THE IMPACT OF VALUE PERCEPTIONS ON PURCHASING OF LUXURY BRANDED PRODUCTS

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APRIL 2016

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April 2016

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Branded Products

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

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ACKNOWLEDGEMENT

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ABSTRACT

Conspicuousness value, uniqueness value, hedonic value, quality value, and price value are value perceptions which have great importance for the consumption of luxuries. Therefore, within the scope of this study, the effects of Conspicuousness value, uniqueness value, hedonic value, quality value, and price value perceptions have been analyzed.

The empirical research has been directed to a sample of Malaysian consumers. While the luxury market is raising its importance in developing countries, it is necessary to have more research on luxury consumption within the framework of countries such as Malaysia. To contribute in this process, the research model has been analyzed with multiple regression analysis and the results were reported with academic and managerial implications.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

To display one's status, identity through rank, and wealth is no longer a novelty in Asia. One way to achieve it is to purchase a luxury product (Luxury branding in Malaysia & Asia, 2009). Luxury products are defined based on their price and quality (Khabiri, 2012) and are more heterogeneous in nature (Kastanakis, 2014).

The worldwide luxury market reach an all-time high value of $256.6 billion in year 2010 (Hwang, 2014). Todays, such comsumption not only to satisfy basic physiological needs but also to create self-realization and identification (Khabiri, 2012). Luxury used to be associated to well-off elite (Kastanakis, 2012), but nowadays it has ingratiate with a wider customer market (Tan, 2013); younger, well-paid people (Kastanakis, 2012).

In year 2013, there is a strong demand for luxury goods due to various factors. These factors such as the increase of disposable income resulted from Economic Transformation Programme which was initiated by Malaysian government (Euromonitor, 2014). Secondly, strong demand from female on cosmetic and fragrance segment due to the increasing number of female joining the workforce thus increase of disposable income (Euromonitor, 2014). Nonetheless, favourable currency exchange rate has encouraged more imports of luxuries by renowned luxury brand like LOUIS VUITTON (Euromonitor, 2014).

What is more important is what affects the intention to consume luxury products, such as the consumer value perception that affect one's intention to purchase luxury products. (Shukla, 2012). Values creation is part of organizations' objectives as the key to long term success (Sweeney, 2001). It is because consumers do not just buy luxury products, there exist some factors that drive their motivations which eventually affect their intention to purchase (Srinivasan, 2014). As such, successful retailers often target their offers to those emphasize on values (Sweeney, 2001).

There are fundamental dimensions of perception values that can look into which are conspicuousness, uniqueness, hedonism, and quality value (Shukla, 2012). These values are the important representative variables of luxury consumption (Hwang, 2014) as it relates to sense of personal identification and viewpoint (Ayupp, 2013). Researchers also examined that purchase intention is an important consequence of value perceptions (Hanzaee, 2013).

The reason this study look into various dimensions of perception values is that social value alone is insufficient in explaining the decision made to purchase luxury goods (Shukla, 2012). It is apparent that luxury does fulfill not only functional needs, but also psychological needs (Teimourpour, 2013).

In addition, results of research into these dimensions could help marketers to come up with optimum marketing strategy to amplify their brands (Tan, 2013), and to make informed marketing campaigns for global luxury brands effectively (Bian, 2012) as value perceptions can predict customers' choice and repurchase intention (Hanzaee, 2013).

Without appropriate marketing strategy, customers tend to be less incline to rely on brand names as indicator of quality as it used to be. "This is because the brand imitations become harder to distinguish from the original brands" (Geiger-Oneto, 2007). As times go by the more apparent the challenges to the marketers as luxury status brand continue to be imitated. Challenges such as needed to put more efforts in creating new complex product designs in order to protect itself from imitators (Geiger-Oneto, 2007).

Luxury is difficult to be defined because it involve human and represent a social context (Amatulli, 2010).

People perceive luxury differently, some people perceive premium brand as one of the luxuries as well, say for example, Nike and Apple. So in this paper, the discussions of luxury goods will also includes the aspirational or premium brands which can be categorized into four broad categories (Deloitte, 2014):

    i.   Designer apparel

    ii.   Handbags and accessories

   iii.   Fine jewelry and watches

   iv.   Cosmetics and fragrances

1.2 Problem Statement

In early 1800's, cowboys would brand their cattle in order for easier identification. They would brand the cattle by burning a permanent unique symbol onto them. Such symbols served as a mean of identification and provide a social identity for the cowboys (Geiger-Oneto, 2007).

Todays, companies use brands to distinguish themselves from the competition and to communicate with the audiences. In the minds of consumers, the brand is to add values to the products, this values is referred as brand equity (Geiger-Oneto, 2007), a term used to describe consumer's valuation of brand (Kim, 2012).

In relation to this, companies often capitalised on the brand equity through marketing strategies that place greater value on various products' attributes (Geiger-Oneto, 2007). It is important because it affects consumers' purchase intention, willingness to pay additional price, and less sensitive to competitors' marketing action (Kim, 2012).

Luxury brands are those brands that possess higher grades of quality, values, exclusitivity, prestigious, performance, reliability and tastes than other brands of the same category. Naturally, this would create some incentives for imitators to imitate it and sell at much lower price (Geiger-Oneto, 2007). In other words, "leverage their innovation output while leading to increase profit performance" (Doha, 2012). Brand leaders often find it very expensive to deal with imitators (Wilke, 1999).

The world's leading luxury products; Louis Vuitton Moet Hennessy (LVMH) recorded whopping revenue of $11.42 billion dollars in its first half of 2009 (Miremadi, 2011). However due to economic downturn, luxury retailers have had experienced a decrease in sales so in order to influence consumers to purchase luxury

products, an informed marketing strategies is needed to boost the sales (Miremadi, 2011).

The luxury market is large and more diverse than ever before. Estimation suggests that the global market for luxury goods currently exceeds $151 billion (Mintel 2012). It is common for young secretaries in China to save their salary for several months in order to purchase a Gucci handbag (Rein 2011).

The purpose of this paper is to explore how dimensions of value perceptions affect purchase intention, as well as Malaysian consumer's intention to purchase. This study focused on the extent of which value perceptions: conspiciousness, uniqueness, and hedonism affect purchase intention, as well as quality value affect purchase intention mediated by price value.

The emerging market that accumulate too much debt likely to have setbacks on the economic outlook, as the businesses affected in this country, the number of households with upper income will drop drastically, thus contributing slow of luxury market (Deloitte, 2014).

However due to the Internet, is has levelled the playing field, putting more power to the consumers with a platform that allow them to access to more information such as price. The opportunities of Internet has brought lack of intimacy which can diminish brand loyalty (Deloitte, 2014).

To make matter worse, the uncertainty of currency volatility has cause difficulties for companies to plan for their future. For example, in year 2014 and early 2015, the US currency rise sharply against other currencies due to the decline in price of oil of more than 50% and faster economic growth in the US. This has plague Malaysia as an oil exporter and many other emerging markets (Deloitte, 2014). A slowdown in economic growth could mean slow down of retail spending.

In luxury market, price sensitivity varies depend on whether is high end and whether its brand is considered unique and also the market which it is sold (Deloitte, 2014).

The firms in luxury sectors need to know which factors could be the antecedent elements for their customers to raise intention to purchase their products and services. Knowing the factors should be the basis for their marketing strategy (Oe, 2015).

Hence, it is the duty of this study to provide a sketch which antecedent factors are significant for Malaysian consumers in purchase intention towards luxury products.

1.3 Research Questions

This paper examines the Malaysian consumers purchase intention and value perceptions on luxury products. Therefore, the research questions for this paper are as follows:

1. What value perceptions contribute to Malaysian consumers' intention to purchase luxury products?

2. Do Malaysian consumers' *conspicuousness value perceptions* contribute to their intention to purchase luxury products?

3. Do Malaysian consumers' *uniqueness value perceptions* contribute to their intention to purchase luxury products?

4. Do Malaysian consumers' *hedonic value perceptions* contribute to their intention to purchase luxury products?

5. Do *price value perceptions* contribute to Malaysian consumers' intention to purchase luxury products?

6. Do *quality value perceptions* contribute to Malaysian consumers' intention to purchase luxury products?

7. What is the relationship between product pricing factor and quality value perceptions?

_____

1.4 Research Objectives

To answer all the above research questions, research objective are as follows:

1. To identify what value perceptions contributing to the Malaysian consumers' intention to purchase the luxury products.

2. To identify if there are any positive relationship between conspicuousness value perceptions and intention to purchase the luxury products.

3. To identify if there is any positive relationship between uniqueness value perceptions and intention to purchase the luxury products.

4. To identify if there is any positive relationship between hedonic value perceptions and intention to purchase the luxury products.

5. To identify if there is any positive relationship between price value perceptions and intention to purchase the luxury products.

6. To identify if there is any positive relationship between quality value perceptions and intention to purchase the luxury products.

7. To examine the relationship between pricing factor and quality value perceptions.

1.5 Significance of the Study

Luxury brands can no longer rely on its core product to generate profits; it should expand into new products categories particularly in luxury market.

Luxury industry is a very unique industry which cannot be compare with any other industry. Luxury business does contribute to tourism industry and offer countless opportunities for those who want to start a professional career in luxury businesses.

The purpose of this study is to provide an insight for luxury product marketers to come up with the optimum marketing mix based on the elements of value perceptions that affect the purchase intention.

This finding may have important managerial implication for marketers in term of pricing, communications, retail design, company policies, segmentation strategies, staffs training programs, and so on. It provides insights into consumers' perceptions towards luxury that eventually lead to consumption.

Generally, this finding will suggest the importance for luxury marketers to know what the value perceptions of luxury products are and how their perceptions affect their buying behavior. It will help the marketers to focus on the attributes or the characteristics of their products that are significant and improvise them (Amatulli, 2010). Example of attributes would be the design of it, the rarity of the edition, the material used, and the craftsmanship. To develop the multifaceted strategy necessary, more information is needed to characterize their perceptions (Bonnie D. Belleau, 2007). This findings of the study also allow marketing managers to manage communication and advertising in luxury goods industry. In a chain reaction, it can also benefit the producers and retailers too (Teresa A.Summers, 2006).

It is not only knowing customer's luxury value perceptions but also helps to understand customer's needs and wants (Ayupp, 2013). For example, to cater for group of customers who emphasize uniqueness can convey the idea of a product that distinguishes from the mass (Kastanakis, 2012).

1.6 Operational Definition

The following Table 1.0 is a summary of operational definitions of luxury, and five values which are conspicuous, uniqueness, hedonic, price and quality.

