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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

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

MASTER'S THESIS

Marah Mohammad Mahmoud ALWAHSH

Department of Business

Business Administration Program

OCTOBER , 2023

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APPROVAL PAGE

DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results which are not original to this thesis.

Marah Mohammad Mahmoud ALWAHSH

FOREWORD

I thank God almighty for his grace, made the difficulty easy, and enabled me to complete this academic stage, an achievement I once dreamed of attaining. I also dedicate this thesis to my mom and dad who were always there for me, praying to me and has never ceased to support me in every possible way, and to my sisters, brothers, and friends who were my best supporter. I would like to express my thanks and gratitude to all those who helped me accomplish this work and to overcome difficulties, especially Dr. Murat who honored me by accepting the supervision of my letter and making observations and suggestions that would enrich the scientific research of all professors at the Faculty of Business Administration. I would like also to thank Istanbul aydin university for giving me a Masters's degree in business administration.

October , 2023 Marah Mohammad Mahmoud ALWAHSH

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

ABSTRACT

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

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

of purchase intention provided valuable insights into the participants' likelihood and willingness to consider purchasing luxury products.

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

Keywords: Purchase intention, Luxury buy, Generations, Mentality

X, Y VE Z KUŞAKLARININ TÜRKIYE'DE LÜKS ÜRÜNLERIN SATIN ALMA NIYETINE İLİŞKİN KARŞILAŞTIRILMASI

ÖZET

Bu araştırma makalesi, X Kuşağı, Y Kuşağı ve Z Kuşağına odaklanarak, Türkiye'deki farklı kuşak grupları arasında lüks ürünleri satın alma niyetinin kapsamlı bir analizini incelemektedir. Çalışma, psikolojik faktörlerin derinlemesine anlaşılmasını sağlamayı amaçlamaktadır. Bu farklı kuşaksal segmentlerdeki satın alma niyetlerini şekillendiren. Karma yöntemler yaklaşımı kullanan araştırma, benzersiz olma ihtiyacı, kendini izleme davranışı, sosyal işlev tutumları, duygusal tutumlar ve satın alma niyeti dahil olmak üzere temel değişkenler arasındaki ilişkileri keşfetmek için yapılandırılmış bir çevrimiçi anket ve istatistiksel analiz yoluyla veri toplamayı birleştirir.

Veri toplamak için, çeşitli cinsiyetleri, yaşları ve eğitim geçmişlerini temsil eden farklı bir katılımcı örneğine dikkatlice tasarlanmış bir çevrimiçi anket uygulandı. Anket, katılımcıların lüks ürünlere yönelik tutum ve davranışlarını hedef alan bir dizi soru içeriyordu. Toplanan veriler, veri dağılımına kapsamlı bir genel bakış ve gözlemlenen modellere ve eğilimlere ilişkin içgörüler sağlamak için ortalamalar, standart sapmalar ve çarpıklık gibi tanımlayıcı istatistikler dahil olmak üzere titiz istatistiksel analize tabi tutuldu. Bu araştırmanın bulguları, Türkiye'deki farklı kuşak grupları arasında lüks ürünlere yönelik farklı düzeylerdeki tutum ve niyetlere ışık tutmaktadır. Özgünlük ihtiyacı değişkeninin analizi, katılımcıların benzersiz ve orijinal ürünler aramaya yönelik eğilimlerini ortaya koyarken, kendini izleme davranışının keşfi, bireylerin eylemlerinin ve izlenimlerinin ne ölçüde farkında olduklarını ortaya çıkardı. Sosyal işlev tutumlarının incelenmesi, katılımcıların lüks markaları sosyal statü ve kendini ifade etme sembolleri olarak algılamalarına ilişkin değerli bilgiler sunmuştur. Ek olarak, duygusal tutumların değerlendirilmesi, bireylerin lüks markalara karşı duygusal tepkilerini araştırdı. Son olarak, satın alma niyetinin araştırılması, katılımcıların lüks ürünleri satın almayı

düşünme olasılıkları ve isteklilikleri hakkında değerli bilgiler sağlamıştır.

Bu araştırmanın sonuçları, lüks mal pazarındaki tüketici davranışları ve tercihleri üzerine mevcut literatüre önemli ölçüde katkıda bulunmaktadır. Türkiye'de farklı kuşak segmentlerini hedefleyen pazarlamacılar ve perakendeciler, elde edilen bilgilerden yararlanarak her grubun benzersiz ihtiyaçlarını, tercihlerini ve motivasyonlarını daha iyi anlamalarını sağlayabilir. Ayrıca bulguların, lüks mallar sektöründeki tüketicilere ilgi duymayı ve onları cezbetmeyi amaçlayan stratejik pazarlama girişimleri, marka konumlandırma ve iletişim stratejileri için çıkarımları var. Bu araştırma değerli içgörüler sağlarken, sonraki çalışmalar Türkiye'deki lüks mal pazarında satın alma niyetini etkileyen marka imajı, sosyal etki ve kültürel yönler gibi ek faktörleri keşfedebilir. Araştırmanın kapsamını genişleterek, lüks sektördeki tüketici davranışına ilişkin daha kapsamlı bir anlayış elde edilebilir ve pazarlamacılara ve sektör profesyonellerine, tüketicilerin değişen talep ve tercihlerini karşılamak için etkili stratejiler geliştirmede yardımcı olunur.

Anahtar Kelimeler: Satın alma niyeti, Lüks satın alma, Nesiller, Zihniyet

TABLE OF CONTENTS

DECLARATION ..... **i**
FOREWORD ..... **ii**
ABSTRACT ..... **iii**
ÖZET ..... **v**
TABLE OF CONTENTS ..... **vii**
LIST OF ABBREVIATIONS ..... **ix**
LIST OF TABLES ..... **x**
LIST OF FIGURES ..... **xi**
I. INTRODUCTION **1**
A. Background 8
B. Purpose/Importance 9
C. Study Hypthesis 10
D. Conceptual Framework of Study 10
II. LITREATURE REVIEW **11**
A. Self Expression Attitude 16
B. Self Monitoring 18
C. Need For Uniqueness 21
1. Creative choice counter-conformity 25
2. Unpopular choice counter-conformity 25
3. Avoidance of similarity 26
D. Self Presentation Attitude 26
E. Affective Attitude 28
F. Purchase Intention 30
III. METHODOLOGY **33**
A. Research Strategy 33
B. Targeted Population 34
C. Sampling Population 34
D. Research Instruments 34

IV. RESULT ANALYSIS 35
A. Overview of Variables 36
1. Need for uniqueness 36
2. Need for self-monitoring 38
3. Need for social function attitudes 39
4. Need for affective attitude 41
5. Purchase intention 41
B. Descriptive Statistics 42
1. Mean 42
2. Standard Deviation 43
3. Skewness 44
C. Confirmatory Factor Analysis 45
D. Analysis Findingand Results 47
V. HYPOTHESIS ANALYSIS 50
A. Hypothesis 1: NFU Influences Self-Expression Attitude Toward Luxury Brands 50
B. Hypothesis 2: Self-Monitoring Has A Positive Influence On Self-Presentation Attitudes Toward Luxury Brands 51
C. Hypothesis 3: Self-Expression Attitude Toward Luxury Brands Has A Positive Influence On Affective Attitude 53
D. Hypothesis 4: Self-Expression Attitude Toward Luxury Brands Influences Purchase Intentions For Luxury Brands Positively 55
E. Hypothesis 5: Affective Attitude Has A Positive Impact On Purchase Intentions For Luxury Brands 57
F. Summary Analysis 59
VI. CONCLUSION 62
A. Limitations 70
B. Limitations 72
VII. REFERENCES 74
RESUME 87

LIST OF ABBREVIATIONS

AOS	: Avoidance of Similarity
BCG	: Boston Consulting Group
CCC	: Creative Choice Counter-Conformity
CNFU	: Consumer Need For Uniqueness
NFU	: Need For Uniqueness
SCC	: Self Concept Clarity
TPB	: Theory of Planned Behvaiour
UPC	: Unpopular Choice Counter Conformity
WOM	: Word of Mouth

LIST OF TABLES

Table 1. Mean..... 42
Table 2. Standard Deviation..... 43
Table 3. Skewness..... 44
Table 4. Confirmatory Factor Analysis..... 45
Table 5. Goodness of Fit Test for Confirmatory Factor Analysis 47
Table 6. OLS Model 1..... 48
Table 7. OLS Model 2..... 49
Table 8. OLS Model 3..... 49
Table 9. Summary of Analysis..... 60

LIST OF FIGURES

Figure 1. This theoretical framework was driven from the article of: (Bianand Forsythe, 2012) 10
Figure 2. NFU Influences Self-Expression Attitude Toward Luxury Brands 51
Figure 3. Self-Monitoring Has A Positive Influence On Self-Presentation Attitudes Toward Luxury Brands 53
Figure 4. Self-Expression Attitude Toward Luxury Brands Has A Positive Influence On Affective Attitude 55
Figure 5. Self-Expression Attitude Toward Luxury Brands Influences Purchase Intentions For Luxury Brands Positively 57
Figure 6. Affective Attitude Has A Positive Impact On Purchase Intentions For Luxury Brands 58

I. INTRODUCTION

The €1.17 trillion global luxury industry, which includes the €495 billion luxury car, €260 billion luxury goods, and €190 billion luxury hotel industries, generated revenues in 2018 (Arpizio, Levato, and et al., 2018). The whole market for luxury goods for people is projected to reach €290 billion by 2020 (Andersson and Shaw, 2019). Clothing, satchels, shoes, jewellery, watches, cosmetics, and alcoholic beverages are all included in the market for personal luxuries (Arpizio, Levato, and et al., 2018). Shoes and diamonds saw growth rates of 7% and 5%, respectively, followed by handbags and beauty care items, while menswear and high-end clothing experienced slower growth rates (Arpizio, Levato, and et al., 2018).

The needs and preferences of younger adult consumers in the rapidly changing retail sector are still unknown. Over 70% of all worldwide agreements for personal luxuries are between the ages of X and Y (Arpizio, Levato, and et al., 2018). People born between 1965 and 1997, often known as Age X, make up a smaller percentage of the population than Generation X and Age Y. However, according to a Bainand Co. research, Age X generally spent more than either Children of Post-War America or Age Y on individual extravagance items. As a result, the Age X enjoys quite impressive market purchasing power. By 2025, Age Y's share of estimated transaction revenues of €320–365 billions is anticipated to increase to 45% (Arpizio, Levato, and et al., 2018). Regarding the geographic distribution of the total market share for luxury goods, Europe continues to lead with 32%, followed by the Americas (31%), and Asia outside of Japan (24%). Ages X and Y in the US are therefore extremely capable objective market segments for an observational evaluation to advance our understanding of their purchase patterns for certain luxuries style products. According to a recent study, Ages X and Y, as opposed to older and younger Children of Post-War America, are essentially more involved with the use of opulent goods through the responsibility for a variety of item classifications, including clothing, shoes, handbags, small cowhide items, and gems (Kim, 2019).

How much private extravagance is spent at various price points, such as outright vs open extravagance, has not received much discussion (Walley, Custance, and et al., 2013). According to experts, this progressive genesis of the extravagance market plainly calls for a thorough study to understand how each target market processes and reacts to the various degrees of luxury brand goods (Walley, Custance, and et al., 2013). In the current review, the scientist examined the mental, emotional, and behavioural stances of current owners of individualised luxury goods to predict their reliability aim towards individualised luxury goods in the US in light of the sizable Ages X and Y buying force as reported in white papers and exchange distributions (Andersson and Shaw, 2019).

The expert also looked at the fundamental connections between these characteristics in order to provide more precise predictions regarding the future behaviours of owners of outright and open luxury goods. With the results of the flow study, the expert hopes to provide the luxury promoting and retail businesses with useful information about the relationships between customer discernment factors and conduct expectations towards the use of upscale products, as well as the differences and also similarities between two degrees of upscale product ownership (Andersson and Shaw, 2019).

Extravagance brands are becoming more well-known as a result of developing markets like China and India and the variety of procurement channels available, including the internet and mobile commerce centres (Kauppinen, Bj€ork, and et al., 2018). For instance, according to Boston Consulting Group (BCG), China's luxury market, which is projected to reach $173 billion annually by 2024, will account for 40% of the global luxury industry's earnings (Forbes, 2019). Customers are turning to more subtle premium markings that only those with extensive brand knowledge can instantly recognise as a result of the growing popularity of ostentatious goods (Berger and Ward, 2010). This phenomenon, which results from the prevalence of ostentatious goods and the rise of imitation luxury brands, is being driven by consumers who want to stand out from the crowd.

Recent research suggests that acquiring extravagance goods is unmistakably associated with obvious usage since extravagance organisations have significant areas of strength for a on conspicuous characteristics (Grotts and Widner Johnson, 2013). As a result, extremely materialistic customers are more likely to buy and show

pricey luxuries with a prominent brand name (Fitzmaurice, 2008). These findings seem to point to a more solid relationship between reality and ostentatious extravagance brands than cautious ones. But being realistic also means spending money on quality items rather than merely flashy ones (Sharda and Bhat, 2018). According to several studies (Kauppinen, Bj€ork, and et al., 2018), it is also linked to covert expenditure on luxuries, such as that of egotists. However, the information is not adequate to make any precise inferences. Furthermore, there is a lack of research that explains the precise brain processes involved when realism affects both covert and overt use of luxury goods.

To fill in this investigation gap, this study looks at the extravagant purchasing behaviour that caters to purchasers' selves in light of the expanded self hypothesis and represented self-finish hypothesis (Braun and Wicklund, 1989). This focus also describes how luxury customers make decisions that are aware of their own self-idea. According to one viewpoint, the mythical self-culmination hypothesis, which makes sense of the quest for the ideal version of oneself, justifies significant industrialism. Customers might purchase a well-known luxury brand as a way to express their status or personality However, the extended self-theory, which challenges the idea that one's personality is mirrored in their surroundings, provides an explanation for covert use. Customers express themselves by choosing a covert luxury brand to set themselves apart from the competition. Additionally, this study looks into the relationship between self-ideas and the purchasing behaviour associated with extravagance and finds that a variety of extravagance usage is controlled by both independent and connected self-idea circumstances. It demonstrates the independently determined factor behind why materialistic consumers favour extortionate brands (need for distinction for covert extortion and self-observing for overt extortion) and under what circumstances (directed intercession; self-checking people with reliant self-interpretation for prominent utilisation versus people looking for uniqueness with autonomous self-interpretation for covert utilisation) the propensity for extortionate brands is.

Utilisation is unmistakably defined as both the acquisition of recognisable goods for essential, direct utilitarian objectives and the acquisition of items with symbolic value that the consumer would use to express their expected personality (Bocock, 1997). It might be argued that this term specifically includes "extravagance

utilisation," which is when customers consciously choose to acquire extravagance items because of their exemplary value. It is challenging to determine whether there is an agreed-upon definition for extravagance and elegance items. However, it is usually logical to consider products in the category of luxuries as far as reputation, brand image, and things that are fascinating to customers and can be easily distinguished from other commodities with a somewhat high unit cost. However, the variance in the specific qualities that define extravagance from one customer to the next demonstrates how arbitrary the criteria for remembering an item for the extravagance items category are.

