this comparison, their dignity can be protected or enhanced. Studies have shown that conspicuous consumption is designed to enter a particular community or group and to benefit from these activities(Fabien, 2003). Some scholars have distinguished between luxury consumption and conspicuous consumption(Li Yining, 1995). Generally speaking, there are two reasons to judge the behavior of consumers. The first is the degree of adaptation of personal income to consumer spending, and the second is the supply and demand of social resources occupied or consumed by consumption. Although conspicuous consumption and luxury consumption often occur simultaneously, there is still a big difference between them. The main purpose of conspicuous consumption is to show the identity and status of consumers(Li Yining, 1995). Based on this, there are indeed consumers who buy luxury goods to achieve their purpose of showing off, but there are still consumers who buy luxury goods for enjoyment. It is undeniable that there is a close connection between conspicuous consumption and luxury consumption.

### ***2.3 Brand***

The consumer economy is gradually changing from the original commodity and service consumption economy to the experiential economy. In his research, Morrison(2007) showed that consumers are no longer concerned about buying behavior when buying products and services. Merchants need to provide consumers with a distinctive buying experience, which requires brand managers to focus on brand relationship management and value creation(Izquierdo & José, 2006; Raval, A. and GrÖnroos, 1996) and integrate other marketing elements(Ding, Niros, & Niros, 2017; Pine II, B. J. and Gilmore, 1998).

Only by understanding how consumers experience the brand can managers meet the needs of consumers in such an era of brand-focused experience. Managers need to understand all the channels and means that consumers can use to gain brand experience. Frequently used methods such as direct use of products, combined with marketing experience to develop new products(Tsai, Chang, & Ho, 2015). Other management strategies such as improving customer relationships, choosing the right partners, and developing new Internet businesses can enhance the consumer experience. Changing from traditional marketing to focusing on creating customer experiences has become a step more and more for marketers. In order to cope with the increase in overall consumer demand, the company adopted a new marketing strategy,

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which is to increase the brand experience of consumers, thus affecting consumer brand loyalty and brand preferences (Reddy & Han, 2017; Schmitt, 1999).

The definition and measurement of the brand experience was first proposed by Schmitt (1999). As customers experience the brand experience, customers pay more and more attention to the factors that express self-expression such as thoughts, emotions and attitudes (Zarantonello, L. and Schmitt, 2010). Many scholars have begun to study the connection between consumer personality and brand image. Consumers expressing self-concept through products are a form of participatory psychology that affects customer engagement (Griskevicius et al., 2007; Groth, 1993). Consumers' positive attitude towards the brand enables managers to have a clearer understanding of consumer self-expression (Aaker, 1999; Podoshen & Andrzejewski, 2014). The relationship between brands and consumers deserves further study. Therefore, when exploring the consumer's tendency to purchase luxury goods, researching its loyalty to the brand and brand preferences helps us understand the behavior of consumers buying luxury goods.

### *2.3.1 Brand Preference*

Preference is defined as an attitude that can guide consumers in purchasing decisions. Consumers' product evaluation and choice are influenced by brand awareness, and brand preferences play an important role in consumers' choice of products (Keller, 1993). If a consumer is exposed to the same type of product or service, they will often choose a particular brand. Then consumer preferences for this brand are called brand preferences (Hellier and Rickard, 2003).

Consumer preferences can be interpreted from a psychological perspective. Cognition, feelings, and behavior are the main factors involved in consumer preferences based on a psychological perspective (McGuire, 1970; Ruvio & Shoham, 2008). These three main factors are fully consistent with the ABC model in consumer behavior (Bergkvist & Langner, 2017; Lutz, 1991). Brand preference is defined as a multi-dimensional concept. Its formation is inseparable from brand awareness. Brand awareness is the perception of brand differences in the minds of customers and the ability of customers to recognize brands (Aaker, 1999; IAN Phau & Lau, 2001). In general, consumers develop brand awareness for a particular brand based on their usual life experience and experience with the product (Li & Fan, 2017; Riding, R.J. and Cheema, 1991). Studies have shown that brand emotion is the key to forming brand preferences. Consumers' reactions to a particular brand, including love, dislike, evaluation of product quality, price, service, etc. Therefore, brand preference is emotional, and consumers sometimes ignore rational thinking and choose their favorite brand. Brand preference can also be defined as a behavioral tendency, in which consumers will express their preference for a certain brand in their shopping preferences (Tsai et al., 2015).

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Consumers' different understandings of self-concepts can lead to different purchase behaviors. Usually, consumers choose products that match their self-image when they choose a product. This is a manifestation of self-image enhancement. Consumers not only continue to develop the self-concept of attack by using products, but also modify their self-image by purchasing products (Carlson, 2015; Sirgy, 1982). Consumers' brand-to-brand relationships are unique, advantageous, and highly recognizable. Consumers with strong brand preferences believe that the image conveyed by the brand is more consistent with their own and more suitable for their own personality (Kim and Kim, 2004).

Brand preference has long been recognized as an important part of brand management and provides important guidelines for managers to develop brand strategies. As research progressed, Lavidge (1961) proposed a more sophisticated model of brand preference, making brand preference more attractive in brand management. Brand preference is considered to be as important as brand loyalty (Oliver, 1999). Most brand strategies, brand applications and surveys, and related academic research are inseparable from brand preferences (Schultz, Block, & Viswanathan, 2014).

Brands are one of the company's important intangible assets, but they also increase the company's market value (Venkatesh, S., Pablo, A. and Matthew, 2008). The value of the brand is closely related to the consumer's perception of the product. Based on this, the company pays more attention to the consumer's favorable perception of the brand. Consumer identification of brands and brand preferences are not directly related (Kevin, 1993). Consumers turn their perceptions of the company into a brand image that in turn affects their brand preferences.

### *2.3.2 Brand Loyalty*

Brand loyalty has been a topic of constant research in academia (El-Manstrly, D. & Harrison, 2013). In the business world, the importance of brand loyalty is highly recognized by managers (Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, 2007). Brand loyalty is a key structure for its operations for large logarithmic consumer brands. How to predict brand loyalty has become an important issue for managers (Veloutsou C., 2013). In early research, brand loyalty was often defined as the tendency of customers to exhibit similar behaviors as they did before. The behavior of consumers who continue to purchase a brand in the future or make a commitment to continue to patronize and select products and services is called brand loyalty (Oliver, 1997).

From the consumer's point of view, the intent to buy a brand is preferred to prove its brand loyalty. The key factors determining brand loyalty are brand trust, brand attitude, brand value and customer satisfaction (Parasuraman, A. and Grewal, 2000). At the same time, research has also proved that brand awareness is a pioneer in brand loyalty, because brand awareness plays an important role in consumer decision-making (Dick A.S. and Basu, 1994).



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If consumers are highly identifiable to a brand, their intrinsic motivation will be consistent with the brand's interests (Hughes, D. E., 2010). Consumers' attitudes towards the brand and their emotional performance and brand loyalty. Based on this, consumers can promote the development of a brand. The stronger the customer's recognition of the brand, the more they tend to buy and recommend the brand's products or services, and the customer's loyalty to the brand is stronger (Ahearne, M., C. B. Bhattacharya, 2005).

Customer brand loyalty may also be false. The performance is that these customers are not committed to a certain brand, which means that he may repeatedly purchase a brand when he needs a product next time, but it is also easy to be attracted by other brands (Assael, 1987). In other words, consumers who are false and loyal can be immediately attracted to other brands and lack attachment to the brand. For these consumers, the reason for repeat purchases may be to save time without considering new brands or comforts that are not forced to make new choices (R. W. Belk, 2014; Day, 1969). Therefore, in the research, we must ensure that the loyalty of consumers to a luxury brand is real, so as to better explore the consumer's luxury purchasing tendency, which can be ensured by the questionnaire designed by this study.

#### ***2.4 Purchase Intention***

Researchers believe that purchasing intentions can be used as an important indicator to predict customer spending behavior (Fishbein, M., Ajzen, 1975). The subjective intention or possibility that he can purchase on behalf of the customer. Studies have shown that there is a positive correlation between purchase propensity and actual purchase behavior. Purchase intent can be measured by customer loyalty. In addition, repurchase intentions, future purchase intentions, and intentions to recommend products to others are included in the discussion of consumer purchase intentions (Sirohi, N., McLaughlin, E.W., Wittink, 1998).

Since consumers are willing to commit to certain consumer activities in a future, many brands will focus on researching consumers' purchasing intentions to estimate the brand's future sales and profits. For companies, understanding consumer behavior and buying tendencies is significant in order to attract and retain customers (Ko, E., Kim, K.H., and Zhang, 2008). According to the aforementioned, brand preference and consumer attitude towards the brand are closely related to the purchase intention. Because customer relationships are based on their attitude toward the brand, it is often predicted that consumers' buying propensity will be affected by these factors.

The way consumers shop, and the potential reasons have always been a topic of concern to managers. The process by which consumers make purchasing decisions is complex (Reddy, B. K., & Reddy, 2010). Consumers need to identify, search for information, evaluate alternatives, and then make purchasing decisions and post-purchase behavior. Even the simplest purchases will include at least one of these factors (Basit, 2018; Brown, T. A., Cash, T. F., 1990). This means that consumers'

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buying preferences are influenced by the factors involved in these purchases. In addition, purchase intentions are influenced by social, environmental, and personal perceptions, and consumers typically choose among brands they know (Chernev, 2003). If the consumer's preferred brand is available for their choice, they will prefer those brands at the time of purchase. When these brands are not available, consumers need to collect more information to make purchasing decisions.

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### **3. Conceptual Model and Hypotheses**

In order to construct a conceptual model, it is first necessary to identify the main research questions. Exploring the psychological and social factors of consumers in the process of luxury consumption is a very meaningful topic, which can help managers better understand the choices consumers make. Personal factors and interpersonal factors are inseparable from the tendency of luxury purchases (Zhu Xiaohui, 2006), so this study chose them as the main research variables.

#### ***3.1 Conceptual Model***

Therefore, the main research question in this study is: What is the impact of personal factors and interpersonal factors on consumers' luxury purchase propensity?

The authors then identified relevant studies of key variables to support the main research objectives. Research on hedonism (Veenhoven, 2003, Warburton, D.M. & Sherwood, N., 1996), the impact of perfectionism on consumers (Hollander, 1965), the significance of unity for consumers to choose luxury goods (Jiang & Cova, 2012, Lascu, D. N., & Zinkhan, 1999), the uniqueness that results in consumer purchases (M.Lynn, 1997), the link between conspicuous consumption and luxury consumption (Vigneron & Johnson, 2004), consumer versus Brand attitude (Nelissen, R.M.A. and Meijers, 2011), brand preference (Keller, 1993), brand loyalty (Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, 2007) and luxury buying tendencies (Sirohi, N., McLaughlin, E.W., Wittink, 1998) and further analysis to determine the final study variables.

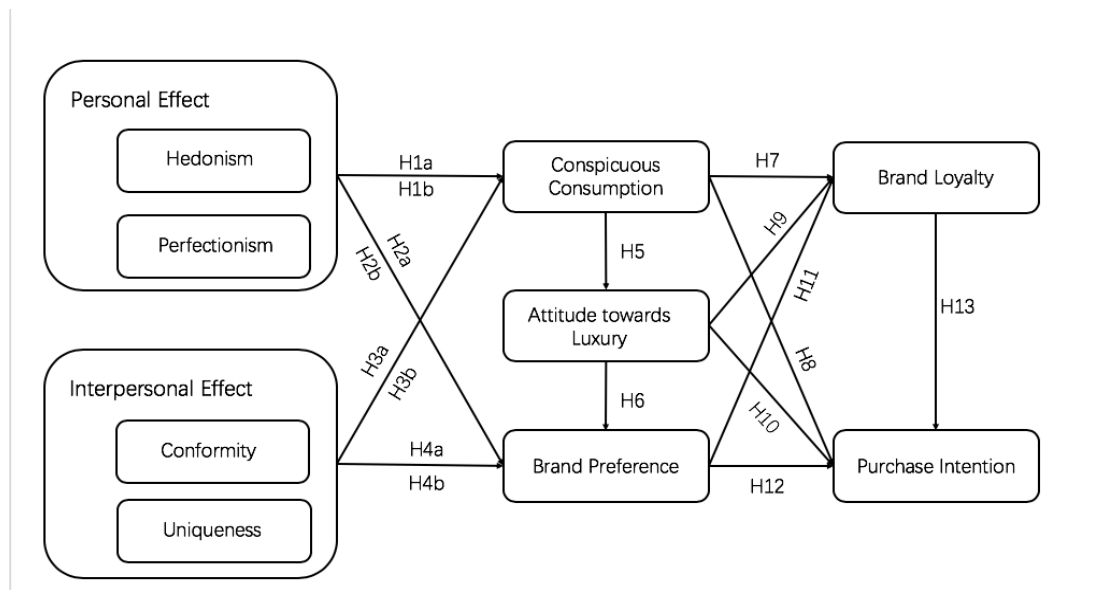


Figure 1 Conceptual Model

### 3.2 Hypotheses

#### 3.2.1 Personal Effects and Interpersonal Effects

Hedonism is a kind of human pursuit of happiness. Hedonists will have a positive attitude towards happiness in their lives and pursue happiness as much as possible. Consumers with hedonistic qualities will try to find products that make them feel happy during the purchase process (Veenhoven, 2003). Conspicuous consumption refers to consumers gaining higher social prestige by purchasing goods and benefiting from them (Veblen, 1934). Conspicuous consumption has personal and social attributes. Generally speaking, when consumers gain a higher social status or social reputation, their self-esteem will be protected or even enhanced (Fabien, 2003). This is undoubtedly pleasant for them. So, we have reason to assume that hedonists are more likely to become conspicuous consumers when they are spending.