Table 1.0 Summary of operational definitions

	Operational Definition
Luxury	It has excellent quality, high transaction value, exclusivity and distinct craftmanship (Miremadi, 2011).
Conspicuous	It is an ostentatious display of wealth for the purpose of maintaining prestige image, personal satisfaction, recognized and admired by

_____

	others (Hanzaee, 2013).
Uniqueness	Uniqueness symbolize exclusivity or rareness (Sari, 2014). Consumers of this group make choices if the products are able to differentiate themselves from common others (Mantz, 2009).
Hedonic	The emotive experiences such as aesthetic feel, sensual pleasure, or even fantasy and fun which provide intrinsic enjoyment (Sari, 2014).
Price	It is the most widespread use and the most objective and the easiest measure criteria to evaluate the luxuriousness of a product (Heine, 2012).
Quality	It is marked by stylish appearance, better-quality materials, increased durability and so on (Srinivasan, 2014).

1.7 Conclusion

As a conclusion, this chapter provides a general overview on this research. Chapter 2 discuss on the supporting literature review, Chapter 3 the methodology, Chapter 4 data analysis and finally discussion and conclusion in Chapter 5.

CHAPTER 2

LITERATURE REVIEW

2.1 Luxury

There is no definite definition of luxury, it involved a key components like human involvement, recognition of value by others. Luxury is highly subjective (Srinivasan, 2014). Some studies defines luxury as beauty, it is like art applied to its functionality (Vigneron, 2004). It provide strong identity, enhance emotional associations (Miremadi, 2011). Vigneron (2004) also define luxury as highest level of prestigious brands that contains many physical and psychological values.

Luxury comes from Latin word "lux", which means glitters, light, enlightening, and beauty (Sari, 2014). It has excellent quality, high transaction value, exclusivity and distinct craftmanship (Miremadi, 2011).

A particular brand may be defined as luxury depending on the context, who wants it, and the purpose of having it. Research has found out that the same person may view a goods as luxury or as a necessity in different situation (Vigneron, 2004).

Although a brand might be perceived as luxury brand, but it can be non-luxury among all luxury brands in comparison. "For instance, a Cadillac and a Rolls-Royce may be both perceived as luxury cars, but one compared with the other would be considered more luxurious" (Vigneron, 2004).

Country like China having no right definition of luxury, any brands can be luxury brand as long as it has the right image portraits in the market (Wu, 2005). Some studies argue that trademark and logo are the distinctive design of luxury goods (Kim, 2010). Other characteristics are "differentiation, premium pricing, high quality, and craftsmanship" (Kauppinen-Raisanen, 2014).

Luxury goods have the power to let consumers perceive it as the marker of success, accomplishment, and happiness (Ashmun, 2012) and convey prestige to the owners (Kauppinen-Raisanen, 2014). In other words, it offer more than mere objects, because

it able to bring esteem and extra pleasures on the owner, other than its functional utility (Sari, 2014).

With the increase in democratization, luxury product has been selling to the elite has now made available to greater crowd. This was also called mass luxury which specifically targets the middle class. This has made to define luxury more difficult (Srinivasan, 2014). It means being accessible for everyone as long as they can afford it (Kauppinen-Raisanen, 2014).

Conformist and snob effects are other important motives for luxury consumption (Vigneron, 2004). In conformist effects, in order to belong to a group, consumption occurs. On the other hand, in snob effects, consumers try to distinguish themselves by consuming things that have exclusivity (Khabiri, 2012).

2.2 Value Perceptions

2.2.1 Conspicuous value

Conspicuousness can simply define as the consumption of luxury products which viewed as a sign of status and wealth (Sari, 2014). It is a display of wealth for the purpose of maintaining prestige image, personal satisfaction, recognized and admired by others (Hanzaee, 2013). It is usually publicly consumed than privately consumed (Hanzaee, 2013). It is very true that when higher level group is present, the more likely that public will consume luxuries so that as to send a positive signals to their significant others (Teimourpour, 2013).

In Shanghai, such signal of status and wealth can be enhanced by the expensive price tag (Wu, 2005). Especially for Chinese consumers, the more prestige the brand, the more appeal it perceived, and it has nothing to do with quality or style.

Such conspicuous consumption pattern are contributed by high image-conscious individuals (Wu, 2005), they are not merely the trends followers (Kastanakis, 2012) but they want to improve their social standing (Kim, 2010), symbolise social status for significant others (Kastanakis, 2012), and in search of social representation and position (Vigneron, 2004) within a social context (Kastanakis, 2012). They also advertise their wealth within a group's hierarchy, or to ease the uneasy feeling of

being low-class (Geiger-Oneto, 2007), or to create a social image that impress (Sari, 2014). To the less wealthy they want to signify their aspirations (Hung, 2011).

In order to gain and hold esteem as driven by the hope and desire of obtaining it, people must be put into evidence using wealth or power (Ashmun, 2012). Therefore, conspicuous consumption is a factor of association of social status with a brand (Vigneron, 2004).

2.2.2 Uniqueness value

As the word suggested, it is unique in the sense that not many people have it. If everyone owns it, it is considered as non-luxury (Hanzaee, 2013). In consumption, consumers distinguish themselves by buying unique luxury product. Consumers of this group usually seek to purchase a one-off product that no one owns it, for example, latest Rolex watch, latest Prada bag (Kastanakis, 2014). In terms of marketing, usually luxury brands try to create that unique experience through high-end departmental stores and specialty stores (Teimourpour, 2013).

They want to separate themselves from different social classes (Sriviroj, 2007) for the purpose of developing self-image and social image (Miremadi, 2011). They usually consume products that symbolize exclusivity or rareness (Sari, 2014). The concept of unique selling proposition suggests that consumers could make choices if the products are able to differentiate themselves (Mantz, 2009).

The word "unique" is interchangeable with the word "exclusive ", "precious", and "rare". Uniqueness value refers to an orientation where consumers purchase unique featured luxury goods to gain social image, or to enhance self-image (Gao, 2009). It is also known as independent self who emphasizes freedom of expression and uniqueness (Kastanakis, 2012).

2.2.3 Hedonic value

Hedonic behavior is somewhat associated with the multisensory and emotive aspects from experience. It is the "multisensory, fantasy and emotive aspects of one's experience with products" (Neeley, 2010). The subjective intangible benefits

(Hanzaee, 2013) and emotive experiences such as aesthetic feel, sensual pleasure, or even fantasy and fun which provide intrinsic enjoyment (Sari, 2014). Its main value is perceived through pleasure rather than goal achievement (Hanzaee, 2013).

They seek a feeling of pleasing, rather than the antidote of discomfort feeling (Kim, 2012) and emotionally satisfying (Ayupp, 2013). It is a type of sensation seeking (Neeley, 2010) which also include asthetic beauty (Teimourpour, 2013).

2.2.4 Quality value

It does not mean that luxurious product do not have its functional value. In fact, it does have functional value, and even better in term of its quality. "It is partly derived from technical superiority" (Hanzaee, 2013). It is marked by stylish appearance, better-quality materials, increased durability and so on (Srinivasan, 2014). In the world of luxury, quality is a key to satisfy customer as it signify what a product can does and how well it perform (Hung, 2011). Some customers perceive luxury products to be functionally better than the less luxurious one (Teimourpour, 2013).

Quality is one of the key factors to measure purchase intention, it resembles with excellence (Tariq, 2013). This superior quality usually expected more from luxury brand than non-luxury brand (Kim, 2012). Customers usually associate luxury with superiority and more values comparative with other non-luxury products (Hanzaee, 2013).

Consumers who are perfectionist in nature are more likely influence by the quality of the products, thus, they may perceive luxury brand have superior quality. Quality can be in term of characteristics such as technology, craftsmanship, engineering, and design. In fact, higher prices usually perceived to have better quality (Vigneron, 2004).

2.3 Value Perceptions with respect to Purchase Intention

The following section will discuss of each value perception with respect to purchase intention of luxury products, namely: conspicuousness value with respect to purchase intention, uniqueness value with respect to purchase intention, hedonic value with respect to purchase intention, and price value with respect to purchase intention.

2.3.1 Conspicuous Value with respect to Purchase Intention

Research shown that when high-level of influence from reference group is present, the more likely a person to purchase luxury goods as to send positive signal about their status to others. Conspicously showing others their relative status in society through the wealth displayed from the purchases (Hanzaee, 2012).

"Conspicuous consumption is expressed in the manner of buying a higher priced product to inflate one's ego" (Yang, 2006). In other words, conspicuous consumption of luxury products could highten one's low self esteem.

There are studies even compare the consumers' power against conspicuous consumption, found out that those in powerless condition tend to engage in conspicuous consumption in order to compensate for their lack of power. On the other hand, those super rich one tends to pay a premium price for inconspicuous goods or luxury branded goods (Youngseon, 2012).

"Luxury brands have a heightened status that affords an opportunity for their suppliers to charge premium prices." These brands create the desire of consumers to own it to enjoy the perceived heightened status (Tatt, 2010). Accordingly, hypothesize as following:

H_1: There is a positive relationship between conspicuousness value perceptions and purchase intention on luxury products.

2.3.2 Uniqueness Value with respect to Purchase Intention

The theory of need for uniqueness explains how an individual need for uniqueness can influence his or her own purchase intention, and the need to be different from others under similar circumstances. Those of higher need of uniqueness tends to decide to purchase new products faster than others (Latter, 2012).

Uniqueness, usability, and quality are the components under functional values. Often, marketing promotion develops brand's characteristics and the unique image that symbolize rare and higher value (Hanzaee, 2012). They are valued because of its

scarcity; it is the extent to which has less demand due to the mass purchasing the same product (Kastanakis, 2014) in other words avoiding similar consumption. Need for uniqueness is a kind of self-expression attitude towards luxury products, and thus contributing to purchase intention (Miremadi, 2011). The perceived rareness of the luxury product enhances consumers' demand for it (Hanzaee, 2013).

Consumers who desire unique value would not purchase what general mass people would purchase as it is not prestigious to them if everyone owns it (Gao, 2009). Accordingly, hypothesize as following:

H_2: There is a positive relationship between uniqueness value perceptions and purchase intention on luxury products.

2.3.3 Hedonic Value with respect to Purchase Intention

Hedonism is a situation where a person having a positive pleasure experience. Research had shown that luxury products consumption can lead to such experience.

Consumers with hedonic behavior usually interested in personal rewards, and fulfillment found in the properties of the products which provide pleasure at senses (Sari, 2014).

