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A Study Exploring and Comparing Luxury Consumption Tendency between Chinese and Portuguese Consumers

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Dissertação de Mestrado em Marketing, apresentada à Faculdade de Economia da Universidade de Coimbra para obtenção do grau de Mestre

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Acknowledgements

Abstract

Purpose: The main purpose of this study is exploring the factors which will influence luxury consumption tendency among both Chinese and Portuguese consumers. The objective is comparing the differences between Chinese and Portuguese consumers among the variables which are social influence, conspicuous consumption, brand image, luxury consumption tendency, life satisfaction, luxury spending and urge to buy.

Design/methodology: The author selects 3 independent variables which are based on literature review to examine hypothesize. Furthermore, the research model is also developed by literature review. In this study, 380 respondents from China and 403 respondents from Portugal were tested by both online questionnaires and paper questionnaires. The data were tested by Amos and SPSS software.

Results: The results indicate that factors that have a significant impact on luxury product tendency include social influence, conspicuous consumption and brand image. Meanwhile, luxury consumption tendency is related with life satisfaction, luxury spending and urge to buy. Furthermore, life satisfaction will influence on urge to buy. Furthermore, the country difference will also lead different in conspicuous consumption and luxury spending.

Practical significance: The luxury product tendency of consumer in both China and Portuguese will be impacted by similar factors. However, on the mental dimension, the daily life Portuguese consumers will not be affected by luxury product. In another side, Chinese consumer will be impacted by luxury consumption tendency.

Creativity/value: This study will help foreign luxury brands to understand the difference between Chinese consumers and Portuguese consumers. In this way, the foreign luxury brands could enter the Chinese markets easier.

Acronyms

SF	Social Influence
CC	Conspicuous Consumption
LCT	Luxury Consumption Tendency
BI	Brand Image
LS	Life Satisfaction
LSP	Luxury Spending
UTB	Urge to Buy

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1. Introduction

Luxury, compared with those non-luxury brands, focus more on uniqueness and ongoing beyond need (Athwal et al., 2019). Luxury brand is not necessities for daily life. According to the research of Vickers and Renand (2003), luxury and non-luxury goods can be conceptualized according to functional, experiential and interactional symbolic dimensions. Luxury has traditionally been associated with exclusivity, status and quality. In this way, luxury is a kind of reflection for the development of human society. It also could be divided into different categories, such as product, food, service and hotel. They are also reflecting the better life, needs of status and uniqueness.

Luxury research is meaningful for both human society and economy development. Luxury product market is a huge market. In 2018, the private luxury purchase amount had already reached to 260 billion (Bain&Company, 2018). In 2019, the sales amount of private luxury consumption has increased to 281 billion (Bain&Company, 2019). The research of luxury consumption can help the economists to clarify the consumer behavior, and how consumers' behavior could be impacted by the culture difference (Ko et al., 2019). Moreover, some scholars claim that individualism and collectivism can also make a great influence on luxury consumption tendency. Luxury consumption tendency can also connect with many fields which include management, marketing and psychology. Based on those connection, the development of luxury research can be progressing with the other subject even accelerate the progressing of the other subject. Meanwhile, luxury consumption can also benefit to consumers by making consumers feel inauthentic (Goor et al., 2018). In this way, it is important to explore the luxury markets.

Nowadays, there are many scholars who are focusing on the research of luxury. However, there are still many gaps in the field of luxury research. Luxury brand has

ignored the digital transformation. Besides, both the sector and the related fields of scientific research seem to stand at a point of passive recognition for the digital need (Mastropetrou et al., 2019). According to the data collection of 2019, luxury consumers are shopping online and the age dimension of consumers are transforming to the young increasingly (Bain & Company, 2019). It is a kind of new tendency and transformation for the luxury marketing. Furthermore, luxury consumption may vary across cultures (Ying et al., 2011). Western luxury brands are losing its appeal and effectiveness in China (Ying et al., 2011). To end this result, it needs more scholars to explore the luxury consumption tendency among different cultures (Belch & Belch, 2009). Furthermore, there is a gap which is the luxury global markets need to innovate consumption in order to face the losing market shares (Bain&Company, 2020). In order to satisfy these two gaps, this study will focus on the luxury consumption tendency among both Chinese and Portuguese consumers.

In this paper, the author will base on the luxury consumption tendency. Furthermore, added some social, psychological and marketing variables to verify the relationship with the luxury consumption tendency. For filling the gaps, this paper will also analyze whether age and media will influence the luxury consumption tendency.

1.1 Objective

The main research objective of this research is to clarify the impact of the independent variables on luxury consumption tendency. The independent variables include social influence, conspicuous consumption and brand image. The core-variable of this research is luxury consumption tendency. Meanwhile, this research will explore whether conspicuous consumption has an impact on life satisfaction, luxury spending and urge to buy. Then it will be explored whether luxury consumption tendency has an impact on life satisfaction, luxury spending and urge to buy and whether brand image has an impact on luxury spending and urge to buy. Furthermore, this research

will verify the relationship between life satisfactions and urge to buy, clarify the relationship between life satisfaction and luxury spending and the relationship between luxury spending and urge to buy.

Here are the research questions:

(1) What are the factors that influence consumers' luxury consumption tendency?

(2) Dose the luxury consumption tendency will impact people daily life?

(3) Does the culture difference between China and Portugal will impact the consumers on luxury consumption tendency?

(4) Will factors influence on consumers' luxury spending?

2.　　Literature Review

In this part, the author will review the previous researches in the determination of variables, the historical development and the meaning and importance of variables.

2.1 Luxury Consumption Tendency

Living our lives without consumption is almost impossible (Richins, 1994). People will consume during their life, this could pass a kind of information to the other people who are in the same society. It is even possible to develop an opinion about individuals by monitoring their consumption tendencies (Dogan et al., 2018). The consumption of people will not only follow their physiological and mental needs, but create their selves and establish their roles in society (Chaudhuri & Majumdar, 2006).

Acquiring and conspicuously displaying luxuries is an important part which will influence modern lifestyles Western societies and the developing world (Bian & Forsythe, 2012). Furthermore, luxury consumption will also affect daily life of people (Kastanakis & Balabanis, 2014). Meanwhile, luxury consumption will impact on economy (Leban et al., 2020).

Luxury consumption is a consumption style that people might anticipate gaining some benefits (Dogan et al., 2018). Some scholars also named it as status consumption (Pino et al., 2019). With engaging in luxury consumption, people can gain both social advantages and economic advantage through following the consumption patterns of the social class of which they desire to be a part of (Kastanakis & Balabanis, 2012).

As mentioned above has mentioned that engaging luxury consumption will bring both social and psychological benefits for consumers, thus there is a comprehensive understanding of luxury consumption can be possible with psychological theories. For example, the trend and befriend theory which established by Taylor (Taylor, 2012). According to "trend and befriend theory" (Taylor, 2012), when people are staying in socially isolated or under conditions of threats, people will seek to affiliate themselves with others for protection and comfort. In a word, tend and befriend theory (Taylor, 2012) could offer evidence about why there is has influence between social factors and luxury consumption tendency.

In the other side, according to the compensatory control theory (Kay et al., 2009), luxury consumption is desired following a lack of power needs and deprivation of personal control (Rucker & Galinsky, 2008). Luxury products could potential provides social power to their owners. To sum up, luxury consumption tendency is related with social factors.

The phenomenon of luxury consumption has drawn remarkable attention from researchers of consumer behavior (Dogan et al., 2018). Moreover, a great deal of previous research has focused on how consumers perceive brand luxuriousness (N. J. Vickers, 2017), what makes a brand considered luxury (Kapferer, 1998), how big consumers' attitudes toward the concept of luxury are (B. Dubois et al., 2001). Therefore, past research on luxury consumption has failed to evaluate luxury

consumption as a trait of the consumer and, thus, the literature lacks in evaluating luxury consumption from a consumer centric approach (Dogan et al., 2018).

Luxury items should have strong appeals on the culture of the words (Co, 2017). Due to the researches of scholars, culture value is one of the most potent influences on consumers' motivations, attitudes, and behaviors (Zhang et al., 2008). Some scholars are focusing on the luxury value to consumers (Stathopoulou & Balabanis, 2019). However, luxury cannot be evaluated like the other products. Luxury products have uniqueness value, social value and symbolic meaning. These values will be different by individuals' sense of aesthetics (Berthon et al., 2009). In this way, it will also improve the difficulties about researching luxury products value.

During last year which is 2019, the scholars continue to test many models which are about luxury consumption on different kinds of consumers (Shao et al., 2019). Due to the fact that with the development of technology and economy, the age stage of the consumers also changed a lot. In this way, retest of the models will be very meaningful and necessary. Furthermore, some scholars tried to find the new drivers to luxury consumption tendency for women (Rania W. Semaan et al., 2019). The scholars added convey prestige, signal wealth and boost self-esteem as the new drivers to promote luxury consumption. Besides, Sharda tried to explored the mediating effect of brand consciousness in luxury consumption (2019).

To summarize, the luxury consumption tendency is a trait that has an intrinsic tendency toward luxury consumption. It will also be different toward different culture of consumers. Only if doing more research about this, the market of luxury could be more expanded.

2.2 The antecedents of luxury tendency

2.2.1 Conspicuous Consumption

Conspicuous consumption, the purchase and exhibition of costly items for social impression, has been described as immoral by the scholars of society (Goenka & Thomas, 2019). Conspicuous consumption is a signaling behavior intended to impress others through possessions and behaviors (J. Lee & Shrum, 2012). Conspicuous consumption is related to all forms of signaling which serve the purposes of social impression, such as signaling of status, power, exclusive access, busyness and even sexual fitness (Bellezza et al., 2014)。According to the same authors, it could be defined as a kind of showy action and costly, sending some signal to others present through products and behaviors. In this paper, the author would like to focus on the luxury products, which is expensive visible products that are used to signal wealth and status, as this the most common form of conspicuous consumption (Goenka & Thomas, 2019). Most luxury products are costly and showy, but there are some luxury products which are not socially visible and may be consumed privately. In this way, all of the conspicuous consumption products are luxury products, but some luxury product cannot be conspicuous.

There are some scholars who think moral value will influence conspicuous consumption and conspicuous consumption is immoral (Goenka & Thomas, 2019). Importantly, some scholars think it even violates social norms of modesty and fairness (Godfrey et al., 1986). In this way, when people engage in conspicuous consumption, they will become less prosaically (Burroughs et al., 2002; Piff et al., 2010). Meanwhile, a materialistic disposition can reduce personal well-being and life-satisfaction (Belfiore et al., 2008; Dittmar et al., 2014). Due to these reasons, conspicuous consumption is defined as harmful and morally questionable by some scholars

In another hand, there is a view only acknowledges the self-enhancing characteristics of conspicuous consumption and ignores another important facet of the behavior: it can also be associated with group-focused characteristics (D. Dubois & Ordabayeva, 2015). In this way, some scholars also think it seems morally acceptable.

To summarized, some people believe conspicuous consumption is immoral with group focused. However, the others think that conspicuous consumption is morally acceptable with self-enhancing.

According to the research which was developed by Eastman and Eastman (2015), conspicuous consumption may lead to more public consumption of status products and more conspicuous consumption. Besides, the other scholars also provide similar assumption which is conspicuous consumption will promote the luxury consumption (Amatulli et al., 2018). Even in some earlier article, luxury consumption and conspicuous consumption has been connected. In the research in 1999, the scholars have assumed conspicuous, quality and uniqueness will influence luxury consumption deeply (Johnson & Vigneron, 1999). In this way, the author will continue to assume that conspicuous consumption will influence luxury consumption.

H1: Conspicuous consumption has positive influence on luxury consumption tendency.

2.2.2 Brand Image

Brand image has been defined as "perceptions about a brand as reflected by the brand associations held in memory" (Keller, 1993). All brands are aiming to form a strong competitive position in the market in order to be able to reinforce their consumers' image (C. S. Park & Srinivasan, 1994). This is the reason why managers have stressed brands engaging in activities such as advertising and public relations (David A. Aaker, 1996), which were traditionally considered as the key levers to reinforce brand image (Oriol Iglesias et al., 2019). However, in the other researches, there are evidence

showing that genuine brand conscience and consistent ethical behaviors will also affect the brand image (O. Iglesias & Ind, 2016).

The history of brand image could be founded from 1950s (Merz et al., 2009), but there are many different ideas on its conceptualization and measurement (Dobni & Zinkhan, 1990; Hsieh & Li, 2008).

Nowadays, some scholars believe that brand image includes three types of customer associations with a brand (Cho & Fiore, 2015), it is the dimensions of brand image. It was concluded into cognitive, emotional and sensory (Cho & Fiore, 2015). Firstly, the cognitive associations are the personal ideas, beliefs and evaluations that customers relate to a brand (Schultz et al., 2013). Secondly, emotional dimensions are determining the feeling and emotions that customers develop toward a brand (Schultz et al., 2013). Finally, the sensory associations reflect the physical senses that customers relate to a brand (Hultén, 2011). These three customer associations with brand will directly or indirectly influence a brand.

For one thing, customer-brand association will directly affect using, purchasing and maintaining their customers which is also called consumer loyalty. Thus, managers would like to build an ethical brand image in order to increasing the sales performance. Due to the fact that many scholars have researched that engagement in company social responsibility (CRS) initiatives is likely to improve brand image. In the research of Popoli (2011), Popoli proposed CSR initiatives are likely to turn into a positive brand image. In another study of supermarket industry, scholars found that CSR communications positively influence corporate brand image (Elving et al., 2015). Furthermore, Plewa provide the evidence for the relationship between CSR and brand image in a telecommunications context (Plewa et al., 2015).

In the research history of brand image, the other scholars also connect the brand image with company environmental responsibility (CER). For instance, some scholars

found that implementing and signaling CER activities improves the image of companies (Dögl & Holtbrügge, 2014). Similarly, in the context of small and medium enterprises showed that environmental friendly behavior probably influence on whether the company could form an ethical brand image or not (Cambra-Fierro et al., 2008). Likewise, in a study on company takeovers, scholars proposed that ecological responsibility is among the most important determinants of company image (Veljković & Petrović, 2011).

Actually, brand image carries the attitude toward the products (Roy & Banerjee, 2007). Many scholars believe that brand image is important in influencing consumer's purchase intention for luxury products (Chevailier & Mazzalovo, 2008; Okonkwo, 2016; Shukla, 2011). According to Wang et al. (2019), both brand image and online brand image will have a positive influence on luxury consumption. In another word, they distinguished brand image and online brand image. In this paper, the author would like to assume that brand image will influence luxury consumption tendency positively.

H2: Brand image has positive influence on luxury consumption tendency.

2.2.3 Social Influence

Consumers are often impacted by the presence, behaviors, and expectations of others (White et al., 2019). Social factors are one of the most influential factors in terms of effecting sustainable consumer behavior change (Abrahamse et al., 2013). Normally, there are three items which are social norms, social identities, and social desirability in social influence. All of these three items will influence a sustainable consumer behavior (White et al., 2019). In another words, luxury consumption tendency will also be influenced by these three items.

2.2.3.1 Social Norms

Social norms, or beliefs about what is socially appropriate and approved of in a given context, can have a powerful influence on sustainable consumer behaviors (Robert B. Cialdini et al., 2006). .Social norms predict behaviors such as avoiding littering (R. B. Cialdini et al., 1990), composting and recycling (White & Simpson, 2013), conserving energy (Dwyer et al., 2015) and choosing green hotels (Teng et al., 2015). The Theory of Planned Behavior suggests that, along with subjective norms, attitudes and perceived behavioral control shape intentions, which predict behavior (Han & Stoel, 2017). This framework also is applied to sustainable consumer behaviors.

Descriptive norms can be stronger predictors of sustainable consumer behaviors than other factors such as self-interest, and people tend to underestimate how influential such norms can be (Nolan et al., 2008). Descriptive norms are most effective when combined with reference to similar contexts (Fornara et al., 2011). For example, if some social norms are conflict with some kinds of luxury consumption, some consumers will quit purchasing the product in order to reduce social influence.

Totally speaking, "injunctive norms" convey what behaviors other people approve and disprove of. Such norms can thereby influence sustainable behaviors (Jachimowicz et al., 2018). Thus, both descriptive and injunctive norms can affect sustainable behaviors, but they should be used with care.

2.2.3.2 Social Identities

Social identities will decide whether social influence will impact consumers or not (Tajfel & Turner., 1986). For example, different cultural background will have different social identities. Most of Indian consumers will not accept calf shoes. However, Chinese consumer will not consider this social influence.

One additional implication of social identities which is that individuals desire to view their in-groups positively (Rabinovich et al., 2012). Furthermore, consumers do not wish to see their in-groups influence by other groups (Ferguson et al., 2011). This is particularly true of out-groups which the consumers do not wish to be associated with, known as "dissociative groups" (White et al., 2019). When people learned that a dissociative reference group had performed better on a positive, sustainable behavior, the focal group members increased their own positive behaviors. These effects were augmented in culture settings, because these are conditions underling who the collective self is relevant. One practical implication of this work is that friendly challenges could be encouraged between competing groups (Brough et al., 2016), such as cities, neighborhoods or business units.