**H1a: There's a positive relationship between hedonism and conspicuous consumption.**

The definition of perfectionism focuses on the elements of self-directed cognition and interpersonal relationships. He can be seen as a personal style that is highly sought after for perfection (Hewitt & Flett, 1993). Perfectionism can be positive or negative and neurotic. This study uses positive perfectionism, that is, consumers will pursue the most perfect products in their minds. As a personal motive, perfectionism will support consumers to express their inner self through consumption (Niesiobędzka, 2018). Conspicuous consumption is often a manifestation of a consumer's desire to

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express. Find the perfect personality contained in the product through conspicuous consumption (Vigneron & Johnson, 2004). Based on past research, we can make assumptions that perfectionists are usually more inclined to choose conspicuous consumption.

**H1b: There's a positive relationship between perfectionism and conspicuous consumption.**

Hedonists are most likely to experience a happy experience through consumption in their consumption process (Veenhoven, 2003). As a psychological factor of consumers, hedonism has a great impact on consumer behavior. It will support consumers to first consider whether they will bring happiness or happiness to themselves when choosing a product. This also makes consumers affected by psychological factors when facing a brand. Consumers often choose and buy brands based on their own life experiences and experience of purchasing products (Riding and Cheema, 1991). If a brand can satisfy consumers' pursuit of happiness, consumers will have a greater preference.

**H2a: Hedonism has a significant influence on brand preference.**

Perfectionists usually have their own style of consumption. They will search for relevant information about the product as carefully and thoroughly as possible to find the highest quality product. Consumers with perfectionism have high demands on the brand. They usually compare different brands to find the perfect brand. In other words, perfectionists will prefer to choose the brand that they think is the most perfect. Brand preference is inextricably linked to consumer psychology (McGuire, 1970). Differences in consumer perceptions of self-concepts can lead to different buying behaviors and brand preferences (Sirgy, 1982). Consumers who have a strong belief in brand preferences will be more interested in choosing products that are self-aware in the process of shopping (Kim and Kim, 2004).

**H2b: Perfectionism has a significant influence on brand preference.**

Scholars believe that consumers will buy some conspicuous products in order to satisfy their social prestige and social status, not just the demand for product quality (R. Belk, 1988). Consumers' desire for consistency drives them to consume and choose products that represent the social class they are in or the social class they want to enter (Amaldoss, 2005). For these consumers, the advice of the people around them is one of the reasons why they choose products. Consumer dependence on products is not limited to the product itself, but more to its consistency (Amaldoss, 2005). Based on this psychology, one of the reasons consumers buy luxury goods is to be consistent with the behavior of others in the social class. At the same time, in order to highlight their social status.

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**H3a: There's a positive relationship between conformity and conspicuous consumption.**

Uniqueness further encourages consumers to understand products in different ways and discover new ways of expressing themselves (M. and B. I. Douglas, 1979). For consumers, they will give up on products that have been chosen by many people because they do not meet their unique needs (Gierl & Huettl, 2010). In order to achieve greater uniqueness, they will choose products that are scarce due to supply constraints, rather than those that are scarce because of high demand (Berger & Heath, 2008). And luxury goods are precisely because of their limited supply to meet the needs of consumers. The purchase of luxury goods by consumers in order to highlight their own uniqueness is also a manifestation of conspicuous consumption.

**H3b: There's a positive relationship between uniqueness and conspicuous consumption.**

Conformity is often seen when consumers make choices about shopping and are easily influenced by the opinions and suggestions of others (Lascu & Zinkhan, 1999). For Chinese consumers, this conformity is more likely to occur. Influenced by cultural factors, social behavior or opinions of groups are more important to Chinese consumers (Jiang & Cova, 2012). Consumers will choose brands because of social factors. They usually choose products that meet social needs or that demonstrate their social status. Brands are often considered to be individual. Studies have shown that consumers' perceptions and preferences about brands are strongly correlated with the brand's personality (Phau & Lau, 2001). Building trust between consumers and brands will strengthen their positive image of the brand and make consumers more inclined to the brand.

**H4a: Conformity has a significant influence on brand preference.**

Studies have shown that consumers have an extra enthusiasm for scarce goods, and that uniqueness is what consumers are pursuing (Verhallen, 1982). These consumers are eager to express their unique attributes and differences through consumer behavior. This is also a way for consumers to express themselves. These uniquely identifiable consumers will choose their own brand as their representative and express themselves through brand traits (Fishbein, M., Ajzen, 1975). Consumers also like these brands and build positive relationships with brands. If the brand makes consumers feel that it is unique, consumers will have a good impression of the brand and will have a stronger preference for the brand (IAN Phau & Lau, 2001).

**H4b: Uniqueness has a significant influence on brand preference.**

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### *3.2.2 Conspicuous Consumption, Attitude Towards Luxury and Brand Preference*

According to Veblen's (2007) study of consumer motivation, the main motivation for conspicuous consumption is to show off personal wealth. Because the new generation of rich people will also carry out some extravagant consumption to make them enjoy the social status equivalent to the traditional rich (Walters & Carr, 2017). This monetary imitation has changed the consumption behavior of the traditional rich. The only way for traditional wealthy people to differentiate themselves from these people is to show better taste through consumption (Veblen T, 2007). Conspicuous consumption allows them to show their higher cultural waters and literacy. Luxury goods are often known for their high-end brand positioning and brand image (Corneo & Jeanne, 1997). Based on this, consumers who produce conspicuous consumption are generally positive about luxury goods.

#### **H5: Conspicuous consumption has a significant influence on attitude towards luxury.**

The attitude of the brand is defined as the individual's overall evaluation of the brand (Mitchell & Olson, 1981). Studies have shown that consumers' perceptions of brands determine their attitude towards brands. A more reliable consumer behavior prediction can be made through consumer attitudes towards the brand (Shimp, 2010). Luxury brands often have a unique image and scarce value (Vigneron, F. and Johnson, 1999). Consumers are pursuing luxury consumption to meet their demand for these characteristics. If the attitude towards luxury goods is positive, they will have a preference for luxury brands, and it is likely to continue to choose to buy in the next consumption.

#### **H6: There's a positive relationship between attitude and brand preference towards luxury.**

Conspicuous consumption actually establishes a special social classification system. Through such consumption methods, consumers mark the social prestige, social status and achievements of commodity owners (M. Douglas & Baron, 1982). These goods of meaning are conveyed to the society with special significance and value (Deborah & Deborah, 2007). They are oriented towards acquisition and display, and play a role from a social perspective that enables consumers to maintain and maintain their status (Goldschmidt, 1990). Conspicuous consumption has also become one of the motives for consumers to consume luxury goods. Based on this, consumers are one of the motivations for consumers to choose whether the brand can bring them the value they need. Brand loyalty is actually the result of the psychological role of consumers. Psychological, emotional, and contextual factors can lead consumers to be loyal to a brand (Jacob Jacoby, 1971). The loyalty to the brand is also closely linked.

#### **H7: Conspicuous consumption has a significant influence on brand loyalty.**

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The study found that consumers' motivation to produce luxury goods with conspicuous consumption is inseparable from the uniqueness of their willingness to buy (Hartmann & Apaolaza-ibáñez, 2012). At the same time, consumers' attitudes towards attitudes toward the social function of goods and their self-monitoring functions also caused their different consumption behaviors. Luxury consumption is strongly influenced by consumer self-expression (Hartmann & Apaolaza-ibáñez, 2012). Consumers choose to buy luxury goods because the social class and personal value represented by luxury goods can satisfy their needs to show off their status (Vigneron & Johnson, 2004). It can be said that the act of conspicuous consumption is very common in luxury purchases (Bian & Forsythe, 2012). Therefore, we have reason to assume that there is a significant link between conspicuous consumption and luxury buying tendencies.

**H8: Conspicuous consumption has a significant influence on luxury purchase intention.**

The degree of customer attachment to a brand is known as brand loyalty and is related to the customer experience (Fang Liu & Mizerski, 2011). The description of brand loyalty includes attitude and behavioral dimensions (Dick A.S. and Basu, 1994). In terms of attitude dimension, it is the attitude of consumers towards luxury goods. It describes the overall satisfaction of the consumer. Consumers evaluate brands from all aspects to create a multi-faceted brand attitude (Neal & Strauss, 2008). When brand loyalty is manifested in consumer behavior, it is reflected in consumers' repeated purchases of a certain brand. Some studies have found a positive correlation between consumer attitudes toward brands and brand loyalty (Starr & Rubinson, 1978). Therefore, we can assume that consumer attitudes towards the brand contribute to brand loyalty.

**H9: There's a positive relationship between attitude and brand loyalty towards luxury.**

The theory of planned behavior states that one of the determining factors in purchasing behavior is the consumer's willingness to purchase. According to research, the willingness to buy is determined by the attitude of the consumer (Hidayat, Hema, & Diwasasri, 2013). Attitude is considered to be a stable and lasting internal state. Although consumers' feelings about the brand may be short-lived, the attitude towards the brand will continue for some time. But the purchase intention is different from the attitude (Bagozzi, 1981). Attitude is mostly a summary evaluation of a certain brand. The purchase intention is more to convey that consumers are consciously planning and implementing certain purchase behavior (Eagly, A.H. and Chaiken, 1993). In this study, we pay more attention to the relationship between consumers' attitude towards luxury brands and their intention to purchase luxury goods.

**H10: There's a significant relationship between attitude and purchase intention towards luxury.**



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Brand preferences are closely related to consumer personality and feelings (Edell & Burke, 1987). If a brand's characteristics or certain specific descriptions are more consistent with the consumer's personal traits and ideal self, then the consumer's preference for the brand is stronger (Malhotra, Agarwal, & Peterson, 1996). Self-consistency states that consumers have a preference for brands because their images are consistent with their own existing image or ideal image (Laroche & Brisoux, 1989). When consumers have a preference for these brands, their chances of repeating the brand will increase dramatically. Using the measurement dimension of brand loyalty, we can assume that these consumers will also increase their loyalty to their preferred brands.

**H11: There's a significant relationship between brand preference and brand loyalty.**

As mentioned earlier, brand preference represents a consumer's favor for a particular brand and believes that the value conveyed by the brand is in line with its expectations (Sirohi, N., McLaughlin, E.W., Wittink, 1998). This expression of the personal emotional dimension has an impact on consumers' consumption decisions and intentions (Tsai et al., 2015). Consumer decision making is the result of a series of complex steps. Purchase intentions include long-term, short-term or intermittent intentions (Lieven, Grohmann, Herrmann, Landwehr, & van Tilburg, 2015). Specifically, it can be divided into unplanned purchases, partial planned purchases, and full planned purchases (Kotler, 1999). When a consumer makes a plan, even a part of the plan is affected by its own emotional preferences.

**H12: There's a significant relationship between brand preference and purchase intention.**

*3.2.3 Brand Loyalty and Purchase Intention*

When consumers' preferences for a brand include both attitudes and behavioral factors, we believe that consumers have true brand loyalty to the brand (Baldinger, A.L., & Rubinson, 1996). Researchers also believe that true brand loyalty will include brand preferences and repurchase behavior (Jones & Sasser, 1995). If consumers are loyal to a brand, they will have the intention to buy the brand again. These behaviors are embodied in a long-term commitment to the brand. Consumers who have a high commitment to a brand are constantly looking for information and marketing activities related to the brand (Bloemer & Kasper, 1995). In addition, brand loyalty can also be measured in terms of both emotion and action. Emotional loyalty can be seen as a cumulative accumulation of brand satisfaction and converted to brand preference (J. Jacoby & Chestnut, 1978). This loyalty represents a consumer's intention to buy back, although not necessarily put into action. But the loyalty of the action indicates that consumers will continue to buy back the product.