Hedonic is a form of self-directed pleasure pursuit, which is an essential element in forming their own hedonic experience. It is the primary motivator to purchase intention of products. They purchase luxury primarily for gratifying themselves rather than to impress others. It is getting more obvious for people with such high personal orientation (Services, 2012).

Research had shown that luxury products consumption can lead to such experience. Consumers with hedonic behavior usually interested in personal rewards, and fulfillment found in the properties of the products which provide pleasure at senses (Sari, 2014). Accordingly, hypothesize as following:

H_3: There is a positive relationship between hedonic value perceptions and purchase intention on luxury products.

2.3.4 Quality Value with respect to Pricing

Price often used as an indicator as to whether the product is affordable, there are times when it is used as a measure of product's quality. It has long been considered as an indicator to purchase decision making (Lien, 2015). It is used as measurement of quality especially when consumers have uncertainty on the product's quality, thus higher price is assumed to have higher quality (Shugan, 1984). Especially for the consumption of luxuries, such perception is an important factor as consumers tend to judge luxuries upon their high prices (Maden, 2015).

It is normal to assumed that those who buy luxury products do not care about price tag. However it is not necessary the case especially when we lump premium brands in as part of the luxury brands. Within the luxuries market itself, pricing could affect how customer infer of its quality, be it service quality, or product quality.

High pricing identified as an essential element in describing a luxury good. Usually the consumers that view price as indicator offen consider the durability, quality and assurance of a well-made product too (Amatulli, 2010). Price is a heuristic cue and are more readily observable than quality and customer do not always remember the actual price, they encode it in a meaningful way (Lien, 2015).

Research has found out in a wine taste testing experiments that price is an important contributions to the perceptions of wine's quality rather than the taste itself (Veale, 2009). The contributors like price is an external cues which can be modified without changing the product's attribute or intrisic cues that are usually unimportant to customers (Veale, 2009). The more luxury the brand, the more perceived price value it gets (Lien, 2015).

Conventionally, higher price have opposite impact on consumers' purchase intentions. However, in the luxury market, when the price is higher, the perceived quality is higher (Maden, 2015).

H_4: There is a positive relationship between quality perceptions and price value perceptions.

2.3.5 Pricing with respect to Purchase Intention

A research from Accenture shows that luxury consumers are getting younger and those seeking luxury goods said that price is a key considerations for the purchase (Jacobson, 2011). In addition, price value has become so importatnt that Japan consumers have begun travelling to developing countries to purchase luxury goods at lower price (Jacobson, 2011).

Customers in this category tends to spend on a single long lasting luxury good than on several lower-priced luxury good (Miremadi, 2011). Accordingly, hypothesize as following:

H_5: There is a positive relationship between pricing of luxury products and purchase intention on luxury products.

2.3.6 Quality Value with respect to Purchase Intention

Some customers uses the perceived quality value as a cue to their decision to purchase luxury products, although not to most customers but there are some. Because often there is a case luxury is definitely assumed to be excellence in quality, exclusivity and craftsmanship and are obviously better than those of non-luxury products (Oe, 2015).

Quality is a very strong fundamental element which the consumers appreciate about. Better quality could also comprises of its better design of luxury goods or its performance (Oe, 2015).

H_6: There is a positive relationship between quality value perceptions of luxury products and purchase intention on luxury products.

2.4 Pricing of luxury products

Pricing in this matter also referred to as financial value, it is related to the monetary aspect when it comes to luxury consumption. The price value under this financial dimension is discussed with regard to quality value. In other words, the role of price

in quality judgments. Collective culture like Malaysians tend to rely more on price information to judge quality (Institute, 2014).

By using the adaptation level theory, judgement are the results of adaptation to the environment. Whatever prices displayed in the advertisements or stores will serve as external reference price, whereas those recalled from memory serve as internal reference price. Thus, when there is a reduction in price will enhance the consumers' perceptions about brand's lack in quality (Parguel, 2014).

Price is a heuristic cue and are more readily observable than quality and customer do not always remember the actual price, they encode it in a meaningful way (Lien, 2015).

2.5 Review of relevant theories
2.5.1 Social Identity Theory/ Social Image Theory

As the name suggested, social identity is related to how an individual define their identity by using his surrounding others as their benchmark. They will somehow stick to certain group because they believe that can increase their own self-image (McLeod, 2008). To relate to this topic, individual most likely will purchase luxury branded goods in order for them to match up the status of the group which they join and believed to lift up their social status.

Conspicuousness value perception is related to this social identity theory, because conspicuousness is a matter of an individual to heightened their self-image or self-esteem by purchasing luxury products. Such source of pride and self-esteem proposed them to belong to certain group, thus give them a sense of social identity. This is known as in-group (us) and out-group (them) (McLeod, 2008).

2.6 Conceptual Framework
Figure 2.0 shows the overall framework where there are five independent variable consist of conspicuousness, uniqueness, hedonic, price, and quality. Price is also a

mediator variable while purchase intention to luxury products is the dependent variable.

Figure 2.0: Theoretical Model

| Value Perceptions | Mediator | Outcome |

- Conspicuousness
- H1+
- Uniqueness — H2+
- Hedonic — H3+
- Quality — H4+ → Price
- H5+
- Purchase intention on luxury branded goods
- H6+
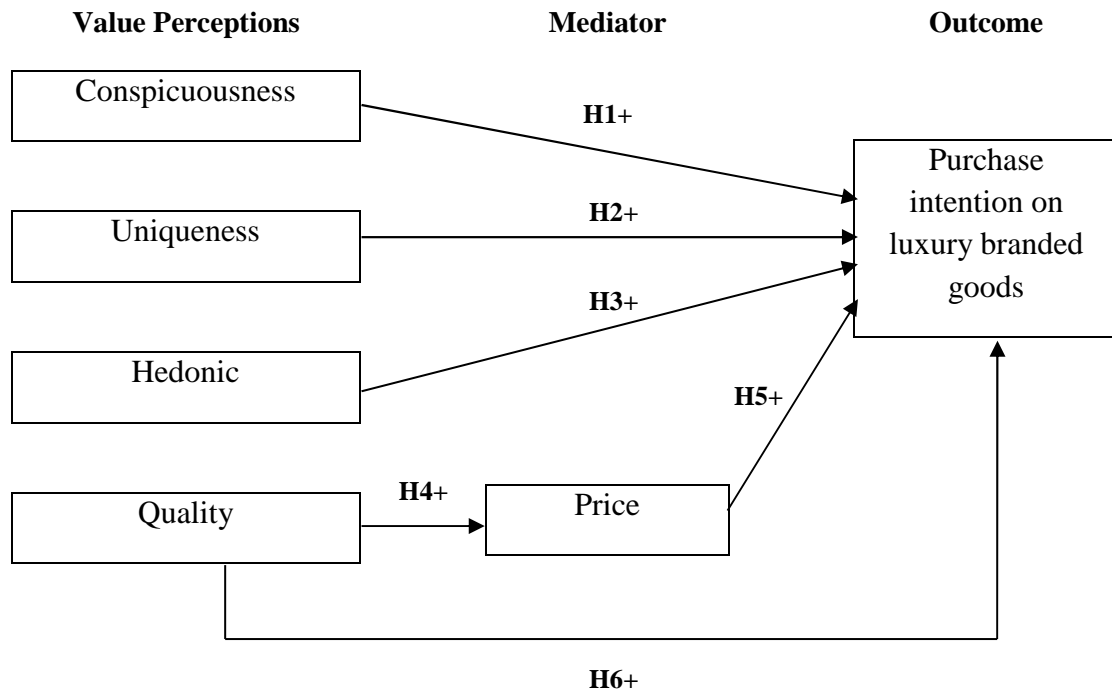
CHAPTER 3

METHODOLOGY

3.1 Introduction

The earlier chapter has shown the overall conceptual framework and the hypotheses development. It sets a foundation for the upcoming chapter which will include the analysis results and conclusion. This chapter discuss on the methodology that were used to collect data needed for this study.

In this study, there are five constructs which are conspicuousness, uniqueness, hedonism, price and quality. Each construct has been measured in the survey by using five point Likert scale (1 = strongly disagree, 5 = strongly agree).

3.2 Research Design

Primary data were used in this research for analysis. Primary data are data collected directly from first-hand experience. Research design is the structure of any scientific work. It shows direction and systematizes the research (Blakstad, 2008). In this research, there are one dependent variable and five independent variables with one mediator variable. Five independent variables are measured separately to see whether there is significant positive relationship towards the dependent variable as suggested in the hypotheses.

Conspicuousness on luxury brand were evaluated through six questions. As for the study on uniqueness on luxury brand choice has been separately evaluated through ten questions; three dimensions are assumed for need of uniqueness consisted of creative choice, unpopular choice, and avoidance of similarity. Hedonism and quality were evaluated through three questions and six questions respectively. Lastly, price value evaluated with four questions; purchase intention has been evaluated through four questions. This research design were used because the questions from past research

were readily adoptable in the survey questionnaires, and also primary data provide more recent response than to use secondary data.

3.3 Sampling Design

Sampling design is a procedure of planning which part of the population to be extracted as sample for analysis statistically later. The target population of this research is those that have experienced in buying luxury products or those who intend to buy one in future or have interest in luxury products. The questionnaires will then distribute to all of them through emails, Whatsapp messenger, Facebook friends, and/ or by hand.

In order to have an accurate measurement in the questionnaires, 20 respondents who have purchased luxury products will be selected conveniently as a pilot test to answer the questionnaires. The purpose of this pilot test will help on the clarification and verification on any mistakes and error in the questionnaires before distributing to the actual respondents. The way the respondents were selected is not probability sampling.

The questionnaires are meant to measure the five variables which are conspicuousness, hedonic, uniqueness, quality and price. It also measure one dependent variable that is the intention to purchase luxury product. The sampling technique used is convenience sampling, and the minimum target sampling size is 200 respondents from area around Klang Valley.

3.4 Instrument

The research instruments used in this study is self-administered questionnaire. According to Burns and Bush (2006), the self-administered questionnaire is a data collection in which the respondent reads the questions and answer the survey on their own without presence of interviewer or assisted by computers. The questionnaire was developed were extracted based on journal articles which will be highlighted in the following section, with the objective to verify the relationship of value perceptions on purchase intention of luxury products.

The questionnaires that were used in this study composed of different questions that measure the variables. All questions other than demographic related questions were measured in a 5-points Likert-type scale, scale range from strongly disagree to strongly agree. Demographic related items were included for the purpose of knowing more about respondents' backgrounds like age, income level and education level. All demographic questions were included at the beginning of the questionnaire as it is not sensitive to respondents. The following is an explanation of the items included in the questionnaire.