2.2.3.3 Social Desirability

Another means by which social influence can impact sustainable behaviors is through "social desirability" (White et al., 2019). Consumers tend to select sustainable options which could make a positive impression on others (Green & Peloza, 2014) and the other consumers will accept this kind of positive options by being influenced by the others (Griskevicius et al., 2010). But observers sometimes view sustainable behaviors negatively, leading some consumers to avoid pro-environmental actions (Brough et al., 2016). On the other hand, males avoided appearing "eco-friendly" because it was associated with feminine traits (Brough et al., 2016).

Furthermore, consumers are more likely to implement in a socially desirable manner in public contexts in which other people can observe and evaluate their actions (Green & Peloza, 2014). In addition, encouraging public commitments to engage in sustainable consumer behavior can increase such actions which are more fit of social desirability (Gonzales et al., 1988). For example, those who committed to participate

in a hotel energy conservation program and wore a pin as a public symbol of this commitment were the most likely to engage in the program (Baca-Motes et al., 2013). In the history of researching, there were many scholars who researched the relationship between social influence and luxury consumption tendency. For example, "From rigid social orders defined by birth, caste, family position, or profession, suddenly how much money you have is the key classifying criterion" (Husic & Cicic, 2009). Furthermore, for something which is more directly social influence is an important driver for luxury consumption tendency (Zhan & He, 2012). Besides, professor Semaan assumed that female social roles embedded in the local culture and tradition and the influence of Western culture will impact on their luxury consumption behavior (2019). In this way, there is relationship between social influence and luxury consumption tendency absolutely.

H3：Social influence has positive influence on luxury consumption tendency.

2.3 The Consequents of Luxury Tendency

2.3.1 Life Satisfaction

Life satisfaction is a key indicator of mental health and is positively related to a broad spectrum of positive personal, psychological, behavioral, social, interpersonal, and intrapersonal outcomes (Proctor et al., 2016). According to Diener (1985), life satisfaction is well-being which is the primary cognitive component of subjective judgment of about life. Moreover, life satisfaction is separable from its trait affective component that reflects emotive states (Pitt & Nally, 1999). Recently, life satisfaction is more and more important, even more important than GDP (OECD, 2018). Well-being is compared over a country which is based on 11 factors (OECD, 2017). It has already been built a thorough evaluation system. Many countries are adopting this system to evaluate and improve the happiness level of cities, such as Japan and the Kingdom of Bhutan. It will also influence in policy-making system. Since it was

founded in 1961, OECD has helped governments design better policies in order to increase better life for the citizens. The governments are encouraged to share their result by adjusting the proportion of different dimensions since 2011. There are more than 100,000 results from 180 countries recorded by OECD. Everyone could create his or her own data to consider his or her happiness standard. In this way, life satisfaction is also evaluated as Your Better Life Index (YBLI) which is developed by OECD.

Life satisfaction is also called as happiness. GNH (Gross National Happiness) and quality of life are the other ways to calculate the well-being levels. Positive psychology states that happiness has multiple dimensions. Well-being could only be demonstrated by consider multiple factors. Psychology research paid more attention on subject well-being, psychological well-being and social well-being (CHEN & LI, 2013). Subject well-being is focusing on whether the citizens could satisfy their daily life demand and psychological demand or not. According to subjective well-being perspective, individuals evaluate their happiness by an appropriate standard. It should be different from person to person. Normally, it will pick perceived life satisfaction and emotion as target standards. Psychological well-being is concentrating on individual achievement. In this way, the happiness will be influenced by personality. Some people will be satisfied when they get some achievement. Social well-being focuses on whether individuals could be adapted by the society. Due to the fact that the author has mentioned, the author will combine three dimensions of well-being to explain GNH.

Moreover, Quality of life is the most common way to measure happiness. The factors will influence quality of life vary according to personal experience. However, job satisfaction, financial security, family and health should also be considered (Orley, 1996). Due to quality of life, the WHOQOL GROUP develops the WHOQOL-100 quality of life assessment which is including fifteen international field centers, it based on the tendency which is more people focusing on health to add the impact of

the disease and impairment on daily activities and behavior, perceived health measures and disability / functional status measures (Orley, 1996).

Some scholars believe that life satisfaction is related with health (Smyth et al., 2017). According to the theory which is those who have more positive judgments about their life will be more positive in hedonic states (Diener, 1994), which may provide cumulative health effects over time. In daily life, this may transform to more enthusiastic, less stress and better momentary affective states (Smyth et al., 2017).

Life satisfaction could drive consumer behaviors (X. Wang & Tong, 2017). The scholars have already made some assumption between life satisfaction and luxury consumption tendency. For example, "Life satisfaction is positively related to luxury purchasing behavior" (X. Wang & Tong, 2017). There are another theory which is expensive happiness could support the relationship between luxury consumption tendency and life satisfaction (Flynn, 2018). In this theory, Flynn developed the assumption which is with luxury consumption increasing, the materialisms will be more happier (Flynn, 2018). In another word, with the luxury consumption, the life satisfaction of the materialisms will also be improved. In this way, the author would like to make an assumption which is luxury consumption tendency will influence life satisfaction positively.

H4: Luxury consumption tendency has positive influence on life satisfaction.

Scholars also do many researches between life satisfaction and Conspicuous Consumption. In 1999, some scholars researched conspicuous consumption, which made assumption, the outcomes about people who have low life satisfaction will depends on conspicuous consumption (Smith et al., 1999). Moreover, in a research about China, the scholars get a possession which is product may increasing the well-being and life satisfaction of people (Fang & Podoshen, 2017). That is the most controversial parts. Some scholars believe that conspicuous consumption may increase life satisfaction, but the others are oppositely. In this research, the author

would like to verify the relationship between life satisfaction and conspicuous consumption. In the opinion of the author, it depends on the culture and personality. If people who are materialism and conspicuous consumption, they will be more likely to increase their life satisfaction. Inversely, conspicuous may also decrease life satisfaction when people who are not materialism. In this way, there is relationship between life satisfaction and conspicuous consumption absolutely.

H5: Conspicuous consumption influences life satisfaction.

2.3.2 Urge to Buy   you have to renunmber the sections

The scholars researched impulsive buying behavior before urge to buy. Impulsive buying behavior primarily explains about volitional behaviors, and excludes a wide range of behaviors which are spontaneous and impulsive (Bentler & Speckart, 1979). The reason for why these behaviors are included is their performance might not be voluntary or because engaging in the behaviors might not involve a conscious decision of the buyer (Hale et al., 2002). This is primarily the reason why impulsive behavior is not preceded by impulsive buying intent in the conceptual framework. In the research of Hirschman (1985), consumer's own train of thoughts was considered to trigger the desire to make an unanticipated purchase, and once triggered; the urge supposedly becomes so powerful and persistent that it demands immediate action. Due to this understanding, the urge to buy impulsively could be considered to be the stage prior to and leading towards the stag of actual impulsive buying (Badgaiyan & Verma, 2015). Urge to buy is a kind of behaviors which are impulsive buying occurred when consumers experienced a sudden and urge to buy is often powerful and persistent urge to buy something immediately (Rook, 1987). Furthermore, the other scholars also have similar conclusion which is "Felt urge to buy impulsively is a state of desire that is experienced upon encountering an object in the environment. It clearly precedes the actual impulse action and it is spontaneous and sudden (Beatty & Elizabeth Ferrell, 1998)."

There were many scholars who researched the basic reason leading to the association between the urge to buy and the ultimate act of impulsive purchase as well (Beatty & Elizabeth Ferrell, 1998). Finally, urge to buy is linked with impulsive buying (Beatty & Elizabeth Ferrell, 1998; Foroughi et al., 2013). However, since impulse to buy something is hedonistic and complex (Trandafilović et al., 2013), there are some scholars believes that they cannot build links between impulsive buying and urge to buy. By the way, these scholars also believe that impulsive buying is supposed to result in emotional conflict oscillating between a feeling of satisfaction and a feeling of guilt, perhaps this was the reason why urge to buy did not always result in actual impulsive buying (Harmancioglu et al., 2009; Trandafilović et al., 2013).

There are some scholars also researched the relationship between urge to buy and luxury consumption tendency. Georgia has researched the role fashion consumption in urge to buy (2015). Meanwhile, fashion consumption has positive influence with urge to buy also be assumed many scholars (Beatty & Elizabeth Ferrell, 1998; E. J. Park et al., 2006). Furthermore, some scholars also believe that urge to buy is related with hedonic consumption tendency (Carroll & Ahuvia, 2006). In this way, the author assumes that luxury consumption tendency is influenced by urge to buy.
H6: Luxury consumption tendency has positive influence on urge to buy.

The scholars research the relationship between urge to buy and brand image as well. David believe that brand image can help customers assemble information, discriminate brands, create positive feelings, and create a urge to buy (1991). There is the other research which shows that brand image is related to urge to buy (Siahpush et al., 2016). Debra use QVC Home shopping Channel as an example to research get the result which is long-term consumer relationship and good brand image will increase urge to buy (1996). In this way, the author assumes that urge to buy is influenced by brand image.
H7: Brand image has positive influence on urge to buy.

The scholars have researched the relationship between urge to buy and conspicuous consumption. The scholars had defined conspicuous as a motivator of urge to buy (Vohra, 2016). Yasmina believe that conspicuous consumption will enhance urge to buy (2010). Filipino respondents may have considered these products as conspicuous consumption in researching urge to buy as well (1996). Furthermore, there are scholars who think that conspicuous consumption as a budget to urge to buy (Liapati et al., 2015). In this way, the author assumes that urge to buy is related with conspicuous consumption.

H8: Conspicuous consumption has positive influence on urge to buy.

Some scholars believed that a positive emotion or happiness will create urge to buy (Lambert et al., 2009). Satisfaction with life will form urge to buy (Ruini & Fava, 2015). The other scholars also assumed that life satisfaction is related with urge to buy (Cole & Sherrell, 1995). Furthermore, sometimes consumer will have strong feeling about urge to buy which is leaded by urge to buy (Ebert, 2005). In this way, the author assumes that urge to buy is related with life satisfaction.

H9: Urge to buy has positive influence on life satisfaction.

2.3.3 Luxury Spending

Luxury spending is defined as the consumer's intent to engage in an exchange relationship with a luxury retailer, such as sharing business information, maintaining business relationships, and conducting business transactions (Zwass & Kendall, 1999). Due to the definition of luxury spending, it is similar with intention to buy or intention to transact. Intention to buy is a construct of technology acceptance model (TAM), which is one of the most successful theories in order to predict an individual's intention to use a system (Pavlou, 2003). According to the research of Bizrate, the scholars found that there is a high rate for consumers who will be abandoning before

the final purchasing (2000). To compare with traditional shopping, even if consumers finally decide not to purchase, their initial intentions when engaging in information exchange are typically to complete the ongoing transaction process if everything occurs according to their confident expectations (Pavlou, 2003). In this way, intention to buy is aimed to encompass intentions regarding the entire on-line transaction process, and proposes that intentions span the entire process, whereas actual activities may often cease during the process (Pavlou, 2003). However, there are some arguments about TAM as well. Chircu, Davis, and Kauffman integrate trust with the model, arguing that trust relates to perceived usefulness and ease of use (Chircu et al., 2000). However, there are some scholars who believe that trust could be ignored in the TAM. In one word, TAM is the core theory of intention to buy in e-commerce studies (Martins et al., 2014). Many scholars also developed this model (Hsiao & Yang, 2011).

Furthermore, the theory of planned behavior (TPB) also is used to test and predict an individual's intention to utilize information systems (Hajli, 2015). The theory of planned behavior is becoming one of the most frequently cited and influential models for the prediction of human social behavior (Ajzen, 2011). The theory of planned behavior is an extension of the theory of reasoned action (Fishbein et al., 1980) made necessary by the original model's limitations in dealing with behaviors over which people have incomplete volitional control (Ajzen, 2012).

There were the other scholars who also research the relationship between luxury consumption tendency and luxury spending. Wiedmann has researched whether luxury consumption tendency will influence intention purchase (2012). There was another research which is about how to promote the expensive ticket to consumers (Hwang & Hyun, 2017). Finally, the scholars found that behavioral intention will influence the expensive tickets purchase (Hwang & Hyun, 2017). However, in the research of Ki, the scholars also found that intention to buy will also have negative

influence on repurchase of luxury (Ki et al., 2017). In this way, the author assumes that luxury consumption tendency is related with luxury spending.

H10: Luxury consumption tendency has positive influence on luxury spending.

The relationship between conspicuous consumption and luxury spending is also a hot topic. WooMi even researched intention to conspicuous (2011). Logistic regression models is a framework which is finding correlations between the intention to buy luxury goods attention to the distinctive influence of Islamic religion on purchase intentions (S. Nwankwo et al., 2014). In that research, the scholars also found that conspicuous consumption will encourage intention purchase (S. Nwankwo et al., 2014). The other research also found that conspicuous consumption will influence luxury intention purchase (Cheah et al., 2015). In this way, the author assumes that conspicuous consumption is related with luxury spending.

H11: Conspicuous consumption has positive influence on luxury spending.

There were the other scholars who also research the relationship between brand image and luxury spending. Wu has researched the relationship between store image and intention purchase (2011). The more positive a store image, the higher the consumers' purchase intention would be (Dodds et al., 1991). After that, Grewal also found that consumers' purchase intention is related with brand image (1998). Furthermore, consumers' purchase intention can be influenced by brand image (Esch et al., 2006). In this way, the author assumes that brand image is related with luxury spending.

H12: Brand image has positive influence on luxury spending.

For understanding the relationship between luxury spending and life satisfaction, the author would like to use Fishbein's behavioral intention model (C. Lee, 1990). In this model, the scholar believes that intention to buy will be related with life satisfaction (Chung & Thorndike Pysarchik, 2000). In another study, the scholars also researched the relationship between life satisfaction and intention purchase (Trinh & Phau, 2011). Furthermore, Kanten and Ulker use a Likert scale researched the relationship between

life satisfaction and intention purchase. In this way, the author assumes that life satisfaction is related with luxury spending.

H13: Luxury spending has positive influence on life satisfaction.

Due to the research of Anant, urge to buy will be related with luxury spending (2015). The others scholars also assumed that urge to buy will promote intention to buy (Verhagen & Van Dolen, 2011). Furthermore, according to John, the more urge to buy, the more intention to buy (2011). Impulse buying intention is an intention to buy which is unreflective, unplanned and without deliberation and irresistible urge to buy (Feng Xuanxiaoqing, 2012). Some scholars even think that urge to buy and intention to purchase are similar (Verhagen & Van Dolen, 2011). In this way, the author assumes that urge to buy is related with luxury spending.

H14: Urge to buy has positive influence on luxury spending.

3. Conceptual Model and Hypotheses

In order to construct a conceptual, it is first necessary to identify main research questions. Researching social factors and brand image are very meaningful topic for luxury consumption tendency. Conspicuous consumption, life satisfaction and urge to buy are the deep logic of luxury consumption tendency. Personal factors and interpersonal factors are inseparable from the tendency of luxury purchases (Xiaohui, 2006), so this study chose them as the main research variables.

3.1 Conceptual model

In this way, the main research question is: What will be influenced on luxury consumption tendency. Furthermore, the author will make a comparison between Chinese luxury market and Portuguese luxury market.

Then the author will identify main variables to support the main research questions. Firstly, the main variable is luxury consumption tendency (Dogan et al., 2018). Brand image is researched (Ko et al., 2019). Researching on conspicuous consumption (Goenka & Thomas, 2019; J. Lee & Shrum, 2012), the life satisfaction of consumer (OECD, 2017, 2018; Orley, 1996), social influence is including social norms, social identities and social desirability (Abrahamse et al., 2013; White et al., 2019), urge consumers to buy luxury product (Bentler & Speckart, 1979; Hale et al., 2002) and personal luxury spending which is similar with intention to purchase (Pavlou, 2003; Zwass & Kendall, 1999).
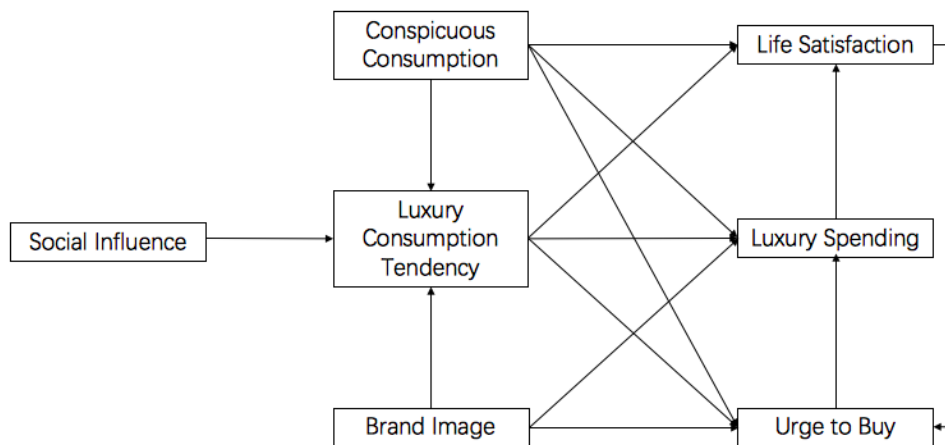
Figure 1 Conceptual Model

3.2 Hypotheses

There are 14 hypotheses in this research and the author will describe the hypotheses development in parts

H1: Conspicuous Consumption Has Positive Influence on Luxury Consumption Tendency.