In the sophisticated society, where usage is communicated by images and life is viewed as an experience of consuming, pictures and images play a significant role in the customer's social character (Willis, 1991). In fact, Veblen's imagined usage hypothesis attempts to define the type of new buyer who uses images and visuals to influence their personality (Veblen, 2005). The individual is acknowledged as a libertine purchaser who tries to meet their social and social needs in addition to being a utilitarian purchaser who satisfies their actual needs in this utilisation approach, which depends on expressing, status, and detachment (Odabaşı, 2014). According to (Sombart, 1998), another academic who supports Veblen's comparative viewpoints, it handles every type of consuming activity the person has engaged in, with the exception of the termination of necessary precursors (Sombart, 1998). In order to promote extravagant products, the importance of the piece is emphasised rather than its practical benefits. This is true since the buyer's relationship to all products and brands that display their image and status serves as a representation of social class, prominence, and success. The majority of the time, wealthy luxury products that serve as flimsy objects of attraction are used to satisfy this requirement (Odabaşı, 2014). The text frequently links the origins of distinctiveness, uniqueness, and unavailability with the potential for excess. These methods to deal with representational, close to home, and delight usage are obtainable with this idea of extravagance (Miremadi, Fotoohi, and et al., 2011).

- who need to distinguish themselves from other citizens and need to project an exceptional individual image need status usage to position themselves as members of a culture and local community and partner opulent goods with representative and otherworldly satisfaction rather than advantage classifications (Tenekecioğlu, 2005).

These ideas and tactics demonstrate how people nowadays try to set themselves apart from others by elegancy, style, and prestige. Visuals, signals, and consumable dynamic exhibits serve as a visual representation of the idiosyncrasies of extravagant consumption that are addressed in these photographs through design and sociological position. Customers consider themselves as a small group of people who can afford luxuries products and relate to a certain section. When seen from the perspective of younger customers, luxury goods may be depicted as the tools that consumers use to establish prestige, boost confidence, and put themselves out there. In actuality, the target of this investigation was to determine how children's purchase objectives alter their behaviour towards extravagances. Business and marketing experts have recently realised the value of looking at consumer behaviour, particularly how young consumers behave and how they mature into adult consumers. In light of this, a study has been created to highlight the specific ways in which young college students are impacted by their parents' financial situation and educational success, as well as their own spending habits and money management strategies. Customers' use of opulent goods is influenced by a variety of factors, including their own personal, social, and financial traits as well as how they perceive the behaviour of the groups they want to belong to. According to (Alvandi, Fazli, and et al., 2013), the mental strain of their friends appears to be what motivates young people who need to stand out as members of a group or who need to demonstrate their reality within a particular group to consume luxury goods. This demonstrates that consumers outside of the wealthy and well-off are using opulent goods. Under peer pressure, less wealthy individuals and young people who value clarity also try to purchase opulent goods in order to just enjoy, fit in with a certain group or class, and receive recognition from their friends.

Instead of more affluent clients who are viewed as typical extravagance buyers, young buyers who may be classified as less wealthy would dress merchandise as the fastest and most accessible exemplification of extravagant use. Because of this, the review's main focus is on what children's perceptions of extravagance have meant for the creation of brands and products in the apparel business. Clothing style is one of the most well-known examples of extravagant expenditure because it puts the strongest and most consistent visual emphasis on individual uniqueness. Unlike other products, clothing items let young and less

wealthy customers experience the pleasures of using extravagance at costs that are almost equal to those of wealthy customers. Accordingly, the study sought to understand understudies' attitudes about opulent goods and the factors that influenced their choice of clothing.

Extravagance, according to (Quach and Thaichon, 2017), refers to pricey, outstanding goods of the highest calibre. Extravagance communicates social class by its originality and extraordinary nature (Becker, Wan-Lee, and et al., 2018). It satisfies the need for social differentiation that consumers have (Kastanakis and Balabanis, 2012). The Asia-Pacific area has had the greatest growth in extravagance expenditure globally, according to (Bian and Forsythe, 2012). According to (Bain and Company, 2018) analysis of the "Worldwide individual luxury goods market 2018 and then some," by 2022, luxury expenditure is anticipated to increase by 20-22% in China and 6-8% throughout the rest of Asia. According to past studies, the main influences on how much extravagance is used are mental and social aspects. While self-expression and self-show are key components of social determinants of extravagance use (Jin, Li, and et al., 2012), mental determinants of extravagance use focus on the need for self-assurance and self-fulfillment among extravagance buyers. Studies (Das and Jebarajakirthy, 2020) have identified influence, need for uniqueness, and vanity of appearance and accomplishment as some of these factors. Although research has identified mental and social factors that influence the purchase of luxury goods, it has only sometimes considered what a combination of mental and social factors entails for the utilisation of luxury goods. The absence of such impulses limits the ability to learn new information during training since mental and cultural factors both influence luxury purchase (Cottingham, 2016). When extravagance is studied as a distinct topic, it will become clear how people's inner fulfilment and cultural acceptance combined stimulate their interest in extravagance and advance knowledge on its use.

The global spread of innovation has been expedited by the coronavirus pandemic. Many mechanically advanced companies that were at that time stable, such those in the online commerce space (like Amazon), subsequently advanced much farther. However, it is believed that such organisations won't abuse their remarkable influence in favour of their customers. The literature on thoughtful private enterprise and the related concerns is still in its infancy. Another consequence

of the epidemic was that many patients modified their athletic preferences and chose to train in environments where social seclusion could be guaranteed. As a result, outdoor sports had a revival (Ratten, 2020).

It is important to distinguish between those partners when examining supportability in a web-based shopping environment because customers of different ages manage technology and the epidemic in different ways (Eger, Komárková, and et al., 2021) and have different qualities, which also influence their usage patterns (Lissitsa and Kol, 2016) and, consequently, their willingness to purchase (feasible) items (Pencarelli, Ali Taha, and et al., 2020). Given that research on cross-generational connections and sustainable ways of acting is now mostly limited (Yamane and Kaneko, 2021), the article suggests further studies to provide light on this topic, particularly by concentrating on Age Z and older individuals. In this way, we want to look at how Age Z (often referred to as "Zers") and Age X (sometimes referred to as "Xers") differ in terms of online shopping patterns for acceptable (outdoor) goods. Research on web-based buy decisions that take multiple points of view into account is especially important in the realm of supportable things since several studies have identified a lack of data as one of the primary motivations for deterring consumers from purchasing these controllable items (Littrell, Jin , and et al., 2005). By selecting the exact condition of an online purchasing environment, more information may simply be provided. An examination of the writing reveals that previous cross-generational research appears to have overlooked taking into account how a few concurrent effect elements affect online buying of practicable objects. This centre is essential since the epidemic significantly increased online shopping. Then, they contribute to the body of writing by responding to the test question and, in addition, by completing the gaps where the three components of manageability haven't been thoroughly investigated in accordance with internet business. They also continue to adhere to the research's hypotheses regarding the necessity of focusing on the space of practicable design for customers with various segment highlights (Sener, Bi, and et al., 2019) and the split of maintainability names into social and natural ones (Reimers and Hoffmann, 2019).

Client collaboration in online entertainment has become a major concern for professionals in the field all around the world. Without brand experts, an item's reputation and image may now be instantly created or destroyed. On any virtual

entertainment platform, users may instantly update their status to share their shopping stories and suggest their most recent purchases to other users (Forbes and Vespol, 2013). This poses both challenges and opportunities for current endeavours. Online entertainment offers a form of electronic verbal (thus, e-WOM) activity that facilitates sharing of feelings, propensities, interests, and disclosures with other organisation clients by giving purchaser access to disseminating connections and photographs. Because supporters and evaluation pioneers spread the concepts through virtual entertainment, they are capable of serving as e-WOM (Zhaveri, 2013). The influence of virtual entertainment has been discussed in ongoing logical literature, although there are still many irksome problems with it. Recent studies by (Zhaveri, 2013) demonstrate how virtual entertainment may affect consumer behaviour. The majority of analysts concur that virtual entertainment platforms encourage users to share their experiences and recommend products to friends, family members, or other users who have similar interests (Gunawan and Huang, 2015); however, it is still unclear how various customer segments evaluate recommendations for online entertainment.

The concept of ages gives a broad social perspective rather than focusing only on the buyer (Pendergast, 2009). It complements current criteria of comprehending gatherings rather than competing with them by outlining how social atmosphere encourages the formation of a few uniform traits among ages (Pendergast, 2009). By using generational companions, marketing communications may be made natural and engaging for the audience, increasing the likelihood that products and improvements will be communicated effectively (Meredith and Schewe, 2002).

A. Background

According to (Roberts, 2010), total sales of high-end apparel, accessories, watches, and other items are expected to reach 170 billion Euros ($236 billion) in 2009. All deals on consumer goods include a sizable portion of luxury brands. The industrialised nations in the West have been replaced by the "new rich" markets in the East as the primary consumers of opulence goods (Sherman, 2009). However, there are stark differences between the elements that influence extravagant brand-buy behaviour in individualistic and collectivist societies. Given that a thorough understanding of the factors that influence consumers to buy luxury brands is

expected to illuminate showcasing systems for global luxury brands, it is crucial to understand how customers' fundamental motivations to buy extravagance brands vary by culture and what represents those distinctions.

The majority of research on social correlation is limited to examining how social differences affect consumers' desire to buy luxuries goods (Li and Su , 2007); (Wong and Ahuvia , 1998). The ebb and flow focus on examines how consumers from Eastern and Western societies' demands for uniqueness, self-observation, mentalities towards social capability, and full of feeling perspectives impact their goals to purchase upscale brands in response to (Wilcox , Kim , and et al., 2009) call for research on the communication between disposition and social character both within and across societies. The United States and China, two important markets for upscale goods, provide as independent examples of both individualistic and collectivist nations. Accordingly, there may be significant differences between these two countries in the reasons why people choose to buy upscale goods.

By examining various contrasts in consumers' hidden motivations for purchasing upscale brands, this study contributes to the body of knowledge on the requirements for uniqueness, self-checking, socialfunctional perspectives, and full of feeling demeanour on buyers' buy goals in two different societies (collectivist versus nonconformist). Research that demonstrates how certain mentalities affect behaviour and influence others is consistent with the utilitarian theory of behaviour. Additionally, this study demonstrates how emotions are closely related to fundamental beliefs and play a significant role in the advancement of procurement expectations. The findings extend past research and hypothesis-building by looking at how different civilizations' aspirations for luxury brand purchases vary. Furthermore, both locally and internationally, these discoveries have a significant impact on the marking practises of luxury brands. By observing the fundamental purchase considerations that consumers in each market group have, advertisers can make the most of their promotional efforts.

B. Purpose/Importance

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

to study and evaluate the consumption and purchase intention level of consumers of luxury products residing in Turkiye.

C. Study Hypthesis

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

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

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

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

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

D. Conceptual Framework of Study

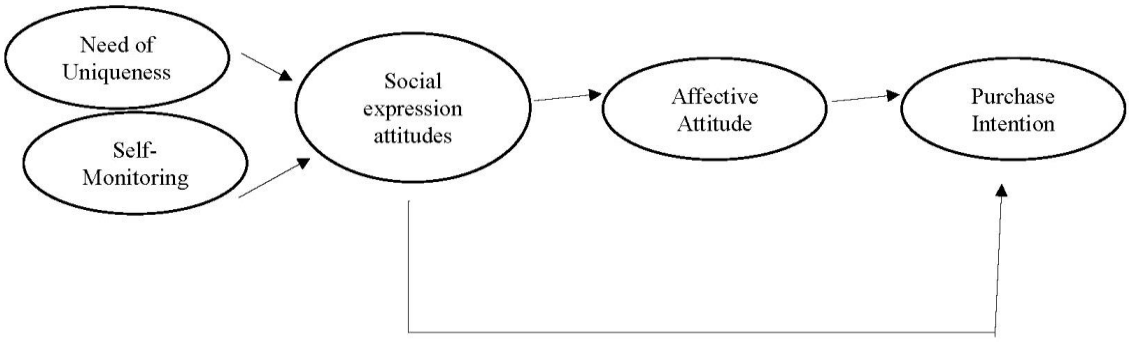

Figure 1. This theoretical framework was driven from the article of: (Bian and Forsythe, 2012)

II. LITREATURE REVIEW

Numerous important aspects, including as opulence brand-self congruity, perceived utilitarian and gluttonous features, gathering affinity, and repurchase objectives, have been identified as major drivers of client behaviour with regard to individual use of opulent goods in previous research. Customers choose a brand that is consistent with their mental image of themselves, which supports the brand congruency theory. Brand-self congruity is the relationship between the image of a brand and how people see themselves (Sirgy, Lee, and et al., 2008). In an effort to persuade consumers to have more favourable brand perceptions, ideal assessments of the advertised product (Liu, Li, and et al., 2012), brand dependability (Liu, Li, and et al., 2012), and purchase expectations towards the brand (Sirgy, Lee, and et al., 2008), numerous studies have looked into brand-self congruity. In a recent study of upscale brands for fashion item classes, researchers found that self-congruity significantly affected consumers' loyalty to the superior brand (Kim, 2019).

In order to build strong relationships with their customers, brand advertisers work to instill a sense of brand commitment in them (Sirgy, Lee, and et al., 2008). A loyal customer consistently buys products from a comparable brand (Kim, 2019). According to the Worth Social Goal model (Wiedmann, Behrens, and et al., 2014), a positive brand/product perception among current and potential customers is thought to significantly influence motivating brand loyalty. For instance, (Liu, Li, and et al., 2012) analysis of the watch and sunglasses item classes of individual opulence goods revealed that self-congruity of the opulent brand effectively predicted Australian customers' affinity to the opulent brand goods. An earlier study that looked at how American consumers behaved discovered that the buyer's desire to acquire luxury brand goods is primarily and favourably impacted by the consistency between the better brand and the buyer's mental self-portrait (Giovannini, Xu, and et al., 2015). Numerous studies have provided conclusive evidence that seeming value has a significant influence on how customers behave in terms of brand loyalty (Petrick, 2002).

Even though the personal luxury market represents a sizable portion of the overall luxury market (Arpizio, Levato, and et al., 2018), little is known regarding collecting patterns or loyalty intents towards personal luxury items, particularly when comparing different degrees of luxury products. Beyond their basic requirements, consumers are interested in owning things for their aesthetic value and entertainment (Belk, 1995). Belk and his associates stressed that the practise of collecting entails accumulating a number of connected items through a selection process over an extended period of time (Belk, 1995). This concept is comparable to , who highlighted the durable nature of the collecting behaviour. Every individual consumer accords their acquired goods or assets a surprising importance, as written, which prompts them to question whether they are actually a part of that property. According to earlier studies, knowledge on the ideal items is needed for productive collecting, including connoisseurship, grant, protection, judgement, profound responses, speculation contemplations, and expressiveness of such behaviour (Subkowski, 2006).

Experts and trade consultancy firms have requested information about the specific target market within the market for luxury goods for individuals (Alleres, 1990). According to the perspective of UK consumers, researchers discovered that the potential of extravagance has altered through time (Michman and Mazze, 2006). They claimed that it is essential to expand the conceptualization of extravagance by including masstige components because of the rapidly changing shopper socioeconomics (e.g., increased abundance among the working class), the expansion of luxury brands, and the wide range of prices (e.g., increased openness of entry level luxury products through spin-off/dissemination names) (Belk, 1995). The two expanding stages they identified for the luxury sector are outright extravagance and accessible extravagance (Walley, Custance, and et al., 2013). According to their argument, open brands target customers from the working class whereas unabashed opulence businesses target the wealthy by appealing to the common perception of opulence (Walley, Custance, and et al., 2013).