3.4.1 Conspicuousness value perceptions questionnaires

For the first variable, conspicuouness value perception; six items were utilized to measure conspicuouness value and were adapted from Bian (2012). All items as shown in table 3.0 were measured on a 5-points Likert-type scale, the scale ranging from strongly disagree to strongly agree.

Table 3.0 Conspicuousness value perceptions questionnaires

Adapted From	Items
Bian (2012)	1. This luxury brand reflects the kind of person I see myself to be.
	2. This luxury brand helps me communicate my self-identity.
	3. This luxury brand helps me express myself.
	4. This luxury brand is a symbol of social status.
	5. This luxury brand helps me fit into important social situations.
	6. I like to be seen wearing this luxury brand.

Source: Bian, Q. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 1443-1451.

3.4.2 Uniqueness value perceptions questionnaires

For the second variable, conspicuousness value perception; ten items were utilized to measure conspicuousness value and were adapted from Miremadi (2011). All items as shown in table 3.1 were measured on a 5-points Likert-type scale, the scale ranging from strongly disagree to strongly agree.

Table 3.1 Uniqueness value perceptions questionnaires

Adapted From	Items
Miremadi (2011)	1. Often when buying apparel and accessories an important goal is to find the luxury brand that communicates my uniqueness.
	2. I have sometimes purchase unusual brands or products to create a more distinctive personal image.
	3. I look for one-of-a-kind products or brands so that I create a style that is all my own.
	4. I often dress unconventionally even when it's likely to offend others
	5. I enjoy challenging the common taste of people I know by buying something they wouldn't seem to accept.
	6. If someone hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner.
	7. When products or brands I like become extremely popular, I lose interest in them.
	8. When a product I own becomes popular among the general population, I begin using it less.
	9. I dislike brands or products that are customarily purchased by everyone.
	10. Products don't seem to hold much value for me when they are purchase regularly by everyone.

Source: Miremadi, A. (2011). The possible effects of need for uniqueness's dimensions on luxury brands: Case of Iran and UAE. *International Journal of Marketing Studies*, 151-160.

3.4.3 Hedonic value perceptions questionnaires

For the third variable, hedonic value perception; three items were utilized to measure hedonic value and were adapted from Bian (2012). All items as shown in table 3.2 measured on a 5-points Likert-type scale, the scale ranging from strongly disagree to strongly agree.

Table 3.2 Hedonic value perceptions questionnaires

Adapted From	Items
Bian (2012)	1. This luxury brand would give me pleasure.
	2. This luxury brand would make me feel good.
	3. This luxury brand is one that I would enjoy

Source: Bian, Q. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 1443-1451.

3.4.4 Quality value perceptions questionnaires

For the fourth variable, quality value perception; six items were utilized to measure quality value and were adapted from Sweeney (2001). All items as shown in table 3.3 were measured on a 5-points Likert-type scale ranging from strongly disagree to strongly agree.

Table 3.3 Quality value perceptions questionnaires

Adapted From	Items
Sweeney (2001)	1. This luxury brand has consistent quality
	2. This luxury brand is well made

	3. This luxury brand has an acceptable standard of quality
	4. * This luxury brand has poor workmanship
	5. * This luxury brand would *not* last a long time
	6. This luxury brand would perform consistently
Agenda: * Inverted Question	

Source: Sweeney, J. C. (2001). Consumer perceived value: The development of a
multiple item scale. *Journal of Retailing*, 203-220.

3.4.5 Price value perceptions questionnaires

For the fifth variable, price value perception; four items were utilized to measure price
value and were adapted from Deniz Maden (2015). All items as shown in table 3.4
measured on a 5-points Likert-type scale, the scale ranging from strongly disagree to
strongly agree.

Table 3.4 Price value perceptions questionnaires

Adapted From	Items
Deniz Maden (2015)	1. The price of a product is a good indicator of its quality
	2. Generally speaking, the higher the price of a product, the higher the quality
	3. You always have to pay a bit more for the best
	4. The old saying "you get what you pay for" is generally true

Source: Deniz Maden, A. G. (2015). Effects Of Brand Origin, Fashion Consciousness
And Price-Quality Perception On Luxury Consumption Motivations: An
Empirical Analysis Directed To Turkish Consumers. *Advances In Business-
Related Scientific Research Journal* , 15-30.

3.4.6 Purchase intention of luxury products questionnaires

For the sixth variable, purchase intention; four items were utilized to measure purchase intention and were adapted from Bian (2012). All items as shown in table 3.5 were measured on a 5-points Likert-type scale, the scale is ranging from strongly disagree to strongly agree.

Table 3.5 Purchase intention of luxury products questionnaires

Adapted From	Items
Bian (2012)	1. If I were going to purchase a luxury product, I would consider buying this brand.
	2. If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.
	3. My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.
	4. The probability I would consider buying this luxury brand is high.

Source: Bian, Q. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 1443-1451.

3.5 Data Collection Procedures

Survey questionnaires were developed using adaption from earlier research paper done on the similar topic. Data collections was done by distributing to social media, WhatsApp messaging system, email blasting, and through referrals. Filtration was done after the collections. Out of the 252 samples, 201 was selected while the remaining was rejected due missing data, or simply filled in. In this research, primary data will be utilized to answer the research questions and also the hypotheses.

3.6 Pilot Test

After data collection, the first step of test is call pilot test which is also known-as pre-test. It was to detect weakness in design for selection of a sample (Cooper, 2006).

Pilot test also for the purpose of determine the relevance of the questions, identify duplications,spelling mistakes, and clarity of the questionnaires (Zikmund, 2003). To qualified as acceptable level for the pilot test, Cronbach's Alpha reliability of 0.700 is the minimum requirement as recommended by Nunnally and Bernstein (1994).

3.7 Reliability Analysis

"Reliability is determined by Cronbach's alpha as it is a popular method for measuring reliability" (Hanzaee, 2013). It is to measure whether is can stands overtime and across situation, the degree of error free and thus provide consistent results. Table 3.6 shows the rule of thumb of Cronbach's Alpha coeefficient value shown by Hair, Babin, Money, and Samouel (2003). The value of Cronbach's Alpha for the constructs above the cut-off value (0.7) as recommended by Nunnally and Bernstein (1994).

Table 3.6 Cronbach's Alpha coeefficient value

Alpha Coefficient Range	Indication
< 0.6	Poor
0.6 – 0.7	Moderate
0.7 – 0.8	Good
0.8 – 0.9	Very Good
> 0.9	Excellent

3.8 Data Analysis

The collected data has been entered and analyzed with SPSS Version 18. Various statistical tests were extracted using SPSS software which included descriptive statistics, and Multiple Linear Regression.

The analysis method to be used in this research is Pearson Correlation and Multiple Linear Regression, as are the most suitable analysis methods that can explain the relationships of the five dependent variables towards the independent variable.

Reliability of the measures for the constructs is evaluated by Cronbach's Alpha. Reliability analyses were conducted to test for consistency. It has been commonly

used to verify the stability and the consistency of the variables. To measure it; Cronbach's Alpha is used to check the constructs of the questionnaires. SPSS software was used to get the Cronbach's Alpha value for independent variables, and dependent variables. Independent variables are conspicuousness value, uniqueness value, hedonic value, quality value, and price value. Dependent variable is purchase intention of luxury products. This test consists of 201 respondents.

3.9 Conclusion

This chapter identified the basic research design, descriptive, hypothesis testing, and data analysis. The questionnaires design and type of statistical analysis that produce results to develop meaningful conclusions will be shown in next chapter.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

Under this chapter, statistics of the data collected from the survey questionnaires will be reported. Pearson Correlation Coefficient (r), simple regression and Multiple linear regression will be used to test the hypotheses as described in the earlier chapters. Analyses will be done using SPSS software and results were presented in figures, tables, and charts.

4.1 Descriptive Analysis

4.1.1 Respondents' Demographic Profile

4.1.1.1 Gender

From table 4.0 and figure 4.0, there are 98 male respondents and 103 female respondents. The gender distribution was quite balanced as female is more than male by 1.2% only.

Table 4.0 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	98	48.8	48.8	48.8
	Female	103	51.2	51.2	100.0
	Total	201	100.0	100.0	

Figure 4.0 Gender
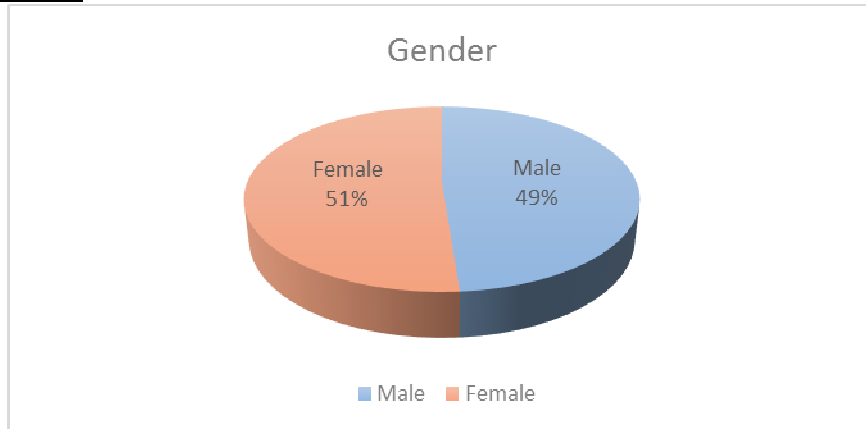
4.1.1.2 Age

As shown in the table 4.1 and figure 4.1, age group was categorized into 7 groups. The first group is age 25 years and below contributed 24 respondents or 11.9% of the total respondents. Second group will be age 25 to 29 years with 63 respondents (31.3%) follow by age group of 30 to 34 years with 70 respondents (34.8%); the most respondents from this age group. 18 respondents from age 35 to 39 (9%), 14 respondents from age 40 to 45 (7%), 3 respondents from age 46 to 49 (1.5%), and finally 9 respondents from age 50 and above (4.5).