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**H13: There's a positive relationship between brand loyalty and purchase intention.**

Table 1 shows the summary of the hypotheses:

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| Hypotheses |  |
|------------|--|
| H1a        | There's a positive relationship between hedonism and conspicuous consumption.              |
| H1b        | There's a positive relationship between perfectionism and conspicuous consumption.         |
| H2a        | Hedonism has a significant influence on brand preference.                                  |
| H2b        | Perfectionism has a significant influence on brand preference.                             |
| H3a        | There's a positive relationship between conformity and conspicuous consumption.            |
| H3b        | There's a positive relationship between uniqueness and conspicuous consumption.            |
| H4a        | Conformity has a significant influence on brand preference.                                |
| H4b        | Uniqueness has a significant influence on brand preference.                                |
| H5         | Conspicuous consumption has a significant influence on attitude towards luxury.            |
| H6         | There's a positive relationship between attitude and brand preference towards luxury.      |
| H7         | Conspicuous consumption has a significant influence on brand loyalty.                      |
| H8         | Conspicuous consumption has a significant influence on luxury purchase intention.          |
| H9         | There's a positive relationship between attitude and brand loyalty towards luxury.         |
| H10        | There's a significant relationship between attitude and purchase intention towards luxury. |
| H11        | There's a significant relationship between brand preference and brand loyalty.             |

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|     |   |
|-----|---|
| H12 | There's a significant relationship between brand preference and purchase intention. |
| H13 | There's a positive relationship between brand loyalty and purchase intention.       |

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Table 1 Summary of Hypotheses

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## 4. Methodology

This chapter will focus on the tools and software used to achieve research goals and specific research methods. First, we will introduce the survey methods selected by the Institute and the reasons for selecting the target population and samples. Next, the specific methods for collecting data and the items to be noted in the process of collecting data will be clarified, including the scales used for each variable and form a questionnaire. The process of pre-testing and error verification is then explained. After that, the detailed steps of the research method used in this study will be explained in detail, and the constructed model and the process of analyzing and processing the data will be explained in detail.

The purpose of this study was to investigate four independent variables (hedonism, perfectionism, unity and uniqueness) and five dependent variables (conspicuous consumption, attitude towards luxury goods, brand preference, brand loyalty and purchase intention). The relationship between. The study presented 17 research hypotheses based on literature review and established research models. This study used a structured questionnaire to collect key data. The main sources of secondary data are journals, books, articles and website resources. Secondary data is validated as a document supporting the primary data. All data has been checked.

This study mainly uses descriptive research methods and uses quantitative methods to analyze and verify the relationship between variables. Quantify consumer personal and interpersonal factors and explore their logical relationship with luxury brands. Quantitative research refers to the use of data to analyze, interpret, and validate the data and to express research significance and results (DeFusco, McLeavey, Pinto, Anson, & Runkle, 2015). This study will collect the personal data of the respondents, the interpersonal relationship factors and the digital data of the brand-related variables to analyze and achieve the research objectives.

### *4.1 Population and Sample Selection*

This study is aimed at consumers who are engaged in luxury consumption. Take Chinese consumers as an example for further research. However, due to resource constraints, it is impossible to collect and analyze the data results of the entire Chinese consumer group. Therefore, this study will adopt the non-probability sampling method, including convenience sampling and snowball sampling.

Although this method is considered to be erroneous or undesirable, it may not represent the entire population. However, under the premise of resource constraints, this study will use the sample population as an example for follow-up research and analysis. The questionnaire will be sent via the author's wechat, Facebook homepage and large Facebook group.

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## ***4.2 Data Collection Method***

This study selected the method of self-management survey as the main tool for data collection during the sampling process. The sample population is mainly for people with luxury purchase intentions or purchasing experience. Respondents come from different ages, genders, education levels and occupations. Data collection uses a non-probability sampling method that includes convenience sampling and snowball sampling. The questionnaire used in this study was distributed using the Internet. The advantage of the questionnaire method is that the issuing speed is faster, the subjective influence of the investigator can be avoided, and the cost is low and easy to operate. But its shortcomings are also very obvious, that is, the response rate cannot be guaranteed, and the uncertainties of the respondents cannot be explained, which is easy to cause misunderstanding.

The data collection for this study was conducted in February, March and March 2018. The questionnaire was sent to friends and relatives via the author's WeChat and Facebook in the form of an online link, and those respondents were also invited to send it to more colleagues, classmates and family members. The questionnaire is created using the online questionnaire distribution survey platform WenJuanXing (<https://www.wjx.cn/>). This is a free questionnaire survey platform established by Chinese companies in China, which is the same as Google Forms, to ensure that respondents in mainland China can successfully open and complete the questionnaire. Using this online questionnaire to issue all questions will ensure that participants complete the completed questionnaire. Because the online questionnaire can only be submitted successfully after answering all the questions. The platform is not only easy to issue and fill out the questionnaire, but also provides a compilation of all the data for subsequent statistical research operations. A total of 295 questionnaires were collected and analyzed in this study. All respondents responded to the online survey.

## ***4.3 Research Instrument Design***

The questionnaire used in this study aims to collect and quantify the data of the variables required to validate the model. The questionnaire is divided into two parts according to the type of question. The first part briefly introduces the purpose of this study and sets some questions to collect basic information about the respondents, such as gender, age, international, monthly income, education level and occupation. These questions are in the form of multiple-choice questions that give respondents several options to choose from. This setup facilitates the subsequent use of statistical software tools for data analysis. The second part sets some questions that can quantify these variables based on the variables to be studied. This part is divided into nine small components according to the variables to be measured. Each part is set with four to eight different items to investigate each variable. The questionnaire contains four independent variables: Hedonism, perfectionism, conformity and uniqueness also include five dependent variables: conspicuous consumption, attitude towards luxury goods, brand preference, brand loyalty and purchase intention. All variables were

based on the existing literature using a 7-point Likert Scale to measure respondents' answers, ranging from 1 = strongly disagreed to "to" 7 = strongly agreed. The original questionnaire was completed in English and then translated into Chinese and distributed to respondents. In the translation process, the error caused by the misunderstanding in translation has been avoided to the greatest extent. All the questions are closed questions to facilitate subsequent research analysis.

#### ***4.4 Pre-Testing***

Before the final determination of this questionnaire, pre-tests can be used to conduct a preliminary test on the questionnaire to determine whether the content is valid and whether the results of the analysis are reliable. The pre-test was completed in February 2018. A total of 52 respondents from all ages and with different levels of education were invited to fill out the questionnaire online and were asked to evaluate the questionnaire. The pretest test focuses on whether the language description of the scale is clear and easy to understand, and there is no ambiguity or an answer that does not match expectations. In the course of the investigation, the statement of the problem was slightly adjusted and modified based on the feedback and evaluation of the respondent. The final results show that the items included in the questionnaire have no major errors in translation and language statements. The survey data collected by the pre-test is sufficient to support the actual survey analysis.

#### ***4.5 Variable Operationalization***

In order to translate the theoretical concepts of variables into indicators that can be used for actual observation and detection, we need to determine the scale of each variable based on previous literature studies and adapt it appropriately based on the context of luxury research. The scales and sources of the variables used in the final questionnaire are shown in the table below. The independent variables included in the questionnaire are: Hedonism (HEDO), Perfectionism (PERF), Conformity (CONF) and Uniqueness (UNIQ). The dependent variables are: conspicuous consumption (CC), attitude toward luxury goods (ATL), brand preference (BP), brand loyalty (BL) and purchase intention (PI). The demographic questions about respondents are divided into: gender, age, education level, nationality, monthly income, marital status and occupation.

##### ***4.5.1 Hedonism***

| Construct | Factor | Item  | Source           |
|-----------|--------|---|------------------|
| Hedonism  | HEDO1  | People should live their lives in accordance with their feelings and desires. | Bozkurt, Bayram, |

|       |   |                        |
|-------|---|------------------------|
| HEDO2 | You can't take your money with you when you die, so you should live for today.                                | Furnham, & Dawes(2010) |
| HEDO3 | People should always pursue pleasure in their lives.  |                        |
| HEDO4 | People should always live for the present moment.   |                        |
| HEDO5 | People shouldn't sacrifice the pleasure of the present for the possibility of something better in the future. |                        |

Table 2 Metrics of Hedonism

#### 4.5.2 Perfectionism

| Construct     | Factor | Item   | Source              |
|---------------|--------|--|---------------------|
| Perfectionism | PERF1  | I am particularly embarrassed by failure.                                      | Robert et al.(2010) |
|               | PERF2  | I get upset when other people do not maintain the same standards I do.         |                     |
|               | PERF3  | I compare my work to others and often feel inadequate. °                       |                     |
|               | PERF4  | I always like to be organized and disciplined.                                 |                     |
|               | PERF5  | My parent(s) hold me to high standards.  |                     |
|               | PERF6  | I tend to deliberate before making up my mind.                                 |                     |
|               | PERF7  | I spend a lot of time worrying about things I've done, or things I need to do. |                     |
|               | PERF8  | I drive myself rigorously to achieve high standards.                           |                     |

Table 3 Metrics of Perfectionism

### 4.5.3 Conformity

| Construct  | Factor | Item   | Source                                     |
|------------|--------|--|--|
| Conformity | CONF1  | If a teacher asks me to do something, I usually do it.                           | Santor,<br>Messervey, &<br>Kusumakar(2000) |
|            | CONF2  | I usually do what I am told.   |  |
|            | CONF3  | I usually obey my parents.   |  |
|            | CONF4  | I follow my parents' wishes even when it means not doing something I want to do. |  |
|            | CONF5  | Even when I disagree with my parents' wishes, I usually do what I am told.       |  |
|            | CONF6  | I rarely break rules.  |  |
|            | CONF7  | I always follow the rules.   |  |

Table 4 Metrics of Conformity

### 4.5.4 Uniqueness

| Construct  | Factor | Item  | Source                                       |
|------------|--------|---|--|
| Uniqueness | UNIQ1  | A luxury product cannot be sold in supermarkets.                                | Wiedmann,<br>Hennigs, &<br>Siebels<br>(2009) |
|            | UNIQ2  | True luxury products cannot be mass-produced.                                   |  |
|            | UNIQ3  | Few people own a true luxury product.   |  |
|            | UNIQ4  | People who buy luxury products try to differentiate themselves from the others. |  |



Table 5 Metrics of Uniqueness

4.5.5 *Conspicuous Consumption*

| Construct               | Factor | Item                                       | Source                           |
|-------------------------|--------|--|----------------------------------|
| Conspicuous Consumption | CC1    | I buy luxury because I can gain respect.   | Aron O’Cass & Hmily Frost (2002) |
|                         | CC2    | I buy luxury because I can get popularity. |                                  |
|                         | CC3    | I buy luxury because of others.            |                                  |
|                         | CC4    | I buy luxury to show who I am.             |                                  |

Table 6 Metrics of Conspicuous Consumption

4.5.6 *Attitude Towards Luxury*

| Construct                | Factor | Item   | Source                           |
|--------------------------|--------|--|----------------------------------|
| Attitudes Towards Luxury | ATL1   | All things considered, I rather like luxury. | Sanyal, Datta, & Banerjee (2014) |
|                          | ATL2   | I am interested in luxury.                   |                                  |
|                          | ATL3   | Luxury makes me dream.                       |                                  |
|                          | ATL4   | Luxury products make life more beautiful.    |                                  |

Table 7 Metrics of Attitude Towards Luxury

#### 4.5.7 Brand Preference

| Construct        | Factor | Item  | Source             |
|------------------|--------|---|--------------------|
| Brand Preference | BP1    | Although another brand has the same features as X, I would prefer to purchase from X. | Godey et al.(2016) |
|                  | BP2    | If another brand does not differ from X, it seems smarter to purchase from X.         |                    |
|                  | BP3    | Although there is another brand as good as X, I prefer to buy from X.                 |                    |

Table 8 Metrics of Brand Preference

#### 4.5.8 Brand Loyalty

| Construct        | Factor | Item   | Source                          |
|------------------|--------|--|---------------------------------|
| Brand Preference | BP1    | I won't buy other brands if there is a luxury fashion brand offering similar products.             | Giovannini, Xu, & Thomas (2015) |
|                  | BP2    | I consider myself loyal to the luxury fashion brands that I have purchased in the past.            |                                 |
|                  | BP3    | When purchasing luxury fashion products, I usually only choose from the brands I purchased before. |                                 |

Table 9 Metrics of Brand Loyalty

#### 4.5.9 Purchase Intention

| Construct | Factor | Item | Source |
|-----------|--------|------|--------|
|-----------|--------|------|--------|

|                    |     |   |                        |
|--------------------|-----|---|------------------------|
| Purchase Intention | PI1 | If I were going to purchase a luxury product, I would consider buying this brand.                 | Bian & Forsythe (2012) |
|                    | PI2 | If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high. |                        |
|                    | PI3 | My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.      |                        |
|                    | PI4 | The probability I would consider buying this luxury brand is high.                                |                        |

Table 10 Metrics of Purchase Intention

#### 4.6 Sample Characterization

##### 4.6.1 Gender of Respondents

Demographic information is counted by the frequency distribution method. This method allows researchers to clearly and intuitively understand the distribution and proportion of different latitudes. Among the 295 respondents, more than half (55.6%) were women and the remaining 44.4% were men. The survey results show that women participate more in the survey than men. Table 11 and Figure 2 show the gender percentage of respondents in the sample population.