Conspicuous consumption is the purchase and exhibition of costly items for social impression (Goenka & Thomas, 2019). Conspicuous consumption is a main method for promoting luxury product (Y. Wang & Griskevicius, 2014). The other scholars also found that conspicuous consumption is a main driver for the willing of luxury purchase (Souiden et al., 2011). Most contemporary research into luxury consumption has its roots in the well-established concept of conspicuous consumption (Truong & McColl, 2011). Therefore, the author has reason to assume that conspicuous consumption will impact on luxury consumption tendency.

H2: Brand Image Has Positive Influence on Luxury Consumption Tendency.

The definition of brand image is focus on their competitive position in their customers' image (C. S. Park & Srinivasan, 1994). According to the other research, brand image will decide whether consumers would like to purchase luxury product (Husic & Cicic, 2009). The other scholars also believe that brand image play an important role to the consumers when they purchase luxury product (Pham & Nasir, 2016). Base on the past research, the author has reason assume that brand image will impact on luxury consumption tendency.

H3：Social Influence Has Positive Influence on Luxury Consumption Tendency.

Social influence is a kind of 'driver' which is combined by social norms, social identities and social desirability. Consumers will be influenced by these pressures (White & Simpson, 2013). People who have high social status will be more influenced in purchasing luxury product. The social status will decide income money for consumers. Income is necessary for buying luxury product (R. W. Semaan et al., 2019). Furthermore, different classes in social will also have different determination for luxury product. Due to the research of Schade, social influence will motivate luxury purchase (2016). Moreover, the other scholars also researched the impact of social influence on luxury consumption (Hewer & Brownlie, 2009). Base on the past research, the author has reason assume that social influence will impact on luxury consumption tendency.

H4：Luxury Consumption Tendency Has Positive Influence on Life Satisfaction.

Life satisfaction is related with positive personal, psychological, behavioral, social, interpersonal, and intrapersonal outcomes (Proctor et al., 2016). Furthermore, it will also influence lifestyles which are both mental and physical. If consumer have a better life style then he or she will buy luxury product to increase their life satisfaction (Wiedmann et al., 2009). This is a kind of 'Luxury Consumption Behavior'. The other scholars also researched the relationship between luxury consumption tendency and life satisfaction (Hudders & Pandelaere, 2012). Base on the past research, the author has reason assume that luxury consumption tendency will impact on life satisfaction.

H5: Conspicuous Consumption Has Positive/Negative Influence on Life Satisfaction.

Mostly, people will believe that conspicuous will have negative influence on life satisfaction. However, sometimes people will also get satisfaction by conspicuous. By the way, the other scholars also finished some research about the relationship between conspicuous consumption and life satisfaction (Wiedmann et al., 2009). In one word, it depends whether the consumer is materialism or not. In this way, the author has reason assume that conspicuous consumption will impact on life satisfaction.

H6：Luxury Consumption Tendency Has Positive Influence on Urge to Buy.

People will be urged to buy luxury product by self-esteem (Giovannini et al., 2015). Some scholars also assumed that social influence will turn to a kind of urging to buy

in luxury consumption (Dey & Srivastava, 2017). Furthermore, many scholars have already researched whether luxury consumption will be influenced by urging to buy or not (Sonny Nwankwo et al., 2014). Based on these researches, one of the reasons consumers buy luxury good is to be consistent with urging to buy.

H7: Brand Image Has Positive Influence on Urge to Buy.

Brand image will decide brand loyalty and brand trust (Alhaddad, 2015). People will not urge the others to buy the products which are not trust. It is a kind of word of mouth which is most useful advertisement. The other scholars also researched the relationship between brand image and urge to buy (Japutra et al., 2019). Besides, Sarkar has found that the brand lovers find the brand consumption extremely pleasurable giving rise to a powerful urge to buy (2014). In this way, the author could assume that brand image has positive influence on urge to buy.

H8：Conspicuous Consumption Has Positive Influence on Urge to Buy.

Conspicuous consumption refers to consumers gaining higher social prestige by purchasing goods and benefiting from them (Veblen, 1934). According to past researches, the other scholars assumed the relationship between conspicuous consumption and urge to buy (Türk & Ercis, 2017). When consumers are influenced by conspicuous consumption, they will also have a kind of feeling which is willing to buy it. In another words, this kind of feeling is urge to buy. Furthermore, Benli has researched the relation between conspicuous consumption and online compulsive buying behavior (2019). In this way, using conspicuous consumption will also impact on urge to buy.

H9: Life Satisfaction Has Positive Influence on Urge to Buy.

Normally, people will think that urge to buy may reduce life satisfaction. However, some scholars found that people will also get joviality when they satisfy their urge to buy (Silvera et al., 2008). It could be explained as people will be satisfied by social influence after urge to buy. Some scholars think that after urge to buy people will also be satisfied by conspicuous consumption (Vohra, 2016). Besides, the other scholars assumed that urge to buy will influence life satisfaction (Ruini & Fava, 2015). Therefore, the author assumed that people will be more satisfied in their life when people satisfied their urge to buy.

H10: Luxury Consumption Tendency Has Positive Influence on Luxury Spending.

In studying consumers' purchase intention toward luxury brands (Hung et al., 2011), consumer culture theory has explained how intention to buy will be impacted by luxury consumption tendency. Furthermore, the other scholars also assumed that luxury brand consumption are positive correlated with intention to buy (Phang et al., 2016). The greater luxury consumption will bring more luxury spending (Mainolfi, 2019). In this way, the author assumed that luxury consumption tendency will have positive influence on luxury spending.

H11: Conspicuous Consumption Has Positive Influence on Luxury Spending.

According to past researches, the scholars use an intermediate to describe the relationship between conspicuous consumption and luxury spending (Amanolla Rahpeima 1, Hosain Vazifedost 1,*, Kambiz Heidarzadeh Hanzaee 1, 2014).

Amanolla, Hosain, Kambiz and Hamidreza used attitude toward counterfeits as the intermediate (2014). The scholars proved that Consumers' conspicuous consumption will affect their attitude toward counterfeits (Amanolla Rahpeima 1, Hosain Vazifedost 1,*, Kambiz Heidarzadeh Hanzaee 1, 2014). Besides, Consumer`s attitudes toward counterfeit products affects behavioral intention of buying (Amanolla Rahpeima 1, Hosain Vazifedost 1,*, Kambiz Heidarzadeh Hanzaee 1, 2014). In this way, conspicuous consumption will affect intention of buying. Due to the literature review, intention to buy is similar with luxury spending. Therefore, consumers' conspicuous consumption will impact on luxury spending.

H12：Brand Image has Positive Influence on Luxury Spending.

In order to explain the relationship between brand image and luxury spending, the author made the assumption according to the past researches. Due to the research of Erdil, the scholar has researched effects of customer brand perceptions on store image and purchase intention (2015). As the author has already determined luxury spending is similar with intention to buy in literature review part. Furthermore, another group of scholars use a case of private label brand to make a study which is about store image, service quality on brand image and purchase intention (Wu et al., 2011). In this way, the author could assume that brand image is related with luxury spending.

H13: Luxury Spending Has Positive Influence on Life Satisfaction.

According to the study of Chung, luxury spending will increase life style which means to increase life satisfaction (2000). Actually, after literature review, the author found that the research about life satisfaction and luxury spending is rarely. In my opinion, people will be happy when they satisfied their material demand. Therefore, luxury spending will impact on life satisfaction. Furthermore, the other scholars also

get the conclusion which is consumers will outcome satisfaction when they have more luxury spending (Hicks, 2005). In this way, the author assumed that people will be more satisfied in their life when people have more luxury spending.

H14: Urge to Buy Has Positive Influence on Luxury Spending.

During the past research, most scholars would like to build the conceptual framework between urge to buy and social capital theory (Huang, 2016). However, fortunately the author still could find some researches which could be used in literature review and made assumption. The scholar use online shopping tendency as a case to explain the relationship between urge to buy and intention to buy (Gondowijoyo, 2018). Moreover, Silvia also researched the relationship between urge to buy and intention to buy (2017). According to literature review part, the author has already determined that luxury spending is similar with intention to buy. In this way, based on past researches and literature review, the author could make the assumption which is urge to buy will impact on luxury spending.

Table 1 shows the summary of the hypotheses:

	Hypotheses
H1	Conspicuous Consumption Has Positive Influence on Luxury Consumption Tendency.
H2	Brand Image Has Positive Influence on Luxury Consumption Tendency.
H3	Social Influence Has Positive Influence on Luxury Consumption Tendency.
H4	Luxury Consumption Tendency Has Positive Influence on Life Satisfaction.
H5	Conspicuous Consumption Has Positive/Negative Influence on Life Satisfaction.
H6	Has Luxury Consumption Tendency Positive Influence on Urge to Buy.
H7	Brand Image Has Positive Influence on Urge to Buy.

H8	Conspicuous Consumption Has Positive Influence on Urge to Buy.
H9	Life Satisfaction Has Positive Influence on Urge to Buy.
H10	Luxury Consumption Tendency Has Positive Influence on Luxury Spending.
H11	Conspicuous Consumption Has Positive Influence on Luxury Spending.
H12	Brand Image has Positive Influence on Luxury Spending.
H13	Luxury Spending Has Positive Influence on Life Satisfaction.
H14	Urge to Buy Has Positive Influence on Luxury Spending.

Table 1 Summary of Hypotheses

4. Methodology

This chapter is about statistical tools, software and questionnaires which is used to achieve research goals and research method. First of all, the author will introduce the survey method which is selected by institute and the reasons for selecting the target population and samples. Then, the author will explain the specific method for data collection. In this part, the author will clarify the process of data collection. The scales for every variable will also be introduced at this part. Next, the pre-testing and error verification will be not at there. After that, the detail of steps in this research will be explained. Finally, the author will introduce the constructed model, the process of analyzing and process in data.

The purpose of this study is to investigate three independent variables (social influence, conspicuous consumption and brand image), one mediating (luxury consumption tendency), three dependent variables (life satisfaction, luxury spending and urge to buy) and the relationship between these variables. The study presented 14 hypotheses based on literature review and formed research model parts. The author used a structured questionnaire to collect key data. The main sources of secondary data are journals, articles, books and websites. Secondary data is validated as a

documentary support of the primary data. All data which are primary data and secondary data has been checked.

The main research methods of this study are descriptive methods 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 et al., 2015). The 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. The author will chose both Chinese consumers and Portuguese 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, Chinese consumers' part will adopt the non-probability sampling method, including convenience sampling and snowball sampling. In Portuguese consumers' part, the author will adopt the convenience sampling method.

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.

4.2 Data Collection Method

The method of self-management survey is adopted as the main tool for data collection during the sampling process in this study. The sample population is mainly for people with luxury purchase intentions or purchasing experience. Respondents come from different ages, genders, nationality, education levels and occupations. Data collection uses a non-probability sampling method which includes convenience sampling and snowball sampling and random sampling method. The questionnaire used in this study was distributed using both Internet and papered. The advantage of convenience sampling and snowball sampling are faster, the subjective influence of the investigator can be avoided, and the cost is low and easy to operate. However, the shortcomings are also very obvious which is the response rate cannot be guaranteed, and the uncertainties of the respondents cannot be explained, which is easy to cause misunderstanding. In another side, the advantage random sampling method is the uncertainties of the respondents can be explained which means that the author could explain the questionnaires to the respondents when they do not understand it. But the shortcomings are this method will be very slow and influenced by Covid-19.

The data collection for this study was conducted in January, February, March and March 2020. In Chinese consumers' part was sent to friends and relatives via the author's WeChat 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 similar with Google Forms in order to ensure that respondents in mainland China, Macao and Hongkong can successfully open and complete the questionnaire. Using this online questionnaire to issue all questions will ensure that participants complete the completed questionnaire. This platform also make sure that, the respondents will not ignore any questions. Only if the respondents finish all the questions, the questionnaire can be submitted. 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 380 questionnaires were collected and analyzed in Chinese consumers' part. All respondents responded to the online survey. For the Portuguese consumers' part, the author used papered questionnaire to collect data. The author will adopt the random sampling method. The author chose the different place in Coimbra in order to find different respondents every day. Every day the author could find around 50 samples. A total of 403 questionnaires were collected and analyzed in Portuguese consumers' parts. Further, more the author will make a comparison in two different parts in order to research whether all drivers have same influence to the variables,

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 multiple-choice questions which give respondents several options to choose from in order to keep the privacy. 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 which will be studied. This part is divided into nine small components according to the variables to be measured. Each part is set with two to eleven different items to investigate each variable. The questionnaire contains three independent variables: Social influence, conspicuous consumption and brand image, one mediating variable: luxury consumption tendency and also include three dependent variables: life satisfaction, luxury spending and urge to buy. Most of 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. In luxury spending part, the author adopted multiple choices which are from less than 1000 euros to over 5000 euros. The original questionnaire was completed in English and then translated into Chinese and Portuguese 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

The author adopted pre-testing before the final determination of this questionnaire, pre-testing can be used to conduct a preliminary test on the questionnaire to determine whether the content is reliable or not. The pre-test was completed in February 2020. A total of 54 respondents from all ages and with different levels of education were invited to fill out the questionnaire online. Furthermore, the author asked the respondents to evaluate the questionnaire. The pretest-testing focuses on whether the language description of the scale is clear and whether there will be misunderstanding. 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 of pretesting shows that the items included in the questionnaire have no major errors in translation and language statements.

4.5 Variable Operationalization

In order to transform variables into tangible and measurable things, the author found scales which were tested and used by the other scholars. All of these scales are based on the literature review. The scales and sources of the variables which are used in the final questionnaire are shown in the tables below. The independent variables which are included in the questionnaire are: Social Influence (SF), Conspicuous Consumption (CC) and Brand Image (BI). The mediating variable which is included

in the questionnaire is: Luxury Consumption Tendency (LCT). The dependent variables which are included in the questionnaire are: Life Satisfaction (LS), Luxury Spending (LSLY&LSNY) and Urge to Buy (UTB). Furthermore, the questionnaire also includes some demographic questions which are divided into: gender, age, education level, nationality, family monthly income, family members and occupation.

Social Influence

Construct	Factor	Item	Source
Social Influence	SF1	Would help me to feel acceptable	(Walsh et al., 2014)
	SF2	Would improve the way I am perceived?	
	SF3	Would make a good impression on other people.	
	SF4	Would give its owner social approval?	

Table 2 Metrics of Social Influence

Conspicuous Consumption

Construct	Factor	Item	Source
Conspicuous Consumption	CC1	I buy luxury because I can gain respect.	(O'Cass & 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 3 Metrics of Conspicuous Consumption

Luxury Consumption Tendency

Construct	Factor	Item	Source
Luxury Consumption Tendency	LCT1	I buy a product/service since it is different from other products/services.	(Dogan et al., 2018)
	LCT2	In my purchase decisions, I consider whether the product/service has unique features	
	LCT3	I like products/services that have unique features that other products/services don't have.	
	LCT4	I desire to purchase a product/service that is specially produced for me.	
	LCT5	I happily buy expensive products/services.	
	LCT6	I do not care about finding the best deal/price.	
	LCT7	I do not prefer to buy low-priced products/services.	
	LCT8	I prefer an expensive product/service over a cheap product.	
	LCT9	I shop according to my desires, even when I do not need to shop.	
	LCT10	When I am buying products/services, I do not question whether I need this product/service.	
	LCT11	I usually buy products/services that I do not need physically but rather emotionally.	

Table 4 Metrics of Luxury Consumption Tendency

Brand Image

Construct	Factor	Item	Source
Brand Image	BI1	Colorless-Colorful	(Faircloth et al., 2001)
	BI2	Submissive-Dominating	
	BI3	Calm-Excitable	

| | | BI4 | Modest-Vain | |
| | | BI5 | Thrifty-Indulgent | |

Table 5 Metrics of Brand Image

Life Satisfaction

Construct	Factor	Item	Source
Life Satisfaction	LS1	In most ways my life is close to my ideal.	(Slocum-Gori et al., 2009)
	LS2	The conditions of my life are excellent.	
	LS3	I am satisfied with my life.	
	LS4	So far I have gotten the important things I want in life.	
	LS5	If I could live my life over, I would change almost nothing.	