Table 4.1 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 years and below	24	11.9	11.9	11.9
	25 – 29 years	63	31.3	31.3	43.3
	30 – 34 years	70	34.8	34.8	78.1
	35 – 39 years	18	9.0	9.0	87.1
	40 – 45 years	14	7.0	7.0	94.0
	46 – 49 years	3	1.5	1.5	95.5
	50 years and above	9	4.5	4.5	100.0
	Total	201	100.0	100.0	

Figure 4.1 Age
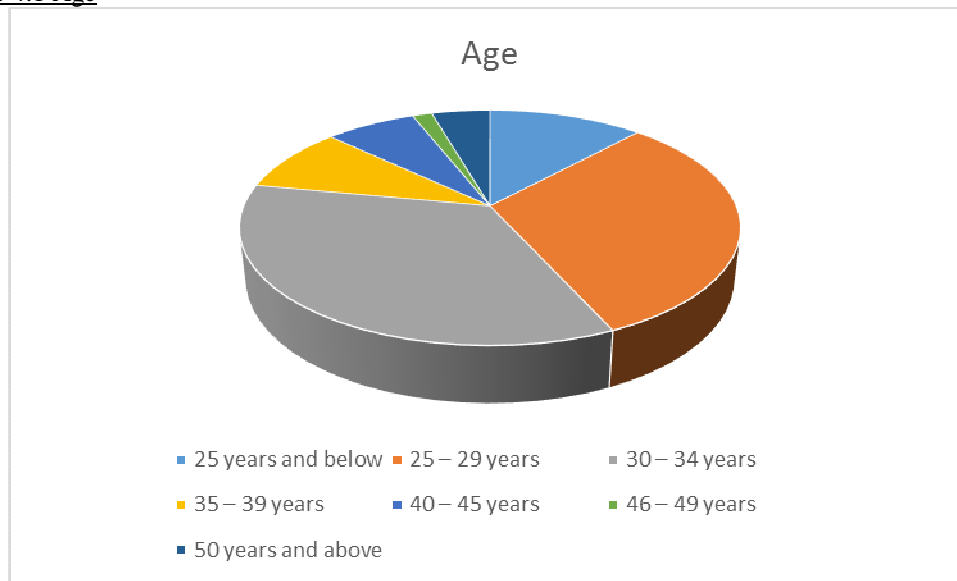
4.1.1.3 Marital Status

Table 4.2 and figure 4.2 shown that majority of respondents are single; 119 respondents or 59.2%, while married status have 79 respondents (39.3%), and divorced or widowed have only 3 respondents (1.5%). So since majority of the respondents are single, it can also justify that their disposable income is relatively higher than others.

Table 4.2 Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	79	39.3	39.3	39.3
	Single	119	59.2	59.2	98.5
	Divorced/ Widowed	3	1.5	1.5	100.0
	Total	201	100.0	100.0	

Figure 4.2 Marital Status
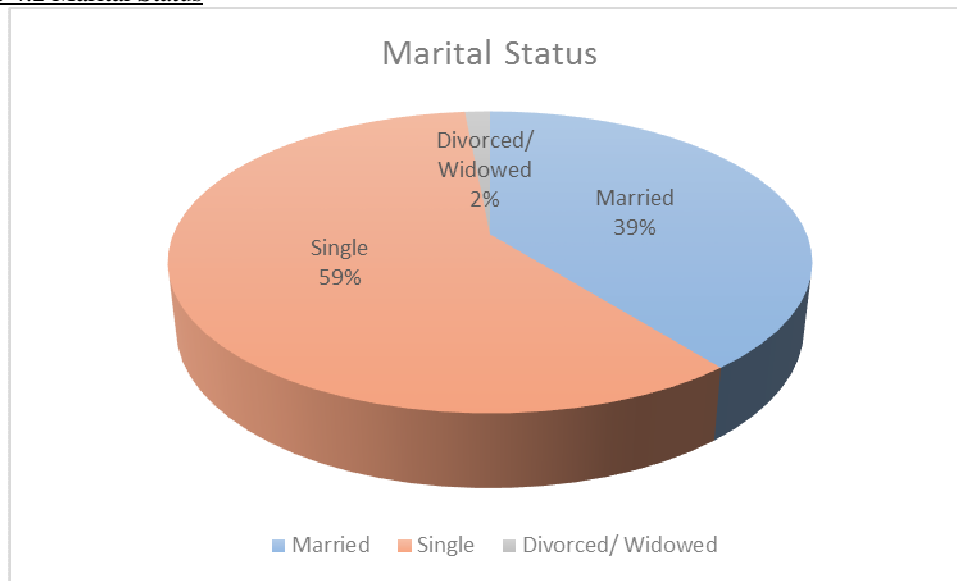
4.1.1.4 Education Level

From table 4.3 and figure 4.3, the degree and master level respondents contribute most which are 105 respondents (52.2%) and 47 respondents (23.4%) respectively. 12 SPM respondents (6%), 6 STPM respondents (3%), 17 Diploma respondents (8.5%), and 14 respondents with other qualification (7%).

Table 4.3 Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	12	6.0	6.0	6.0
	STPM/ Certificate	6	3.0	3.0	9.0
	Diploma	17	8.5	8.5	17.4
	Degree	105	52.2	52.2	69.7
	Master	47	23.4	23.4	93.0
	Others	14	7.0	7.0	100.0
	Total	201	100.0	100.0	

Figure 4.3 Education Level
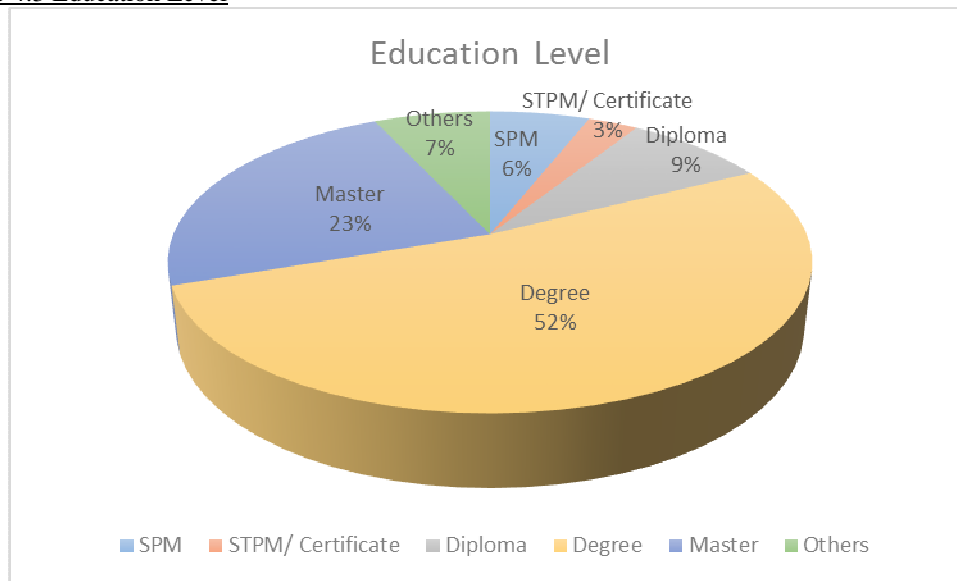
4.1.1.5 Income Level

From table 4.4 and figure 4.4, shown most of the respondents are from income level of more than RM5000 which is 85 respondents or 42.3%% as a whole. While the rest are 19 respondents (9.5%) from group of RM1200 to RM1800, 35 respondents (17.4%) from group of RM2000 to RM3000, 34 respondents (16.9%) from group of RM3500 to RM4000, and 28 respondents (13.9%) from group of RM4500 to RM5000.

Table 4.4 Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM 1200 – RM 1800	19	9.5	9.5	9.5
	RM 2000 – RM 3000	35	17.4	17.4	26.9
	RM 3500 – RM 4000	34	16.9	16.9	43.8
	RM 4500 – RM 5000	28	13.9	13.9	57.7
	> RM 5000	85	42.3	42.3	100.0
	Total	201	100.0	100.0	

Figure 4.4 Income Level
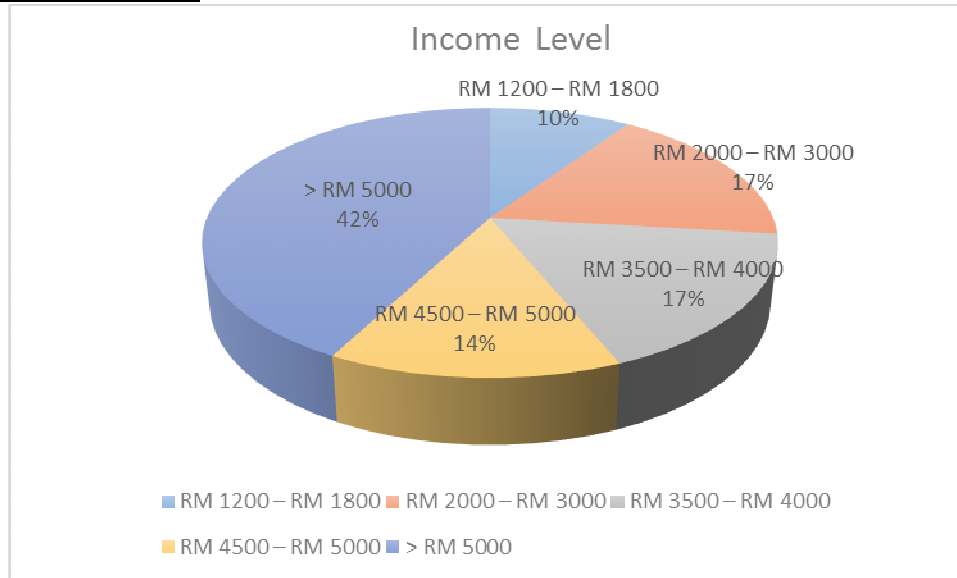
4.1.2 Central Tendency Measurement of Construct

4.1.2.1 Conspicuousness

From table 4.5, the highest 3.44 mean scored statement is "This luxury brand is a symbol of social status." which has 32.3% and 20.4% of the respondents agreed with it. All other mean scores are in between 3.00 to 3.30. The lowest 3.03 mean scored statement is "This luxury brand helps me express myself." with 29.4% and 9.5% agree with it.

Table 4.5 Conspicuousness Value

Statement	Strongly Disagree			Strongly Agree			
	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Rank
This luxury brand is a symbol of social status.	8.0	13.4	25.9	32.3	20.4	3.44	1
This luxury brand helps me fit into important social situations.	10.4	17.4	26.4	32.8	12.9	3.20	2
This luxury brand reflects the kind of person I see myself to be.	13.9	13.4	25.4	34.8	12.4	3.18	3
This luxury brand helps me	12.4	13.9	34.3	30.3	9.0	3.09	4

communicate my self-identity.							
I like to be seen wearing this luxury brand.	11.4	18.9	32.8	25.4	11.4	3.06	5
This luxury brand helps me express myself.	14.9	14.9	31.3	29.4	9.5	3.03	6

4.1.2.2 Uniqueness

From table 4.6, the highest 3.17 mean scored statement is "I have sometimes purchase unusual brands or products to create a more distinctive personal image.", with 28.4% and 13.9% respondents agree with it. While the lowest 2.32 mean scored statement is "If someone hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner.", with 25.9% and 34.3% of respondents disagree with it, and only 10.4% and 4% agree with it.