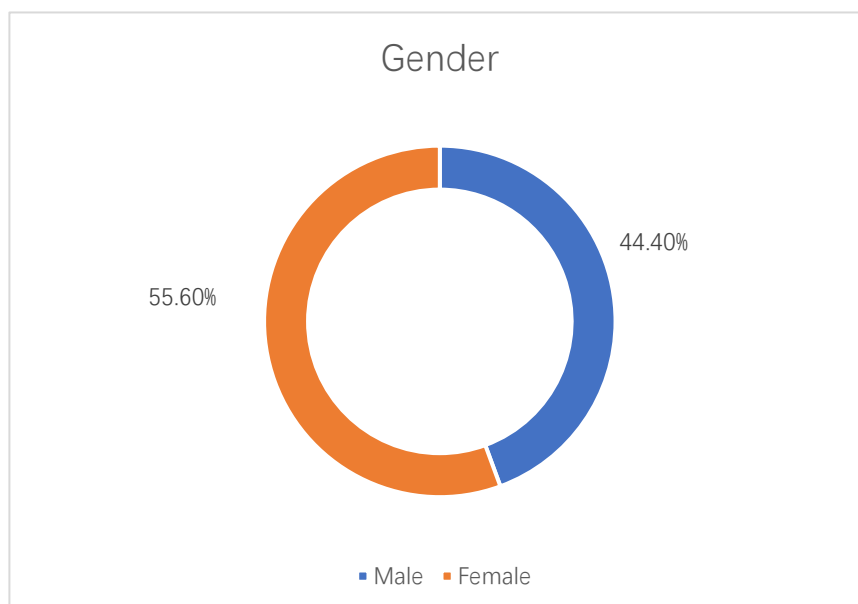


Figure 2 Gender of Respondents

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male   | 131       | 44.4    |
| Female | 164       | 55.6    |
| Total  | 295       | 100     |

Table 11 Gender of Respondents

#### 4.6.2 Age of Respondents

Nearly one-fifth of the 295 respondents (17.6%) were young people aged 18 to 25, and the respondents aged 26 to 30 accounted for 21.4% of the sample, close to 30%. (27.1%) were 31 to 40 years old, 41 to 50 years old respondents were less than one tenth (9.8%) of the sample population, and 51 to 60-year-old respondents were about 11.2%, 60 years old or older respondents accounted for 12.9% of the total sample size. It is worth emphasizing that the age distribution of respondents is more even. The percentage of respondents aged 31 to 40 is the largest, and the proportion of respondents aged 41 to 50 is the smallest. Tables 12 and figure 3 show the distribution of respondents' ages.

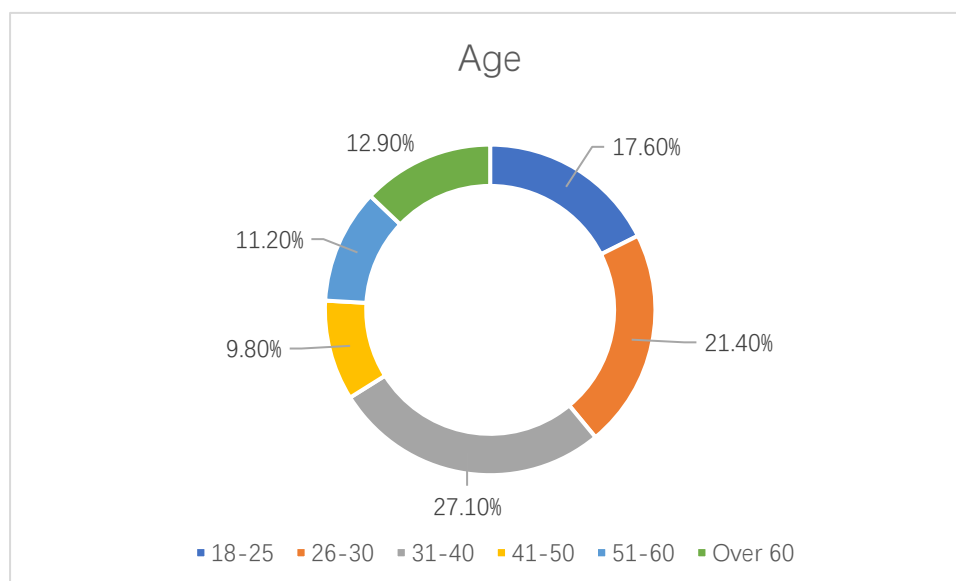


Figure 3 Age of Respondents

| Age   | Frequency | Percent |
|-------|-----------|---------|
| 18-25 | 52        | 17.6    |
| 26-30 | 63        | 21.4    |
| 31-40 | 80        | 27.1    |
| 41-50 | 29        | 9.8     |
| 51-60 | 33        | 11.2    |

|         |     |      |
|---------|-----|------|
| Over 60 | 38  | 12.9 |
| Total   | 295 | 100  |

Table 12 Age of Respondents

#### 4.6.3 Education Level of Respondents

Nearly half of the 295 respondents (45.4%) had a bachelor's degree, 27.5% of those with a high school education or below, and 12.2% of those with a master's degree. Those accounted for 11.2%, and other qualifications accounted for 3.7%. Table 13 and Figure 4 show the percentage of respondents whose education levels are the total number of samples.

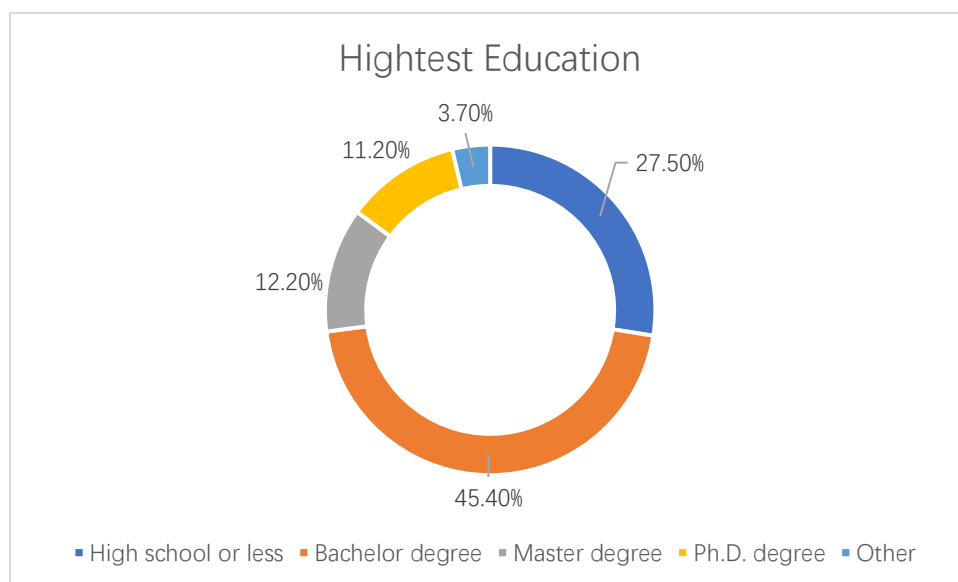


Figure 4 Education Level of Respondents

| Educational Level   | Frequency | Percent |
|---------------------|-----------|---------|
| High school or less | 81        | 27.5    |
| Bachelor's degree   | 134       | 45.4    |
| Master's degree     | 36        | 12.2    |
| Ph.D. degree        | 33        | 11.2    |
| Other               | 11        | 3.7     |
| Total               | 295       | 100     |

Table 13 Education Level of Respondents

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#### 4.6.4 Nationality of Respondents

Among the 295 respondents, the vast majority of respondents (99.7%) were Chinese nationals, and one respondent (0.3%) had other nationalities. Because this study mainly uses Chinese consumers as an example, most of the respondents were Chinese. Table 14 and Figure 5 show the nationality distribution of respondents.

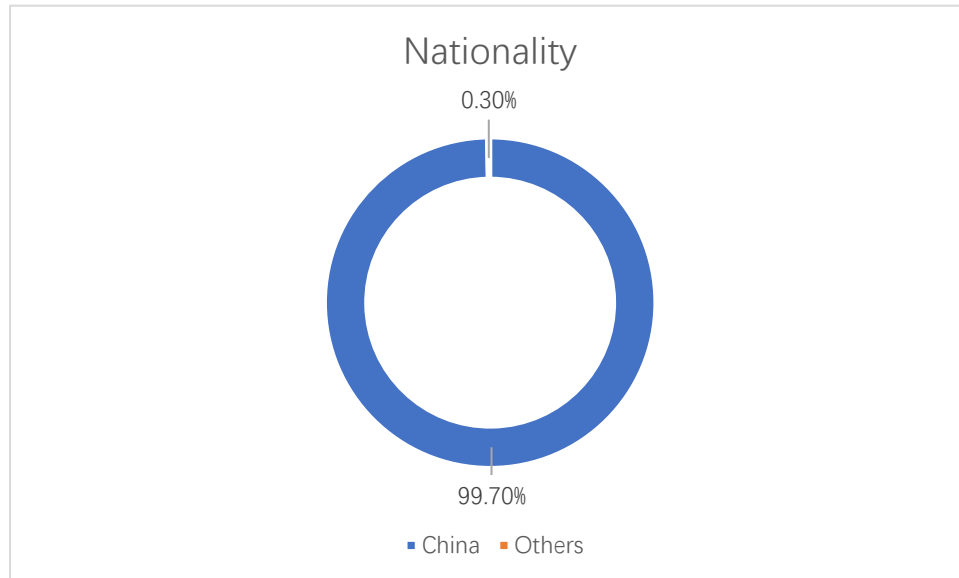


Figure 5 Nationality of Respondents

| Nationality | Frequency | Percent |
|-------------|-----------|---------|
| China       | 294       | 99.7    |
| Others      | 1         | 0.3     |
| Total       | 295       | 100     |

Table 14 Nationality of Respondents

#### 4.6.5 Income of Respondents

Among the 295 respondents, the respondents with the monthly income below €1288 (36.6%) accounted for the largest proportion, and the respondents with monthly income between €1288 and €2576 accounted for 29.5%, and the monthly income was €. Respondents between 2576 and €3865 accounted for 12.9%, respondents with monthly income between €3,865 and €5,153, 13.9%, and those with monthly incomes above €5,153 (7.1%) . Table 15 and Figure 6 show the monthly income distribution of respondents.

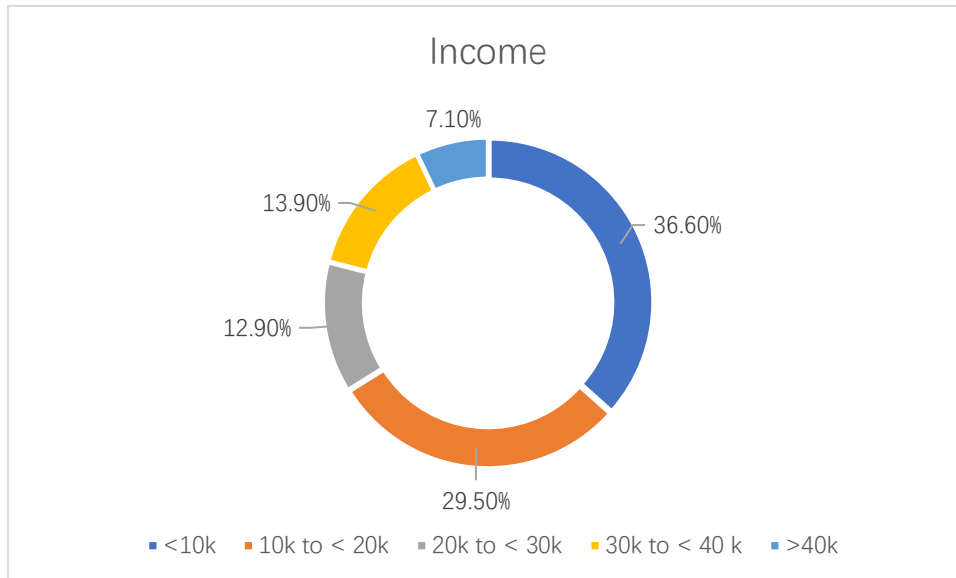


Figure 6 Income of Respondents

| Income                           | Frequency | Percent |
|----------------------------------|-----------|---------|
| Up to ¥10,000(€1288)             | 108       | 36.6    |
| ¥10,000 to ¥20,000 (€1288~€2576) | 87        | 29.5    |
| ¥20,000 to ¥30,000(€2576~€3865)  | 38        | 12.9    |
| ¥30,000 to ¥40,000(€3865~€5153)  | 41        | 13.9    |
| Over ¥40,000(€5153)              | 21        | 7.1     |
| Total                            | 295       | 100     |

Table 15 Income of Respondents

#### 4.7 Statistical Analysis

In order to assess the correlation between variables in the model constructed by the study, the following statistical methods will be used for data analysis. The first step uses descriptive statistics to test the characteristics of the sample. In order to ensure the validity and reliability of the variables measured by the Institute, the second step will be factor analysis and reliability testing. The third step will compare the independent and dependent variables in demographics, so an independent sample t-test will be used for verification. In order to explore the relationship between independent and dependent variables, the fourth step will use multiple regression analysis to achieve the goal. Finally, to verify the statistical significance of the hypothesis in the previous study, a hypothesis test is proposed for verification. The statistical analysis used was performed using IBM SPSS Statistics Version 25 by data collected from 295 respondents and concluded.