Table 6 Metrics of Life Satisfaction

Urge to Buy

Construct	Factor	Item	Source
Urge to Buy	UTB1	I experienced a number of sudden urges to buy things.	(Verhagen & Van Dolen, 2011)
	UTB2	I saw a number of things I wanted to buy even though they were no on my shopping list.	
	UTB3	I felt a sudden urge to by something	

Table 7 Metrics of Urge to Buy

4.6 Sample Characterization

Table 8 shows the descriptive data of the respondents in Portugal and China.

Category	Portugal	China
Gender		
Male	175	194
Female	226	186
Others	2	0
Total	403	380
Age		
Under 18	2	11
18-25	326	173
26-30	37	43
31-40	18	62
41-50	13	59
51-60	4	30
Over 60	3	2
Occupation		
Student	314	134
Work and study at the same time	52	58
Employer	7	28
Employee	20	121
Housewife or house husband	N/A	12
Unemployment	6	3
Retirement	2	11
Other	2	13
Family Members		

1	39	3
2	47	36
3	127	194
4	148	87
5	32	31
6 or more	10	29

Hightest Educational Level

Primary School	1	4
Junior high school	3	13
Senior high school	188	30
Vocational school	10	254
Junior college	64	71
Higher education	137	8

Income (with different standard)

Less than 500 €	37	N/A
500€ -999€	83	N/A
1000€ -1499€	109	N/A
1500€ -2499€	94	N/A
2500€ -4999€	60	N/A
More than 5000€	20	N/A
Less than ¥8000 (include ¥8000)	N/A	73
¥8000-¥16000 (including 16000)	N/A	156
¥16000-¥40000 (including 40000)	N/A	99
¥40000-¥80000 (including 80000)	N/A	31
More than ¥80000	N/A	21

Table 8 Sample Characterization Data Of The Respondents In Portugal And China

Gender of Respondents

Frequency distribution method is adopted to describe demographic information. This research method could help scholars in understanding the distribution and proportion of different latitudes. Due to the respondents in Portugal, there are over half respondents are female (56.1%), over 40% of respondents are male (43.4%) and only 0.5% are the other genders in total 403 respondents. The result shows that women participate more in this research in Portugal. Figure 2 show the gender percentage of respondents of Portugal part in the sample population.
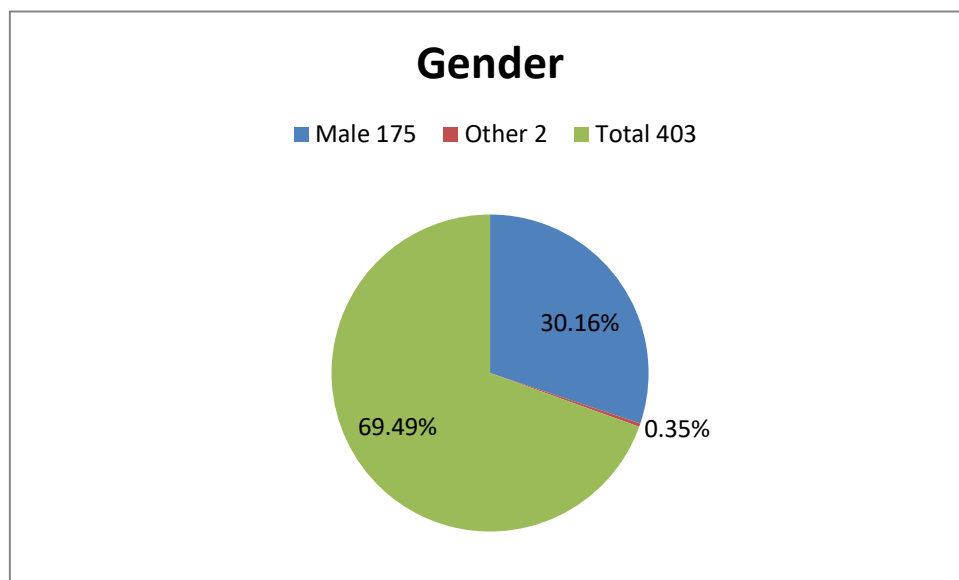
Figure 2 Genders of Respondents in Portugal

According to the respondents in China, there are over half respondents are female (51.1%) and over 40% of respondents are male (48.9%) in total 380 respondents. The result shows that women participate more in this research in Portugal. Figure 3 show the gender percentage of respondents of China part in the sample population.
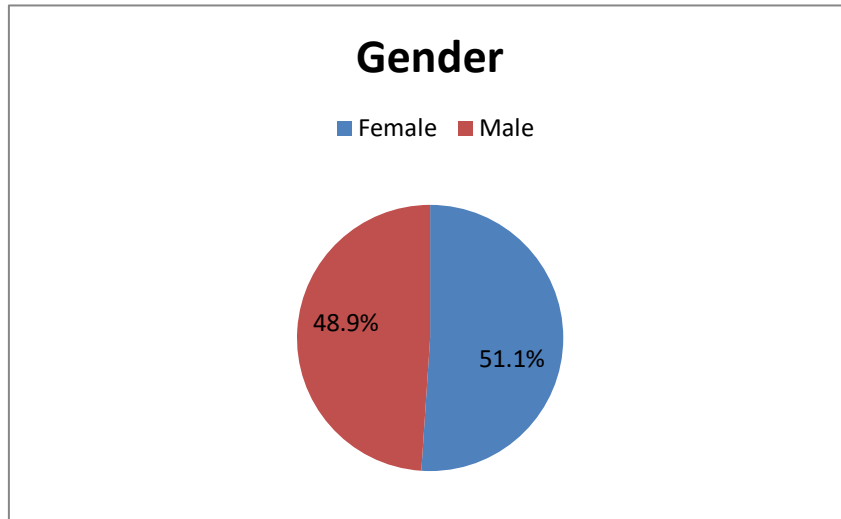
Figure 3 Genders of Respondents in China

Age of Respondents

According to the Portugal data base, only 0.5% respondents are juvenile in total 403 respondents. Furthermore, over 80% were young people who aged 18-25 (80.9%) and 9.2% aged 26-30 of samples. There are about 10% respondents who are over 30 (9.4%). It is meaningful to emphasizing that the age distribution of respondents is more over. Most of respondents are aged 18-25 and the juveniles are rarely in this research. Figure 4 explain the distribution of respondents in Portugal respondents. Due to the sample in China, there are 2.9% of respondents who under 18 years old in total 380 respondents. Nearly half of respondents are aged 18-25 (45.5%) and over 10% respondents aged 26-30 (11.3%). Both respondents are 31-40 and 41-50 over 15% (16.3%&15.5%). Only 8.4% of respondents are over 50 years old. In the sample of China, the largest age distribution of respondents is between 18 years old to 25 years old. However, the smallest age respondent is over 60 (0.5%). Figure 5 show the distribution of respondents in China respondents.
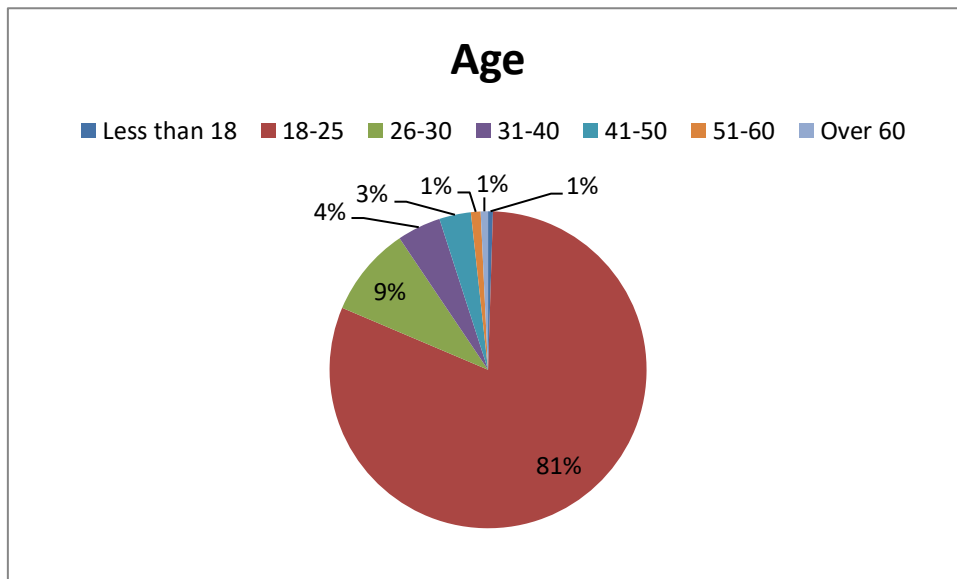
Figure 4 Ages of Respondents in Portugal
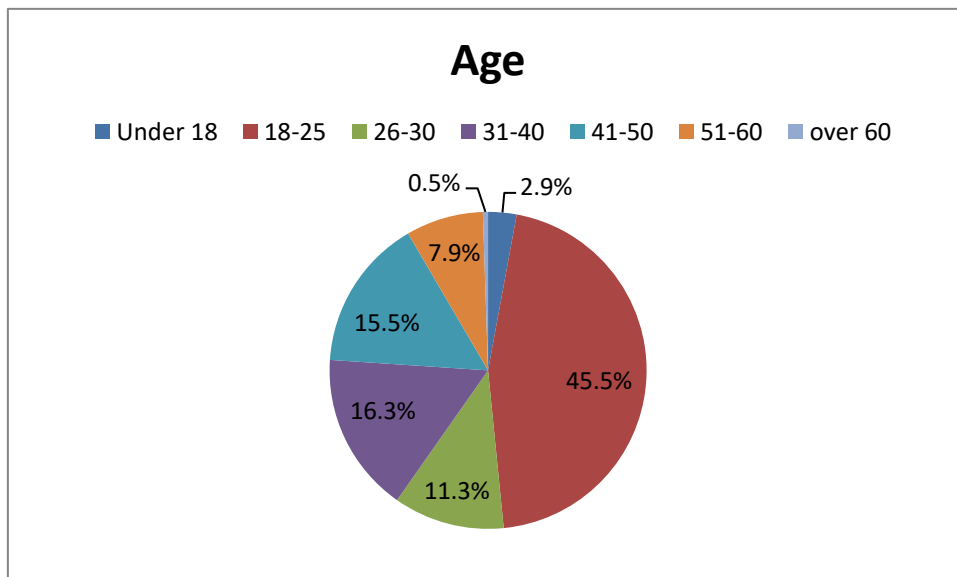
Figure 5 Ages of Respondents in China

Nationality of Respondents

Among the 380 respondents which collected in China, the majority of respondents were Mainland China (89.7%), 7.9% of samples are from Macau and 2.3% from Hong Kong and Taiwan. Table 9 and Figure 6 introduce the native place distribution of respondents of China sample.
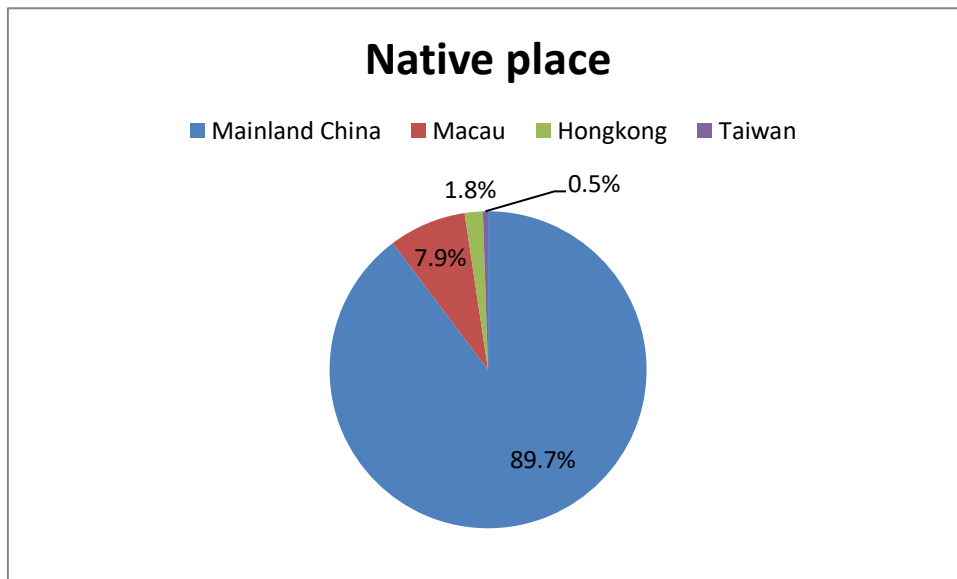
Figure 6 Native Place of Respondents in China

Native Place	Frequency	Percent
Mainland China	341	89.70%
Macau	30	7.90%
Hong Kong	7	1.80%
Taiwan	2	0.50%
Total	380	100%

Table 9 Native Place of Respondents in China

Job of Respondents

In total 403 respondents in Portugal, there are over 70% of respondents are students (77.9%). Furthermore, over 10% of respondents who are working and studying at the same time. The other job status and retirement people are the smallest categorizes in this research (0.5%). Figure 7 show the job distribution of respondents in Portuguese part.

Job

- Student
- Work and study at the same time
- Employer
- Employee
- Unemployment
- Retirement
- Other

5.0% 1.5% 0.5% 0.5%
1.7%
12.9%

77.9%
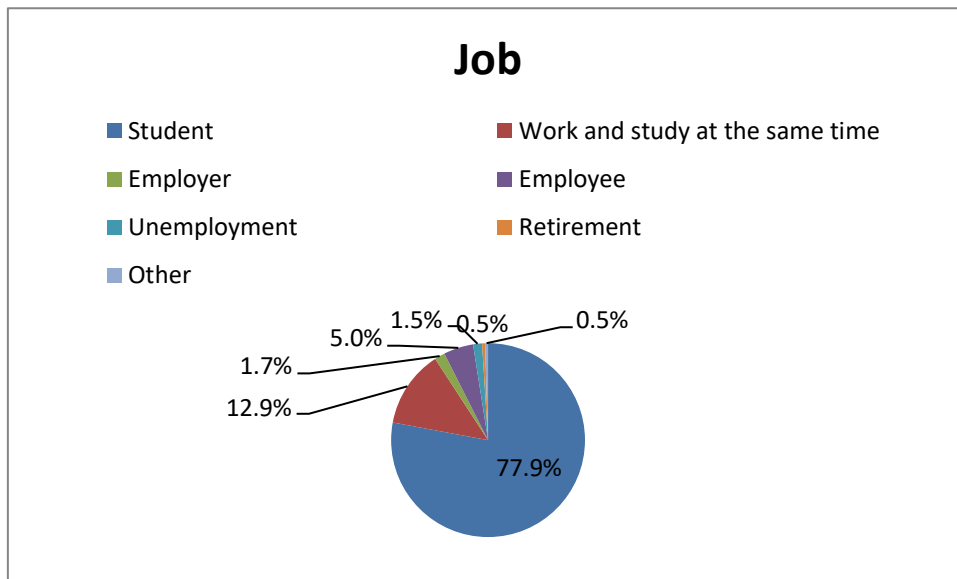
Figure 7 Job of Respondents in Portugal

In total 380 respondents in China, there are over 30% of respondents are students (35.3%). Furthermore, over 10% of respondents who are working and studying at the same time. Besides, 31.8% of respondents are employees. Only 0.8% of respondents are unemployed. Figure 8 show the job distribution of respondents in Chinese part.

Job

- Student
- Work and study at the same time
- Employer
- Employee
- Housewife or house hasband
- Unemployment
- Retirement
- Other

0.8% 2.9% 3.4%
3.2%

35.3%

31.8%

7.4% 15.3%
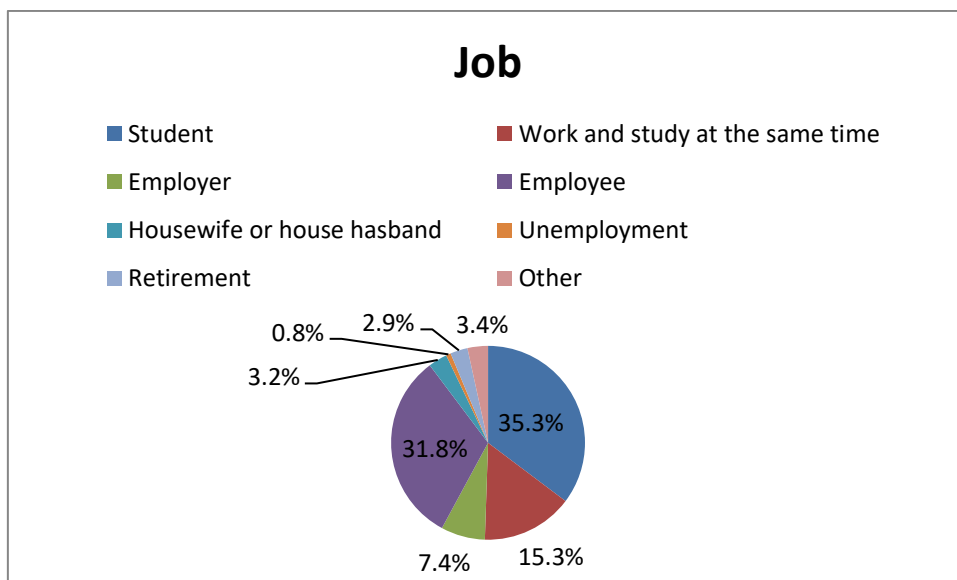
Figure 8 Job of Respondents in China

Family Members of Respondents

Among 403 respondents in Portugal, most of respondents have 3 or 4 family members which take about 30% each (31.5%&36.7%). Near 10% of respondents who only have 1 family member. Moreover, over 10% of respondents have over 5 family members. Figure 9 explain the family member distribution of respondents in Portuguese sample.