Table 4.6 Uniqueness Value

Statement	Strongly Disagree			Strongly Agree			
	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Rank
I have sometimes purchase unusual brands or products to create a more distinctive personal image.	11.4	16.4	29.9	28.4	13.9	3.17	1
I look for one-of-a-kind products or brands so that I create a style that is all my own.	12.9	17.9	28.9	30.3	10.0	3.06	2
Often when buying apparel and accessories an important goal is to find the luxury brand that communicates my uniqueness.	12.9	21.9	31.8	23.9	9.5	2.95	3
Products don't seem to hold much value for me when they are purchase regularly by everyone.	16.9	16.4	34.8	24.4	7.5	2.89	4
I dislike brands or products that are customarily purchased by everyone.	17.4	22.4	34.8	17.9	7.5	2.76	5

When products or brands I like become extremely popular, I lose interest in them.	17.4	25.9	32.8	14.9	9.0	2.72	6
When a product I own becomes popular among the general population, I begin using it less.	15.9	26.9	34.3	17.9	5.0	2.69	7
I enjoy challenging the common taste of people I know by buying something they wouldn't seem to accept.	18.4	27.4	35.3	11.9	7.0	2.62	8
I often dress unconventionally even when it's likely to offend others	28.9	28.4	26.4	11.9	4.5	2.35	9
If someone hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner.	25.9	34.3	25.4	10.4	4.0	2.32	10

4.1.2.3 Hedonic

Table 4.7 shown that the highest 3.32 mean scored statement is "This luxury brand would make me feel good.", with 34.8% and 13.9% agree with it, while only 8.5% and 13.4% disagree with it. As for the lowest 3.21 mean scored statement "This luxury brand would give me pleasure.", with 32.8% and 11.9% of respondents agree with it.

Table 4.7 Hedonic Value

Statement	Strongly Disagree			Strongly Agree			
	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Rank
This luxury brand would make me feel good.	8.5	13.4	29.4	34.8	13.9	3.32	1
This luxury brand is one that I would enjoy	9.0	15.4	26.9	36.3	12.4	3.28	2
This luxury brand would give me pleasure.	10.0	15.4	29.9	32.8	11.9	3.21	3

4.1.2.4 Quality

From table 4.8, the highest 4.00 mean scored statement is "This luxury brand has good workmanship", with 39.3% and 32.8% of respondents agree with it and only 1.0% and 2.5% disagree with it. Whereas the lowest 3.62 mean scored statement is "This luxury brand would perform consistently". Although lowest mean score, it has 46.8%% and 16.9% agree with it, and only 5.5% and 6.0% respondents disagree with it.

Table 4.8 Quality Value

Statement	Strongly Disagree			Strongly Agree			
	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Rank
This luxury brand has good workmanship	1.0	2.5	24.4	39.3	32.8	4.00	1
This luxury brand would last a long time	1.0	7.0	23.4	40.3	28.4	3.88	2
This luxury brand has an acceptable standard of quality	4.5	4.5	18.9	45.8	26.4	3.85	3
This luxury brand is well made	4.5	5.0	20.9	45.3	24.4	3.80	4
This luxury brand has consistent quality	4.5	6.0	21.9	43.3	24.4	3.77	5
This luxury brand would perform consistently	5.5	6.0	25.9	46.8	15.9	3.62	6

4.1.2.5 Price

Price is a common indicator for quality, from table 4.9, the highest 3.65 mean squared statement is "The price of a product is a good indicator of its quality", with 46.8% and 16.9% agree with the statement. The lowest mean value of 3.47, there are 40.8% and 13.9% agree with it which dominate quite high percentage of it.

Table 4.9 Price Value

Statement	Strongly Disagree			Strongly Agree			
	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Rank
The price of a product is a good indicator of its quality	4.0	8.0	24.4	46.8	16.9	3.65	1
You always have to pay a bit more for the best	4.5	9.0	28.9	43.3	14.4	3.54	2
Generally speaking, the higher the price of a product, the higher the quality	3.5	10.9	27.9	45.8	11.9	3.52	3
The old saying "you get what you pay for" is generally true	5.0	11.4	28.9	40.8	13.9	3.47	4

4.1.2.6 Purchase Intention

Table 4.10 shown the purchase intention of the respondents. All of the statement are more than average mean value, mean majority will consider to buy of their own perceived luxury products. The statement "My willingness to buy this luxury brand would be high if I were shopping for a luxury brand" mean value is 3.64 which is the highest mean value among others. It has 45.8% and 18.4% of respondents agree with it. The least mean value is 3.14 which is quite near neutral for the statement "If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high".

Table 4.10 Purchase Intention Value

Statement	Strongly Disagree			Strongly Agree			
	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	Rank
My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.	4.5	10.0	21.4	45.8	18.4	3.64	1
The probability I would consider buying this luxury brand is high.	5.5	9.0	22.9	45.3	17.4	3.60	2

_____

If I were going to purchase a luxury product, I would consider buying this brand.	5.0	11.9	35.3	36.8	10.9	3.37	3
If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	8.5	18.9	32.3	30.3	10.0	3.14	4

4.2 Scale Measurement

Table 4.11 is the result of the analysis, it shows the reliability coefficient for the independent variables and dependent variables mediate by price value toward quality value perception. All variables indicated in the table scored more than 70%; the least is 87% which scores very good. And the overall Cronbach's Alpha value is 0.945 as shown in the table 4.12. The value of Cronbach's Alpha for the constructs above the cut-off value (0.7) as recommended by Nunnally and Bernstein (1994).

Table 4.11 Cronbach's Alpha Reliability Analysis

	Cronbach's Alpha	**N of items**
Conspicuousness	0.905	6
Uniqueness	0.870	10
Hedonic	0.907	3
Quality	0.890	6
Price	0.936	4
Purchase Intention	0.865	4

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

4.3.1.1 Hypothesis 1

H1: There is a positive significant relationship between conspicuousness value perceptions and purchase intention on luxury products.

Table 4.12 Pearson Correlation Analysis (Conspicuousness value perceptions and purchase intention)

Correlations

		Conspicuousness Value perceptions	Purchase Intention on the luxury products
Conspicuousness Value perceptions	Pearson Correlation	1	.473**
	Sig. (2-tailed)		.000
	N	201	201
Purchase Intention on the luxury products	Pearson Correlation	.473**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

From the table 4.12 above shown that p=0.000 < 0.05, thus H1 is supported stating that conspicuousness value perceptions has a positive relationship on purchase intention on luxury products. It indicated that the conspicuousness of Pearson Correlation is 0.473 which indicates there is a positive relationship between conspicuousness value perceptions and purchase intention on luxury products.

4.3.1.2 Hypothesis 2

H2: There is a positive significant relationship between uniqueness value perceptions and purchase intention on luxury products

Table 4.13 Pearson Correlation Analysis (Uniqueness value perceptions and purchase intention)

Correlations

		Average Uniqueness perceptions	Purchase Intention on the luxury products
Uniqueness Value perceptions	Pearson Correlation	1	.424**
	Sig. (2-tailed)		.000
	N	201	201
Purchase Intention on the luxury products	Pearson Correlation	.424**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

From the table 4.13 above shown that p=0.000 < 0.05, thus H2 is supported stating that uniqueness value perceptions has a positive relationship on purchase intention on luxury products. It indicated that the uniqueness value perceptions of Pearson Correlation is 0.424 which indicates there is a positive relationship between uniqueness value perceptions and purchase intention on luxury products.

4.3.1.3 Hypothesis 3

H3: There is a positive significant relationship between hedonic value perceptions and purchase intention on luxury products.

Table 4.14 Pearson Correlation Analysis (Hedonic value perceptions and purchase intention)

Correlations

		Hedonic Value perceptions	Purchase Intention on the luxury products
Hedonic Value perceptions	Pearson Correlation	1	.589**
	Sig. (2-tailed)		.000
	N	201	201
Purchase Intention on the luxury products	Pearson Correlation	.589**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

From the table 4.14 above shown that p=0.000 < 0.05, thus H3 is supported stating that hedonic value perceptions has a positive relationship on purchase intention on luxury products. It indicated that the hedonic value perceptions of Pearson Correlation is 0.589 which indicates there is a positive relationship between hedonic value perceptions and purchase intention on luxury products.

4.3.1.4 Hypothesis 4

H4: There is a positive significant relationship between quality perceptions and price value perceptions.

Table 4.15 Pearson Correlation Analysis (Quality value perceptions and Price value perceptions)

Correlations

		Quality perceptions	Price perceptions
Quality perceptions	Pearson Correlation	1	.666**
	Sig. (2-tailed)		.000
	N	201	201
Price perceptions	Pearson Correlation	.666**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

From the table 4.15 above shown that p=0.000 < 0.05, thus H4 is supported stating that quality value perceptions has a positive relationship on price value perceptions. It indicated that the quality value perceptions of Pearson Correlation is 0.666 which indicates there is a positive relationship between quality value perceptions and price value perceptions.

4.3.1.5 Hypothesis 5

H5: There is a positive significant relationship between pricing of luxury products and purchase intention on luxury products.

Table 4.16 Pearson Correlation Analysis (Price value perceptions and purchase intention)

Correlations

		Pricing of luxury products	Purchase Intention on the luxury products
Pricing of luxury products	Pearson Correlation	1	.663**
	Sig. (2-tailed)		.000
	N	201	201
Purchase Intention on the luxury products	Pearson Correlation	.663**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

From the table 4.16 above shown that p=0.000 < 0.05, thus H5 is supported stating that pricing of luxury products has a positive relationship on purchase intention on luxury products. It indicated that the price value perceptions of Pearson Correlation is 0.663 which indicates there is a positive relationship between price value perceptions of luxury products and purchase intention on luxury products.

4.3.1.6 Hypothesis 6

H6: There is a positive relationship between quality value perceptions of luxury products and purchase intention on luxury products.

Table 4.17 Pearson Correlation Analysis (Quality value perceptions and purchase intention)

Correlations

		Average Quality Value	Average Purchase Intention Value
Average Quality Value	Pearson Correlation	1	.665**
	Sig. (2-tailed)		.000
	N	201	201
Average Purchase Intention Value	Pearson Correlation	.665**	1
	Sig. (2-tailed)	.000	
	N	201	201

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

From the table 4.17 above shown that p=0.000 < 0.05, thus H6 is supported stating that quality value perceptions of luxury products has a positive relationship on purchase intention on luxury products. It indicated that the quality value perceptions of Pearson Correlation is 0.665 which indicates there is a positive relationship between quality value perceptions of luxury products and purchase intention on luxury products.