The expectations of consumers towards personal luxuries are not sufficiently understood across generations. In particular, although having a smaller population than Age Y, the general comprehension of this age has not been comparable to that of the Age X region, which has demonstrated the highest total spending. For

instance, a recent study by (Kim, 2019) examined the psychological, interpersonal, and social reactions of four age groups — the older and younger Gen X-ers, Age X, and recent college graduates — to goods from luxury companies. According to a recent study, there were significant group mean differences across the four generational partners in terms of the number of item categories of luxury brand products that each age had (Kim, 2019). Her research produced important information about the similarities and differences among customers at the level of the individual factors, but it fell short of providing a thorough understanding of how the various examination developments interacted to provide an exhaustive picture of what the customers' value insights meant for their gathering and reliability conduct.

According to the analyst, no experimental study has compared owners of open luxury goods with those of outright luxury goods to develop showcasing and selling strategies for the individual luxury goods company. No experimental study has looked at the relationships between consumers' self-congruity with upscale brands, their perception of the gastronomic and practical value of upscale brand insight, or their propensity to predict their steadfast goals towards upscale brand merchandise based on observational data gathered from the real owners of upscale goods at the two progressive degrees of outright versus open extravagance.

"Pomposity" is derived from the Latin word "ostentio," which means to exhibit anything ostentatiously and obstinately. Flashy expenditure is crucial for those who are concerned about status and favourable representation (Vigneron and Johnson, 2004). Customers of opulence goods try to pique others' interest by eating highly recognisable items (Dubois, Czellar, and et al., 2005). Customers are far more motivated to spend money since our culture places so much emphasis on the mental self-portrait. This tendency is seen in advanced societies, but it is also commonly seen in the "majority" (Chaudhuri and Majumdar, 2006). Today, we can confidently state that the Web and online entertainment have contributed to the increased accessibility of extravagance. They can also reasonably anticipate that the usage of the Web and the growth of virtual entertainment are socialisation processes, with the ability of evident utilisation serving as the importance. Both prominent luxury product expenditure and online interpersonal organisation activity can be used to fulfil the task of social depiction. Given that business writing demonstrates that consumers in developing business sectors give their extravagance spending social

significance (Liu, Li, and et al., 2012), the investigation of the securing and public presentation of upscale goods in many developing economies is of exceptional importance (Kumar and Paul, 2018).

According to (Shukla and Rosendo-Rios, 2021), who base their argument on the network impact theory, the use of luxuries items is influenced by what other members of the organisation purchase. Additionally, they emphasise the importance of social connections and the enormous influences that reference groups have on the purchase of opulence goods. The showoff inspiration (tendency towards selectiveness), fad inspiration (tendency towards similarity and impersonation), and Veblen inspiration (pomposity) are all remembered for the representative inspirations, and the creators guarantee that when supported by the organisation impacts, these emblematic inspirations will effectively affect opulence buy expectations . Social networks in this sense are instruments that assure great public exposure, giving purchasers of luxury goods the chance to amaze other consumers by showcasing their resources, preferences, and taste in premium companies. This could demonstrate how well-suited social media, the Internet, and premium companies are to one other. The uniqueness value, often known as the snob effect, is the concept that customers are more likely to purchase and utilise a product or service if they believe it to be rare, exclusive, or costly (Vigneron and Johnson, 2004) and that it is not being used by others.

The urge of customers to emulate the lives of rich consumers and set themselves apart from the lifestyles of the poor is the foundation of the bandwagon effect, or sense of social worth (Vigneron and Johnson, 2004). They purchase luxury goods that resemble those made by rich customers because they believe that premium brands may improve their sense of self. Consumers may believe that luxury brands are superior to non-luxury products if they are affected by the luxury's quality component. The quality guarantee connected to luxury goods was an explanatory component of customers' purchase intentions in the study by (Tsai, 2005). Focuses on using opulence items include the possibility that these things can provide unique, immaterial advantages. According to (Dubois, Czellar, and et al., 2005), the close to home estimation was a crucial component of the seeming usefulness obtained by opulence items. The assessment by customers of a prominent brand's usefulness was described by (Vigneron and Johnson, 2004) as depraved value (extravagance goods

are a subset of an item class intended to elevate consumer status).

For a long time, luxury goods manufacturers have been hesitant to use the Web as a delivery route (Kluge and Fassnacht, 2015). The hesitation is a result of concerns that the use of sophisticated tools may diminish consumers' tactile experiences with upscale brands and that the widespread accessibility of the internet anywhere, at any time, may reduce the perception of scarcity and the apparent value of upscale goods (Kapferer and Bastien, 2012). According to (Roper, Caruana, and et al., 2013), the traditional significance of opulence brands as a symbol of status is waning as a result of their increased transparency and openness. The "Web Situation" (Kapferer and Bastien, 2012) or the (Schwedt, Chevalier, and et al., 2012) were terms used to highlight the conflict between the Web and extravagance organisations. Rolls-Royce, Ferrari, Louis Vuitton, Prada, Tiffany, and Cartier are just a few of the companies that have successfully navigated the Web Problem, which is the challenge of preserving their brands' notoriety, close client relationships, and selective environments while integrating innovation into their operations more and more (Baker, Ashill, and et al., 2018). Organisations are concerned with how to take use of the Web's omnipresence while maintaining their high status and quality of selectiveness and growing their internet-based presence (Chandon, Laurent, and et al., 2016).

People may communicate and exchange information about businesses and products more easily thanks to e-commerce sites (Muntinga, Moorman, and et al., 2011). Customers can obtain information from virtual entertainment through the typical limited time mix that they perceive to be more reliable than that which they could acquire through organisation regulated data sources (Mangold and Faulds, 2009).

Virtual entertainment has proven to be a successful medium for communicating with luxury brands, fundamentally changing the ways in which brand messages are created, distributed, and acquired as well as shifting power and control away from advertisers and towards the associations and messages created by consumers (Phan, Thomas, and et al., 2011).

Younger consumers are frequently more brand aware but less brand loyal (Little, 2012), whereas older consumers choose to purchase more reputable brands . According to (Hashim, Abdullah, and et al., 2019), millennial buyers are also

suggested to have higher levels of confidence. They choose well-known, premium products, especially those that come from outside, in an effort to gain social acceptance. Recent college graduates are also a group of buyers that heavily rely on their friends when choosing what to buy. (Chadha and Husband , 2006) define luxury clothing as excellent, sharp things offered by alleged luxury companies.

The context provided by fashion goods is ideal for analysing millennial attitudes about opulence businesses and their purchasing objectives. Since style apparel is seen to be a particularly excellent means of self-expression, new college graduates consider ownership of extravagance marked clothing as a crucial status indicator (Casidy, Nuryana, and et al., 2015). In accordance, other related studies have advised that luxury fashion labels give customers the chance to promote their self-ideas, boost their confidence, and positively influence their friends (Casidy, Nuryana, and et al., 2015).

A. Self Expression Attitude

Luxury goods, which are seen as symbols of prestige and luxury, have recently become more affordable and accessible.

Customers who like luxury goods and brands typically do so in an effort to improve their financial situation. They seek out social encounters in a variety of ways. According to Eastman et al. (1999), people need to advance their social standing through buying consumer goods that serve as status symbols and serve as others' impressions of them. Despite the fact that status usage and prominent usage are covered in separate studies (Açıkalın and Erdoğan, 2004) tried and shown that both utilisation notions have specific designs.

(Eastman and Eastman, 2011) created a scale to examine status utilisation using it as a single distinguishing variable, demonstrating how diverse the safety precautions associated to significant underlying variables like wealth, social class, and realism are. Additionally, (Kilsheimer, 1993) created a scale employing comparable classifications for both social and obvious use. Additionally, a few studies on fashion and opulence from various angles suggest a connection between status usage and legalism (O’Cass and Siahtiri, 2013), as well as a link between financial discernment and the motivations of opulence purchasers (Bock, Eastman,

and et al., 2014). The findings imply that there is a negative association between status usage and legalism and that clients who believe that things are going well are more likely to purchase status.

According to research (Goldsmith and Clark, 2012), younger customers spend more on tagged stuff, especially prestige items. Dress is referred to as an item class that is available to everyone, which makes it easier for younger people to broadcast their mental self image to others with status demands in social settings (Millan and Mittal, 2017). Additionally, viewpoints on the acquisition of extravagances may be correlated with one's representative meaning of one's societal place and personality (Eastman and Eastman, 2011). With the aid of social utilisation motives, consumers become more conscious of meaningful gestures about extravagant purchasing.

The possibility of self can be used to describe an individual's beliefs about his qualities and how he assesses such qualities in himself. The possibility of the self, according to (Alvandi, Fazli, and et al., 2013), has a highly muddled structure, individual highlights, and attributes like character and self-discernments. It is a crucial exam topic in both humanism and brain science. According to some studies, youth is a crucial time for the development of a healthy identity (Fullwood, James, and et al., 2016), emotional mindfulness affects how people search for and interpret information in their environment (Guerrettaz and Arkin, 2016), and people who score higher on the social-class record have more characterised self-discernments regardless of their age, orientation, or living circumstances, among other findings. However, SCC research lacks in boosting writing, particularly that focuses on luxury or clothing. (Mittal, 2015) examines SCC and its role in consumer behaviour, distinguishing it from confidence. She finds that SCC reduces consumer tendency to use products as ego-supporting things, inhibits realism, and prevents consumers from using shopping as a diversion. (Sonejia, Riedel, and et al., 2015) examined the relationship between popularity and self-idea clarity and found that high-SCC purchasers are more persuaded by advertisements featuring significant famous names. Customers who feel less confident about their identities tend to engage in more dream shopping.

A study on luxury and teenagers found that there was a negative correlation between self-concept clarity and social consumption motivation and that social consumption motives influenced the positive effect of luxury branding. (Alvandi,

Fazli, and et al., 2013) investigated the influence of self in the attitudes towards luxury brands among young people in Iran. SCC was shown to be a very stable trait that is accurately and validly measured by the SCC scale, which was designed by (Campbell, Trapnell, and et al., 1996) who researched personality correlations and cultural barriers.

To define oneself with clarity and conviction, it is essential to have a strong identity. A person with a strong sense of self is seen as being less vulnerable to outside influences, possessing more stable mental faculties, engaging in positive self-talk, being able to handle pressure, and having a high self-awareness value (Gil, Kwon, and et al., 2012). The main elements that come into view when someone thinks about themselves are self-idea and self-insight. Collaborations with the climate and the fortifications gained from it, among other things, frame insights. It may be especially helpful to comprehend how children display their distinctive individuality to the world while making purchases of services and goods (Alvandi, Fazli, and et al., 2013).

B. Self Monitoring

Through prominent usage, customers can demonstrate their money and improve their financial well-being (Shao, Grace, and et al., 2019). Self-checking, or how much people worry about how they look by altering their behaviour in response to current signals, is a strong mental inspiration for prominent usage . People who are more vulnerable to regularising and relational impact consider whether their behaviours are socially acceptable, according to earlier studies (Huang, Phau, and et al., 2010). Through interaction with a reference group, they make an effort to adhere to customary procedures and improve their perception of themselves (Hoffmann and Broekhuizen, 2009). These findings suggest that self-observation and aversion to impact regulation are inextricably linked. Overall, people who self-screen more frequently are more receptive to meaningful gestures or how much their reactions are tailored to social contexts (Bain and Company, 2018). Characters with high self-checking are perceptive of expressive movements and work to preserve their personas (O'Cass and Siahtiri, 2013). They also try to alter their behaviour to meet social norms and circumstances and are conscious of their social personas (Kauppinen, Bj€ork, and et al., 2018).

According to (O'Cass and Siahtiri, 2013), people can frequently earn respect and qualification by making purchases that inform their partners of their social standing. They argue that using obvious products results in backing from reference groups that are familiar with the brand or item. Customers who are aware of social shows may then choose to buy flashy things in order to win the approval and support of the ideal interest group. It's true that prior research suggests that consumers with a high inability to regulating impact exhibit fad-like extravagance usage behaviour, including purportedly pompous extravagance usage (Kastanakis and Balabanis, 2012). Additionally, according to several studies, self-observing is connected to well-known luxuries goods and social usage (Kauppinen, Bj€ork, and et al., 2018).

They argue that this purchasing behaviour can be explained by the exemplar self-culmination theory. In the absence of self-characterizing images, it was advised to people to search for other images. When it comes to structuring their personalities, people with strong propensities for self-observation place more value on the standards or approval of others than on their own. People can so attempt to realise or comprehend their ideal selves by attempting to project socially acceptable pictures. To put it another way, people tend to accumulate material belongings to win over plenty of people's favour. Customers may choose to purchase luxury brand goods in order to perceive them as such. This means that finding a place with social norms and buying an express luxury brand that may quickly satisfy those aesthetic requirements may be quite important for self-observing.

Realisticism is one of the fundamental forces behind the purchases of well-known brands, and customers who are more materialistic choose to invest in more expensive fashion items (Lewis and Moital, 2016). Self-checking and reality are related, according to some academics (Rose and DeJesus, 2007). For instance, (Rose and DeJesus, 2007) provide evidence that customers who value having a source of inspiration regard item purchases as a way to fit in with the stylish elite. Additionally, according to (Browne and Kaldenberg, 1997), clients' belongings serve as a kind of correspondence, and higher levels of item contribution are associated with realism and self-observation. Conscious consumers may purchase luxury goods to demonstrate their participation in that gathering and improve their economic wellness. Extravagance goods signify social standing and connection to gatherings.

Previous research has demonstrated that self-observation is probably linked to social use. For instance, (Bain and Company, 2018) investigated whether self-checking by shoppers had a favourable effect on their perceptions of upscale goods. Accordingly, customers who are extremely conscientious are bound to buy luxuries items based on social or relational cues. Possible explanations for these anomalies include the symbolic self-fulfillment theory. Because claiming luxury brands conveys a sense of group engagement, people who are more oriented towards conventional practises usually use remarkable opulence goods to interact with their happy communities (Kastanakis and Balabanis, 2012).

According to (Kastanakis and Balabanis, 2012), prominent usage of ephemeral fad extravagance is the result of being susceptible to the impact of standardisation and is caused by an interlinked self-idea. Self-observing is closely related to standardising impact vulnerability and is defined as the propensity to characterise one's image with life partners through an item or brand and the requirement to adjust to others' preconceptions while pursuing a purchasing decision. Utilising temporary fads suggests displaying success, signalling social comfort, and denoting a connection to relevant groups (Belk, 1995), and the products they buy suggest group affiliation. In addition, socially aware customers seek out opulent goods, particularly those that are genuinely conspicuous and well-liked, to express their sense of personality and improve their self-idea of association (Kastanakis and Balabanis, 2012).

According to the promotional text, the hypothesis of planned behaviour (TPB) provides the clearest explanation of the relationship between expectation and behaviour. The TPB assumes that observing someone's aim is the best method to gauge how they will likely behave. According to (Mamat and Noor, 2016), customer buy aim is seen as the behaviour or indication of a client's sincere purchase. It is anticipated that the point will form the conduct-impacting propelling components. It demonstrates how much effort someone is making to succeed or how committed they are to acting in a certain way. According to earlier studies, there are synergies between realistic expectations and purchasing behaviour. In order to better understand the current anomaly, this study compares people's aspirations for purchasing to their actual purchases. According to (Ajzen, 1991), additional factors including emotional norms, conduct control, and mentality towards behaviour may

also have an impact on behaviour and expectations.