Family Member

■1 ■2 ■3 ■4 ■5 ■6 or more

2.48%
7.94% 9.68%
11.66%
36.72%
31.51%
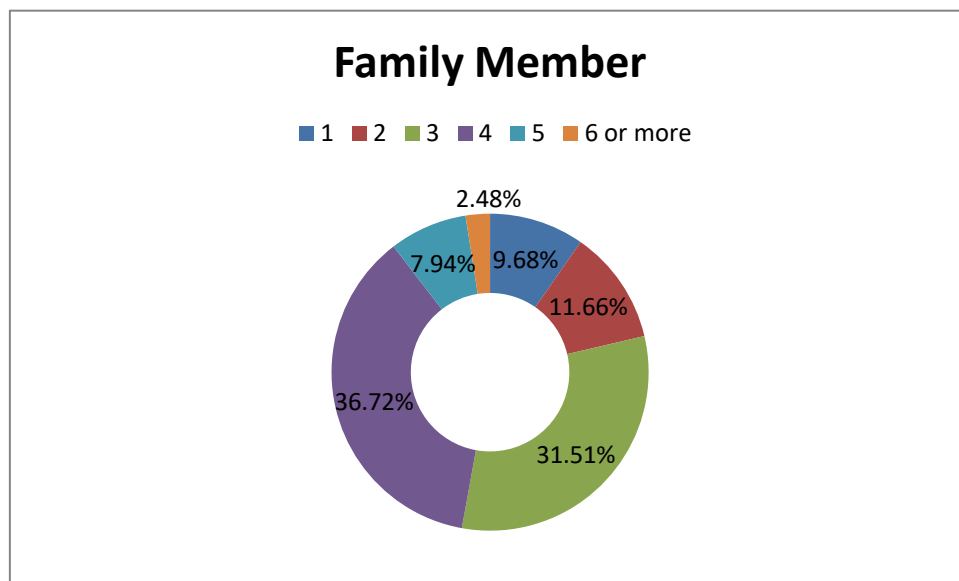
Figure 9 Family Members of Respondents in Portugal

Among 380 respondents in China, most of respondents have 3 family members which take over 50% (51.10%). Over 20% of respondents only have 4 family members. Moreover, over 15% of respondents have over 5 family members. Figure 10 explain the family member distribution of respondents in Chinese sample.
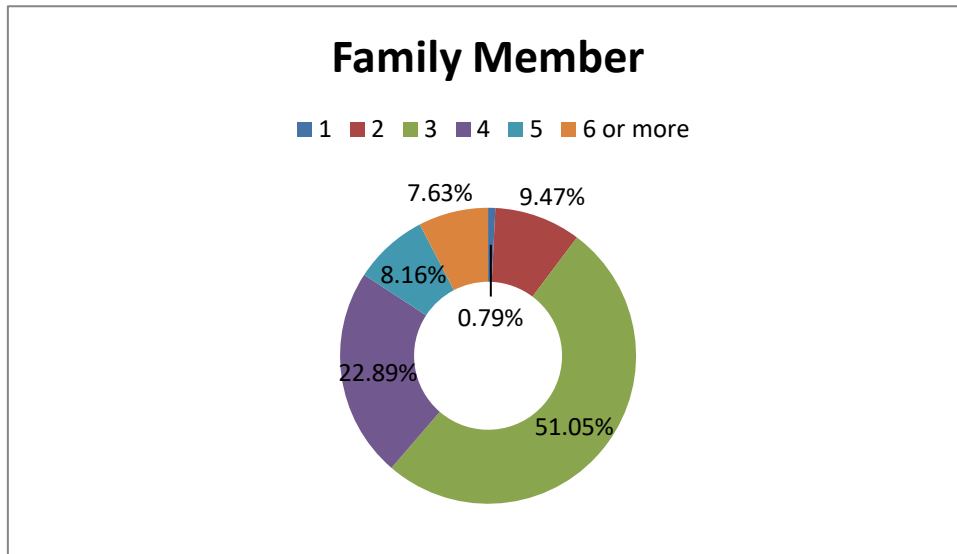
Figure 10 Family Members of Respondents in China

Education Level of Respondents

Among 403 respondents in Portugal, there are over 99% respondents having higher education level than senior high school. Besides, 34% of respondents have already had higher education. The smallest education level distribution is primary school (0.2%). Figure 11 introduce education level distribution of respondents in Portuguese sample.
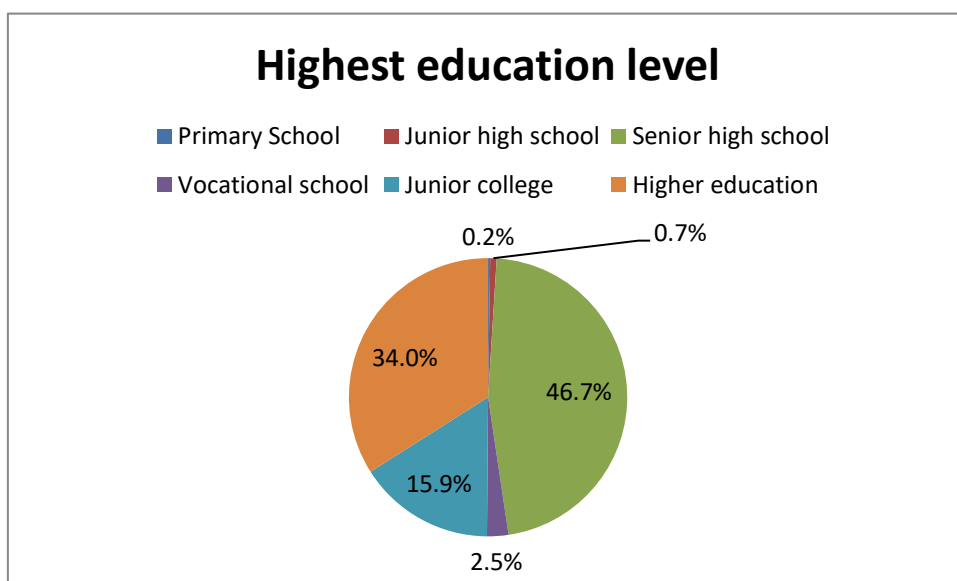
Figure 11 Highest Education Level of Respondents in Portugal

Among 380 respondents in China, there are over 60% of respondents have bachelor degree as highest education level (66.8%). Furthermore, master's degree is the second largest sample (18.7%). Only 1.1% respondents have primary school as their highest education level. Figure 12 introduce education level distribution of respondents in Chinese sample.
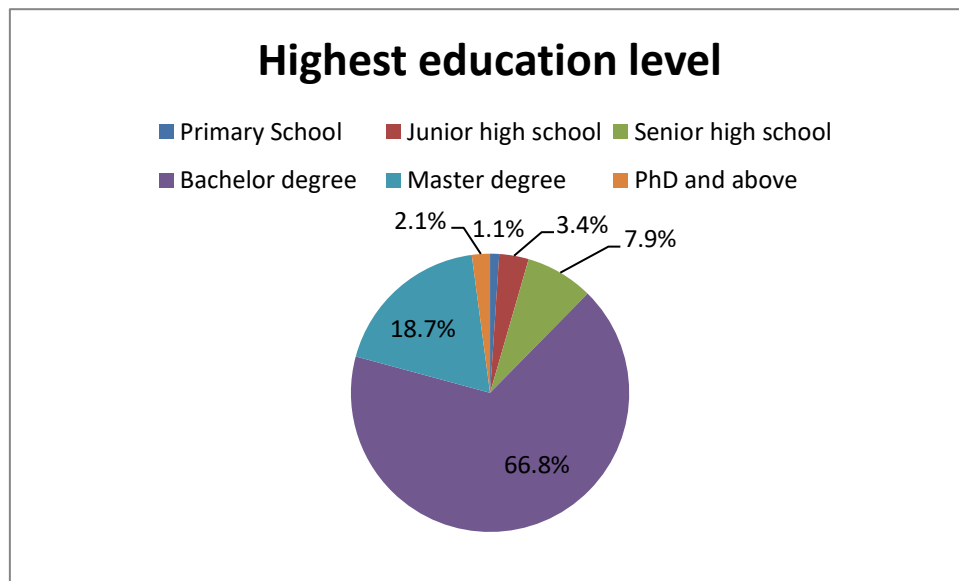
Figure 12 Highest Education Level of Respondents in China

Income of Respondents

The author collected the family income monthly instead of personal income. Among the 403 respondents in Portugal, the respondents with the family monthly income below 500€ has 9.2%. The respondents with family monthly income between 500€ to 999€ accounted for 20.6% and the respondents with family monthly income between 1000€-1499€ accounted for largest proportion (27.0%). Respondents between 1500€to 2499€is 23.3% and only 15.9% respondents have more than 2500€ family monthly income. Figure 13 show family monthly income distribution of respondents.
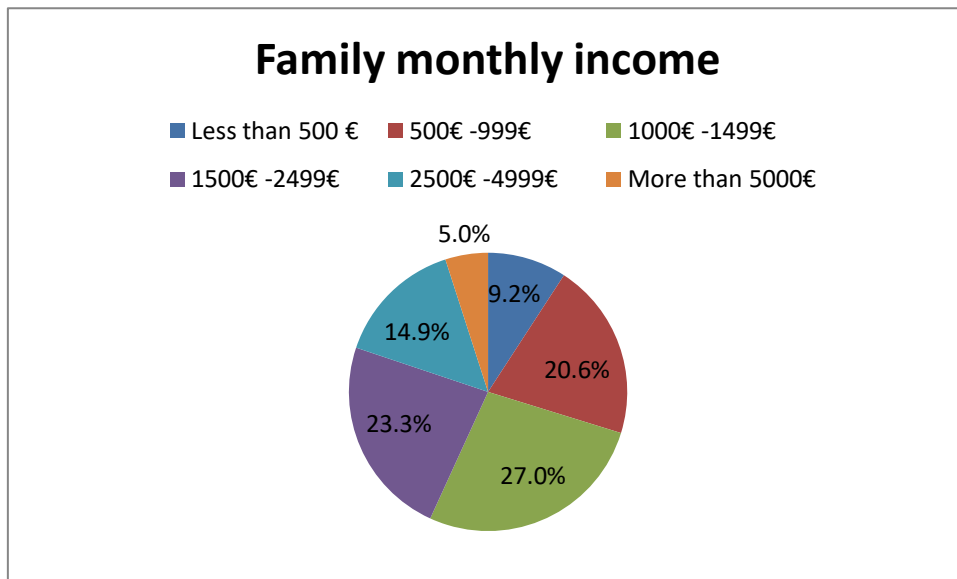
Figure 13 Family Monthly Incomes of Respondents in Portugal

Among the 403 respondents in China, the respondents with the family monthly income below ¥8000 has 19.2%. The respondents with family monthly income between ¥8000 and ¥16000 accounted for 41.1% and the respondents with family monthly income between ¥16000 and ¥40000 accounted for 26.1%. Respondents between ¥40000 and ¥80000 are 8.2% and only 5.5% respondents have more than ¥80000 family monthly income. Figure 14 introduce family monthly income distribution of respondents.
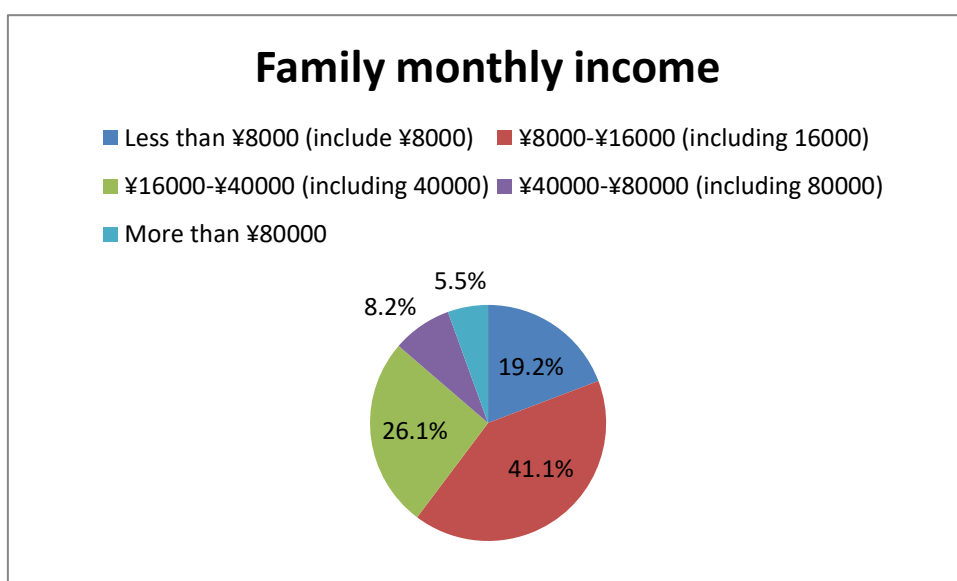
Figure 14 Family Monthly Incomes of Respondents in China

Marriage Status of Respondents

Due to the Chinese culture which is impolite to ask about marriage status in some place of China, the author only collected marriage status in Portugal. After accounting, most respondents are single (89.3%). There are 8.7% of respondents who have already married. Furthermore, 1.7% of respondents divorced. Besides, only 0.2% of respondents bereft of one's spouse. Table 10 and Figure 15 show marriage status distribution of respondents.
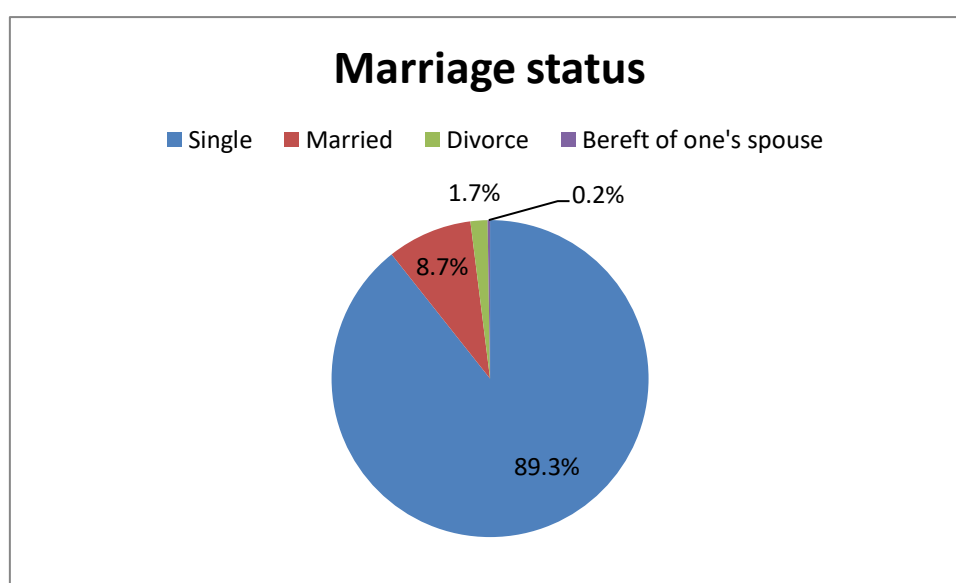
Figure 15 Marriage Statuses of Respondents in Portugal

Marriage Status	Frequency	Percent
Single	360	89.30%
Married	35	8.70%
Divorce	7	1.70%
Bereft of one's spouse	1	0.20%
Total	403	100%

Table 10 Marriage Statuses of Respondents in Portugal

4.7 Statistical Analysis

In order to build the correlation between variables in the conceptual model which the author has already introduced in literature review, the following statistical methods will be adopted for data analysis. First of all, the author will use descriptive statistics to show the characteristics of the data. Then, KMO and reliability of sample will be adopted to show whether the scales are reliable. Thirdly, in order to compare the independent and dependent variables in demographics, T-test will be adopted. After that, the author will adopt correlation analysis to verify whether there are relationships between variables. In order to explore the relationship between independent variables and dependent variables, the next step will be multiple regressions analysis to achieve the goals. The sixth step will verify hypothesizes which are introduced in the early parts. Finally, the author will make a comparison between two different samples. The statistical analysis will be analyzed base on IBM SPSS Statistics Version 25 and AMOS.