4.4 Multiple Regression Analysis

Table 4.18 Model Summary of independent variable and value perceptions toward luxury products

Model					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.719^a	.516	.507	.62012	.516	52.319	4	196	.000

a) Predictors: (Constant), Conspicuousness Value Perceptions, Uniqueness Value Perceptions, Hedonic Value Perceptions, Price Value Perceptions

b) Dependent Variable: Purchase Intention of Luxury Products

Table 4.19 ANOVA of independent variable and value perceptions toward luxury products

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.476	4	20.119	52.319	.000[a]
	Residual	75.371	196	.385		
	Total	155.848	200			

a. Predictors: (Constant), Conspicuousness Value Perceptions, Uniqueness Value Perceptions, Hedonic Value Perceptions, Price Value Perceptions

b. Dependent Variable: Purchase Intention of Luxury Products

Table 4.20 Coefficients of independent variable and value perceptions toward luxury products

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.169	.233		-.723	.471
	Average Conspicuousness Value	-.055	.062	-.061	-.882	.379
	Average Uniqueness Value	.296	.062	.262	4.793	.000
	Average Hedonic Value	.075	.063	.089	1.189	.236
	Average Price Value	.284	.066	.292	4.304	.000
	Average Quality Value	.449	.073	.400	6.132	.000

a. Dependent Variable: Average Purchase Intention Value

From table 4.18, the R value is equal to 0.719 which indicates that there is a strong relationship between the dependent variable (purchase intentions of luxury products) and independent variables (conspicuousness value perceptions, uniqueness value perceptions, hedonic perceptions, and price value perceptions). Therefore it could be concluded that these independent variables have directly influence the purchase intentions of luxury products.

From table 4.20, it shows that the significant value is p<0.000, which is less than 0.05 for uniqueness value perceptions, quality value perceptions, and price value perceptions. Thus, the hypothesis 2, hypothesis 5 and hypothesis 6 is accepted. It indicates uniqueness value perceptions, price value perceptions, and quality value perceptions have significant contributed to the purchase intentions of luxury products.

Based on the result in table 4.20, not all independent variables are statistically at the significant level (p<0.05). Conspicuousness value perceptions (p=0.379) is insignificant contributed to the purchase intention of luxury products. Hedonic value perceptions (p=0.236) is insignificant contributed to the purchase intention of luxury products.

Therefore, uniqueness value perceptions, price value perceptions, and quality value perceptions contribute to Malaysian consumers' intention to purchase luxury products.

A standardized coefficient (B) for conspicuousness value perceptions is -0.061, uniqueness value perceptions is 0.262, hedonic value perceptions is 0.089, price value perceptions is 0.292, and quality value perceptions is 0.400.

Finally, the multiple regression equation can be summarized in the equation shown below:

$$Y = A + B^1X^1 + B^2X^2 + B^3X^3 + B^4X^4$$

Where:

Y = Purchase intentions of luxury products

A = constant; the value of Y when all X value are zero

X^1/ X^2/ X^3/ X^4/ X^5 = Dimensions of purchase intentions of luxury products

* = Insignificant

B^1 = Conspicuousness value perceptions

B^2 = Uniqueness value perceptions

B^3 = Hedonic value perceptions

B^4 = Price value perceptions

B^5 = Quality value perceptions

_____

Thus, the multiple regression equation is:

$$Y = -0.169 - 0.055X1^* + 0.296X2 + 0.075X3^* + 0.284X4 + 0.449X5$$

4.5 Simple Regression

Table 4.21 Model Summary of quality value perceptions and price value perceptions

Model					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.666[a]	.444	.441	.67994	.444	158.645	1	199	.000

c) Predictors: (Constant), Quality Value Perceptions

d) Dependent Variable: Price Value Perceptions

Table 4.22 ANOVA of quality value perceptions and price value perceptions

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.345	1	73.345	158.645	.000[a]
	Residual	92.002	199	.462		
	Total	165.347	200			

a) Predictors: (Constant), Quality Value Perceptions

b) Dependent Variable: Price Value Perceptions

Table 4.23 Coefficients of quality value perceptions and price value perceptions

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.602	.238		2.525	.012
	Average Quality Value	.770	.061	.666	12.595	.000

a. Dependent Variable: Price Value Perceptions

Based on table 4.21, it has shown that the significant value of 0.000 which is less than 0.05. The R square is equal to 0.444 in table 4.21 which means that 44.4% of the price value perceptions can be explained via quality value perceptions.

The contribution of quality value perceptions toward price value perceptions carries the beta value of 0.666. Using to this value, the simple linear regression equation will be as following:

$$Y = 0.602 + 0.77X1$$

Where:

Y = Price value perceptions

X1 = Quality value perceptions

Thus, the hypothesis 4 is accepted. It indicates that quality value perceptions do contributes to price value perceptions.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter basically concludes the research outcomes, and to show that the research objectives were met. Summary of statistical analysis, discussions of major findings, implications of the study, limitation of the study, recommendations for future research and conclusion of the entire study will be covered in this chapter too.

5.2 Demographic of the respondents

From the analysis of the demographic of respondents in previous chapter, the distribution of male and female is quite balance; male respondents contribute 48.8% and female respondents contribute 51.2%. The largest age group of the respondents falls between age 30-34 years and the minority are from age group 46-49 years as it only have 1.5%.

5.3 Scale Measurement (Reliability Analysis)

For reliability analysis, the coefficient of Cronbach's Alpha is used to test the reliability of the 29 items. Among the five independent variables, Hedonic value perceptions has the highest value of 0.907, and the lowest is Uniqueness value perceptions; 0.87. For the mediator; Price value perception has value of 0.936. Lastly purchase intention has value of 0.865.

5.4 Pearson Correlation

This analysis is used to measure the association between one independent variables with one mediator, five independent variables with dependent variable and mediator with dependent variable. Refer to section 4.3.1, the results shows that conspicuousness value perceptions, uniqueness value perceptions, hedonic value

perceptions, quality value perceptions, and price value perceptions are significantly correlated with purchase intention of luxury products. Also, quality value perceptions are correlated with price value perceptions, which thus correlated to purchase intention of luxury products.

Quality value perception has the strongest association with purchase intention of luxury products with r = 0.665 at p < 0.01. While, uniqueness value perception has the weakest association with purchase intention of luxury products with r = 0.424 at p < 0.01. Whereas conspicuousness value perception significantly correlated with purchase intention of luxury products with r = 0.473 at p < 0.01, hedonic value perceptions correlated with purchase intention of luxury products with r = 0.589 at p < 0.01, price value perceptions correlated with purchase intention of luxury products with r = 0.663 at p < 0.01, and quality value perceptions correlated with price value perceptions with r = 0.666 at p < 0.01.

Table 5.1 Summary of Pearson Correlation

		Conspicuousness	**uniqueness**	**hedonic**	**quality**	**price**
Purchase intention of luxury products	Pearson correlation	.473**	.424**	.589**	.665**	.663**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	201	201	201	201	201

		Quality
Price value perception	Pearson correlation	.666**
	Sig. (2-tailed)	.000
	N	201

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

_____

5.5 Multiple Regression

Based on table 4.20, only three independent variables are positively related towards purchase intention of luxury products where $P < 0.05$. Whereas two independent variables having $P > 0.05$. Therefore, uniqueness value perception, price value perception, and quality value perception have significant impact on purchase intention of luxury products, whereas conspicuousness value perception and hedonic value perception does not have significant impact on purchase intention of luxury products.

Referring to the table, the equation formulated as follows:

$$\text{Purchase intentions} = -0.169 - 0.055 \text{ Conspicuousness}^* + 0.296 \text{ Uniqueness}$$
$$+ 0.075 \text{ Hedonic}^* + 0.284 \text{ Price} + 0.449 \text{ Quality}$$

* = Insignificant

Based on table 4.20, quality value perception has the strongest antecedent in affecting purchase intention of luxury products which is 0.400 standardized beta coefficient value. On the other hand, conspicuousness value perception has the lowest antecedent in affecting purchase intention of luxury products which is -0.061 standardized beta coefficient value.

Under the test on strength of relationship in this research, is has form the output below:

R	0.771
R Square	0.595
Adjusted R Square	0.584

The multiple regression model had a coefficient of determinants R Square of 0.595 which shows that 59.5% of variance in purchase intention of luxury products has been significantly explained via the five independent variables.

5.6 Simple Linear Regression

Based on table 4.23, quality value perception are positively related to price value perception where $P < 0.05$.

Referring to the table, the equation formulated as follows:

Price value perceptions = 0.602 + 0.77 Quality value perceptions

Under the test on strength of relationship in this research, it has form the output below:

R	0.666
R Square	0.444
Adjusted R Square	0.441

The linear regression model had a coefficient of determinants of R Square of 0.444 which shows that 44.4% variance in price value perception is significantly explained by the quality value perception.

5.7 Discussion of Major Findings

Table 5.2 Summary for the hypotheses

Hypothesis	Standardized Coefficient Beta	
H1: There is a positive significant relationship between conspicuousness value perceptions and purchase intention on luxury products.	B = -0.061 P = 0.379	**Not Supported**
H2: There is a positive significant relationship between uniqueness value perceptions and purchase intention on luxury products	B = 0.262 P = 0.000	**Supported**

H3: There is a positive significant relationship between hedonic value perceptions and purchase intention on luxury products.	B = 0.089 P = 0.236	**Not Supported**
H4: There is a positive significant relationship between quality value perceptions and price value perceptions.	B = 0.666 P = 0.000	**Supported**
H5: There is a positive significant relationship between price value perceptions of luxury products and purchase intention on luxury products.	B = 0.292 P = 0.000	**Supported**
H6: There is a positive significant relationship between quality value perceptions of luxury products and purchase intention on luxury products.	B = 0.400 P = 0.000	**Supported**

Hypothesis 1: *There is a positive significant relationship between conspicuousness value perceptions and purchase intention on luxury products.*

In this research, the relationship between conspicuousness value perception toward purchase intention of luxury products negatively related and insignificant with the significant value of 0.379 (p>0.05) and the (B) value between is -0.061. The result prove that hypothesis 1 is not supported, it could be due to the reason that Malaysians being more pragmatic than solely conspicuous in their spending.

Hypothesis 2: *There is a positive significant relationship between uniqueness value perceptions and purchase intention on luxury products.*

In this research, the relationship between uniqueness value perception toward purchase intention of luxury products positively related when the significant value of 0.000 (p<0.05) and the (B) value between is 0.262. Need for uniqueness as an

individual characteristic is a kind of self-expression attitude towards luxury products, and thus contributing to purchase intention (Miremadi, 2011). The perceived rareness of the luxury product enhances consumers' demand for it (Hanzaee, 2013).