Botha and Reyneke found that various factors, including social worth, individual worth, utilitarian worth, self-congruity, brand cognizance, and virtual entertainment, significantly influenced twenty to thirty year olds' propensity to purchase an upscale brand in their 2016 study of 338 recent college graduates in South Africa. Realisticism's importance is crucial. According to a study conducted in Malaysia with 200 millennial respondents by (Kasuma, Yacob, and et al., 2016), factors including financial worth, utilitarian worth, individual worth, and social worth all have a significant impact on people's intentions to buy opulent purses. Additionally, (Ali and Shafique, 2015) examined realism, social correlation, and design evolution as three crucial indications of Pakistani consumers' intentions to buy items with an opulent aesthetic, with consumers' propensity for such an aesthetic acting as an intermediary variable. According to the 112 participants in this study, casual conversation has a real impact on one's attitude towards high-quality clothing. Realisticism, design advancement, or attitude towards extravagance design don't have a significant impact on the propensity to acquire brands with an upscale aesthetic.

C. Need For Uniqueness

Some of today's consumers are less interested in ostentatious displays of luxury brands to the public and are instead motivated by restrained use of extravagance. Since luxury brands are widely available in the mass market, there are more buyers who unexpectedly become wealthy and use luxury brands to display their abundance. Additionally, since luxury goods are frequently imitated, this has led to the growth of undercover luxury use (Wu, Luo, and et al., 2017). As a result, premium luxury goods are less valuable as symbols of social status and wealth because spending on obvious luxury items no longer serves this purpose (Eckhardt, Belk, and et al., 2015).

According to the extended self-theory, people utilise their possessions to give the impression of who they are. In conclusion, (Belk, 1995) asserts that customers can express their ideas by acquiring items that reflect the selves they strive to be. For instance, a segment of consumers who desire to stand out from the crowd and show their identities through the purchase of luxury goods from a mysterious brand

(Berger and Ward, 2010). As a result, while some consumers prefer unnoticed extravagance brands to stand out from the crowd and flaunt their differentiation, others require apparent extravagance brands to imitate those they respect.

Luxury brands that are less obvious to consumers or less overtly intrusive employ brand flags that are only visible to those with the knowledge to understand what they signify (Berger and Ward, 2010). According to (Han, Nunes, and et al., 2010), an unnoticed brand is a discreet sign that is less obvious and widely recognised, demonstrating that wealthy consumers who are unconcerned with status tend to favour a hidden, hidden brand. This demonstrates the need for covert clients to cut ties with groups and affiliations. It is advised that the desire for singularity (separate) serves as a significant source of inspiration when assessing the use of subtle extravagance. According to (Berger and Ward, 2010), clients with high levels of social capital, for instance, like complex brands that require the understanding of the in-gatherings in order to be successful. Additionally, consumers who want to stand out from the crowd buy products from covert brands (Wu, Luo, and et al., 2017).

Since materialistic consumers believe that owning things gives them satisfaction and that purchasing luxury goods also conveys wealth, success, and financial security (Sharda and Bhat, 2018), they demonstrate in the previous section that realism and luxury consumption are closely related. This is further supported by observational studies done by (Hudders and Pandelaere, 2012), (Sharda and Bhat, 2018). Furthermore, it has been demonstrated in earlier chapters that a current trend in luxury goods is related to the selection of discrete brands due to a need for separation. According to (Berger and Ward, 2010), for instance, affluent customers want discrete brands that are only known to a small number of people, and the primary driver of luxury purchasing is the desire to stand out from the crowd.

Furthermore, (Chan, To, and et al., 2015) contest the notion that realism and the need for uniqueness are inextricably linked, and they hypothesise that the desire for uniqueness may be influenced by the acquisition of material goods. According to several studies, consumers who place a high value on uniqueness are likely to be more motivated to buy upscale goods and to view upscale brands favourably (Kauppinen, Bj€ork, and et al., 2018). Customers satisfy their need for uniqueness by consuming opulence goods that are distinctive and fascinating. The need to stand out

from the crowd and seem remarkable is what drives the need for uniqueness. Respectable or unusual items help these consumers to critically characterise their unique identities. Customers that have a strong desire for uniqueness usually purchase unusual goods, support niche businesses, and choose novel products as a way to demonstrate their exceptional qualities.

As was previously said, intricacy and complexity are traits of understated luxury brands (Eckhardt, Belk, and et al., 2015). Products that are more complex and sophisticated have a higher chance of standing out from competing goods. As a result, unobserved consumers like distinctive designs or limited editions over well-known brands (Eckhardt, Belk, and et al., 2015). Based on the foregoing explanation, this study suggests that materialism influences covert brand choice, particularly when a buyer has a need for differentiation.

According to the evidence that is readily available, the need for uniqueness is a fundamental psychological factor behind the use of covert extravagance, particularly when the buyer has significant potential for freedom. According to (Kastanakis and Balabanis, 2012) investigation into the relationship between the desire for originality and the use of hidden extravagance, customers with independent self-idea are associated to the need for uniqueness, which therefore influences the use of secret extravagance. According to this perspective, extravagances, particularly uncommon and carefully chosen extravagance products, strengthen the free self by serving as an expansion of an independent and distinct character in line with (Belk, 1995) expanded self hypothesis. Other experimental studies have shown that consumers' preferences for low-profile luxury goods are influenced by their need for distinctiveness (Kastanakis and Balabanis, 2012).

Utilisation serves as a tool people use to create their social personas, helping them to create their way of life while they engage in consumption. In this way, using ostentatious goods is one of the crucial ways for people to advertise themselves. They are exposed to various brand advancements while purchasing brands to create a distinctive identity and feel distinct from others. The demand for uniqueness among consumers has a significant impact on how luxury products are received in terms of strengthening and improving a person's social and individual identity (Tian, Bearden, and et al., 2001). Research has revealed that the need for things with limited uniqueness stimulates behaviours like the responsiveness of item personalization and

the fascination with distinctive and innovative purchases.

The idea of uniqueness has an impact on the motivations of customers who desire to engage in friendly use. Three categories of clients should be distinguishable from one another by their evaluation of disagreeable decisions versus amicability and their similarity versus emphasis on the qualities that set them apart from rivals (Tian, Bearden, and et al., 2001). Younger customers, in particular, have promoted the expectation to buy in order to avoid similitudes with others as a social usage motivation, according to several studies (Kastanakis and Balabanis, 2012). Selection criteria for luxury brands and products are also linked to the need for originality.

According to theories about how people perceive things, people value uniqueness, and the goods and brands they choose to buy are perceived as symbols of their individuality. This has an impact on young people who are looking for a relatively distinct advantage to choose pricey goods and brands in order to boost their personal and their online entertainment identities. People separate from others due to this desire to avoid resemblance, which also influences people to make decisions that are accepted by the majority. Luxury companies in particular are driving this by creating flashy products with unique feels. Customers look for exciting products and brands because they wish to avoid similarity and achieve variety and independence. It has been shown that certain consumers yearn to distinguish themselves from mass consumers by associating with higher financial layers (Belk, 1995).

People's need to stand out and be favoured in front of others may be one of the main motivations behind the fervour for extravagance brands that consumers find unmistakable. When it comes to marketing, the phrases "need for uniqueness" and "extravagance peculiarity" are frequently used, and they are associated with qualities like originality, advancement, excellence, extraordinaryness, and honour (Belk, 1995). Therefore, using luxury goods to sate the desire to feel special can be held with consumers' social usage ideas.

People need to set themselves apart from others because they feel special, unusual, and different from the rest. This implies the "need for uniqueness". The concept of "consumer need for uniqueness" (CNFU) is based on the "need for uniqueness" principle. According to (Tian, Bearden, and et al., 2001), CNFU is the desire to emphasise uniqueness through the purchase and use of novel and distinctive products. CNFU is caused by the belief that oneself and other members of society are

identical. To overcome this tendency, buyers identify with products they believe to be outstanding (Cheema and Kaikati, 2010). CNFU is the higher-request intelligent build that combines three distinct counter-adjusting aspects: imaginative decision counter-congruity, hated decision counter-congruity, and aversion of likeness, according to (Tian, Bearden, and et al., 2001). Because the three components have thoughtfully different ramifications, we estimate that each type of counter-adjusting action will play a specific capability in people's purchasing behaviour while demonstrating originality.

1. Creative choice counter-conformity

Creative choice counter- conformity (CCC) is the ability to stand out from the crowd without going against social norms (Brewer, 1991).

CCC refers to a person's capacity to acquire and make use of goods that represent a socially desired individual style. In order to express their uniqueness, creative decision-making people choose specific items, use distinctive items in distinctive ways, or combine distinctive items to create their own style (Ruvio, Shoham, and et al., 2008), which doesn't violate social norms and limitations (Kauppinen, Bj€ork, and et al., 2018). Significant social people recognise these distinctions as a result. Despite the fact that the items they purchase receive favourable social evaluations from others, those with strong CCC nonetheless anticipate some risk along these lines. By using a mechanical device that is well-known in the public, such as the most recent iPhone model, people can demonstrate their individuality while maintaining within the bounds of social endorsement.

2. Unpopular choice counter-conformity

UPC majority people don't hesitate to face social dismissal while displaying their differences from others (Tian, Bearden, and et al., 2001). They achieve this by choosing goods or brands that defy accepted usage criteria. Development-driven people are prone to have a strong need for UPC (Kauppinen, Bj€ork, and et al., 2018), and their preferences may be seen as unconventional or out of the ordinary by others. Typically, they deviate from unrestricted consumer societal norms to emphasise their uniqueness. While UPC dominating people's decisions may in the end gain the respect of others, an underlying violation of accepted norms may cause others to react negatively. People who desire countersimilarity, for instance, can

decide to wear plain basic clothing to demonstrate their distinctiveness in a nation like India where strong social and cultural standards on clothing regulation are in effect.

3. Avoidance of similarity

According to (Tian, Bearden, and et al., 2001), AOS is "the deficiency of interest in, or stopped utilisation of, assets that are by and large acknowledged or for the most part utilised." As a result, once they reach this position, the AOS rule uniqueness tendency causes people to stop acquiring and using the products that are widely used by the majority (Ruvio, Shoham, and et al., 2008). According to (Tian, Bearden, and et al., 2001), people with high levels of AOS are more likely to purchase goods that are very unlikely to be available to a wide range of citizens. For instance, a person with a high level of AOS may decide to use vintage cars to highlight their distinction (Chief Padmini Rare Vehicles in India) or to buy and wear a one-of-a-kind outfit. According to (Colarelli and Dettmann, 2003), AOS predominant individuals may engage in socially inappropriate flagging behaviour in an effort to stand out.

D. Self Presentation Attitude

When examining perspectives on usage among younger customers, scientists frequently use the socialisation hypothesis (Martin and Turley, 2004). Social utilisation inspiration model, a person should consider social consequences while making purchases of products and brands if they have a more significant social utilisation intention.

Additionally, it is asserted that the explanation for social utilisation includes elements of social influence and similarity, establishing it as significantly more than the board of connections. Recent studies on the motivation for friendly use show how people from lower social classes buy luxury goods repeatedly to move up the social ladder or join the top society, gain social recognition, and improve their social circumstances through their relationships with others (Vel, Captain, and et al., 2011). Younger customers are more receptive to goods, services, and brands that provide them the chance to publicly express their opinions as a part of their way of life. In addition to obvious rewards, their pursuit of status and qualification has a significant

impact on their brands and products. From the perspective of buyer socialisation, young consumers regard status usage as a means of social recognition and self-articulation (Bakewell and Mitchell, 2003). This is specifically done to demonstrate wealth and to have purchasing power over pricey luxury goods and brands (O'Cass and Siahtiri, 2013). Luxury goods and branding frequently communicate their social position symbolically as well as through the use and abuse of status, especially among younger consumers (Eastman and Eastman, 2011).

The status utilisation concept emerges as a factor influencing social utilisation inspirations and the purchase of extravagance goods in the study of youth and status determinants (O'Cass and Siahtiri, 2013). Social inspirations are linked to actions taken in pursuit of status, rewards of social position, and consideration from others, aside from amicable conversation, which is covered by gluttonous mental processes (Bilge, 2015). Growing older and becoming more mature have a significant impact on the development of children's self-driven social functioning, which may depend on the clarity of their own self-idea (Gil, Kwon, and et al., 2012).

Social correlation is the propensity for people to evaluate other people's accomplishments, wealth, attraction, and knowledge. Social examination was defined in a similar way as an individual's evaluation of themselves in comparison to significant social people. Social examination affects people's perceptions, emotions, and behavioural patterns by comparing them to others (Han, Nunes, and et al., 2010). According to the research, there are two situations in which people could engage in friendly correlation: when they evaluate their own personalities in comparison to those of others and when they compare their own characters to those of others (Gerber, Wheeler, and et al., 2018).

Support for polite requests affects a variety of social abilities, such as the evaluation of one's financial well-being and unique characteristics in comparison to others (Garcia, Tor, and et al., 2013), the growth of one's own self-thought, the preservation of one's social person and place, and the understanding of one's viewpoints and convictions. Social relationships, according to (Mussweiler and Epstude, 2009), can both help people blend in with others and encourage them to stand out from the crowd. People distinguish themselves from others by emphasising their independence at the moment where the goal of social relationships is to create economic wellbeing, for instance (Colpaert, Muller, and et al., 2015).

In contrast, while engaging in friendly investigation to develop social personality, people typically coordinate by recognising their similarities with others in terms of views, values, and viewpoints (Walton, Cohen, and et al., 2011). Participating in friendly examination does not require prior direct encounters with any particular individuals or groups. Through both physical (like workplaces, public venues, etc.) and digital (like virtual entertainment organisations) social ties, people can engage in friendly correlation (Kaur and Sujata, 2015).

E. Affective Attitude

It is becoming more and more important for directors and academics alike to understand what motivates consumers to purchase upscale goods (Tynan, McKechnie, and et al., 2010). The availability of extravagance in terms of customer reasonableness and geographic reach has increased as a result of recent market developments, particularly social and structural shifts. Customers who are sensitive to the psychological benefits of self-reward, amazing product quality, or who should come from a more aristocratic mass also have the potential to purchase more expensive goods for a variety of reasons (Truong, McColl, and et al., 2009). While the ability of a brand to elicit a variety of emotions in consumers is an inspiring factor, (Solomon, Bamossay, and et al., 2002) discovered that consumers' convictions, emotions, purchasing expectations, and general assessments of the extravagance peculiarity may also operate as additional drivers.

According to studies looking at how social utilisation thought processes affect young people's attitudes towards upscale brands and purchasing behaviour (Alvandi, Fazli, and et al., 2013), self-idea influences social utilisation inspirations and perspectives towards upscale brands. In fact, it is evident that, in terms of consumer socialisation, individual enjoyment and social acceptance influence perspectives towards upscale brands despite material improvements in younger consumers (Rhee and Johnson, 2012). The notions of social environment and companion pressure that we have portrayed as reference bunches yet much the self-idea have thus been proved in studies looking at the relationship between egotism and social utilisation driving elements.

The need to identify and appreciate one's own unique qualities is something that influences a person's purchasing behaviour. Peer communication has also been

seen as having an impact on the relationship between self-idea clarity and social motivations (Gregorio and Sung , 2010). For young people, utilisation serves as a form of self-articulation. As a result, it isn't assumed that children, who typically lack confidence, will be influenced by the social environment in terms of how they behave. The effect of partner conflict on self-image, confidence, and drive for charitable giving must be disregarded as a factor affecting children's dynamic cycles for opulent goods and brands.