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#### 4.7.1 Descriptive Analysis

Research needs to describe and summarize the data before analyzing it. Table 16 is a descriptive statistic of the variables that need to be analyzed. These data can well explain the data of the variables in terms of mean and standard deviation and analyze and summarize them. As mentioned above, all variables use 7-point Likert Scale anchored from “1=strongly disagree” to “7=strongly agree”. The statistical results show that the mean of uniqueness is the highest. The mean of variable average Purchase intention (4.8093) is second only to uniqueness (5.0822). Other variables such as attitude towards luxury (4.6941), hedonism (4.6624), conspicuous consumption (4.6042) were lower. Then conformity (4.5201), and brand preference (4.4701) and brand loyalty (4.4181) are at the third level. Perfectionism (4.4263) has the lowest average which is a little less than the others, indicating that respondents are not very perfectionist.

The standard deviation of perfectionism (1.7097) is the highest, indicating that different respondents have very different views on this issue. Conspicuous consumption (1.6646), hedonism (1.5157), conformity (1.4802) and uniqueness (1.4468) are higher, indicating that the scores of these variables are more widely distributed, and consumers' views and the difference between them is greater. The standard deviation of attitude towards luxury (1.3518) and purchasing intention (1.2660) is relatively small, indicating that the score distribution of these two variables is closer than the previous variables, and the difference in perceptions of consumers is not so large. The standard deviation of brand preference (1.1783) and brand loyalty (1.1547) is the smallest, indicating that among all nine variables, consumers have the closest view of these two variables.

---

| Variable | N   | Minimum | Maximum | Mean   | SD     |
|----------|-----|---------|---------|--------|--------|
| HEDO     | 295 | 1.40    | 7.00    | 4.6624 | 1.5157 |
| PERC     | 295 | 1.25    | 7.00    | 4.4263 | 1.7097 |
| CONF     | 295 | 1.43    | 7.00    | 4.5201 | 1.4802 |
| UNIQ     | 295 | 1.00    | 7.00    | 5.0822 | 1.4468 |
| CC       | 295 | 1.00    | 7.00    | 4.6042 | 1.6646 |
| ATL      | 295 | 1.00    | 7.00    | 4.6941 | 1.3518 |
| BP       | 295 | 1.33    | 6.67    | 4.4701 | 1.1783 |
| BL       | 295 | 1.00    | 7.00    | 4.4181 | 1.1547 |



|    |     |      |      |        |        |
|----|-----|------|------|--------|--------|
| PI | 295 | 1.00 | 7.00 | 4.8093 | 1.2660 |
|----|-----|------|------|--------|--------|

Table 16 Descriptive Statistics

#### 4.7.2 Exploratory Factor Analysis and Results

In order to assess the validity of the scores of variables, researchers often use factor analysis. This statistical approach is based on a theoretical summary of the features of the constructs in order to produce a more concise set of factor scores for subsequent analysis. This analysis process can reduce a large number of observed variables to a few factors with the same characteristics. There are two main methods of factor analysis, namely confirmatory factor analysis (CFA) and exploratory factor analysis (EFA). EFA, as a statistical technique, contains many linear decisions. This study will evaluate the basic dimensions of all variables using Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity.

The KMO index can check if the correlation between variables is small and indicates the proportion of project differences in the basic variables. Bartlett's test is usually used to test whether the correlation matrix conforms to the identity matrix to show the applicability of the model. KMO values typically vary from 0 to 1 with 0.5. The significant level of the Bartlett test ( $p < 0.05$ ) was used as a minimum to prove the number of samples the foot bath satisfies the number of items in the scale. The researchers will also use varimax rotation to demonstrate the validity of the factor structure in the variable. Table 17 explains the KMO worthy evaluation criteria (Pestana & Gageiro, 2003):

| KMO       | Degree of Common Variance |
|-----------|---------------------------|
| 1 – 0.9   | Very Good                 |
| 0.8 – 0.9 | Good                      |
| 0.7 – 0.8 | Average                   |
| 0.6 – 0.7 | Reasonable                |
| 0.5 – 0.6 | Bad                       |
| < 0.5     | Not Supported             |

Table 17 Standard of KMO Value

Cronbach's alpha was used for reliability testing. Cronbach's alpha is used to measure the consistency of the various items in the scale (Pestana & Gageiro, 2003). Cronbach's alpha gives the reliability factor for each possible correlation. According to general statistical analysis experience, the normal range of alpha values for Cronbach's alpha is 0 to 1, and the alpha value is at least 0.7 to consider supporting the measurement scale. Table 18 shows the criteria for internal consistency (Pestana & Gageiro, 2003). The test results show that the KMO value of the two variables of brand preference and brand loyalty is greater than 0.7, which is at the average level. Other variables other than this have KMO values greater than 0.8 and are at a good level. All values for the Bartlett test are equal to 0.00, indicating that they are at an optimal level. All values for Cronbach's alpha ranged from 0.885 to 0.971, indicating that the survey is highly reliable enough for factor analysis. Table 19 shows the data for the relevant tests.

| Cronbach's Alpha | Internal Consistency |
|------------------|----------------------|
| $\geq 0.9$       | Very Good            |
| 0.8 – 0.9        | Good                 |
| 0.7 – 0.8        | Average              |
| 0.6 – 0.7        | Bad                  |
| $< 0.6$          | Inadmissible         |

Table 18 Standard of Cronbach's Alpha Value

| Construct     | Factor | KMO   | Cronbach's Alpha | Bartlett's Test | % of Variance Explained | Dimensions |
|---------------|--------|-------|------------------|-----------------|-------------------------|------------|
| Hedonism      | HEDO   | 0.889 | 0.938            | 0.000           | 80.125                  | 1          |
| Perfectionism | PERC   | 0.957 | 0.971            | 0.000           | 83.242                  | 1          |
| Conformity    | CONF   | 0.928 | 0.952            | 0.000           | 77.659                  | 1          |
| Uniqueness    | UNIQ   | 0,802 | 0.911            | 0.000           | 79.000                  | 1          |

---

|                         |     |       |       |       |        |   |
|-------------------------|-----|-------|-------|-------|--------|---|
| Conspicuous Consumption | CC  | 0.845 | 0.931 | 0.000 | 82.884 | 1 |
| Attitude Towards Luxury | ATL | 0.824 | 0.905 | 0.000 | 77.895 | 1 |
| Brand Preference        | BP  | 0.738 | 0.885 | 0.000 | 81.565 | 1 |
| Brand Loyalty           | BL  | 0.745 | 0.888 | 0.000 | 81.771 | 1 |
| Purchase Intention      | PI  | 0.804 | 0.890 | 0.000 | 75.274 | 1 |

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Table 19 Final Output of Exploratory Factor Analysis

#### 4.7.3 Statistical Modeling

In order to study the relationship between independent variables and dependent variables, this study will use correlation analysis and multiple linear regression to detect. Correlation analysis used the two-tailed method and the significance level was expressed as \* $p < 0.05$ , \*\*  $p < 0.01$  and \*\*\*  $p < 0.005$ . Multiple linear regression is a commonly used statistical test. It is often used to build estimation equations on a continuous dependent variable and two or more independent variables, and to interpret and test the theoretical model. In this study, a stepwise method was used to obtain the regression equation with the highest fitness when performing multiple linear regression analysis.

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## 5. Data Analysis

This study will use spss software to analyze the data collected through the survey and validate the proposed research hypotheses and conceptual models to explore consumer personal factors, interpersonal factors, consumer attitudes towards luxury brands, and brand preferences. The correlation between brand loyalty and luxury purchase intentions. In the previous chapter, descriptive statistics were performed on personal statistics, and reliability tests and exploratory factor analysis were performed on other variables. Determine the factor reliability of each variable. In the subsequent data analysis, an independent sample t test will be performed on demographic data. For the independent and dependent variables, the correlation test and multiple regression analysis were used to verify the correlation between the variables.

### 5.1 Independent Sample T-Test

The previous chapters have shown an uneven distribution of respondents' demographics. This chapter will use an independent sample t test to test whether there is a difference in the behavior of respondents of different genders, ages, and education levels. This difference study will target four independent variables: hedonism, perfectionism, conformity and uniqueness. Five dependent variables will also be studied, which are conspicuous consumption, attitudes towards luxury goods, brand preferences, brand loyalty and purchasing tendencies. The significance level ( $p < .05$ ) based on the 95% confidence interval will be used to determine if the hypothesis is accepted. When the p value is less than 0.05, the null hypothesis is rejected. If the p value is greater than or equal to 0.05 then the null hypothesis is accepted.

#### 5.1.1 Gender Differences

This study validated consumers' behaviors for personal factors, interpersonal factors, conspicuous consumption, attitudes toward luxury goods, brand perception, brand loyalty, and purchasing propensity by conducting independent t-tests on all 295 sample respondents. Whether there is a significant difference between the intention and the intention. In the sample population, there were 131 male respondents and 164 female respondents. Table 20 shows the results of gender differences in each variable. The test showed that all variables did not differ significantly between the two groups, and all p values were greater than 0.05, indicating that we were unable to reject H0. Therefore, it can be concluded that based on these variables, there is no significant difference in male and female sexual behavioral intentions.

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| Variable | Gender | N | Mean | SD | T-Test |   |
|----------|--------|---|------|----|--------|---|
|          |        |   |      |    | t      | p |

---

|      |   |     |        |        |       |        |
|------|---|-----|--------|--------|-------|--------|
| HEDO | M | 131 | 4.7481 | 1.4790 | 0.546 | 0.868  |
|      | F | 164 | 4.5939 | 1.5455 |       |        |
| PERF | M | 131 | 4.4361 | 1.7269 | 0.627 | 0.088  |
|      | F | 164 | 4.4184 | 1.7010 |       |        |
| CONF | M | 131 | 4.4798 | 1.5015 | 0.625 | -0.417 |
|      | F | 164 | 4.5523 | 1.4668 |       |        |
| UNIQ | M | 131 | 5.1126 | 1.4305 | 0.631 | 0.322  |
|      | F | 164 | 5.0579 | 1.4637 |       |        |
| CC   | M | 131 | 4.6927 | 1.6177 | 0.420 | 0.816  |
|      | F | 164 | 4.5335 | 1.7027 |       |        |
| ATL  | M | 131 | 4.7748 | 1.3214 | 0.828 | 0.917  |
|      | F | 164 | 4.6296 | 1.3761 |       |        |
| BP   | M | 131 | 4.4249 | 1.2369 | 0.223 | -0.587 |
|      | F | 164 | 4.5061 | 1.1317 |       |        |
| BL   | M | 131 | 4.4071 | 1.1430 | 0.740 | -0.145 |
|      | F | 164 | 4.4268 | 1.1674 |       |        |
| PI   | M | 131 | 4.8378 | 1.1981 | 0.509 | 0.345  |
|      | F | 164 | 4.7866 | 1.3209 |       |        |

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Table 20 Gender Differences

### 5.1.2 Age Differences

The study examined 295 respondents to determine if their intentions for variables vary by age. Millennials usually refer to people born between 1982 and 2000. Therefore, this study roughly classified the respondents under the age of 40 as millennials. There are 100 respondents aged 40 and under, and 195 respondents over the age of 40. Table 21 shows the differences in ageing each variable based on age.

The results showed that the p-values of all variables were greater than 0.05, indicating that their perception of the variables did not vary from age to age.

| Variables | Age | N   | Mean   | SD      | T-Test |       |
|-----------|-----|-----|--------|---------|--------|-------|
|           |     |     |        |         | t      | p     |
| HEDO      | ≤40 | 100 | 4.8    | 1.50903 | 1.117  | 0.642 |
|           | >40 | 195 | 4.5918 | 1.51812 |        |       |
| PERF      | ≤40 | 100 | 4.4288 | 1.73481 | 0.018  | 0.633 |
|           | >40 | 195 | 4.425  | 1.70115 |        |       |
| CONF      | ≤40 | 100 | 4.3243 | 1.58037 | -1.632 | 0.131 |
|           | >40 | 195 | 4.6205 | 1.41985 |        |       |
| UNIQ      | ≤40 | 100 | 5.1225 | 1.47645 | 0.342  | 0.974 |
|           | >40 | 195 | 5.0615 | 1.43481 |        |       |
| CC        | ≤40 | 100 | 4.6725 | 1.67524 | 0.504  | 0.958 |
|           | >40 | 195 | 4.5692 | 1.66229 |        |       |
| ATL       | ≤40 | 100 | 4.7275 | 1.23148 | 0.304  | 0.178 |
|           | >40 | 195 | 4.6769 | 1.4122  |        |       |
| BP        | ≤40 | 100 | 4.4667 | 1.16052 | -0.035 | 0.439 |
|           | >40 | 195 | 4.4718 | 1.1902  |        |       |
| BL        | ≤40 | 100 | 4.44   | 1.18054 | 0.233  | 0.679 |
|           | >40 | 195 | 4.4068 | 1.14412 |        |       |
| PI        | ≤40 | 100 | 4.9025 | 1.25875 | 0.905  | 0.981 |
|           | >40 | 195 | 4.7615 | 1.27027 |        |       |

Table 21 Age Differences

### 5.1.3 Education Level Differences

Through a survey of 295 respondents, the study needed to verify whether their intentions and perceptions of variables were influenced by the level of education. The education level is divided into two categories, one is that the education is high school and below, that is, there is no higher education, a total of 81 people. The other category is people with higher education, including bachelor's degrees, master's degrees and doctoral degrees. There are 214 such respondents. Except for the two variables of uniqueness and attitude towards luxury goods, the p values of other variables were all greater than 0.05, which was not statistically significant. Explain that respondents' perceptions of other variables are not significantly different because of the level of education.