Descriptive Analysis

The data will be described and summarized before analyzing. Table 11 is used to describe the variables and cover the mean and standard deviation in order to summarize them. As the author mentioned in literature review, all variables adopt 7-piont Likert Scale which are from "1=strongly disagree" to "7=strongly agree".

Variable	Nationality	N	Mean	SD
SF	Portugal	403	2.7661	1.4770
	China	380	3.8368	1.5424
CC	Portugal	403	1.7909	1.1205
	China	380	3.5368	1.6820
LCT	Portugal	403	2.7065	1.0500

	China	380	4.1139	1.1787
BI	Portugal	403	4.0769	1.2257
	China	380	4.0911	1.3070
LS	Portugal	403	4.3851	1.3593
	China	380	4.4974	1.2261
LSP	Portugal	403	1.3127	0.7680
	China	380	1.7803	1.1105
UTB	Portugal	403	2.7849	1.5445
	China	380	4.5544	1.3978

Table 11 Descriptive Statistics in Portugal and China

Among the sample in Portugal, the mean of Life Satisfaction (4.3851) is the biggest. Then Brand Image is the second place of mean (40769). Other mean of variables are social influence (2.7661), conspicuous consumption (1.7909), luxury consumption tendency (2.7065), urge to buy (2.7849). The minimum of mean is luxury spending 1.3127.

The standard deviation of Urge to Buy (1.5445) is the highest, which is indicating that different respondents have different on the issue. The other variables are Social Influence (1.4770), Conspicuous Consumption (1.7909), Luxury Consumption Tendency (1.0500), Life satisfaction (1.3593), Brand Image (1.2257) and Luxury Spending (0.7680).

Among the 380 respondents in China, the statistical results show that the mean of urge to buy is the largest and the mean of luxury spending is the lowest. The mean of social influence is 3.8368. The other mean of variables are conspicuous consumption (3.5368), luxury consumption tendency (4.1139), brand image (4.0911), life satisfaction (4.4874), luxury spending (1.7803) and urge to buy (4.5544).

The standard deviation of conspicuous consumption is the largest (1.6820). The second largest deviation is social influence which is similar with conspicuous consumption (1.5424). Luxury consumption tendency (1.1787), brand image (1.3070), life satisfaction (1.2261), luxury spending (1.1105) and urge to buy (1.3978).

Exploratory Factor Analysis and Results

The author will adopt factor analysis for assessing the validity scores of variables. This statistical method is based on a theoretical framework in order to calculate factor scores for subsequent analysis. There are two main factor analysis research methods which are confirmatory factor analysis (CFA) and exploratory factor analysis (EFA). Due to the fact that this research based on IBM SPSS Statistics Version 25, the author will adopt exploratory factor analysis. In another word, this research will use Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity.

The KMO index can check whether all the questions in the scales are fit with the same variables. Normally, KMO index value will vary from 0 to 1. If the value is less than 0.5 that means the scale cannot support the variable. Table 12 explains the KMO value evaluation criteria (Pestana & Gageiro, 2003). Bartlett's test is usually used to show the applicability of the model. 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.

KMO	Degree of Common Variance
1-0.9	Very Good
0.9-0.8	Good
0.8-0.7	Average
0.7-0.6	Reasonable

0.6-0.5	Bad
< 0.5	Not Supported

Table 12 Standard of KMO Value

Cronbach's alpha is used for reliability testing as well. Cronbach's alpha is aimed to measure the consistency of the various items in scales (Pestana & Gageiro, 2003). Cronbach's alpha will prove the effectiveness when the author tests the correlation between dependent variables and independent variables. The normal range of Cronbach's alpha value should be from 0 to 1. Only if the value is more than 0.7 means supporting the measurement scale. Table 13 explains the criteria for internal consistency (Pestana & Gageiro, 2003).

Cronbach's Alpha	Internal Consistency
≥ 0.9	Very Good
$0.8 - 0.9$	Good
$0.7 - 0.8$	Average
$0.6 - 0.7$	Bad
< 0.6	Inadmissible

Table 13 Standard of Cronbach's Alpha Value

Among the sample in Portugal, all KMO indexes are higher than 0.7. The KMO indexes value of life satisfaction, luxury consumption, conspicuous consumption and social influence are even higher than 0.8. All values for the Bartlett test are equal to 0.00, indicating that they are at an optimal level. Besides, all Cronbach's Alpha value are higher than 0.8. Table 14 shows the data for the relevant tests.

Construct	Factor	KMO	Cronbach's Alpha	Bartlett's Test	% of Variance Explained	Dimensions
Social Influence	SF	0.814	0.880	0.000	73.740	1

Construct	Factor	KMO	Cronbach's Alpha	Bartlett's Test	% of Variance Explained	Dimensions
Conspicuous Consumption	CC	0.836	0.928	0.000	82.831	1
Luxury Consumption Tendency	LCT	0.846	0.839	0.000	39.704	1
Brand Image	BI	0.797	0.825	0.000	59.143	1
Life Satisfaction	LS	0.837	0.866	0.000	66.136	1
Urge to Buy	UTB	0.735	0.894	0.000	82.626	1

Table 14 Final Output of Exploratory Factor Analysis in Portugal

According to the 380 respondents in China, all KMO indexes are over 0.7. Furthermore, the KMO value of luxury consumption tendency is 0.910. All values for the Bartlett test are equal to 0.00, indicating that they are at an optimal level. Besides, all Cronbach's Alpha value are higher than 0.8. The Cronbach's Alpha value of social influence, conspicuous consumption and luxury consumption tendency are even greater than 0.9. Table 15 shows the data for the relevant tests.

Construct	Factor	KMO	Cronbach's Alpha	Bartlett's Test	% of Variance Explained	Dimensions
Social Influence	SF	0.868	0.946	0.000	86.018	1
Conspicuous Consumption	CC	0.868	0.952	0.000	87.412	1
Luxury Consumption Tendency	LCT	0.910	0.916	0.000	54.300	1
Brand Image	BI	0.795	0.823	0.000	58.914	1

| Life Satisfaction | LS | 0.837 | 0.868 | 0.000 | 71.523 | 1 |
| Urge to Buy | UTB | 0.740 | 0.892 | 0.000 | 82.276 | 1 |

Table 15 Final Output of Exploratory Factor Analysis in China

Statistical Modeling

In order to explore the relationship between independent variables and dependent variables, correlation analysis and multiple linear regressions will be adopted. 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 regressions are a commonly used statistical test. Multiple linear regressions are 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.

Confirmatory Factor Analysis

The confirmatory factor analysis (CFA) is adopted for the information on the factor structure. The CFA is applied to confirm whether certain latent variables are responsible for the specific variables. The CFA is used to evaluate measurement model as well (Marôco, 2010)

Figure 17 shows the proposed initial measurement model.
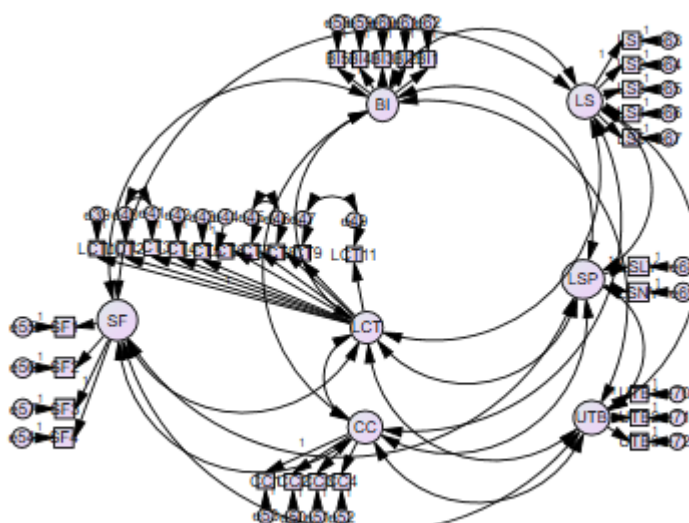
Figure 16 Initial Measurement Model

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Model Fit

According to Marôco (2010), this part is used to evaluate how well the theoretical model reproduces the correlational structure of the observed variables. In order to testout whether the model fit is good, the author counts on certain measures, such as Chi-Square χ2, Comparative Fit Index (CFI), Tucker-Lewis Fit Index (TLI), Incremental Fit Index (IFI) and Root Mean Square Error of Approximation (RMSEA).

Table 16 shows the standard of model fit.

Indicator	Value		Reference
X²	-	The smaller; the better	(Marôco, 2010)
CFI TLI	<0.8	Bad Fit	(Marôco, 2010)
	(0.8;0.9)	Average Good Fit	
	(0.9;0.95)		
	>0.95	very Good Fit	
IFI	>0.95	very Good Fit	(Lisboa et al., 2012)
RMSEA	>0.1	Unacceptable fit	(Marôco, 2010)
	(0.05; 0.10)	Acceptable fit	
	< 0.05	Very good fit	

Table 16 Model Fit

Table 17 shows the values obtained after the items were deleted among both Chinese and Portuguese samples.

Index	Sample	
	China	Portugal
X²	1478.628	1054.558
Df	471	471

IFI	0.904	0.918
TLI	0.892	0.908
CFI	0.904	0.918
RMSEA	0.075	0.056

Table 17　Measurements' Model Fit China with the Portuguese

5. Data Analysis

This study will analyze data by IBM SPSS Statistics Version 25. Furthermore, the author will research the hypotheses and conceptual model to explore social influence, conspicuous consumption, brand image, life satisfaction, luxury spending and urge to buy. Besides, correlation between variables will also be researched by statistical method. According to previous parts, descriptive statistical methods were performed on personal information and reliable test for dependent and independent variables. Then the author will adopt T-test on demographic data.

5.1 T-Test

The previous chapters have already showed an uneven distribution of respondents' demographics. This chapter will use an independent sample t-test to test whether there will be different behavior for respondents. Six variables will be test by t-test, which include luxury consumption tendency, conspicuous consumption, brand image, social influence, life satisfaction, luxury spending and urge to buy. The significance value ($p<0.05$) means there are 95% confidence to believe that the hypotheses are accepted. If the value is greater or equal to 0.05 means that the null hypothesis is accepted.

Gender Differences

Among the sample in Portugal, there are 226 respondents are female and 175 are male. Table 18 shows the analysis results of gender difference in each variable. The results showed that only luxury spending has difference on gender difference.

Variable	Gender	N	Mean	SD	T-test	
					t	P
SF	Female	226	2.775	1.448	0.094	0.390
	Male	175	2.761	1.519	0.093	
CC	Female	226	1.759	1.073	-0.667	0.201
	Male	175	1.834	1.185	-0.659	
LCT	Female	226	2.676	1.018	-0.672	0.757
	Male	175	2.747	1.097	-0.665	
BI	Female	226	4.114	1.232	0.808	0.333
	Male	175	4.015	1.205	0.810	
LS	Female	226	4.302	1.370	-1.598	0.798
	Male	175	4.519	1.323	-1.605	
LSP	Female	226	1.192	0.549	-3.655	0.000
	Male	175	1.471	0.963	-3.425	
UTB	Female	226	2.912	1.575	1.908	0.604
	Male	175	2.615	1.498	1.920	

Table 18 Gender Differences in Portugal

Table 19 shows t-test results of gender difference in each variable. Among the sample in China, there are 194 female respondents and 186 male respondents. The results showed that no specific difference on gender in all variables.

Variable	Gender	N	Mean	SD	T-test	
					t	P
SF	Female	194	3.927	1.572	1.158	0.722
	Male	186	3.743	1.509	1.159	
CC	Female	194	3.586	1.758	0.585	0.082
	Male	186	3.485	1.602	0.587	
LCT	Female	194	4.222	1.141	1.826	0.905

	Male	186	4.001	1.210	1.824	
BI	Female	194	4.071	1.358	-0.303	0.163
	Male	186	4.112	1.255	-0.304	
LS	Female	194	4.619	1.150	1.975	0.347
	Male	186	4.371	1.292	1.971	
LSP	Female	194	1.807	1.139	0.473	0.999
	Male	186	1.753	1.082	0.474	
UTB	Female	194	4.845	1.356	4.236	0.873
	Male	186	4.251	1.380	4.234	

Table 19 Gender Differences in China

Age Difference

Due to the fact that there are 7 different groups which are divided respondents in different group, the author will adopt ANOVA test instead of T-test to measuring whether age difference will makes respondents have different choice on variables. In the previous chapter, the author already introduced that there are 7 groups to divide respondents in different groups (under 18-year-old, 18-25, 26-30, 31-40, 41-50, 51-60 and over 60-year-old).

Among the 403 respondents in Portugal, the result of ANOVA test shows that the age difference do not decide the choice to the respondents in the questionnaires. In another word, 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. Table 20 shows the result of ANOVA test.

	Variable	Sum of Squares	df	Mean Square	F	Sig.
SF	Between	10.234	6	1.706	0.779	0.587

	Groups					
	Within Groups	866.786	396	2.189		
	Total	877.020	402			
CC	Between Groups	7.487	6	1.248	0.994	0.429
	Within Groups	497.212	396	1.256		
	Total	504.699	402			
LCT	Between Groups	12.077	6	2.013	1.849	0.089
	Within Groups	431.154	396	1.089		
	Total	443.231	402			
BI	Between Groups	10.701	6	1.784	1.191	0.310
	Within Groups	593.194	396	1.498		
	Total	603.895	402			
LS	Between Groups	20.123	6	3.354	1.838	0.091
	Within Groups	722.668	396	1.825		
	Total	742.791	402			
LSP	Between Groups	6.655	6	1.109	1.906	0.079
	Within Groups	230.450	396	0.582		
	Total	237.105	402			
UTB	Between Groups	8.584	6	1.431	0.596	0.733
	Within Groups	950.334	396	2.400		
	Total	958.918	402			

Table 20 Age Differences in Portugal

Among the respondents (380) in China, the result of ANOVA test of some variables shows that different age of respondents will have different decisions on some variables. The results of social influence (0.005), conspicuous consumption (0.000), luxury consumption tendency (0.001), brand image (0.002), luxury spending (0.000) and urge to buy (0.000) show that there are age difference will impact on these variables. Table 21 shows the result of ANOVA test.

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	43.262	6	7.210	3.133	0.005
	Within Groups	858.372	373	2.301		
	Total	901.634	379			
CC	Between Groups	74.328	6	12.388	4.630	0.000
	Within Groups	997.906	373	2.675		
	Total	1072.234	379			
LCT	Between Groups	32.639	6	5.440	4.108	0.001
	Within Groups	493.904	373	1.324		
	Total	526.543	379			
BI	Between Groups	35.729	6	5.955	3.631	0.002
	Within Groups	611.720	373	1.640		
	Total	647.450	379			
LS	Between Groups	12.219	6	2.036	1.363	0.229
	Within Groups	557.498	373	1.495		
	Total	569.717	379			

Variable		Sum of Squares	df	Mean Square	F	Sig.
LSP	Between Groups	33.151	6	5.525	4.746	0.000
	Within Groups	434.251	373	1.164		
	Total	467.402	379			
UTB	Between Groups	57.160	6	9.527	5.200	0.000
	Within Groups	683.382	373	1.832		
	Total	740.543	379			

Table 21 Age Differences in China

Job Difference

In order to research whether job difference will decide the different choice for the respondents, the author will adopt ANOVA test. Through the 403 respondents in Portugal, only the value of luxury spending is lower than 0.005. The result showed that respondents will make different decision because of job difference. Table 22 shows the result of ANOVA test for the sample in Portugal. Among the 380 respondents in China, comparing with the sample in Portugal, respondents in China will be more impact by job difference. The p value of conspicuous consumption, luxury consumption tendency and luxury spending are less than 0.005. Table 23 showed the result in the Chinese sample.