With relation to opulence goods, the want to buy is much stronger than anticipated. Customers' decisions to buy luxury goods or brands are influenced by a variety of mental and actual variables.

Shoppers choose upmarket brands to speak to a particular consumer society or to imply membership in a particular social class in order to understand their images and satisfy their mental needs. It is highlighted that depending on how extravagant something is, people may feel happy or depressed. While the wealthy tend to view the prospect of extravagance favourably, other people who are less familiar with its quirks may have conflicting views about extravagance goods (Stegemann, Denize, and et al., 2007).

Customers typically assess their opinions on companies on a scale of great for bothersome or like to hate, according to (O'Cass and Siahtiri, 2013). In this approach, a person's attitude towards engaging in a behaviour pattern is regarded as positive if they believe it will result in favourable outcomes. Numerous studies have demonstrated that consumer evaluations have a significant impact on how people decide which extravagance products to buy. For instance, (Zhang and Kim, 2013)found that mindset is influenced by brand awareness, social examination, and mould ingenuity. Similar to the (Phau, Teah, and et al., 2015) summary, another review discovered that customer mentality affects the desire to buy opulent design apparel produced in sweatshops. A sincere effort to investigate the impact of recent college graduates' attitudes on manageable extravagance design companies on their propensity to purchase such goods. The scientists discovered that new college graduates' intentions to purchase luxury brand names were significantly influenced by their attitude towards affordable luxury companies.

F. Purchase Intention

The continuing study also raises the question of what self-idea means for the use of upscale brands. Previous studies have shown that self-idea and feelings/thoughts about oneself have an impact on the use of opulence goods (Ko, Costello, and et al., 2019). The idea of self is important because materialistic consumers utilise luxuries to create and maintain their identities (Kassim, Bogari, and et al., 2016). The main goal of this study is to show how one might extend oneself based on how they view themselves and what this means for their purchase of luxuries goods. The dynamic cycles for using extravagance should adapt according on one's perspective of themselves (autonomous versus reliant).

Despite the fact that past study has largely concentrated on uncovering the self's demeanours and consequences, very few investigations have examined the aspects that affect the development and articulation of fascinating selves (Cross, Hardin, and et al., 2011). Social distinctions exist in how an internal identity is presented or addressed, use the term "self-understanding" for the first time. Self-knowledge is a method for understanding oneself and determining the significance of the self in comparison to other individuals. They argue that selfconstrual is a crucial mental self-idea because it explains why people behave in particular ways and why those differences occur.

Self-interpretation identifies free and related selfconstrual. Free self-interpretation emphasises freedom, positions oneself above others, and seeks independence in contrast to dependent self-understanding, which places an emphasis on amicable groupings over oneself and appreciates linked ties. According to (Cross, Hardin, and et al., 2011), autonomous self-understanding is mostly observed in Western civilization, where people are free to express their own aspirations, liberties, and talents. They also frequently have a free and autonomous vision of themselves. These people prioritise individuals above groupings and feel the need to improve themselves by comparing themselves to others since they see in them just another way to relate to themselves. Reliant people, on the other hand, concentrate on gatherings to maintain their social ties with others and acknowledge their status in the public light. Therefore, even if the independent self possesses internal judgements, talents, and personalities, these inner qualities are successfully managed and perceived in cordial interactions and settings.

According to (Lee and Pounders, 2019), these extraordinary self-perspectives may affect clients' cognition, values, and goals. When making decisions, for instance, autonomous selfconstrual will typically rely more on reasoning and discernment than reliant selfconstrual (Hong and Chang, 2015). When customers decide to buy an item, free self-understanding and related self-interpretation are impacted by both self-based and public-based assessments separately (Lee and Pounders, 2019). These analyses suggest that self-idea may affect and clarify consumer behaviour.

The ongoing review examines the connection between a person's self-perception and their purchase of opulent goods. According to earlier studies on the subject (Kastanakis and Balabanis, 2012), self-understanding predicts two separate types of extravagant using behaviour: the transient fad impact and the upstart influence. In particular, (Kastanakis and Balabanis, 2012) discovered that individuals with a free sense of self are compelled to engage in braggart purchases (apparent brand usage that is more subdued) in order to distinguish themselves from others, whereas individuals with a reliant sense of self are compelled to engage in temporary fad utilisation (noticeable brand utilisation that is self-evident) in order to imitate others' utilisation. In a similar manner, (Schultz and Jain, 2018) and look at how natural motivations for purchases and personal ideas influence splurging. They demonstrate how the independent self is motivated by internal thought processes while the dependent self is influenced by external thought processes, resulting in overt acts of extravagance.

Consumers desire to enhance, broaden, and supplement their image through consuming and purchasing products that are relevant to them. According to (Belk, 1995), customers can strengthen and nurture their characters through their purchases, which serve as mirrors of their best selves. Customers with a free self-interpretation, for instance, might select odd goods because they value originality as a way to communicate and enhance their own mental self portrait (Tian, Bearden, and et al., 2001). In the meantime, the iconic self-finishing hypothesis explains how people who are unsure of who they are try to finish themselves by gathering and unearthing pictures that speak to their ideal selves. As a result, when there are no photos that accurately represent oneself, buyers search for more images linked to their ideal selves.

According to (Wu, Luo, and et al., 2017) and (Kapferer and Bastien, 2012), an extravagance item is one that is of the highest quality, frequently handmade, made to order, gluttonous, and sold at upmarket boutiques at a price that is unquestionably more than its actual value.

According to another classification for branding known as "democratisation of extravagance" (Aggarwal and Mittal, 2022), a brand cannot be open or reasonable to everyone at all times due to the ethicalness of the idea of extravagance.

According to (Gutsatz and Heine, 2018), the 4.0 modern upheaval brought cutting-edge materials like 3D printing and the omnichannel world to life sciences computerised stations, achieving a breakthrough. According to (Lee, Hur, and et al., 2018), marketing for luxury companies should take into account how jumbled internet entertainment images are in terms of consumers' perceptions of the brands. When the brands were new and the visual presentation was polished, consumers had a positive opinion of the exceptional brand compared to the more obvious ones (Yu and Yuan, 2019). (Heine, Atwal, and et al., 2018) combine brand humanising and brand character into one construct to suggest the possibility of character-driven brand executives. This element is more important in emerging nations, particularly because an increasing number of people from the wealthy financial elite utilise opulent brands to highlight their achievements (Ahmed, Hussain, and et al., 2019). In order to generate interest, Hermes limits the production of its exceptionally high-quality cowhide bags, such the Birkin, and Moves Royce only produced 4011 cars in 2016.

III. METHODOLOGY

A. Research Strategy

The aim of this study was to examine the purchase intention of luxury products among different generational cohorts in Turkey and the psychological factors influencing this intention. To achieve this aim, a quantitative research approach was adopted, utilizing a self-administered online survey questionnaire as the primary data collection method. The questionnaire encompassed various sections, including demographic information and measures of psychological factors such as NFU (Need for Uniqueness) and self-monitoring, as well as variables related to self-expression attitude toward luxury brands, affective attitude, and purchase intentions for luxury brands. The collected data were subjected to rigorous statistical analysis, employing techniques such as correlation analysis and regression analysis to test the proposed hypotheses and explore the relationships between the variables. Ethical considerations were upheld throughout the research process, ensuring participant confidentiality, informed consent, and the ethical treatment of the data. By employing this methodology, the study aimed to contribute to the understanding of consumer behavior in the luxury market and provide valuable insights for marketers and luxury brand practitioners targeting different generational cohorts in Turkey.The researchers recommended utilising a quantitative technique to evaluate these components because the majority of illustrative assessment is quantitative. The quantitative assessment technique must also be used to establish the links between distinct parts.

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

B. Targeted Population

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

C. Sampling Population

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

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

D. Research Instruments

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

IV. RESULT ANALYSIS

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

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

The dataset used for this research was collected through an online survey administered via a Google Form. The survey aimed to gather comprehensive information from participants regarding their attitudes and behaviors related to luxury product consumption. A total of 300 participants voluntarily completed the survey, providing a diverse representation of individuals from various backgrounds.The participants' gender distribution indicated a balanced representation, with 180 participants identifying as male and 120 participants identifying as female. This gender balance ensures that insights gained from the

dataset are not skewed towards a particular gender group, allowing for a more comprehensive analysis of luxury product consumption across genders.

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

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

A. Overview of Variables

1. Need for uniqueness

The first variable examined in this study is the "Need for Uniqueness," which aims to understand participants' inclination towards seeking and valuing unique products and experiences. This variable comprises several sub-variables that delve into different aspects of this need for uniqueness, providing a comprehensive understanding of participants' attitudes and behaviors.

The first sub-variable is "Search for Unique Products," which explores participants' active pursuit of distinctive and uncommon items. It assesses the extent to which participants actively seek out products that are not commonly found or

owned by others. This sub-variable captures their desire to stand out from the crowd and express their individuality through their consumption choices.

The second sub-variable, "Eye on Interesting Products," focuses on participants' attention and interest in products that are deemed interesting or unconventional. It examines their receptiveness to unique and innovative products that capture their attention. This sub-variable highlights participants' openness to exploring and engaging with products that deviate from mainstream trends and possess distinctive features.

The third sub-variable, "Need for Original Products," delves into participants' desire to possess items that are truly original and one-of-a-kind. It evaluates their preference for products that stand out in terms of design, craftsmanship, or concept. This sub-variable captures participants' appreciation for the rarity and exclusivity associated with original products.

The fourth sub-variable, "Liking Unconventional Dressing," focuses on participants' affinity for unconventional or unique dressing styles. It examines their inclination towards fashion choices that deviate from mainstream trends and reflect their individuality. This sub-variable captures participants' desire to express themselves through their clothing and accessories, showcasing their distinct style preferences.

The fifth sub-variable, "Dislike Common Brands," assesses participants' perception and attitude towards common or widely recognized brands. It explores their inclination to avoid or dislike brands that are considered commonplace or lacking in uniqueness. This sub-variable captures participants' preference for lesser-known or niche brands that offer a sense of exclusivity and differentiation.

Lastly, the sixth sub-variable, "Avoid Common Brands," delves deeper into participants' tendency to actively bypass or avoid products from commonly known brands. It explores their motivation to seek alternative options and explore lesser-known brands or niche products. This sub-variable highlights participants' desire to distance themselves from mainstream choices and find unique alternatives.

2. Need for self-monitoring

The second variable examined in this study is the "Need for Self-Monitoring," which aims to understand participants' inclination towards regulating and controlling their self-presentation in social situations. This variable comprises several sub-variables that provide insights into participants' self-monitoring tendencies and their impact on their attitudes and behaviors related to luxury product consumption.

The first sub-variable, "Regulate Actions," explores participants' propensity to monitor and regulate their behavior in social settings. It assesses the extent to which individuals are conscious of their actions, ensuring they align with social norms and expectations. This sub-variable captures participants' desire to present themselves in a favorable light and maintain a positive image.

The second sub-variable, "Change Personal Image," focuses on participants' willingness to adapt and modify their self-presentation to fit different social contexts. It examines their inclination to adjust their image, style, or behavior to conform to the expectations of specific social groups or situations. This sub-variable highlights participants' responsiveness to social cues and their ability to adapt their self-presentation accordingly.

The third sub-variable, "Self-Impression Control," delves into participants' efforts to manage and control the impressions they create on others. It assesses their awareness of how they are perceived by others and their proactive steps to shape those impressions. This sub-variable captures participants' inclination to strategically manage their self-presentation for social acceptance and validation.

The fourth sub-variable, "Alter Behavior Ability," focuses on participants' ability and willingness to modify their behavior to align with the perceived expectations of others. It examines their tendency to adjust their actions, preferences, or attitudes to conform to the norms and standards prevalent in their social environment. This sub-variable highlights participants' adaptability and their desire to be perceived positively by others.

The fifth sub-variable, "Read Inappropriate Comments," assesses participants' sensitivity to inappropriate or negative comments made by others. It explores their attentiveness to comments that may undermine their desired self-image or social

standing. This sub-variable captures participants' concern for maintaining a positive reputation and their inclination to monitor and respond to feedback from others.

The sixth sub-variable, "Read Emotions Through Eyes," delves into participants' ability to read and interpret others' emotions through their eye expressions. It examines their sensitivity to nonverbal cues and their capacity to understand others' emotional states. This sub-variable highlights participants' social perceptiveness and their proficiency in gauging social dynamics.

By analyzing participants' responses to these sub-variables, the "Need for Self-Monitoring" variable provides insights into their overall inclination towards self-regulation and self-presentation in social situations. Understanding participants' self-monitoring tendencies helps uncover their motivations for adapting their behavior and self-presentation to fit different social contexts. This information enables a comprehensive examination of the relationship between self-monitoring tendencies and participants' attitudes and behaviors related to luxury product consumption.

3. Need for social function attitudes

The third variable examined in this study is the "Need for Social Function Attitudes," which aims to understand participants' attitudes and motivations related to the social functions of luxury products. This variable comprises several sub-variables that provide insights into participants' perceptions of luxury products as tools for self-expression, social identity, and social status.

The first sub-variable, "Reflect Self-Identity," explores participants' belief that luxury products reflect and express their unique self-identity. It assesses the extent to which individuals perceive luxury products as a means of conveying their personal values, interests, and characteristics. This sub-variable captures participants' inclination to use luxury products as a form of self-expression and self-representation.

The second sub-variable, "Communicate Identity," focuses on participants' belief that luxury products serve as a medium for communicating their social identity to others. It examines their perception that luxury products enable them to signal their affiliations, interests, and group memberships.

This sub-variable highlights participants' understanding of luxury products as symbolic markers of their social identity.

The third sub-variable, "Express Self," delves into participants' inclination to use luxury products as a means of expressing their individuality and uniqueness. It assesses their motivation to differentiate themselves from others and stand out through their consumption choices. This sub-variable captures participants' desire to use luxury products as a vehicle for personal expression and showcasing their distinctiveness.

The fourth sub-variable, "Symbol of Social Status," explores participants' perception of luxury products as symbols of social status and prestige. It examines their belief that owning and displaying luxury products enhances their social standing and elevates their perceived status among their peers. This sub-variable highlights participants' recognition of luxury products as markers of social hierarchy and success.

The fifth sub-variable, "Fit in Social Situations," focuses on participants' inclination to use luxury products to fit in and conform to social situations and expectations. It assesses their motivation to align their consumption choices with the norms and standards prevalent in their social environment. This sub-variable captures participants' desire to use luxury products as a means of social integration and acceptance.

The sixth sub-variable, "Like Being Seen Wearing," delves into participants' enjoyment of being noticed and admired when wearing luxury products. It examines their satisfaction in receiving attention and recognition for their luxury brand choices. This sub-variable highlights participants' appreciation of the social validation and admiration that comes with wearing luxury products.

By analyzing participants' responses to these sub-variables, the "Need for Social Function Attitudes" variable provides insights into their overall perceptions and motivations related to luxury products as social tools. Understanding participants' attitudes towards luxury products as facilitators of self-expression, social identity, and social status helps uncover their underlying motivations and behaviors in luxury product consumption.

4. Need for affective attitude

The fourth variable examined in this study is the "Need for Affective Attitude," which aims to understand participants' emotional responses and attitudes towards luxury products. This variable comprises several sub-variables that provide insights into participants' emotional connections and affective responses to luxury products.