Regarding the uniqueness, the null hypothesis is rejected. There was a significant difference between the scores of respondents with higher education ( $5.1822 \pm 1.3659$ ) and those without higher education ( $4.8179 \pm 1.3659$ ),  $t(295) = 1.939$ ,  $p = 0.065$ .  $H_0$  was also rejected in terms of attitude towards luxury goods. There was a significant difference between the scores of respondents who received higher education ( $5.1822 \pm 1.39795$ ) and those who did not receive higher education ( $4.8241 \pm 1.21992$ ),  $t(295) = -1.016$ ,  $p = 0.046$ . From the results, the degree of education and uniqueness and attitudes toward luxury goods are more closely related to other variables. Table 22 shows the difference of the educational level.

| Variables | Educational Level | N   | Mean   | SD      | T-Test |              |
|-----------|-------------------|-----|--------|---------|--------|--------------|
|           |                   |     |        |         | t      | p            |
| HEDO      | ≥Higher           | 214 | 4.6551 | 1.52911 | -0.133 | 0.485        |
|           | <Higher           | 81  | 4.6815 | 1.48888 |        |              |
| PERF      | ≥Higher           | 214 | 4.4136 | 1.72313 | -0.207 | 0.552        |
|           | <Higher           | 81  | 4.4599 | 1.68377 |        |              |
| CONF      | ≥Higher           | 214 | 4.5334 | 1.46355 | 0.25   | 0.224        |
|           | <Higher           | 81  | 4.485  | 1.53209 |        |              |
| UNIQ      | ≥Higher           | 214 | 5.1822 | 1.3659  | 1.939  | <b>0.065</b> |
|           | <Higher           | 81  | 4.8179 | 1.62116 |        |              |
| CC        | ≥Higher           | 214 | 4.6869 | 1.64288 | 1.389  | 0.275        |
|           | <Higher           | 81  | 4.3858 | 1.71166 |        |              |

|     |         |     |        |         |        |              |
|-----|---------|-----|--------|---------|--------|--------------|
| ATL | ≥Higher | 214 | 4.6449 | 1.39795 | -1.016 | <b>0.046</b> |
|     | <Higher | 81  | 4.8241 | 1.21992 |        |              |
| BP  | ≥Higher | 214 | 4.447  | 1.20426 | -0.545 | 0.45         |
|     | <Higher | 81  | 4.5309 | 1.11153 |        |              |
| BL  | ≥Higher | 214 | 4.338  | 1.17106 | -1.945 | 0.631        |
|     | <Higher | 81  | 4.6296 | 1.08909 |        |              |
| PI  | ≥Higher | 214 | 4.7874 | 1.32655 | -0.483 | 0.109        |
|     | <Higher | 81  | 4.8673 | 1.09551 |        |              |

Table 22 Educational Level Differences

## 5.2 Multiple Regression Analysis

This study uses correlation analysis and multiple regression equations to analyze the proposed hypotheses and models. Measure and differentiate the correlation between independent variable sets (hedonism, perfectionism, conformity and uniqueness) and dependent variable sets (conspicuous consumption, attitudes towards luxury goods, brand preferences, brand loyalty and shopping preferences) regression analysis. At the same time, the average of several items scores is used for each variable to perform the main calculation. Table 23 shows the correlation between the various variables.

|      | HEDO   | PERF   | CONF  | UNIQ  | CC     | ATL | BP | BL | PI |
|------|--------|--------|-------|-------|--------|-----|----|----|----|
| HEDO | 1      |        |       |       |        |     |    |    |    |
| PERF | .168** | 1      |       |       |        |     |    |    |    |
| CONF | .120*  | 0.111  | 1     |       |        |     |    |    |    |
| UNIQ | 0.062  | 0.072  | 0.065 | 1     |        |     |    |    |    |
| CC   | 0.084  | -0.046 | 0.031 | 0.031 | 1      |     |    |    |    |
| ATL  | 0.048  | 0.042  | 0.099 | 0.053 | .351** | 1   |    |    |    |



|    |       |       |       |       |        |        |        |        |   |
|----|-------|-------|-------|-------|--------|--------|--------|--------|---|
| BP | 0.095 | 0.019 | 0.081 | .119* | .290** | .494** | 1      |        |   |
| BL | .116* | 0.032 | 0.088 | 0.058 | .372** | .451** | .401** | 1      |   |
| PI | 0.079 | 0.04  | .138* | 0.113 | .363** | .554** | .485** | .495** | 1 |

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Table 23 Correlation Coefficients

### 5.2.1 *Conspicuous Consumption*

H1a: There's a positive relationship between hedonism and conspicuous consumption.

H1b: There's a positive relationship between perfectionism and conspicuous consumption.

H3a: There's a positive relationship between conformity and conspicuous consumption.

H3b: There's a positive relationship between uniqueness and conspicuous consumption.

Table 24 shows the verification of multiple regression equations with conspicuous consumption as the dependent variable. The results show that the four independent variables (hedonism, perfectionism, conformity and uniqueness) did not enter the equation when performing multiple linear regression tests. The stepwise method of multiple linear regression used a p-value of 0.05. That is to say, the p-values of the four dependent variables were all greater than 0.05 and were not statistically significant. Model construction for conspicuous consumption does not hold. At the same time, the significance of the four hypotheses related to conspicuous consumption is greater than 0.05, so the hypothesis proposed in this study is not supported.

|      | Coef | t  | p  |
|------|------|----|----|
| HEDO | NS   | NS | NS |
| PERF | NS   | NS | NS |

|                               |    |    |       |
|-------------------------------|----|----|-------|
| CONF                          | NS | NS | NS    |
| UNIQ                          | NS | NS | NS    |
| Constant                      | NS | NS | NS    |
| R <sup>2</sup>                | NS |    |       |
| R <sup>2</sup> <sub>adj</sub> | NS |    |       |
| F-Test                        | NS |    | >0.05 |

Note: Dependent Variable: Conspicuous Consumption

Table 24 Multiple Regression Analysis of Conspicuous Consumption

### 5.2.2 Attitude Towards luxury

H5: Conspicuous consumption has a significant influence on attitude towards luxury.

Table 25 shows the results of a hypothetical model using the multivariate regression equation for the attitude of luxury goods as a dependent variable. The data shows that the multiple regression model of attitudes toward luxury goods is significant, which presents a factor of conspicuous consumption. The results showed that  $R^2 = 0.123$ ,  $R^2_{adj} = 0.120$ ,  $F = 41.130$ ,  $p = 0.000$ ,  $p < 0.05$ . According to the determination coefficient, 24.2% of the brand preference variance is involved in the attitude towards luxury goods. The p-value of the F-test statistic is less than 0.05 at 95% confidence, indicating that the regression model is useful. Conspicuous consumption and attitudes towards luxury goods are related. H5:  $\beta = 0.351$ ,  $t = 96.413$ ,  $p < 0.05$ , and the test results were statistically significant. So, the test results support H5.

|                               | Coef   | t      | p     |
|-------------------------------|--------|--------|-------|
| CC                            | 0.351  | 6.413  | 0.000 |
| Constant                      | 0.217  | 15.553 | 0.000 |
| R <sup>2</sup>                | 0.123  |        |       |
| R <sup>2</sup> <sub>adj</sub> | 0.120  |        |       |
| F-Test                        | 41.130 |        | 0.000 |

---

Note: Dependent Variable: Attitude Towards Luxury

Table 25 Multiple Regression Analysis of Attitude Towards Luxury

### 5.2.3 Brand Preference

H2a: Hedonism has a significant influence on brand preference.

H2b: Perfectionism has a significant influence on brand preference.

H4a: Conformity has a significant influence on brand preference.

H4b: Uniqueness has a significant influence on brand preference.

H6: There's a positive relationship between attitude and brand preference towards luxury.

Table 26 shows the verification of multiple regression equations with brand preference as the dependent variable. The results show that the multiple regression model of brand preference is significant, but it presents only one factor that is the attitude towards luxury goods. The data shows that  $R^2 = 0.244$ ,  $R^2_{adj} = 0.242$ ,  $F = 94.699$ ,  $p = 0.000$ , ie  $p < 0.05$ . The determination factor indicates that 24.2% of the brand preference variance is involved in the attitude towards luxury goods. The p-value of the F-test statistic is less than 0.05 at a significance level of 0.05, indicating that the regression model is useful.

Except for the variable attitude toward luxury goods, the other four independent variables (hedonism, perfectionism, conformity, and uniqueness) did not enter the equation when performing multiple linear regression tests. The stepwise method of multiple linear regression used a p-value of 0.05. That is to say, the p-values of the four dependent variables were all greater than 0.05 and were not statistically significant. At the same time, the significance of the remaining four hypotheses related to brand preference is greater than 0.05, so the hypothesis proposed in this study is not supported.

According to Table 25, there is a correlation between luxury attitudes and brand preferences. H6:  $\beta = 0.494$ ,  $t = 9.731$ ,  $p < 0.05$ . Based on 95% confidence, the attitude of luxury goods has a positive correlation with brand preference, and the data test is statistically significant. Therefore, the test results support H6.

---

|      | Coef | t  | p  |
|------|------|----|----|
| HEDO | NS   | NS | NS |
| PERF | NS   | NS | NS |

---

|                               |        |        |       |
|-------------------------------|--------|--------|-------|
| CONF                          | NS     | NS     | NS    |
| UNIQ                          | NS     | NS     | NS    |
| ATL                           | 0.494  | 9.731  | 0.000 |
| Constant                      | 0.216  | 11.322 | 0.000 |
| R <sup>2</sup>                | 0.244  |        |       |
| R <sup>2</sup> <sub>adj</sub> | 0.242  |        |       |
| F-Test                        | 94.699 |        | 0.000 |

Note: Dependent Variable: Brand Preference

Table 26 Multiple Regression Analysis of Brand Preference

#### 5.2.4 Brand Loyalty

H7: Conspicuous consumption has a significant influence on brand loyalty.

H9: There's a positive relationship between attitude and brand loyalty towards luxury.

H11: There's a significant relationship between brand preference and brand loyalty.

The data in Table 27 shows that the multiple regression equation for brand loyalty is significant, including all three variables, namely conspicuous consumption, attitudes toward luxury goods, and brand preferences.  $R^2 = 0.286$ ,  $R^2_{adj} = 0.279$ ,  $F = 38.909$ ,  $p < 0.05$ . The data indicates that 27.9% of the variance in brand loyalty is illustrated by conspicuous consumption, attitudes toward luxury goods, and brand preferences. In the 95% confidence interval,  $p < 0.05$ , so the regression model is reliable.

Multiple regression analysis was used to assess the relationship between conspicuous consumption and brand loyalty, attitudes toward luxury goods and brand loyalty, brand preference and brand loyalty. According to the data in Table 26, there is a significant correlation between conspicuous consumption and brand loyalty, attitude towards luxury goods and brand loyalty, brand preference and brand loyalty, H7:  $\beta = 0.275$ ,  $t = 4.680$ ,  $p < 0.05$ ; H9:  $\beta = 0.217$ ,  $t = 4.066$ ,  $p < 0.05$ ; H11:  $\beta = 0.202$ ,  $t = 3.511$ ,  $p < 0.05$ . At a significant level of 0.05, the data provided sufficient evidence to conclude that the variable conspicuous consumption, the attitude towards luxury goods and brand preference had a statistically significant effect on brand loyalty ( $p \leq \alpha$ ), thus supporting H7, H9 and H11.

|                               | Coef   | t      | p     |
|-------------------------------|--------|--------|-------|
| CC                            | 0.275  | 4.680  | 0.000 |
| ATL                           | 0.217  | 4.066  | 0.000 |
| BP                            | 0.202  | 3.511  | 0.001 |
| Constant                      | 0.217  | 15.553 | 0.000 |
| R <sup>2</sup>                | 0.286  |        |       |
| R <sup>2</sup> <sub>adj</sub> | 0.279  |        |       |
| F-Test                        | 38.909 |        | 0.000 |

Note: Dependent Variable: Brand Loyalty

Table 27 Multiple Regression Analysis of Brand Loyalty

### 5.2.5 Purchase Intention

H8: Conspicuous consumption has a significant influence on luxury purchase intention.

H10: There's a significant relationship between attitude and purchase intention towards luxury.

H12: There's a significant relationship between brand preference and purchase intention.

H13: There's a positive relationship between brand loyalty and purchase intention.

The data in Table 27 shows data on multiple regression equations for luxury purchase propensity. The regression equation contains all four variables (conspicuous consumption, attitude towards luxury, brand preference and brand loyalty).  $R^2 = 0.426$ ,  $R^2_{adj} = 0.478$ ,  $F = 53.802$ ,  $p < 0.05$ . The data indicates that 47.8% of the variance in purchasing propensity is illustrated by conspicuous consumption, brand preference, attitude towards luxury goods and brand loyalty. The data shows that  $p = 0.000$ , ie  $p$  is less than 0.05, so the regression model is reliable.