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	14.542	6	2.424	1.113	0.354
	Within Groups	862.479	396	2.178		
	Total	877.020	402			
CC	Between	4.964	6	0.827	0.656	0.686

		Sum of Squares	df	Mean Square	F	Sig.
	Groups					
	Within Groups	499.735	396	1.262		
	Total	504.699	402			
LCT	Between Groups	6.563	6	1.094	0.992	0.430
	Within Groups	436.668	396	1.103		
	Total	443.231	402			
BI	Between Groups	6.145	6	1.024	0.679	0.667
	Within Groups	597.750	396	1.509		
	Total	603.895	402			
LS	Between Groups	6.889	6	1.148	0.618	0.716
	Within Groups	735.901	396	1.858		
	Total	742.791	402			
LSP	Between Groups	12.422	6	2.070	3.649	0.002
	Within Groups	224.683	396	0.567		
	Total	237.105	402			
UTB	Between Groups	15.209	6	2.535	1.064	0.384
	Within Groups	943.708	396	2.383		
	Total	958.918	402			

Table 22 Job Differences in Portugal

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	33.851	7	4.836	2.073	0.046

	Within Groups	867.784	372	2.333		
	Total	901.634	379			
CC	Between Groups	72.726	7	10.389	3.867	0.000
	Within Groups	999.509	372	2.687		
	Total	1072.234	379			
LCT	Between Groups	32.283	7	4.612	3.471	0.001
	Within Groups	494.261	372	1.329		
	Total	526.543	379			
BI	Between Groups	31.048	7	4.435	2.677	0.010
	Within Groups	616.402	372	1.657		
	Total	647.450	379			
LS	Between Groups	10.422	7	1.489	0.990	0.438
	Within Groups	559.296	372	1.503		
	Total	569.717	379			
LSP	Between Groups	43.603	7	6.229	5.468	0.000
	Within Groups	423.799	372	1.139		
	Total	467.402	379			
UTB	Between Groups	37.941	7	5.420	2.870	0.006
	Within Groups	702.602	372	1.889		
	Total	740.543	379			

Table 23 Job Differences in China

Family Member Difference

In order to explore the influence of family member difference, the author will also adopt ANOVA test. The reason for why adopt ANOVA test is the groups are more than 3 which are includes 1, 2, 3, 4, 5 and over 6. Among both sample in Portugal and China, there are no p value less than 0.005. That means that family member difference will not change the attitude of respondents to the variables which are social influence, conspicuous consumption, luxury consumption tendency, brand image, life satisfaction, luxury spending and urge to buy. Table 24 and table 25 will show the result of ANOVA test.

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	3.083	5	0.617	0.280	0.924
	Within Groups	873.937	397	2.201		
	Total	877.020	402			
CC	Between Groups	0.410	5	0.082	0.064	0.997
	Within Groups	504.290	397	1.270		
	Total	504.699	402			
LCT	Between Groups	1.113	5	0.223	0.200	0.962
	Within Groups	442.118	397	1.114		
	Total	443.231	402			
BI	Between Groups	11.428	5	2.286	1.532	0.179
	Within Groups	592.467	397	1.492		
	Total	603.895	402			

	Variable	Sum of Squares	df	Mean Square	F	Sig.
LS	Between Groups	10.781	5	2.156	1.169	0.323
	Within Groups	732.009	397	1.844		
	Total	742.791	402			
LSP	Between Groups	4.473	5	0.895	1.527	0.180
	Within Groups	232.632	397	0.586		
	Total	237.105	402			
UTB	Between Groups	38.506	5	7.701	3.322	0.006
	Within Groups	920.412	397	2.318		
	Total	958.918	402			

Table 24 Family Members Differences in Portugal

	Variable	Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	16.797	5	3.359	1.420	0.216
	Within Groups	884.837	374	2.366		
	Total	901.634	379			
CC	Between Groups	36.544	5	7.309	2.639	0.023
	Within Groups	1035.690	374	2.769		
	Total	1072.234	379			
LCT	Between Groups	3.541	5	0.708	0.506	0.771
	Within Groups	523.003	374	1.398		
	Total	526.543	379			
BI	Between	13.318	5	2.664	1.571	0.167

		Sum of Squares	df	Mean Square	F	Sig.
	Groups					
	Within Groups	634.131	374	1.696		
	Total	647.450	379			
LS	Between Groups	7.035	5	1.407	0.935	0.458
	Within Groups	562.683	374	1.504		
	Total	569.717	379			
LSP	Between Groups	2.933	5	0.587	0.472	0.797
	Within Groups	464.469	374	1.242		
	Total	467.402	379			
UTB	Between Groups	4.686	5	0.937	0.476	0.794
	Within Groups	735.856	374	1.968		
	Total	740.543	379			

Table 25 Family Members Differences in China

Highest Education Level Difference

In all sample, highest education level will only influence Portuguese respondents in the life satisfaction. The p value is of life satisfaction for Portuguese respondents are equal to 0.001. The others are all greater than 0.100 which means people will not have different evaluation to the other variables according to education level difference. Furthermore, table 26 and table 27 show the result of ANOVA test in education level difference.

	Variable	Sum of Squares	df	Mean Square	F	Sig.
SF	Between	7.216	5	1.443	0.659	0.655

	Groups					
	Within Groups	869.804	397	2.191		
	Total	877.020	402			
CC	Between Groups	4.370	5	0.874	0.693	0.629
	Within Groups	500.330	397	1.260		
	Total	504.699	402			
LCT	Between Groups	4.575	5	0.915	0.828	0.530
	Within Groups	438.656	397	1.105		
	Total	443.231	402			
BI	Between Groups	13.101	5	2.620	1.761	0.120
	Within Groups	590.795	397	1.488		
	Total	603.895	402			
LS	Between Groups	37.697	5	7.539	4.245	0.001
	Within Groups	705.094	397	1.776		
	Total	742.791	402			
LSP	Between Groups	1.244	5	0.249	0.419	0.836
	Within Groups	235.861	397	0.594		
	Total	237.105	402			
UTB	Between Groups	17.800	5	3.560	1.502	0.188
	Within Groups	941.118	397	2.371		
	Total	958.918	402			

Table 26 Highest Education Level Differences in Portugal

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	12.208	5	2.442	1.027	0.402
	Within Groups	889.427	374	2.378		
	Total	901.634	379			
CC	Between Groups	26.062	5	5.212	1.863	0.100
	Within Groups	1046.172	374	2.797		
	Total	1072.234	379			
LCT	Between Groups	9.934	5	1.987	1.438	0.210
	Within Groups	516.609	374	1.381		
	Total	526.543	379			
BI	Between Groups	2.663	5	0.533	0.309	0.908
	Within Groups	644.787	374	1.724		
	Total	647.450	379			
LS	Between Groups	4.556	5	0.911	0.603	0.698
	Within Groups	565.162	374	1.511		
	Total	569.717	379			
LSP	Between Groups	16.981	5	3.396	2.820	0.016
	Within Groups	450.421	374	1.204		
	Total	467.402	379			
UTB	Between Groups	3.832	5	0.766	0.389	0.856
	Within Groups	736.711	374	1.970		

Total	740.543	379			

Income Difference

The author uses family monthly income instead of personal monthly income. In this ANOVA test, there are 6 groups which are less than 500€, 500€-999€, 1000€-1499€, 1500€-2499€, 2500€-4999€ and more than 5000€ in Portugal. The author also changes the euros into RMB which will be understood by Chinese respondents. Through the sample in China, family monthly income of the respondents will impact luxury spending and life satisfaction. The p values of these two variables are 0.003 and 0.000. However, income difference will only influence respondents on luxury spending in Portugal. Table 28 and table 29 show the result of ANOVA test.

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	17.463	5	3.493	1.613	0.155
	Within Groups	859.557	397	2.165		
	Total	877.020	402			
CC	Between Groups	6.826	5	1.365	1.089	0.366
	Within Groups	497.873	397	1.254		
	Total	504.699	402			
LCT	Between Groups	3.080	5	0.616	0.556	0.734
	Within Groups	440.151	397	1.109		
	Total	443.231	402			
BI	Between Groups	7.145	5	1.429	0.951	0.448

Variable		Sum of Squares	df	Mean Square	F	Sig.
	Within Groups	596.751	397	1.503		
	Total	603.895	402			
LS	Between Groups	21.629	5	4.326	2.381	0.038
	Within Groups	721.161	397	1.817		
	Total	742.791	402			
LSP	Between Groups	30.686	5	6.137	11.803	0.000
	Within Groups	206.420	397	0.520		
	Total	237.105	402			
UTB	Between Groups	13.583	5	2.717	1.141	0.338
	Within Groups	945.335	397	2.381		
	Total	958.918	402			

Table 28 Income Differences in Portugal

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	12.279	4	3.070	1.294	0.272
	Within Groups	889.355	375	2.372		
	Total	901.634	379			
CC	Between Groups	8.559	4	2.140	0.754	0.556
	Within Groups	1063.676	375	2.836		
	Total	1072.234	379			
LCT	Between Groups	17.808	4	4.452	3.282	0.012
	Within Groups	508.736	375	1.357		

	Total	526.543	379			
BI	Between Groups	3.611	4	0.903	0.526	0.717
	Within Groups	643.838	375	1.717		
	Total	647.450	379			
LS	Between Groups	23.728	4	5.932	4.074	0.003
	Within Groups	545.990	375	1.456		
	Total	569.717	379			
LSP	Between Groups	18.316	4	4.579	2.378	0.051
	Within Groups	722.227	375	1.926		
	Total	740.543	379			
UTB	Between Groups	72.202	4	18.051	17.128	0.000
	Within Groups	395.200	375	1.054		
	Total	467.402	379			

Table 29 Income Differences in China

Marriage Status

Due to the previous chapter, the author already explained the reason for why only research the marriage status in Portugal. It is not polite in some place of China. In this way, the author will only consider marriage status in Portuguese sample. The respondents are divided into four groups which are single, married, divorced and bereft of one's spouse. Due to the result of ANOVA test, marriage status will not change any opinions to all variables in this research. Table 30 shows the result of ANOVA test.

Variable		Sum of Squares	df	Mean Square	F	Sig.
SF	Between Groups	8.191	3	2.730	1.254	0.290
	Within Groups	868.829	399	2.178		
	Total	877.020	402			
CC	Between Groups	1.876	3	0.625	0.496	0.685
	Within Groups	502.823	399	1.260		
	Total	504.699	402			
LCT	Between Groups	3.526	3	1.175	1.066	0.363
	Within Groups	439.706	399	1.102		
	Total	443.231	402			
BI	Between Groups	14.402	3	4.801	3.249	0.022
	Within Groups	589.494	399	1.477		
	Total	603.895	402			
LS	Between Groups	16.012	3	5.337	2.930	0.033
	Within Groups	726.778	399	1.821		
	Total	742.791	402			
LSP	Between Groups	5.620	3	1.873	3.229	0.022
	Within Groups	231.485	399	0.580		
	Total	237.105	402			
UTB	Between Groups	13.485	3	4.495	1.897	0.129
	Within Groups	945.432	399	2.370		

	Total	958.918	402

Table 30 Marriage Status Differences in Portugal

5.2 Correlation Analysis

The author will adopt correlation analysis after t-test. Correlation analysis is used to test whether the variables have correlation with the others. In correlation analysis, if the result have 2* which means that there is a very strong significant level of relationship between 2 variables. If the result only has 1*, there is strong significant level of relationship between two variables. However, if there is no *, it is no significant level to show the relationship between two variables. Due to the sample in Portugal, social influence, conspicuous consumption and brand image have a very strong significant to relate with luxury consumption tendency. Furthermore, the result of correlation test shows that both conspicuous consumption and luxury consumption tendency have very strong correlation with luxury spending and urge to buy. However, the significant values of brand image show that there is strong significant level to accept the relationship between brand image and life satisfaction and urge to buy. The p value of urge to buy shows that urge to buy is related with luxury spending. Table 31 introduces the result of correlation test among Portuguese respondents.

Variable	SF	CC	LCT	BI	LS	LSP	UTB
SF	1						
CC	0.565**	1					
LCT	0.478**	0.597**	1				
BI	0.115*	0.114*	0.220**	1			
LS	0.023	-0.038	0.048	0.192**	1		
LSP	0.157**	0.155**	0.250**	-0.018	0.054	1	
UTB	0.343**	0.317**	0.477**	0.161**	0.040	0.120*	1

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

Table 31 Correlation Coefficients in Portugal

Through the 380 respondents in China, all variables have very strong correlation with the others. In another word, all p values have 2**. The p value between social influence and luxury consumption tendency is 0.731**. The result between conspicuous consumption and luxury consumption tendency, life satisfaction, luxury spending and urge to buy are 0.773**, 0.626**, 0.222** and 0.447**. The p values among luxury consumption tendency are 0.626** with life satisfaction, 0.358** and 0.601**. Furthermore, the result between brand image and luxury consumption tendency, life satisfaction, luxury spending and urge to buy are 0.544**, 0.454**, 0.178** and 0.376**. The result is 0.538** between life satisfaction and urge to buy. Besides, the p value between luxury spending and life satisfaction is 0.222**. Finally, the p value between urge to buy and luxury spending is 0.178**. The greatest value is 0.713** and the smallest value is 0.178**. Table 32 shows the result of correlation test among Chinese sample.

Variable	SF	CC	LCT	BI	LS	LSP	UTB
SF	1						
CC	0.847**	1		0.000			
LCT	0.731**	0.773**	1				
BI	0.476**	0.545**	0.544**	1			
LS	0.429**	0.450**	0.626**	0.454**	1		
LSP	0.235**	0.236**	0.358**	0.178**	0.222**	1	
UTB	0.460**	0.447**	0.601**	0.376**	0.538**	0.178**	1

Table 32 Correlation Coefficients in China

Do not use these correlations… only those who comes next

Furthermore, in order to get more credible result, the author also used AMOS to calculate correlation. Table 33 and 34 shows the correlation result among China and Portugal.

	BI	SF	CC	LCT	UTB	LSP	LS
BI	0.708						
SF	0.495	0.903					
CC	0.563	0.890	0.912				
LCT	0.591	0.806	0.854	0.697			
UTB	0.364	0.476	0.492	0.643	0.857		
LSP	0.210	0.260	0.257	0.403	0.202	0.904	
LS	0.356	0.444	0.451	0.635	0.588	0.232	0.806

Table 33 Correlation China

	BI	SF	CC	LCT	UTB	LSP	LS
BI	0.702						
SF	0.112	0.812					
CC	0.098	0.601	0.880				
LCT	0.270	0.615	0.697	0.563			
UTB	0.174	0.319	0.334	0.543	0.862		
LSP	-0.020	0.178	0.178	0.303	0.131	0.844	
LS	0.024	0.002	-0.048	0.048	0.036	0.049	0.763

Table 34 Correlation Portugal

Structural Model Adjustment

After the hypotheses proposed had been established, the structural equations model had been estimated. Table 35 shows the final adjustment for structure equation model.

Index	Sample	
	China	Portugal
X²	1489.895	1070.093
Df	475	475
IFI	0.904	0.917
TLI	0.892	0.906
CFI	0.903	0.916
RMSEA	0.075	0.056

Table 35　Global Fit China and Portugal side by side

The results showed that the acceptable parameters for a model fit are good.

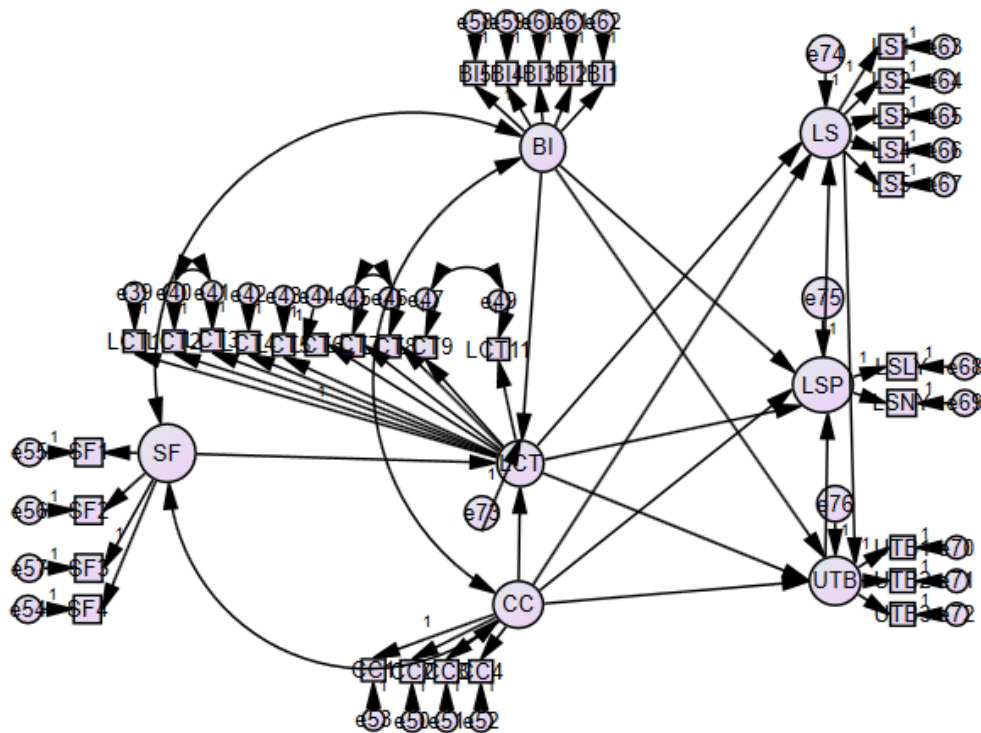Furthermore, Figure 18 shows the final structural model.