The first sub-variable, "Pleasure from Brand," explores participants' experience of pleasure and enjoyment derived from engaging with luxury brands. It assesses the extent to which individuals find joy, satisfaction, and positive emotions when interacting with luxury products and brands. This sub-variable captures participants' emotional responses to luxury products as a source of pleasure and delight.

The second sub-variable, "Feel Good from Brand," focuses on participants' emotional well-being and positive feelings associated with luxury brands. It examines their perception that luxury brands contribute to their overall happiness, confidence, and self-esteem. This sub-variable highlights participants' belief that luxury products have the power to enhance their emotional well-being.

The third sub-variable, "Enjoy Brand," delves into participants' sense of enjoyment and fulfillment derived from their association with luxury brands. It assesses their subjective experience of happiness, contentment, and fulfillment when engaging with luxury products and brands. This sub-variable captures participants' emotional connection to luxury brands as a source of enjoyment and gratification.

5. Purchase intention

The fifth variable examined in this study is "Purchase Intention," which aims to understand participants' intentions and motivations to purchase luxury products. This variable comprises several sub-variables that provide insights into participants' likelihood and willingness to engage in luxury product purchase behaviors.

The first sub-variable, "Consider Buying Brand," explores participants' consideration of purchasing luxury brands. It assesses the extent to which individuals actively think about purchasing luxury products and brands when making buying decisions. This sub-variable captures participants' cognitive evaluation of luxury

products as potential purchase options.

The second sub-variable, "High Likelihood Purchase," focuses on participants' perception of a high likelihood of purchasing luxury products in the near future. It examines their belief that they are likely to engage in actual purchase behaviors related to luxury products. This sub-variable highlights participants' confidence in their intention to convert their interest into a purchase.

The third sub-variable, "High Willingness to Buy," delves into participants' strong willingness and readiness to buy luxury products. It assesses their inclination and eagerness to engage in luxury product purchase behaviors. This sub-variable captures participants' positive attitude and motivation towards buying luxury products.

The fourth sub-variable, "High Probability to Buy," focuses on participants' perception of a high probability of actually buying luxury products. It examines their belief that the conditions and circumstances are favorable for them to make a purchase. This sub-variable highlights participants' assessment of the external factors and opportunities that facilitate their luxury product purchase.

By analyzing participants' responses to these sub-variables, the "Purchase Intention" variable provides insights into their overall intentions and motivations to engage in luxury product purchase behaviors. Understanding participants' purchase intentions helps uncover their likelihood, willingness, and readiness to convert their interest into actual buying behaviors.

B. Descriptive Statistics

1. Mean

Table 1. Mean

Need for Uniqueness	2.740413
Need for Self Monitoring	2.427729
Need for Social Function Attitudes	2.498525
Need for Affective Attitude	2.464286
Purchase Intention	2.568584

The mean values for each variable in the dataset provide insights into the average levels of participants' attitudes and intentions. The variable "Need for

Uniqueness" has a mean value of approximately 2.740, indicating a moderate level of inclination towards seeking unique products and expressing individuality. Participants, on average, exhibit a moderate level of self-monitoring behavior, as reflected by a mean value of approximately 2.428 for the variable "Need for Self Monitoring." The variable "Need for Social Function Attitudes" has a mean value of approximately 2.499, suggesting a moderate level of perceiving luxury brands as symbols of social status and self-expression. Participants also demonstrate a moderate level of affective attitude towards luxury brands, as indicated by a mean value of approximately 2.464 for the variable "Need for Affective Attitude." Lastly, the variable "Purchase Intention" has a mean value of approximately 2.569, suggesting a moderate level of participants' likelihood and willingness to consider purchasing luxury brands. These mean values provide a summary of the average attitudes and intentions within the dataset and offer a foundation for further analysis and interpretation of the data.

2. Standard Deviation

Table 2. Standard Deviation

Need for Uniqueness	0.665154
Need for Self Monitoring	0.681704
Need for Social Function Attitudes	0.973736
Need for Affective Attitude	1.014763
Purchase Intention	0.840684

The standard deviations for each variable in the dataset reveal the degree of variability or spread of responses among participants. The variable "Need for Uniqueness" has a standard deviation of approximately 0.665, indicating a moderate level of variability in attitudes towards seeking unique products and expressing individuality. Similarly, the variable "Need for Self Monitoring" has a standard deviation of approximately 0.682, suggesting a moderate level of diversity in self-monitoring behavior. The variable "Need for Social Function Attitudes" exhibits a higher standard deviation of approximately 0.974, indicating a noticeable variability in attitudes towards perceiving luxury brands as symbols of social status and expressing self-identity. The variable "Need for Affective Attitude" has a standard deviation of approximately 1.015, indicating a moderate to high level of variability in emotional responses towards luxury brands. Lastly, the variable "Purchase Intention" shows a standard deviation of approximately 0.841, suggesting a moderate level of

diversity in participants' likelihood and willingness to consider purchasing luxury brands. These standard deviations highlight the range of responses and the spread of data points around the mean, providing insights into the variability within each variable

3. Skewness

Table 1. Skewness

Need for Uniqueness	0.229110
Need for Self Monitoring	0.794290
Need for Social Function Attitudes	0.783425
Need for Affective Attitude	0.803957
Purchase Intention	0.720048

The skewness values provide insights into the shape and symmetry of the distribution for each variable in the dataset. For the variable "Need for Uniqueness," the skewness value of approximately 0.229 indicates a slightly positive skew. This suggests that the distribution is slightly skewed to the right, with a longer tail on the right side. However, the skewness is relatively small, indicating that the data is reasonably symmetric, with the majority of responses centered around the mean.

In the case of "Need for Self Monitoring," the skewness value of approximately 0.794 indicates a moderate positive skew. This suggests a more noticeable skewness to the right, indicating a longer tail on the right side of the distribution. The data shows a tendency for higher values in self-monitoring behavior, with fewer participants exhibiting lower levels of self-monitoring.

Similarly, the variables "Need for Social Function Attitudes" and "Need for Affective Attitude" both exhibit positive skewness values of approximately 0.783 and 0.804, respectively. This indicates a moderate positive skew in the distributions of these variables, with longer tails on the right side. It suggests that a larger proportion of participants tend to have higher scores in social function attitudes and affective attitudes towards luxury brands.

The variable "Purchase Intention" shows a skewness value of approximately 0.720, indicating a moderate positive skew. This suggests a distribution that is slightly skewed to the right, with a longer tail on the right side. It implies that a larger proportion of participants have higher levels of purchase intention towards luxury brands.

C. Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a statistical technique widely used in research to examine the underlying structure and measurement of latent constructs or factors. It is particularly valuable when we aim to validate theoretical models or assess the construct validity of measurement scales. In CFA, a set of observed variables is hypothesized to reflect a smaller number of latent factors, which are not directly observed but are inferred from the observed variables. By specifying the relationships between the latent factors and observed variables, we can evaluate the goodness-of-fit of the model and assess the strength of the factor loadings.

Table 4. Confirmatory Factor Analysis

Research Construct	Variable	Factor Loading	Decision	Criteria	Construct Loading	Decision
Need for Uniqueness	*SearchForUniqueProducts*	0.77	Valid	0.5 – 0.7	0.51	Valid
	EyeOnInterestingProducts	0.71	Valid	0.5 – 0.7		
	NeedForOriginalProducts	0.67	Valid	0.5 – 0.7		
	LikingUnconventionalDressing	0.20	Drop	0.5 – 0.7		
	DislikeCommonBrands	0.53	Valid	0.5 – 0.7		
	AvoidCommonBrands	0.22	Drop	0.5 – 0.7		
Need for Self-Monitoring	*RegulateActions*	0.72	Valid	0.5 – 0.7	0.61	Valid
	ChangePersonalImage	0.65	Valid	0.5 – 0.7		
	SelfImpressionControl	0.61	Valid	0.5 – 0.7		
	AlterBehaviorAbility	0.67	Valid	0.5 – 0.7		
	ReadInappropriateComments	0.47	Drop	0.5 – 0.7		
	ReadEmotionsThroughEyes	0.55	Valid	0.5 – 0.7		

Table 4 (con) : Confirmatory Factor Analysis

Research Construct	Variable	Factor Loading	Decision	Criteria	Construct Loading	Decision
Need for Social Function Attitude	*ReflectSelfIdentity*	0.86	Valid	0.5 – 0.7	0.92	Valid
	CommunicateIdentity	0.91	Valid	0.5 – 0.7		
	ExpressSelf	0.91	Valid	0.5 – 0.7		
	SymbolOfSocialStatus	0.99	Valid	0.5 – 0.7		
	FitInSocialSituations	0.91	Valid	0.5 – 0.7		
	LikeBeingSeenWearing	0.97	Valid	0.5 – 0.7		
Need for Affective Attitudes	*PleasureFromBrand*	0.95	Valid	0.5 – 0.7	0.92	Valid
	FeelGoodFromBrand	0.90	Valid	0.5 – 0.7		
	EnjoyBrand	0.92	Valid	0.5 – 0.7		
Purchase Intention	*ConsiderBuyingBrand*	0.68	Valid	0.5 – 0.7	0.77	Valid
	HighLikelihoodPurchase	0.78	Valid	0.5 – 0.7		
	HighWillingnessToBuy	0.81	Valid	0.5 – 0.7		
	HighProbabilityToBuy	0.82	Valid	0.5 – 0.7		

The criteria of 0.5 to 0.7 for factor loadings in CFA are widely used as guidelines to assess the adequacy of measurement models. Loadings below 0.5 suggest a weak relationship between the factor and the observed variable, while loadings above 0.7 indicate a strong relationship. Researchers typically aim for loadings within the 0.5 to 0.7 range to strike a balance between a clear and interpretable factor structure while avoiding overly high or low loadings that may indicate problems with the measurement model.

We divided our 25 variables into 5 research constructs, using CFA we determined which variables can be reliable for our research and can we used for further analysis. Just three variables that are *LikingUnconventionalDressing, AvoidCommonBrands and ReadInappropriateComments* we dropped from the research construct since their factor loading do not meet our criteria.

After getting the results from out factor analysis, we performed Chi-Squared test and KMO test to check the reliability of factor analysis and our data. The calculations were also performed. The results from these tests are shown in the table below:

Table 5. Goodness of Fit Test for Confirmatory Factor Analysis

Goodness of Fit Test for Confirmatory Factor Analysis		
Chi-Square	Statistic = 2231.694	P value = 0.000
KMO Test	0.8416	

The goodness of fit test shows how good the created model performed for our hypothesis. As per the theory, the P-value must be <0.05. The results show that the P-value for our CFA is 0.00 which can help conclude that the model is a good fit. While the KMO test helps determine whether the data is reliable for factor analysis or not. The value for KMO lies between 0 to 1 and a resultant of <0.6 means the data is inadequate. Since, the KMO value is 0.841 for our data we can conclude that our data is great for factor analysis and will provide reliable results.

D. Analysis Findingand Results

In this section, we present the analysis conducted to test the hypotheses proposed in this study. The analysis was performed using regression analysis, specifically employing the Ordinary Least Squares (OLS) assumption technique. Regression analysis is a widely used statistical method for examining the relationships between variables and assessing the strength and significance of these relationships.

To address the research questions and hypotheses of this study, we developed three distinct regression models. Each model was specifically designed to test a set of hypotheses related to the underlying relationships between the variables of interest. The following paragraphs provide an overview of the three models and the hypotheses they were created to investigate.

Model 1 was constructed to examine Hypotheses 1 and 2. Hypothesis 1 states NFU influences self-expression attitude toward luxury brands, while Hypothesis 2 posits Self-monitoring has a positive influence on self-presentation attitudes toward luxury brands. The variables relevant to these hypotheses were included in Model 1,

and their associations were analyzed using the OLS technique.

Next, Model 2 was formulated to address Hypothesis 3. Hypothesis 3 suggests Self-expression attitude toward luxury brands has a positive influence on affective attitude. The variables pertinent to this hypothesis were incorporated into Model 2, and their relationships were examined using the OLS regression method.

Finally, Model 3 was developed to test Hypotheses 4 and 5. Hypothesis 4 posits Self-expression attitude toward luxury brands influences purchase intentions for luxury brands positively, while Hypothesis 5 states Affective attitude has a positive impact on purchase intentions for luxury brands. The variables relevant to these hypotheses were included in Model 3, and their associations were investigated using OLS regression.

By employing these three regression models, we aimed to assess the statistical significance and magnitude of the relationships between the variables in accordance with the formulated hypotheses. The OLS assumption technique allowed us to estimate the coefficients of the independent variables, assess their significance, and evaluate the overall fit and performance of each model.

The results obtained from the regression analysis of the three models are shown in the tables below:

Table 6. OLS Model 1

Dependent Variable: Need for Social Function Attitudes	**R-Squared:** 0.499	
Method: Least Square	**Adj. R-Squared:** 0.408	
Observations: 300		
Variables	Coefficients	Prob.
Constant	-0.281	0.383
Need for Uniqueness	0.561	0.000
Need for Self-Monitoring	0.198	0.000

In the first model, the dependent variable is *Need for Social Function Attitude* while the independent variables are *Need for Uniquenessand Need for Self-Monitoring.* The coefficients obtained from the model are 0.561 and 0.198 for *Need for Uniquenessand Need for Self-Monitoring* respectively. The P-values obtained for both the independent variables are 0.000 which suggests that both variables are significant in determining *Need for Social Function Attitude.* The R-squared obtained from the model is 0.499 or 49.9% which can be interpreted as follows, “The Model is

able to capture 49.9% changes in the dependent variable using the independent variables."

Table 7. OLS Model 2

Dependent Variable: Need for Affective Attitude	**R-Squared:** 0.601	
Method: Least Square	**Adj. R-Squared:** 0.567	
Observations: 300		
Variables	Coefficients	Prob.
Constant	0.581	0.005
Need for Social Function Attitude	0.789	0.000

In the first model, the dependent variable is *Need for Affective Attitude* while the independent variable is *Need for Social Function Attitude.* The coefficient obtained from the model is 0.789 for *Need for Social Function Attitude*. The P-values obtained for the independent variable is 0.000 which suggests that the variable is significant in determining *Need for Affective Attitude.* The R-squared obtained from the model is 0.601 or 60.1% which can be interpreted as follows, "The Model is able to capture 60.1% changes in the dependent variable using the independent variable."

Table 8. OLS Model 3

Dependent Variable: Purchase Intentions	R-Squared: 0.556	
Method: Least Square	Adj. R-Squared: 0.494	
Observations: 300		
Variables	Coefficients	Prob.
Constant	0.883	0.000
Need for Social Function Attitude	0.394	0.001
Need for Affective Attitude	0.175	0.000

In the first model, the dependent variable is *Purchase Intentions* while the independent variables are *Need for Social Function Attitude*and *Need for Affective Attitude.* The coefficients obtained from the model are 0.394 and 0.175 for *Need for Social Function Attitude*and *Need for Affective Attitude* respectively. The P-values obtained for the independent variables are 0.001 and 0.000 respectively, which suggests that both variables are significant in determining *Purchase Intentions.* The R-squared obtained from the model is 0.556 or 55.6% which can be interpreted as follows, "The Model is able to capture 55.6% changes in the dependent variable using the independent variables."

V. HYPOTHESIS ANALYSIS

In this section, we present a detailed analysis of each hypothesis individually, examining the results obtained from the regression models developed for each hypothesis. The analysis focuses on evaluating the statistical significance, magnitude, and direction of the relationships between the variables under investigation. Additionally, we discuss the implications of the findings and their alignment with the research objectives.