Multiple regression analysis was used to assess the relationship between conspicuous consumption and luxury buying tendencies, luxury attitudes and luxury buying

tendencies, brand preferences and luxury buying tendencies, brand loyalty and luxury buying tendencies. According to the data in Table 28, conspicuous consumption and luxury goods buying tendencies, attitudes toward luxury goods and luxury goods buying tendencies, brand preferences and luxury goods buying tendencies, brand loyalty and luxury goods buying tendencies, H8:  $\beta = 0.108$ ,  $t = 2.187$ ,  $p < 0.05$ ; H10:  $\beta = 0.308$ ,  $t = 5.627$ ,  $p < 0.05$ ; H12:  $\beta = 0.209$ ,  $t = 3.953$ ,  $p < 0.05$ , H13:  $\beta = 0.232$ ,  $t = 4.400$ ,  $p < 0.05$ . At a significant level of 0.05, the data provides sufficient evidence to conclude that variable conspicuous consumption, attitudes toward luxury goods, brand preferences, and brand loyalty have a statistically significant effect on luxury buying propensity ( $p \leq \alpha$ ), so Support H8, H10, H12 and H13.

|                               | Coef   | t     | p     |
|-------------------------------|--------|-------|-------|
| CC                            | 0.108  | 2.187 | 0.003 |
| ATL                           | 0.308  | 5.627 | 0.000 |
| BP                            | 0.209  | 3.953 | 0.000 |
| BL                            | 0.232  | 4.400 | 0.000 |
| Constant                      | 0.274  | 3.469 | 0.001 |
| R <sup>2</sup>                | 0.426  |       |       |
| R <sup>2</sup> <sub>adj</sub> | 0.478  |       |       |
| F-Test                        | 53.802 |       | 0.000 |

Note: Dependent Variable: Purchase Intention

Table 28 Multiple Regression Analysis of Purchase Intention

### 5.3 Hypothesis Testing

Hypothesis testing needs to verify whether the data collected supports the hypothesis proposed in this study based on literature research. Multiple regression analysis provided statistically significant data for hypothesis validation to verify whether the 17 hypotheses proposed in the study model were valid. Table 29 shows the hypothesis tests and results.

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Hypotheses

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|     |   |                      |
|-----|---|----------------------|
| H1a | There's a positive relationship between hedonism and conspicuous consumption.         | <i>Not Supported</i> |
| H1b | There's a positive relationship between perfectionism and conspicuous consumption.    | <i>Not Supported</i> |
| H2a | Hedonism has a significant influence on brand preference.                             | <i>Not Supported</i> |
| H2b | Perfectionism has a significant influence on brand preference.                        | <i>Not Supported</i> |
| H3a | There's a positive relationship between conformity and conspicuous consumption.       | <i>Not Supported</i> |
| H3b | There's a positive relationship between uniqueness and conspicuous consumption.       | <i>Not Supported</i> |
| H4a | Conformity has a significant influence on brand preference.                           | <i>Not Supported</i> |
| H4b | Uniqueness has a significant influence on brand preference.                           | <i>Not Supported</i> |
| H5  | Conspicuous consumption has a significant influence on attitude towards luxury.       | Supported            |
| H6  | There's a positive relationship between attitude and brand preference towards luxury. | Supported            |
| H7  | Conspicuous consumption has a significant influence on brand loyalty.                 | Supported            |
| H8  | Conspicuous consumption has a significant influence on luxury purchase intention.     | Supported            |
| H9  | There's a positive relationship between attitude and brand loyalty towards luxury.    | Supported            |

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|     |  |           |
|-----|--|-----------|
| H10 | There's a significant relationship between attitude and purchase intention towards luxury. | Supported |
| H11 | There's a significant relationship between brand preference and brand loyalty.             | Supported |
| H12 | There's a significant relationship between brand preference and purchase intention.        | Supported |
| H13 | There's a positive relationship between brand loyalty and purchase intention.              | Supported |

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Table 29 Summary of Hypothesis Testing

#### 5.4 Discussions

In the case of multiple linear regression analysis, we found that there is no significant relationship between the collection of independent variables (hedonism, perfectionism, conformity and uniqueness) and the set of dependent variables (the conspicuous consumption and brand preference) (H1a, H1b, H2a, H2b, H3a, H3b, H4a, H4b). This is very different from previous research results. Hedonism supports consumers to consume goods that make them feel subjectively pleasing. In today's highly developed society, it is easier to meet the needs of consumers. Therefore, consumers will pursue higher levels of consumption to make themselves feel happy (Bylok, Felicjan, 2017). They become hoping to escape from their group by owning a commodity that is considered to have important social significance. This has led to its behavior of producing conspicuous consumption (Li Yining, 1995). Perfectionism, as one of the important factors influencing consumer decision-making, has an impact on consumer buying behavior and brand perception (Wanninayake, 2015). Consumers who pursue conformity are particularly concerned about other people in their social class who are more likely to buy goods that express their identity (Zhu Xiaohui, 2006). Consumers with unique traits want the products they buy to be more unique, rather than choosing products that are widely used by the public (Pantzalis, 1995). Luxury goods just represent the symbol of high-end consumption and the top class of society, and because of its unique design, high quality, refined taste has become a symbol of high level. At the same time, luxury goods have become a commodity for a few people because of their high prices and some limited marketing methods. Therefore, the consumer can be satisfied with the demand, thereby generating brand preference. In theory, there is a significant impact between the set of independent variables and the set of dependent variables. But obviously, the results of the study do not support the proposed hypothesis. This may be due to the small number of samples taken, and the behavior of these sample groups does not replace the consumption



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concept of Chinese consumers. It is also possible that the anonymity of the questionnaire sent by the network caused some respondents not to answer the questionnaire seriously.

The data from the study show that the relationship between the conspicuous consumption and the attitude towards luxury goods, the relationship between luxury attitudes and brand preferences (H5, H6) is established. This means that conspicuous consumption has a significant impact on consumers' attitudes toward luxury goods. At the same time, there is a positive correlation between consumer attitudes toward luxury goods and their brand preferences for luxury goods. Previous research has shown that luxury goods are often a better choice when they are buying goods by showing off or proving their social status. Therefore, the psychology of consumers' conspicuous consumption is closely related to their attitude towards luxury goods (Zhang & Kim, 2003). According to the survey, luxury brand consumption has a value expression function that allows consumers to express themselves. It also has a social coordination function, in which consumers can show themselves in front of them by purchasing a luxury brand (GM & C., 1988). Luxury brands are also considered to be the most selective brands. When consumers have a positive attitude towards luxury goods, their brand preference for luxury goods is also more positive (Nicola, E, Stokburger-sauer, & Teichmann, 2013). This also shows that attitudes towards luxury goods do have a positive impact on brand preferences.

This study proposes three hypotheses about brand loyalty of dependent variables, namely the relationship between conspicuous consumption and brand loyalty (H7), the relationship between luxury attitudes and brand loyalty (H9) and brand preferences. Relationship with brand loyalty (H11). After the multiple linear regression test and the test of interest, the above three hypotheses are established. Consumers demonstrate their social prestige through conspicuous consumption behavior and use luxury goods to express their social prestige (Vigneron & Johnson, 2004), so there is a significant connection between conspicuous consumption and luxury brand loyalty. Attitude towards luxury goods is one of the important perceptions of consumer loyalty to brands (Eagly, A.H. and Chaiken, 1993). This study demonstrates that these two variables have a positive correlation. Consumer preferences for brands also affect whether they are loyal to a brand, and brand preferences play a major role in consumers' luxury choices (Kotler, 1999). As this study demonstrates, luxury brand preferences have a significant impact on brand loyalty.

The data from the study also demonstrates the four hypotheses proposed in the previous article on the propensity to purchase luxury goods. These assumptions are respectively to explore the relationship between conspicuous consumption and luxury purchase intention (H8), the relationship between luxury attitudes and purchasing tendencies (H10), the relationship between brand preferences and luxury buying tendencies (H12), and brand loyalty and the relationship between the tendency of luxury purchases (H13). Conspicuous consumption, as a consumer motive that often

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appears in consumers, can influence consumers' prelude and purchasing tendencies of luxury goods from psychological and emotional aspects (Nwankwo et al., 2014). The test data shows that conspicuous consumption has a significant impact on the purchasing tendency of luxury goods. Consumer attitudes toward luxury goods are their most intuitive expression of luxury perception. The positive attitude towards luxury goods determines whether they will repeatedly purchase luxury goods (Spears & N, 2012). In other words, consumers' attitudes toward luxury goods can directly affect their purchasing tendency. Brand preference is a form of consumer perception of luxury brands. If a consumer is very fond of a brand, he will gradually form a preference for the brand, and then repeat the purchase of the brand in the purchase of luxury goods (Hung et al., 2011). The data shows a significant relationship between brand preferences and buying tendencies. Brand loyalty often means that consumers will repurchase the brand and it is not easy to be attracted by other brands and give up buying the original brand. This means that when consumers build brand loyalty, it is difficult to be attracted to other brands of the same type. This will change the propensity of consumers to make luxury purchases (Esch, Langner, & Schmitt, 2002). The experimental results show that there is a positive correlation between brand loyalty and luxury purchase tendency.

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## 6. Final Considerations

### 6.1 Introduction

In recent years, with the improvement of people's living standards and the increase of income, people's spiritual needs have gradually increased. When consumers buy goods, they can't just meet the basic needs and start to move to a higher level. Scholars are also studying more and more luxury goods. Luxury goods often symbolize status and prestige. At the same time, with its unique design, high-end quality is regarded as a representative of personal taste by those high-income people. In the series of consumer perceptions of luxury goods and ultimately decision to purchase, a variety of complex psychological factors and marketing tools are involved. For luxury brand decision makers and managers, consumers' psychology of luxury brands is a topic of great concern to them. Therefore, many scholars have done a lot of research on consumers' psychology about luxury purchases, trying to find out the important psychological factors that affect consumers' decision to purchase luxury goods, consumer behavior and even consumer personal traits.

Through the research and summary of a large number of literatures, this paper selects two representative types of factors, namely personal factors (hedonism and perfectionism) and interpersonal relationship factors (conformity and uniqueness). The selection of two personal factors is based on the majority of research on Western luxury consumers, while the campus of interpersonal factors is based on extensive research on Chinese consumers. This study also selected the common consumer psychology of Chinese consumers as the independent variable. At the same time, variables that are closely related to luxury goods, such as brand preferences and attitudes toward luxury goods, are also used as mediators. This study attempts to explore how consumer traits based on traditional Chinese Confucian culture can have an impact on their luxury purchases for Chinese consumers. And explore the relationship between brand loyalty and buying propensity with these traits and luxury goods.

The main purpose of this study is to explore how Chinese consumers, such as conspicuous consumption, attitudes toward luxury goods and brand preferences, will have an impact on luxury brand loyalty and buying tendencies. At the same time, expand the research content, and use conspicuous consumption, luxury attitudes and brand preferences as mediators to explore whether hedonism, perfectionism, conformity and uniqueness will affect them. The motivation of this paper is mainly divided into five aspects: (1) What are the internal and external causes that affect consumers' conspicuous consumption? (2) What are the internal and external factors that influence consumers' brand preferences for luxury goods? (3) Does the act of conspicuous consumption affect consumers' attitudes towards luxury goods? (4) What factors affecting consumer loyalty in this study? (5) What are the factors that affect

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consumers' purchase intentions for luxury goods? In order to achieve the purpose of research, this paper combines a large number of articles to construct research models and investigates Chinese consumers as an example. And in order to provide better data support for luxury managers to facilitate their development of appropriate marketing strategies for Chinese consumers.

## **6.2 Conclusion**

The purpose of this paper is to explore the factors that influence consumers' intentions for luxury purchases and to verify whether personal and interpersonal factors have an impact on conspicuous consumption and brand preferences. This study used data collection through a network of questionnaires. A total of 295 respondents were surveyed, of which 294 were Chinese. When the data collected in the field is verified, this paper uses multiple linear regression equations and statistical tests of correlation. The hypotheses proposed in this paper are as follows: (1) There is a positive correlation between hedonism, perfectionism and conspicuous consumption. (2) There is a positive correlation between Conformity and uniqueness and conspicuous consumption. (3) Hedonism, perfectionism, conformity and uniqueness have a significant impact on brand preferences. (4) Conspicuous consumption has a significant impact on the attitude of luxury goods. (5) There is a positive correlation between attitudes towards luxury goods and brand preferences. (6) Conspicuous consumption has a significant impact on brand loyalty and purchase intention of luxury goods. (7) There is a positive relationship between luxury attitudes and brand loyalty. (8) There is an important relationship between the attitude of luxury goods and the purchase intention. (9) There is a significant relationship between brand preference and brand loyalty and purchase intention.