Figure 17 Structure Model

5.3 SEM results

The results of multiple regressions are showed by table 36

	Hypotheses	China			Portugal		
		Estimate	P	S/NSUP	Estimate	P	S/NSUP
H1	CC→LCT	0.56	***	S	0.503	***	S
H2	BI→LCT	0.163	***	S	0.189	***	S
H3	SF→LCT	0.227	0.006	S	0.292	***	S
H4	LCT→LS	0.948	***	S	0.146	0.12	NS
H5	CC→LS	-0.347	0.002	S	-0.155	0.069	S
H6	LCT→UTB	0.568	***	S	0.594	***	S
H7	BI→UTB	-0.005	0.935	NS	0.022	0.698	NS
H8	CC→UTB	-0.116	0.286	NS	-0.082	0.299	NS
H9	LS→UTB	0.278	***	S	0.005	0.926	NS
H10	LCT→LSP	0.779	***	S	0.423	***	S
H11	CC→LSP	-0.342	0.007	S	-0.09	0.309	NS
H12	BI→LSP	-0.015	0.832	NS	-0.117	0.082	S
H13	LSP→LS	-0.043	0.459	NS	0.033	0.599	NS
H14	UTB→LSP	-0.116	0.154	NS	-0.049	0.493	NS
Note: (***)=p<0.001; NS(not support)=p>0.1; S(support)=p<0.1							

Table 36 Multiple Regression

Among the Chinese sample, the structure model results show that the relationships between conspicuous consumption and luxury consumption tendency; brand image and luxury consumption tendency; luxury consumption tendency and life satisfaction; luxury consumption tendency and urge to buy; life satisfaction and urge to buy and luxury consumption tendency and luxury spending are supported (H1, H2, H4, H6, H9 and H10). All the p values of these hypotheses are less than 0.001 which means these hypotheses are much supported. Furthermore, the H5, H3 and H11 are supported as well. The p values of these hypotheses are 0.002, 0.006 and 0.007.

Unfortunately, the relationship between brand image and urge to buy; conspicuous consumption and urge to buy; brand image and luxury spending; luxury spending and life satisfaction and urge to buy and luxury spending are not supported. All of p values of these hypotheses are greater than 0.1.

According to the Portuguese sample, the relationship between conspicuous consumption and luxury consumption tendency; brand image and luxury consumption tendency; social influence and luxury consumption tendency; luxury consumption tendency and urge to buy and luxury consumption tendency and luxury spending, which are described in H1, H2, H3, H6 and H10 are supported. The p values are less than 0.001. Besides, H5 and H12 are also accepted and the p values are 0.069 and 0.082. However, the relationships between luxury consumption tendency life satisfaction; brand image and urge to buy; conspicuous consumption and urge to buy; life satisfaction and urge to buy; conspicuous consumption and luxury spending; luxury spending and life satisfaction and urge to buy and luxury spending which are H4, H7, H8, H9, H11, H13 and H14 are not supported. The p value is bigger than 0.1.

5.4 Hypotheses Table

Hypotheses test needs to verify which hypotheses are supported according to the result of data analysis. Among the sample in Portugal, there are 5 hypotheses are supported. Among the 380 respondents in China, there are 8 hypotheses are supported. Table 37 show the hypotheses test result. Figure 18 and figure 19 show the new model after hypotheses testing.

	Hypotheses	Portugal	China
H1	Conspicuous Consumption Has Positive Influence on Luxury Consumption	Supported	Supported

Tendency.

H2	Brand Image Has Positive Influence on Luxury Consumption Tendency.	Supported	Supported
H3	Social Influence Has Positive Influence on Luxury Consumption Tendency.	Supported	Supported
H4	Luxury Consumption Tendency Has Positive Influence on Life Satisfaction.	Not Supported	Supported
H5	Conspicuous Consumption Has Positive/Negative Influence on Life Satisfaction.	Supported	Supported
H6	Has Luxury Consumption Tendency Positive Influence on Urge to Buy.	Supported	Supported
H7	Brand Image Has Positive Influence on Urge to Buy.	Not Supported	Not Supported
H8	Conspicuous Consumption Has Positive Influence on Urge to Buy.	Not Supported	Not Supported
H9	Life Satisfaction Has Positive Influence on Urge to Buy.	Not Supported	Supported
H10	Luxury Consumption Tendency Has Positive Influence on Luxury Spending.	Supported	Supported
H11	Conspicuous Consumption Has Positive Influence on Luxury Spending.	Not Supported	Supported
H12	Brand Image has Positive Influence on Luxury Spending.	Supported	Not Supported
H13	Luxury Spending Has Positive Influence on Life Satisfaction.	Not Supported	Not Supported
H14	Urge to Buy Has Positive Influence on Luxury Spending.	Not Supported	Not Supported

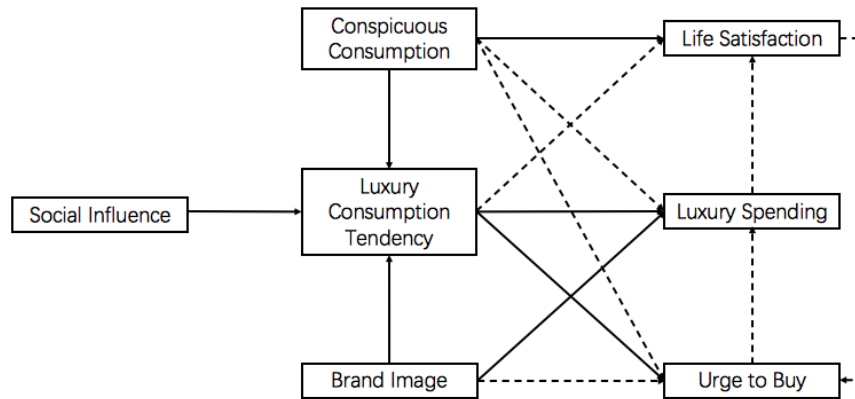Table 37 Summary of Hypothesis Testing

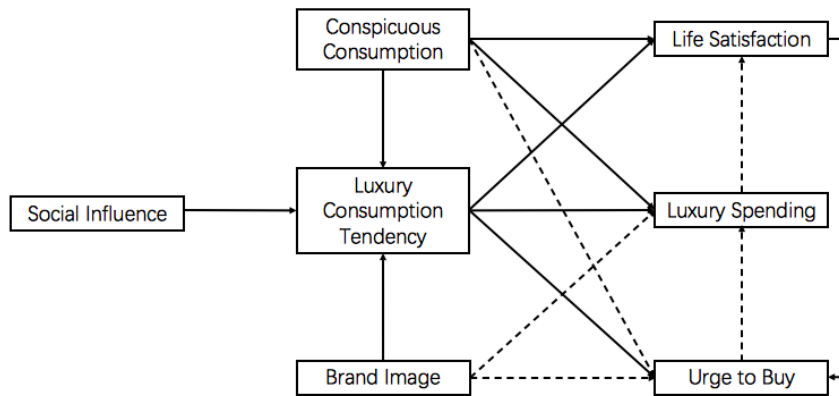Figure 18 Hypotheses Testing in Portugal

Figure 19 Hypotheses Testing in China

5.5 Comparison among Nationality Difference

In order to compare the difference between two samples, the author adopts t-test again. In this t-test, the author only picks the respondents which are from China and Portugal. Among the data in table 38, there are 335 respondents who come from Portugal and 380 respondents who come from China. According to all variables, the p value of

conspicuous consumption and luxury spending are less than 0.005. In this way, nationality difference exists in conspicuous consumption and luxury spending. The other p values are greater than 0.005, which means that there is no significant difference in nationality difference.

| Variable | Gender | N | Mean | SD | T-test | |
					t	P
SF	Portugal	335	2.757	1.466	-9.557	0.328
	China	380	3.837	1.542	-9.588	
CC	Portugal	335	1.803	1.135	-15.939	**0.000**
	China	380	3.537	1.682	-16.319	
LCT	Portugal	335	2.744	1.038	-16.387	0.154
	China	380	4.114	1.179	-16.518	
BI	Portugal	335	4.056	1.192	-0.378	0.035
	China	380	4.091	1.307	-0.380	
LS	Portugal	335	4.324	1.302	-1.837	0.083
	China	380	4.497	1.226	-1.830	
LSP	Portugal	335	1.300	0.753	-6.676	**0.000**
	China	380	1.780	1.111	-6.833	
UTB	Portugal	335	2.730	1.505	-16.796	0.016
	China	380	4.554	1.398	-16.718	

Table 38 Difference of Nationality

5.6 Discussion

Among the case of multiple linear regression analysis, the author found that there is no significant relationship between some of independent variables and dependent variables. Through the sample in Portugal, H4, H7, H8, H9, H11, H13 and H14 are

not supported. Among the sample in China, H7, H8, H12, H13 and H14 are not supported. This is very different from previous research results.

According to happiness economy, luxury consumption is related with satisfaction with life (Stanca & Veenhoven, 2015). However, the hypothesis is only supported in the sample on China. The author thinks that it is caused by the culture and nationality difference. Furthermore, this research also shows that there is no relationship between conspicuous consumption and life satisfaction among the result of regression. However, there are many scholars also found the relationship between conspicuous consumption and life satisfaction. For example, in the research of Rainer, the scholar found that conspicuous consumption will reduce happiness of people in Switzerland (2012). Likewise, the author also found that brand image has no influence on urge to buy through the two samples. That is not same with the other scholars (Badgaiyan & Verma, 2015). In the opinion of author, it is caused by the amount of luxury brand is too much. Due to the fact that there are so many brands, consumers cannot remember the brand. In this way, brand image will not promote urge to buy in some situation.

H8 (Conspicuous Consumption Has Positive Influence on Urge to Buy.) is also not supported. Conspicuous consumption means that those high in materialism tend to place a higher value on items that can be worn or seen in public, and may often derive more pleasure from showing the good to other people as opposed to actually using the good (Podoshen & Andrzejewski, 2012). It can be understood that conspicuous consumption is not a kind of urging to buy. Conspicuous consumption will promote consumers buy product by some social factors. According to the regression in Portuguese sample, H9 is rejected as well. However, H9 is supported in the Chinese sample. It may be caused by culture difference.

H11 is rejected in Portugal. According to the other scholars, conspicuous consumption has positive influence on luxury spending (Amanolla Rahpeima 1, Hosain Vazifedost 1,*, Kambiz Heidarzadeh Hanzaee 1, 2014). However,

conspicuous consumption is only proving that consumers will purchase in order to prove their social status. It is not means consumer purchase will increasing. In this way, it is acceptable for rejecting the H11. Furthermore, due to the result of regression, the relationship between brand image and luxury spending is rejected. The result is same with Sabri. Sabri found that price-brand or quality-price alignment will increase intention to buy (2015). Brand image sometimes cannot increase intention to buy. In this way, it is not surprised that H12 is rejected.

The hypothesis which is luxury spending having positive influence on life satisfaction is not supported by the regression test. It is different with the research of Oliver (1981). H14 is also rejected. H14 is urging to buy having positive influence on luxury spending. Although impulsive purchase will happen when people experience an urge to buy a product (Verhagen & Van Dolen, 2011). The authors considered luxury spending as a rational purchase intention, the model may not really be applicable (Verhagen & Van Dolen, 2011).

According to the hypotheses, this result will help western luxury brand understand Chinese consumers. Chinese consumers are different with Portuguese consumers. The luxury consumption tendency will impact their life satisfaction and then life satisfaction will promote urge to buy. In this way, the managers of western luxury brand could design advertisement to catch up the point of Chinese consumers. Furthermore, this study will help the western luxury brand to enter into the Chinese markets as well. Due to the literature review, Chinese market is a huge and profitable market. In this way, entering into Chinese market and getting more market shares will be more and more important to the western luxury brands. In another words, this study also could make a deep understanding to foreign consumers for Chinese luxury brands. Chinese luxury brands still are beginning stage. It has a long time to develop until global. In this way, understand the foreign consumers is also an important thing for Chinese luxury brands.

6. Final Consideration

6.1 Introduction

Nowadays, with the development of economy, the living standard of people has a great of increasing. People are not only focusing on the requisite. In this way, people will also purchase some product to satisfy their higher physical and mental needs. Therefore, more and more brands are run to design and sell luxury products. According to this situation, how to make decisions for the managers of the luxury brand and how to promote the luxury product are hot topics for scholars. There are many scholars have already do many researches about consumer psychology and marketing of luxury brands.

According to summary a large number of literatures, the author selects luxury consumption tendency as the main variables. Furthermore, because human is social animals, the author also adds social factors as a research variables. Besides, luxury spending, brand image and life satisfaction are the personal factors. Due to the fact that the samples of the study are focusing Chinese and Portuguese, the author must make the variable could be understand by both Chinese and Portuguese. Meanwhile, the author wants to explore the difference of luxury consumption between Chinese and Portuguese consumers as well.

The main purpose of this study is to explore how Chinese consumers, such as conspicuous consumption, social factors and brand image will have an impact on luxury consumption tendency. Furthermore, the author also wants to pay more attention to some psychological factors. In this way, the author ads urge to buy, luxury spending and life satisfaction as the variables. The motivation of this paper is mainly divided into four aspects: (1) what are the factors that influence consumers'

luxury consumption tendency? (2) Dose the luxury consumption tendency will impact on psychological of people? (3) Does the culture difference between China and Portugal will impact the consumers on luxury consumption tendency? (4) What factors will influence on consumers' luxury spending? In order to achieve the purpose of research, this paper combines a large number of articles to construct research models.

6.2 Conclusion

In order to test what are the factors that influence consumers' luxury consumption tendency, does the luxury consumption tendency will impact on psychological of people and what factors will influence on consumers on luxury spending, this study used data collection through a network of questionnaires. The author picks two samples, which are 380 respondents in China and 403 respondents in Portugal. After data collection, the author adopts multiple linear regression equations and statistical tests of correlation. The hypotheses which are supported are as follows: (1) Conspicuous Consumption Has Positive Influence on Luxury Consumption Tendency. (2) Brand Image Has Positive Influence on Luxury Consumption Tendency. (3) Luxury Consumption Tendency Has Positive Influence on Life Satisfaction. (4) Social Influence Has Positive Influence on Luxury Consumption Tendency. (5) Luxury Consumption Tendency Has Positive Influence on Urge to Buy. (7) Life Satisfaction Has Positive Influence on Urge to Buy. (8) Luxury Consumption Tendency Has Positive Influence on Luxury Spending.

The study also explored whether respondents differed in perceptions and views of luxury-related variables based on gender, age, job, family members, education level, income statement and marriage status. Among the sample in Portugal, gender, job and family monthly income will impact luxury spending of respondents. Furthermore, the highest educational level of respondents will influence life satisfaction of respondents.

However, the results showed that there was no significant difference in the perception and views of luxury-related variables between respondents of different ages, family member and marriage status. Among the 380 respondents in China, the results showed that there is no significant difference in the perception and the views of luxury-related variables between respondents of different gender, family members, and education level. But age difference will impact on perception of conspicuous consumption, luxury spending, brand image, social factors, luxury spending and urge to buy. Furthermore, the perception of conspicuous consumption, luxury consumption tendency and luxury spending will be different because of job difference. Likewise, family monthly income will also influence the perception of life satisfaction and urge to buy in China. All of these t-test results could show the difference of luxury-related attitude between Chinese and Portuguese.

To compare the sample between China and Portugal, the age will impact Chinese more than Portuguese consumers. Firstly, most Chinese students will be supported by families. That means they will have more financial freedom than Portuguese students. In this way, the Chinese students will have more abilities to purchase luxury product. Furthermore, most of Chinese are only child in this test, so family members also will not impact on the perceptions on variables. Finally, Chinese and Portuguese people have different perceptions on what are luxury products. Most Chinese luxury products are targeting the consumers who are over 40. For example, fur and antique walnut are popular for the older people.

6.3 Implications

This investigation innovates introducing the effects of conspicuous consumption, and the effects of luxury consumption tendency on life satisfaction and on the intention to spend money on luxury brands.

This study has focused on the study of luxury brands and consumer perceptions of luxury goods. It includes both marketing and psychological variables. In this way, it will help managers of luxury brands to make advertisements. Only if advertisements could get the points of consumers, the marketing could be successfully. Furthermore, the study will also help the foreign luxury brand to understand Chinese consumers and enter into Chinese markets.

In another side, the study will also help luxury brands to build online shopping mall. According to online shopping is a kind of future tendency, luxury brands should also run the online shopping mall. This study will help managers understand consumers in order to get more membership.

Limitations and Recommendations for Future Research

In this study, because the author is Chinese, the capabilities of Portuguese are a problem. Although the author has already adopted pre-test to avoid language problem, some respondents still cannot understand some questions in questionnaire. Furthermore, due to the covid-19, the policy also not allowed the author collects the questionnaires on the street. Otherwise, the sample will be bigger.

Due to the fact that the author collected the questionnaires at the Coimbra, the most respondents are students in Portugal; they do not have enough financial abilities to purchase luxury products. In this way, the results will be affected.

During this research, the author found that people will have different determination on luxury product. In the future, the author wants to compare the determination to luxury between China and Portugal. Furthermore, the author will adopt the sample in more countries to test the more hypothesizes.

In the future, the author wants to test this model in more different cultures in order to test whether consumers who are from different countries will have different attitude towards these variables. In next research, the author will increase the amount of sample which will improve the reliabilities of the conclusion.

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