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

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

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

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

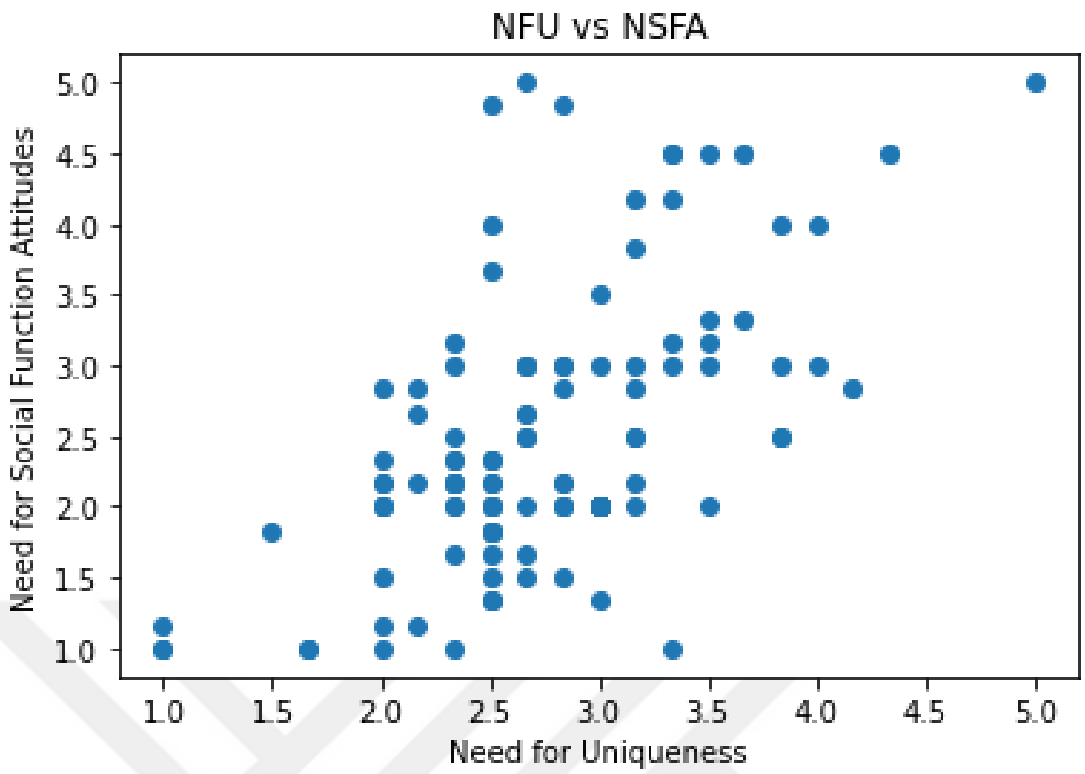

Figure 2. NFU Influences Self-Expression Attitude Toward Luxury Brands

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

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

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

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

monitoring was included as one of the independent variables.

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

Additionally, the R-squared value of 46.9% obtained from Model 1 indicates that Self-monitoring accounts for a substantial proportion of the variance in the self-presentation attitude towards luxury products. This suggests that Self-monitoring is a meaningful and suitable variable for determining individuals' inclination towards self-presentation in the context of luxury consumption.

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

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

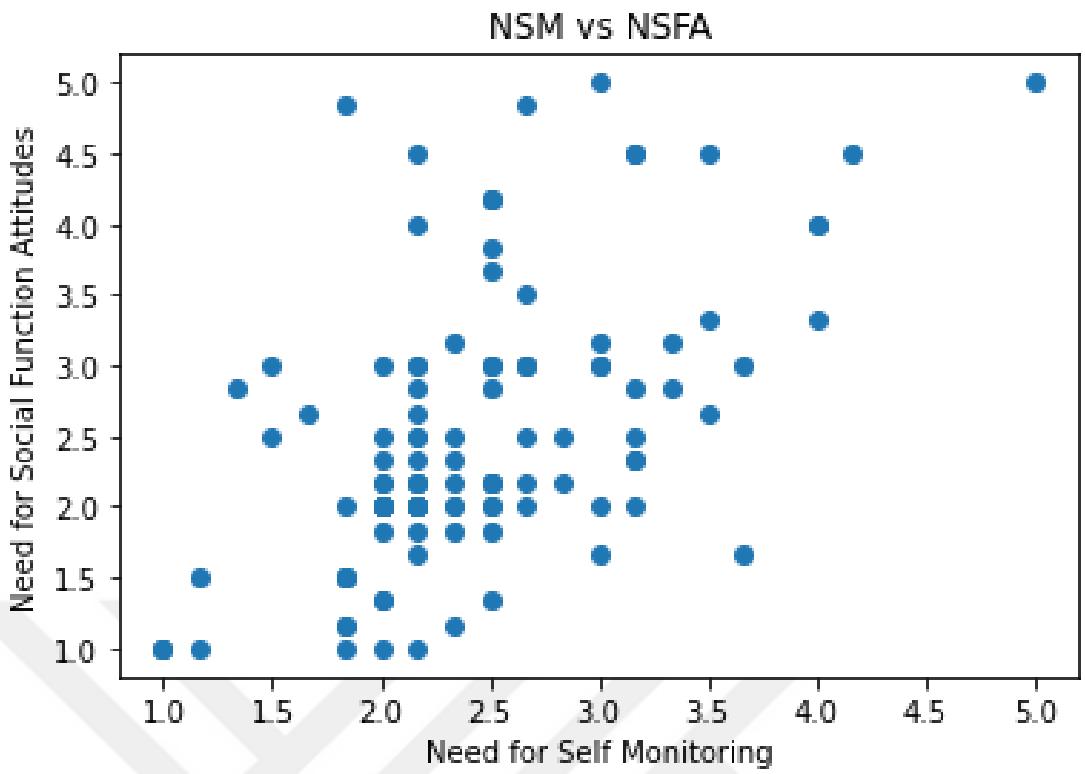

Figure 3. Self-Monitoring Has A Positive Influence On Self-Presentation Attitudes Toward Luxury Brands

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

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

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

The third hypothesis postulates that the self-expression attitude during luxury product shopping has an impact on the affective attitude towards those luxury

products. To validate this hypothesis, we constructed regression Model 2, where the affective attitude was considered as the dependent variable and self-expression attitude was included as the independent variable.

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

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

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

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

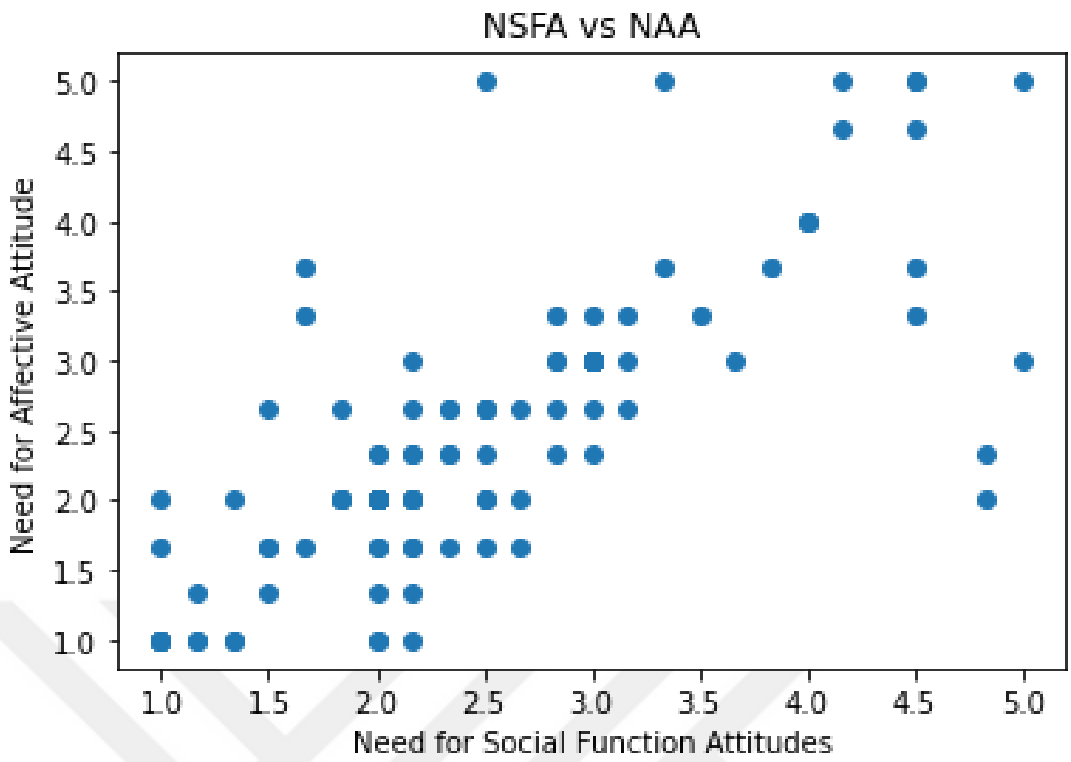

Figure 4. Self-Expression Attitude Toward Luxury Brands Has A Positive Influence On Affective Attitude

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

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

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

The fourth hypothesis posits that the self-expression attitude during luxury product shopping has an influence on the purchase intentions towards those luxury

products. To validate this hypothesis, we developed regression Model 3, with purchase intentions as the dependent variable and self-expression attitude as the independent variable.

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

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

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

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

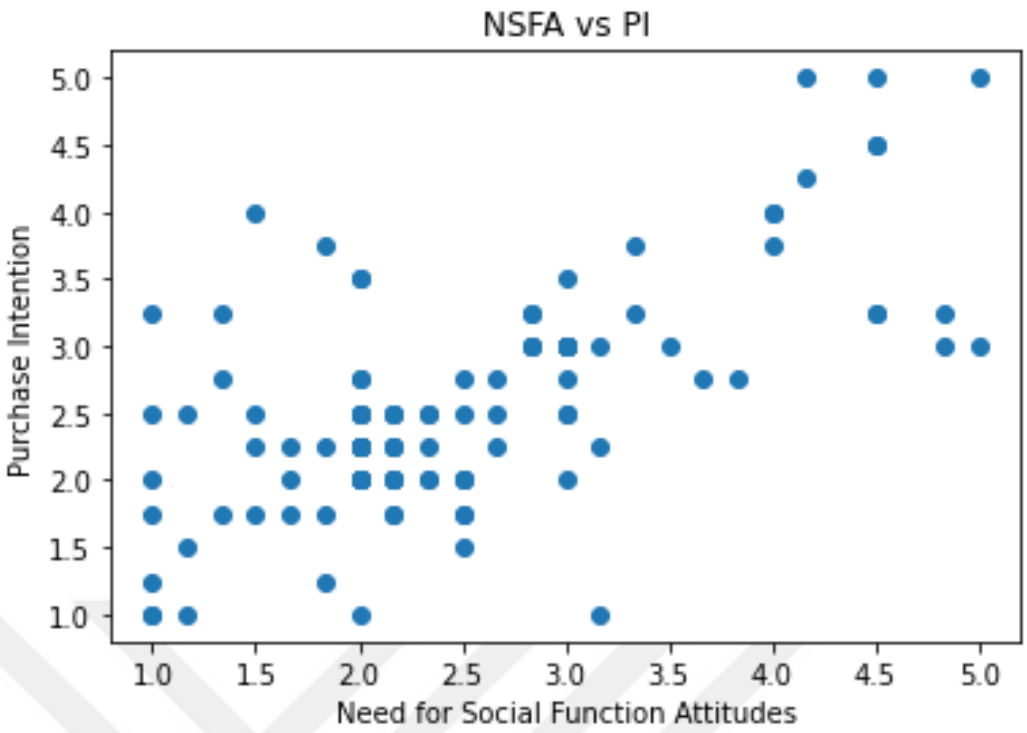

Figure 5. Self-Expression Attitude Toward Luxury Brands Influences Purchase Intentions For Luxury Brands Positively

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

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

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

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

as the dependent variable and affective attitude as the independent variable.

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

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

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

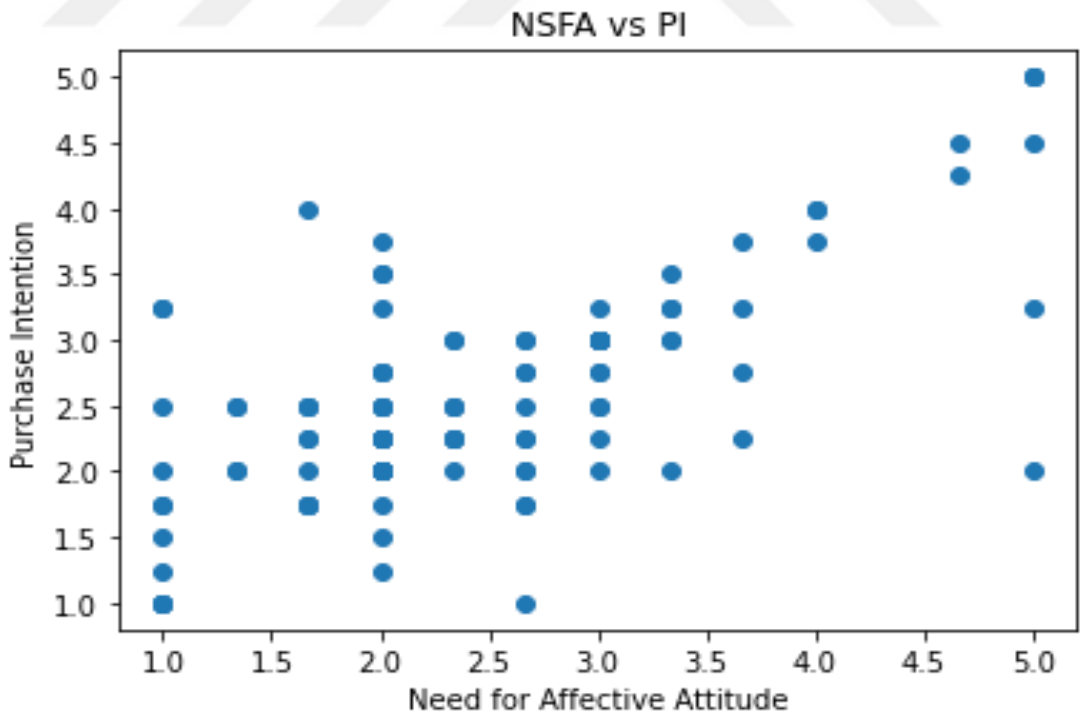

Figure 6. Affective Attitude Has A Positive Impact On Purchase Intentions For Luxury Brands

Upon examining the scatter plot, we can clearly observe a positive linear

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

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

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

F. Summary Analysis

This thesis aimed to investigate the factors influencing consumers' attitudes and purchase intentions towards luxury products. Five distinct hypotheses were formulated and analyzed through regression models to explore the relationships between various psychological variables in the context of luxury consumption.