Hypothesis 3: *There is a positive significant relationship between hedonic value perceptions and purchase intention on luxury products.*

In this research, the relationship between hedonic value perception toward purchase intention of luxury products positively related but insignificant with the significant value of 0.236 (p > 0.05) and the (B) value between is 0.089. The result shows that hypothesis 3 is not supported, perhaps due to the reason that having luxury products that pleasure them does not become the main reason of their purchase intention as mentioned in hypothesis 1 that consumers are more pragmatic in their luxury purchases.

Hypothesis 4: *There is a positive significant relationship between quality perceptions and price value perceptions.*

In this research, the relationship between quality value perception toward price value perception positively related when the significant value of 0.000 (p<0.05) and the (B) value between is 0.666. It is normal to assumed that those who buy luxury products do not care about price tag. However it is not necessary the case especially when we lump premium brands in as part of the luxury brands. Within the luxuries market itself, pricing could affect how customer infer its quality, be it service quality, or product quality.

High pricing identified as an essential element in describing a luxury good. Usually the consumers that view price as indicator often consider the durability, quality and assurance of a well-made product too (Amatulli, 2010). Price is a heuristic cue and are more readily observable than quality and customer do not always remember the actual price, they encode it in a meaningful way (Lien, 2015).

_____

Research has found out in a wine taste testing experiments that price and country of origin is an important contributions to the perceptions of wine's quality rather than the taste itself (Veale, 2009). The contributors like price and country origin is an external cues which can be modified without changing the product's attribute or intrinsic cues that are usually unimportant to customers (Veale, 2009). The more luxury the brand, the more perceived price value it gets (Lien, 2015).

Hypothesis 5: *There is a positive significant relationship between price value perception of luxury products and purchase intention on luxury products.*

In this research, the relationship between price value perception toward purchase intention of luxury products positively related when the significant value of 0.000 (p<0.05) and the (B) value between is 0.292. Customers in this category tends to spend on a single long lasting luxury goods than on several lower-priced luxury good (Miremadi, 2011).

Hypothesis 6: *There is a positive significant relationship between quality value perceptions of luxury products and purchase intention on luxury products.*

In this research, the relationship between price value perception toward purchase intention of luxury products positively related when the significant value of 0.000 (p<0.05) and the (B) value between is 0.400. It is obviously that luxury often link to high quality with prestige craftsmanship, therefore it is not surprising that this hypothesis is supported.

5.8 Implication of research

In a dynamic market environment and different economic, political and educational environments in luxury businesses, emerging markets in Asia shows enormous growth rates in this sector. However to replicate and standardized the luxury lifestyle from the west to the east need a country-specific marketing approach to adapt to

cultural differences. So the marketing approach should have a balance between its exclusivity, uniqueness and satisfy appetite of different group of consumers without over expose them. So, in this case multifaceted values perceptions were discussed in this paper does help on the drafting of marketing approach. For example, knowing that conspicuousness and hedonic value perceptions does not signify the consumers' purchase intention, the industry could instead focus improvements on its uniqueness, quality, and price at least for Malaysian market. It could have similar results if this study were to be applied on other Islamic countries which need further studies in future.

5.9 Limitation of Study

There are three limitations in this research. First, this study focuses on only five independent variables with one mediator variable. So it might not applicable if were to apply the same to other countries.

Second, since this study is a quantitative type of study, the results produced cannot be extended to the entire population of Malaysia. Further studies could apply the same methodology in other luxury sectors in a broader wide ranging perspectives, for example: purchasing luxury through online.

Third, except for the five antecedents of purchase intention, other important values or other possible determinants could have affect the purchase intention. Other possible determinants such as technology adaption in luxury.

5.10 Recommendation of Future Research

Acknowledging the above limitations, for future research, we suggest a cross-cultural comparison to confirm the model effectiveness. In addition, examining the online purchase of the luxury goods will generate valuable information in understanding consumers' decisions. This is because luxury industry as also known as a digital "latecomer" as company move cautiously in the need to ensure sustainability and concern about diluting the brand's uniqueness when move onto e-commerce.

Furthermore, the scope of target respondents can be expanded to cover those technology savvy consumers as the rapidly evolving consumer profile and the changing buying desires had makes it critical for the companies to understand.

Nonetheless, factor like technology investments onto value creation for luxury industry could be future study as the increasing number of devices used by consumers to engage pre-purchase, during purchase, and after purchase process. Other than the value chain with technology adaption, the product itself with the technology adaption to make their consumers' lives easier is also one of the future possible study.

5.11 Conclusion

This study was to provide more information regarding how consumers in this luxury segment percept on the value of luxury goods and how it would affect their purchase intention. Variables as determinants of purchase intention included conspicuousness value, uniqueness value, hedonic value, price value, and quality value.

Nowadays, the competition are tough not only on normal branded goods industry, but on luxury industry too. This particular business require extensive knowledge on consumer behavior and how customers percept the values of luxury; otherwise retailers hard to withstand the competition of luxury goods.

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APPENDIXES

APPENDICES

Appendix A – Survey Questionnaire

APPENDIX A

Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)
MASTER OF BUSINESS ADMINISTRATION

Dear respondent,

Survey on the impact of Value Perceptions on Purchasing of Luxury Branded Products

I am a MBA student from University of Tunku Abdul Rahman (UTAR). I am conducting a research project on the topic of "The impact of Value Perceptions on Purchasing of Luxury Branded Products".

The respondent identity will keep anonymous and confidential. This survey contains only three sections, which should take no more than 15 minutes to complete. Your answer is very important for the further reference, hope you can answer without bias. Thank you for your precious time and participation in this survey. Your feedback is valuable to us.

Sincerely,

JC Lam

0126105382

jengcherng@gmail.com

SECTION ONE

Personal Background

INSTRUCTION: Please mark (√) at the relevant spaces next to the question in which the answers that are more applicable for you.

1.   Gender   [ ] Male   [ ] Female

2.   Age   [ ] 25 years and below   [ ] 40 – 45 years

                     [ ] 25 – 29 years   [ ] 46 – 49 years

                     [ ] 30 – 34 years   [ ] 50 years and above

                     [ ] 35 – 39 years

3.   Race   [ ] Malay   [ ] Others, please state

                     [ ] Chinese   _____

                     [ ] Indian

4.   Marital Status [ ] Married

                     [ ] Single

                     [ ] Divorced/ Widowed

5.   Education Level [ ] SPM   [ ] Master

                     [ ] STPM/ Certificate [ ] Others

                     [ ] Diploma

                     [ ] Degree

6.   Income Level   [ ] < RM 700   [ ] RM 3500 – RM 4000

                     [ ] RM 700 – RM 1000   [ ] RM 4500 – RM 5000

                     [ ] RM 1200 – RM 1800 [ ] > RM 5000

                     [ ] RM 2000 – RM 3000

Please state any luxury brand of your choice _____ (e.g: Gucci/ BMW/ Porsche/ Prada/ Rolex, etc…)

* Your stated luxury brand will be used to answer the following questions.

SECTION TWO

INSTRUCTION: *Please circle an answer, which you think best represent your stand by using the following scale:*

1. **Strongly disagree**
2. **Disagree**
3. **Neither disagree nor agree**
4. **Agree**
5. **Strongly agree**

Conspicuous value	**SD**	**D**	**N**	**A**	**SA**
This luxury brand reflects the kind of person I see myself to be.	1	2	3	4	5
This luxury brand helps me communicate my self-identity.	1	2	3	4	5
This luxury brand helps me express myself.	1	2	3	4	5
This luxury brand is a symbol of social status.	1	2	3	4	5
This luxury brand helps me fit into important social situations.	1	2	3	4	5
I like to be seen wearing this luxury brand.	1	2	3	4	5

Uniqueness value (creativity choice)	**SD**	**D**	**N**	**A**	**SA**
Often when buying apparel and accessories an important goal is to find the luxury brand that communicates my uniqueness.	1	2	3	4	5
I have sometimes purchase unusual brands or products to create a more distinctive personal image.	1	2	3	4	5
I look for one-of-a-kind products or brands so that I create a style that is all my own.	1	2	3	4	5
Uniqueness value (unpopular choice)	**SD**	**D**	**N**	**A**	**SA**

I often dress unconventionally even when it's likely to offend others	1	2	3	4	5
I enjoy challenging the common taste of people I know by buying something they wouldn't seem to accept.	1	2	3	4	5
If someone hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner.	1	2	3	4	5
Uniqueness value (similarity avoidance)	**SD**	**D**	**N**	**A**	**SA**
When products or brands I like become extremely popular, I lose interest in them.	1	2	3	4	5
When a product I own becomes popular among the general population, I begin using it less.	1	2	3	4	5
I dislike brands or products that are customarily purchased by everyone.	1	2	3	4	5
Products don't seem to hold much value for me when they are purchase regularly by everyone.	1	2	3	4	5

Hedonism value	**SD**	**D**	**N**	**A**	**SA**
This luxury brand would give me pleasure.	1	2	3	4	5
This luxury brand would make me feel good.	1	2	3	4	5
This luxury brand is one that I would enjoy	1	2	3	4	5

Quality value	**SD**	**D**	**N**	**A**	**SA**
This luxury brand has consistent quality	1	2	3	4	5
This luxury brand is well made	1	2	3	4	5
This luxury brand has an acceptable standard of quality	1	2	3	4	5
* This luxury brand has poor workmanship	1	2	3	4	5
* This luxury brand would *not* last a long time	1	2	3	4	5
This luxury brand would perform consistently	1	2	3	4	5

Price value	SD	D	N	A	SA
The price of a product is a good indicator of its quality	1	2	3	4	5
Generally speaking, the higher the price of a product, the higher the quality	1	2	3	4	5
You always have to pay a bit more for the best	1	2	3	4	5
The old saying "you get what you pay for" is generally true	1	2	3	4	5

SECTION THREE

INSTRUCTION: *Please circle an answer, which you think best represent your stand by using the following scale:*

1. **Strongly disagree**
2. **Disagree**
3. **Neither disagree nor agree**
4. **Agree**
5. **Strongly agree**

Purchase Intention	SD	D	N	A	SA
If I were going to purchase a luxury product, I would consider buying this brand.	1	2	3	4	5
If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	1	2	3	4	5
My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.	1	2	3	4	5
The probability I would consider buying this luxury brand is high.	1	2	3	4	5