The study also explored whether respondents differed in perceptions and views of luxury-related variables based on age, gender, and education level. The results showed that there was no significant difference in the perception and views of luxury skin between respondents of different ages and genders. However, among different groups of educated respondents, there are differences in uniqueness and attitude towards luxury goods. Those who have received higher education score higher in the measure of uniqueness, indicating that these people pay more attention to their own characteristics, and pursue more unique products in the process of consumption decision-making and purchase than those who have not received higher education. And not inclined to obey the opinions of most people. For the sideline of luxury attitudes, those who have not received higher education score higher. This may be due to the fact that those who have received higher education have a clearer need for themselves and do not blindly obey others' views on luxury goods. They are also more sensible in the treatment of luxury goods, and it is necessary to objectively analyze the characteristics of luxury goods and their own demand for luxury goods. In this field, we can further study this in accordance with such research ideas. If there is a closer relationship between the level of education and the intention to purchase luxury goods, whether the level of education affects brand perceptions like consumers

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and purchase intentions and choice of goods for luxury goods. This will be a very interesting topic.

The findings support the hypothesis of luxury purchase intention and brand loyalty, and conspicuous consumption and brand preferences have a significant impact on consumer loyalty to the brand. At the same time, there is a positive correlation between attitudes towards luxury goods and brand loyalty. For consumers' purchase intention, conspicuous consumption, brand preference and brand loyalty have a significant impact on it. The more positive consumers are about luxury goods, the more they tend to buy luxury goods. Unexpectedly, the findings rejected assumptions about personal and interpersonal factors. This means that hedonism, perfectionism, conformity and uniqueness have no significant impact on conspicuous consumption and brand preferences. The results also show that conspicuous consumption affects people's attitudes toward luxury goods. Consumers who often exhibit conspicuous consumer behavior are more likely to have a crush on luxury goods. And the attitude towards luxury goods will also have a positive impact on the brand of luxury goods. Research has also proved this.

### ***6.3 Implications***

Previous academic research has focused on the study of luxury brands and consumer perceptions of luxury goods. There are not so many studies on the psychological aspects of consumers, especially whether the psychological traits of consumers themselves will have an impact on their consumption of luxury goods. And related research usually takes Western consumers as the main research object. Research on consumers in the East, especially those from China, is very limited. Based on the huge cultural differences between China and the West and the consumption habits of life, it is worthwhile to study and discuss how different influences on luxury purchase intentions will occur. This research aims to fill the gaps in the study of Chinese consumers' psychology and behavior in the consumption of luxury goods, and explore the main factors affecting Chinese consumers' consumption of luxury goods. And the impact of the conspicuous consumption behavior of Chinese consumers on the purchase intention of luxury goods is studied. It provides a new direction for future research.

The rise of Chinese luxury consumers in recent years has undoubtedly provided a large number of potential customers for luxury brands, and is a good opportunity to open up the Chinese market. For the luxury industry, how to attract these potential customers and successfully transform them into loyal customers is an important issue for them. Based on this, it is especially important to study the psychology of consumers. When managers can correctly understand the needs of consumers and their psychology of making decision-making brands, they can develop the marketing strategy and brand positioning that are most suitable for customers. Research in this

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direction can also be targeted to link consumer psychology to specific behaviors. In the luxury goods industry, the psychology of Chinese consumers is similar to and different from that of Western consumers, and further investigations can be conducted.

#### ***6.4 Limitations and Recommendations for Future Research***

In this study, it is worth noting that hedonism and perfectionism do not affect consumers' conspicuous consumption and brand preferences as expected. The reason for this result may be due to sampling. Due to the limitations of the conditions, random sampling cannot be selected, so there may be some error in the results. At the same time, it may also indicate that the sample population does not represent the general characteristics of the entire Chinese consumer group, and it is necessary to expand the sample size for further research.

In addition to the impact of sample sampling, the authors proposed an idea. Because of the large cultural differences between the East and the West, there will be a certain impact on the consumer perceptions formed by consumers. The Confucian culture that China has always accepted has advocated hard work and thrift. Since ancient times, China has used diligence as a virtue to cultivate the country and rule the country. All sages have advocated a simple life, not enslaved by matter, and maintaining spiritual freedom. At the same time, the meaning of luxury in Chinese is biased towards negative and is often used to describe who wasting money and excessive pursuit of enjoyment. It may also be because such cultural differences have caused Chinese consumers to be very different from Western consumers in terms of hedonism.

Based on this point of view, in the future research on luxury goods, researchers can start from Chinese consumers and explore the differences between Chinese consumers and Western consumers in their attitude towards luxury goods. The different psychology that consumers generate based on different cultures will have different effects on their luxury decisions. According to the previous research, the purchasing power of millennials is gradually increasing among Chinese luxury consumers. For millennials, their growth is accompanied by the development of technology. And digital marketing methods have become accustomed to them. Millennials are even more likely to treat online shopping. Research indicates that luxury goods promotion methods and sales methods for millennials will gradually shift to digital marketing. Therefore, future research can also consider how digital marketing will affect the luxury sales of the new era. That will be valuable for the future research to build a new model of Chinese consumers purchase decision making towards luxury.

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## Appendixes

### English Version

#### Luxury Purchase Intention

This questionnaire is designed to collect your purchase intentions for luxury goods.  
Thank you for taking the time to answer this questionnaire!

##### 1. Your Gender

- Male       Female

##### 2. Your Age

- Under 18       18~25       26~30       31~40       41~50       51~60       Over 60

##### 3. Highest Education

- 1) High school or less  
 2) Bachelor degree  
 3) Master degree  
 4) Ph.D. degree  
 5) Other

##### 4. Nationality

- 1) China  
 2) Portugal  
 3) Brazil  
 4) Others

##### 5. Income per Month

- 1) <10k

- 2) 10k to < 20k
- 3) 20k to < 30k
- 4) 30k to < 40 k
- 5) >40k

6. Marital Status

- 1) Single
- 2) Married
- 3) Divorced
- 4) Widowed

7. Occupation

- 1) Student
- 2) Self-employed worker
- 3) Employee
- 4) Work and study at the same time
- 5) Unemployed
- 6) Retired
- 7) Housewife/Househusband
- 8) Others \_\_\_\_\_

Please indicate your consent to each item below. 1 is strongly disagree, 7 is strongly agree.

8. Hedonism

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) People should live their lives in accordance with their feelings and desires. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|  |                       |                       |                       |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 2) You can't take your money with you when you die, so you should live for today.                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) People should always pursue pleasure in their lives.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) People should always live for the present moment.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5) People shouldn't sacrifice the pleasure of the present for the possibility of something better in the future. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 9. Perfectionism

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) I am particularly embarrassed by failure.                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) I get upset when other people do not maintain the same standards I do.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) I compare my work to others and often feel inadequate.                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) I always like to be organized and disciplined.                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5) My parent(s) hold me to high standards.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6) I tend to deliberate before making up my mind.                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7) I spend a lot of time worrying about things I've done, or things I need to do. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8) I drive myself rigorously to achieve high standards.                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 10. Conformity

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) If a teacher asks me to do something, I usually do it. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) I usually do what I am told.                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) I usually obey my parents.                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|   |                       |                       |                       |                       |                       |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 4) I follow my parents' wishes even when it means not doing something I want to do. ◦ | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5) Even when I disagree with my parents' wishes, I usually do what I am told.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6) I rarely break rules.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7) I always follow the rules.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 11. Uniqueness

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) A luxury product cannot be sold in supermarkets.                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) True luxury products cannot be mass-produced.                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) Few people own a true luxury product.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) People who buy luxury products try to differentiate themselves from the others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 12. Conspicuous consumption

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) I buy luxury because I can gain respect.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) I buy luxury because I can get popularity. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) I buy luxury because of others.            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) I buy luxury to show who I am.             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 13. Attitudes towards luxury

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) All things considered, I rather like luxury. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|  |                       |                       |                       |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 2) I am interested in luxury.                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) Luxury makes me dream.                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) Luxury products make life more beautiful. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Imagine a specific luxury brand and answer the following questions.

#### 14. Brand Preference

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) Although another brand has the same features as X, I would prefer to purchase from X. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) If another brand does not differ from X, it seems smarter to purchase from X.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) Although there is another brand as good as X, I prefer to buy from X.                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

#### 15. Brand Loyalty

|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) I won't buy other brands if there is a luxury fashion brand offering similar products.             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) I consider myself loyal to the luxury fashion brands that I have purchased in the past.            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) When purchasing luxury fashion products, I usually only choose from the brands I purchased before. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

#### 16. Purchase intention

|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|  |                       |                       |                       |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) If I were going to purchase a luxury product, I would consider buying this brand.                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) The probability I would consider buying this luxury brand is high.                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

This is the end of the questionnaire, thanks for your participation!



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Chinese Version

奢侈品购买意向

本问卷旨在收集您对于奢侈品的购买意向，非常感谢您抽出时间回答本问卷！

1.您的性别： [单选题] \*

- 男      女

2.您的年龄段： [单选题] \*

- 18岁以下    18~25    26~30    31~40    41~50    51~60    60以上

3. 您的最高学历 [单选题] \*

- 1)高中及以下  
2)学士学位  
3)硕士学位  
4)博士学位  
5)其他

4.您的国籍 [单选题] \*

- 1) 中国  
2) 葡萄牙  
3) 巴西  
4) 其他

5.您每月的收入 [单选题] \*

- 1) <10k 一万以下  
2) 10k to < 20k 一万至两万  
3) 20k to < 30k 两万至三万  
4) 30k to < 40 k 三万至四万

○5) >40k 四万以上

6.您的婚姻状况 [单选题] \*

- 1) 单身
- 2) 已婚
- 3) 离异
- 4) 丧偶

7.您的职业 [单选题] \*

- 1) 学生
- 2) 个体劳动者
- 3) 雇员
- 4) 同时工作和读书
- 5) 失业
- 6) 退休
- 7) 全职太太/全职丈夫
- 8) 其他 \_\_\_\_\_ \*

以下问题请指明您对每个项目的同意度。1 为十分不同意，7 为十分同意。

8.享乐主义[矩阵量表题] \*

|                            | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------------------|---|---|---|---|---|---|---|
| 1)人们应该按照自己的感受和愿望过自己的生活。    | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 2)你死后不能把钱带走，所以你应该为今天而活。    | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 3) 在生活中，人们应该总是追求愉悦。        | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 4) 人们应该总是活在当下。             | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 5) 人们不应该为了以后更好的事情而牺牲当下的愉悦。 | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

9.完美主义 [矩阵量表题] \*

|                              | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 我会因为失败而感到特别尴尬。            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 我会因为别人不遵守和我相同的标准而感到沮丧。    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 我将自己的工作与其他人进行比较，并且经常感到不适。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) 我总是喜欢有组织有纪律地做事。           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5) 我的父母使我达到了高标准。             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6) 在做决定之前，我总是会再三考虑。          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7)我花了很多时间担心我做过的事情，或者我需要做的事情。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8) 我会严格要求自己来使自己达到高标准。        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. 一致性 [矩阵量表题] \*

|                                 | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 如果老师要我做某事，我通常会这样做。           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 我经常做我被要求去做的事情。               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3)我通常服从我的父母。                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) 我会遵循父母的意愿，即使这意味着我不能去做我想做的事情。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5)我经常做我被父母要求去做的事情，即使我不并同意父母的看法。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6) 我很少违反规则。                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7) 我总是遵守规则。                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. 独特性[矩阵量表题] \*

|                           | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 奢侈品不会在超市出售。            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 真正的奢侈品不会大规模生产。         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 少部分人拥有真正的奢侈品。          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) 购买奢侈品的人试图将自己与其他产品区分开来。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. 炫耀性消费[矩阵量表题] \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 我买奢侈品是因为我可以获得尊重。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 我买奢侈品因为我可以获得声望。  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 我因为别人而买奢侈品。      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) 我买奢侈品来表明我是谁。     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. 对奢侈品的态度 [矩阵量表题] \*

|                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 考虑到所有事情，我更喜欢奢侈品。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 我对奢侈品感兴趣。        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 奢侈品让我梦想成真。       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) 奢侈品让生活更美好。       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

想象一个具体的奢侈品牌，回答下列问题。

14. 品牌偏好 [矩阵量表题] \*

|                                       | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 虽然另一个品牌具有与 X 相同的功能，但我更愿意购买 X 牌的产品。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|                                    |                       |                       |                       |                       |                       |                       |                       |
|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 2) 如果另一个品牌与 X 没有区别, 购买 X 牌产品更明智。   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 虽然有另一个品牌和 X 一样好, 但我更喜欢购买 X 牌产品。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. 品牌忠诚度 [矩阵量表题] \*

|                                  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 如果有一个提供类似产品的奢侈品牌, 我将不会购买其他品牌。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 我认为自己忠于过去购买的奢侈品牌。             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 购买奢侈品时, 我通常只选择之前购买的品牌。        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. 购买意向 [矩阵量表题] \*

|                               | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|-------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1) 如果我打算购买奢侈品, 我会考虑购买这个品牌。    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2) 如果我购买奢侈品, 我购买这个奢侈品牌的可能性很高。 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3) 如果我购买奢侈品, 我愿意购买这个奢侈品牌。     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4) 我考虑购买这个奢侈品牌的产品概率很高。        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

问卷到此结束, 感谢您的参与!