Table 9. Summary of Analysis

Hypothesis 1	the Need for Uniqueness (NFU) during luxury product shopping influences the Self-expression attitude towards those luxury products. The regression analysis revealed a significant relationship between NFU and Self-expression attitude, indicating that individuals with a higher need for uniqueness are more inclined towards expressing themselves through their luxury product choices
Hypothesis 2	Self-monitoring behavior during luxury product shopping influences the Self-presentation attitude towards those luxury products. The results from the regression analysis supported this hypothesis, showing that individuals with higher levels of self-monitoring are more likely to be conscious of their luxury product choices as a means of self-presentation
Hypothesis 3	the Self-expression attitude during luxury product shopping influences the Affective attitude towards those luxury products. The regression analysis confirmed this hypothesis, indicating that individuals with a more positive self-expression attitude tend to develop a stronger emotional connection and affective attitude towards luxury items.
Hypothesis 4	the Self-expression attitude during luxury product shopping influences the Purchase intentions towards those luxury products. The results from the regression analysis provided evidence for this hypothesis, demonstrating that consumers with a more favorable self-expression attitude are more likely to exhibit higher purchase intentions for luxury products.
Hypothesis 5	the Affective attitude during luxury product shopping influences the Purchase intentions towards those luxury products. The regression analysis supported this hypothesis, indicating that consumers with a more positive affective attitude towards luxury products are more inclined to have higher purchase intentions

The findings from this thesis contribute valuable insights to the understanding of consumer behavior in the luxury market. Individual characteristics, such as the need for uniqueness and self-monitoring tendencies, were found to influence consumer attitudes, highlighting the importance of personal traits in luxury consumption. Emotional factors, represented by affective attitudes, and the desire for self-expression were identified as significant drivers of purchase intentions towards luxury products.

The study also emphasized the role of self-expression as a key variable linking attitudes and intentions in the luxury market. The research provides practical implications for luxury brand managers and marketers to design effective marketing strategies that appeal to consumers' desire for uniqueness, self-expression, and

positive affective experiences.

While this thesis successfully addresses the specific hypotheses and contributes to the existing literature on luxury consumption, there are some limitations. These include the use of self-reported data, a cross-sectional design, and the specific sample characteristics, which may impact the generalizability of the findings. Thus, future research may consider longitudinal designs, experimental methods, and cross-cultural perspectives to further enrich the understanding of consumer behavior in the dynamic and diverse luxury industry.

VI. CONCLUSION

This comprehensive research aimed to investigate the complex interplay of factors influencing consumers' attitudes and purchase intentions towards luxury products. The study focused on five distinct hypotheses, each exploring specific psychological variables and their impact on consumer behavior in the luxury market.

The findings of this research offer valuable insights that contribute to a deeper understanding of luxury consumption. Hypothesis 1 examined the influence of the Need for Uniqueness (NFU) during luxury product shopping on consumers' Self-expression attitude. In the realm of luxury consumption, individuals seek more than just high-quality products; they also desire to express their unique identities and stand out from the crowd. The concept of "Need for Uniqueness" (NFU) has emerged as a crucial psychological driver, influencing consumers' behavior and choices in the luxury market. This hypothesis investigates the relationship between NFU and individuals' self-expression attitude towards luxury brands.The modern luxury landscape has evolved from a focus on conspicuous consumption to one that embraces self-expression and individuality. Today's luxury consumers place a premium on products that resonate with their personal values, aspirations, and identities. As luxury brands cater to these evolving preferences, understanding the role of NFU becomes crucial in marketing strategies and brand positioning.The concept of Need for Uniqueness, proposed by Lynn and Harris in 1997, refers to individuals' desire to differentiate themselves from others through their choices and possessions. In the context of luxury shopping, NFU suggests that consumers seek exclusive and rare products that align with their distinct tastes, values, and self-image.

To examine the relationship between NFU and self-expression attitude towards luxury brands, a regression analysis was conducted. Model 1 was constructed, with Self-Expression Attitude as the dependent variable and NFU as one of the independent variables. A diverse sample of luxury consumers, ranging from fashion enthusiasts to tech-savvy individuals, participated in the study.The findings

from the regression analysis provide compelling evidence in support of the hypothesis. The P-value associated with the NFU variable was a statistically significant 0.000, indicating that NFU exerts a substantial influence on the self-expression attitude towards luxury products. This suggests that individuals with a higher NFU inclination during luxury product shopping are more likely to adopt a self-expression-oriented approach when making their luxury brand choices.

The R-squared value of 49.9% obtained from Model 1 illustrates that almost half of the variance in the self-expression attitude towards luxury products can be attributed to the influence of NFU. This emphasizes the importance of NFU as a relevant and meaningful predictor of consumers' inclination towards expressing their uniqueness through luxury consumption.

To contextualize the findings, let's consider two real-life scenarios,Emma, a young professional with a strong Need for Uniqueness, values self-expression and authenticity. When she shops for luxury fashion items, she seeks avant-garde designs from niche luxury brands that resonate with her unconventional personality. Emma's preference for unique pieces enables her to express her individuality and stand out from mainstream fashion trends. Another scenario is Alex, a tech enthusiast, places great emphasis on personalization and uniqueness. When choosing luxury technology products, he gravitates towards limited-edition gadgets that offer exclusive features or customizable options. Alex's decision to invest in unique tech items enables him to express his cutting-edge taste and appreciation for innovation.

The hypothesis establishes a significant link between the Need for Uniqueness and the self-expression attitude towards luxury brands. Understanding the role of NFU can guide luxury marketers in crafting tailored strategies that resonate with consumers seeking personalized and exclusive experiences. By embracing and promoting uniqueness, luxury brands can forge stronger emotional connections with their discerning clientele, leading to enhanced brand loyalty and advocacy.By acknowledging the impact of NFU on luxury consumption, this research contributes to a deeper understanding of the psychological drivers that shape individuals' attitudes and behaviors in the ever-evolving world of luxury branding and marketing.

Hypothesis 2 delved into the role of Self-monitoring behavior during luxury product shopping and its impact on consumers' Self-presentation attitude.

Understanding how individual behaviors influence self-presentation is vital in the context of luxury consumption, where consumers seek to communicate their identity and social status through their choices.

To investigate this hypothesis, regression Model 1 was constructed, with Self-presentation Attitude as the dependent variable and Self-monitoring as one of the independent variables. A diverse group of luxury consumers participated in the study, providing valuable insights into the dynamics between self-monitoring and self-presentation attitudes.

The findings from the regression analysis provide robust evidence in support of Hypothesis 2. The P-value associated with the Self-monitoring variable was a statistically significant 0.000, indicating a considerable influence of Self-monitoring on the self-presentation attitude towards luxury products. This implies that individuals who engage in higher levels of Self-monitoring during luxury product shopping are more likely to adopt a self-presentation-oriented approach in their luxury brand choices.

Furthermore, the R-squared value of 46.9% obtained from Model 1 illustrates that a substantial proportion of the variance in the self-presentation attitude towards luxury products can be attributed to Self-monitoring. This underscores the meaningful and influential role that Self-monitoring plays in determining individuals' inclination towards self-presentation through luxury consumption.

To enhance our understanding of the relationship between the variables, a scatter plot was used to visually represent the data. The plot shows the Self-monitoring variable on the x-axis and the Self-Expression Attitude towards luxury products on the y-axis.

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

Social media influencers often exhibit high levels of Self-monitoring to carefully craft their public image. They strategically endorse luxury brands that align with their personal brand identity, portraying an aspirational lifestyle and

encouraging their followers to adopt similar self-presentation attitudes by associating with these luxury products. In corporate settings, professionals with high Self-monitoring tendencies may choose luxury accessories and clothing to project an image of success and sophistication. By carefully selecting luxury brands that convey authority and exclusivity, these individuals use luxury consumption as a means of self-presentation to signal their status and accomplishments.

The findings from the regression analysis provide compelling evidence that Self-monitoring during luxury product shopping significantly influences the self-presentation attitude towards luxury brands. Understanding how individual behaviors shape self-presentation in the luxury context can guide luxury marketers in tailoring their strategies to resonate with consumers seeking to express their identity and social standing through luxury consumption.

By acknowledging the impact of Self-monitoring on self-presentation attitudes, this research contributes to a deeper understanding of the psychological drivers that underpin consumers' luxury brand choices and the communication of their unique identities.

Moving on to Hypothesis 3, the research investigated the relationship between Self-expression attitude and Affective attitude towards luxury products. Understanding how consumers' self-expression influences their emotional responses is essential in the luxury market, where emotional connections play a crucial role in brand loyalty and satisfaction.

To validate this hypothesis, regression Model 2 was constructed, with Affective Attitude as the dependent variable and Self-expression Attitude as the independent variable. A diverse group of luxury consumers participated in the study, providing valuable insights into the dynamics between self-expression and affective attitudes.

The findings from the regression analysis of Model 2 provide robust evidence supporting Hypothesis 3. The P-value associated with the Self-expression Attitude variable was a statistically significant 0.000, indicating a significant influence of self-expression attitude on the affective attitude towards luxury products. This suggests that individuals who possess a stronger self-expression attitude during luxury product shopping are more likely to develop a positive affective attitude towards those

products.

Furthermore, the R-squared value of 60.1% obtained from Model 2 indicates that the Self-expression Attitude variable explains a considerable proportion of the variance in the affective attitude towards luxury products. This emphasizes the robustness and appropriateness of the Self-expression Attitude variable as a predictor of individuals' affective responses in the luxury consumption context.

To enhance our understanding of the relationship between the variables, a scatter plot was used to visually represent the data. The plot shows the Self-expression Attitude variable on the x-axis and the Affective Attitude towards luxury products on the y-axis.

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

Luxury brands that excel in emotional branding tap into consumers' self-expression by crafting unique and immersive brand experiences. For example, a luxury resort may design personalized experiences that resonate with guests' self-expression, evoking positive emotions and fostering a strong affective attitude towards the brand.Luxury fashion brands that celebrate individuality and self-expression through their designs establish emotional connections with consumers. By incorporating diverse and inclusive messaging, these brands empower customers to express their uniqueness through fashion, resulting in heightened affective attitudes towards the brand.

The findings from the regression analysis support Hypothesis 3, indicating that the self-expression attitude during luxury product shopping significantly influences the affective attitude towards luxury products. Understanding the interplay between self-expression and affective responses can guide luxury marketers in crafting emotionally resonant strategies that foster lasting connections with consumers.

By acknowledging the impact of self-expression on affective attitudes, this research contributes to a deeper understanding of the psychological mechanisms that

underpin consumers' emotional responses and attitudes towards luxury items.

Hypothesis 4 explored the impact of Self-expression attitude on consumers' Purchase intentions towards luxury productsUnderstanding how consumers' self-expression influences their purchase decisions is crucial in the luxury market, where individuality and personal identity play a significant role in luxury brand choices.

To validate this hypothesis, regression Model 3 was developed, with Purchase Intentions as the dependent variable and Self-expression Attitude as the independent variable. A diverse group of luxury consumers participated in the study, providing valuable insights into the dynamics between self-expression and purchase intentions.

The findings from the regression analysis of Model 3 provide substantial evidence supporting Hypothesis 4. The P-value associated with the Self-expression Attitude variable was a statistically significant 0.001, indicating a significant influence of self-expression attitude on purchase intentions towards luxury products. This suggests that individuals who exhibit a stronger self-expression attitude during luxury product shopping are more likely to have higher purchase intentions for those products.

Furthermore, the R-squared value of 55.6% obtained from Model 3 indicates that the Self-expression Attitude variable accounts for a considerable portion of the variance in purchase intentions towards luxury products. This underscores the robustness and appropriateness of the Self-expression Attitude variable as a predictor of individuals' propensity to purchase luxury items.

To enhance our understanding of the relationship between the variables, a scatter plot was used to visually represent the data. The plot shows the Self-expression Attitude variable on the x-axis and the Purchase Intentions towards luxury products on the y-axis.

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

Consumers who strongly identify with luxury brands that align with their self-expression are more likely to exhibit higher purchase intentions for those brands.

For instance, a fashion enthusiast with a self-expression attitude focused on sustainable and eco-friendly values may consistently choose luxury brands that prioritize environmental responsibility. Luxury brands that offer personalized products or experiences cater to consumers' self-expression desires. An individual with a strong self-expression attitude seeking unique and customized luxury items is more likely to have heightened purchase intentions for brands that provide tailored offerings.

The findings from the regression analysis support Hypothesis 4, indicating that the self-expression attitude during luxury product shopping significantly influences the purchase intentions towards luxury products. Understanding the interplay between self-expression and purchase intentions can guide luxury marketers in crafting strategies that resonate with consumers seeking to align their purchase decisions with their unique identities and self-expression.

By acknowledging the impact of self-expression on purchase intentions, this research contributes to a deeper understanding of the psychological factors driving consumers' intentions to purchase luxury items.

Finally, Hypothesis 5 examined the relationship between Affective attitude and Purchase intentions towards luxury products. Understanding how consumers' emotions influence their purchase decisions is crucial in the luxury market, where emotional connections and brand affinity are vital for brand loyalty and long-term success.

To validate this hypothesis, regression Model 3 was constructed, with Purchase Intentions as the dependent variable and Affective Attitude as the independent variable. A diverse group of luxury consumers participated in the study, providing valuable insights into the dynamics between affective attitude and purchase intentions.

The findings from the regression analysis of Model 3 provide strong evidence supporting Hypothesis 5. The P-value associated with the Affective Attitude variable was a statistically significant 0.000, indicating a significant influence of affective attitude on purchase intentions towards luxury products. This suggests that individuals who hold a more positive affective attitude during luxury product shopping are more likely to have higher purchase intentions for those products.

Furthermore, the R-squared value of 55.6% obtained from Model 3 indicates that the Affective Attitude variable accounts for a substantial portion of the variance in purchase intentions towards luxury products. This underscores the robustness and appropriateness of the Affective Attitude variable as a predictor of individuals' propensity to purchase luxury items.

To enhance our understanding of the relationship between the variables, a scatter plot was used to visually represent the data. The plot shows the Affective Attitude variable on the x-axis and the Purchase Intentions towards luxury products on the y-axis.

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

Luxury brands that excel in emotional storytelling evoke positive affective attitudes in consumers. For example, a luxury fragrance brand may craft a compelling narrative around its products, triggering positive emotions and intensifying purchase intentions among consumers who connect with the brand's story. Luxury brands that offer immersive and emotionally resonant experiences foster positive affective attitudes in consumers. An exclusive event hosted by a luxury automobile brand, featuring test drives and personalized interactions, can evoke strong emotions, leading to heightened purchase intentions among attendees.

The findings from the regression analysis support Hypothesis 5, indicating that the affective attitude during luxury product shopping significantly influences the purchase intentions towards luxury products. Understanding the interplay between affective attitudes and purchase intentions can guide luxury marketers in crafting emotionally compelling strategies that foster strong emotional connections and drive consumers' intentions to purchase luxury items.

By acknowledging the impact of affective attitudes on purchase intentions, this research contributes to a deeper understanding of the emotional factors that underpin consumers' luxury brand choices and purchase decisions.

In conclusion, this research offers valuable insights into the psychological

drivers of consumer behavior in the luxury market. The analysis of the five hypotheses reveals the influential role of individual characteristics, emotional factors, and self-expression motives in shaping consumer attitudes and purchase intentions towards luxury products.

The theoretical implications of this research contribute to the existing body of knowledge on luxury consumption and consumer behavior. The practical implications are particularly relevant for luxury brand managers and marketers, as they can use the insights gained from this study to design targeted marketing strategies that resonate with consumers' desires for uniqueness, emotional connections, and self-expression.

To further advance our understanding of luxury consumption, future research endeavors may consider longitudinal designs to examine changes in consumer behavior over time, experimental methodologies to establish causal relationships, and cross-cultural perspectives to explore variations in consumer attitudes and behaviors across diverse cultural contexts. Such research efforts will continue to enrich our comprehension of consumer behavior in the dynamic and ever-evolving luxury industry.

A. Limitations

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

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

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

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

socially acceptable or may have difficulty accurately recalling past experiences or attitudes.

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

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

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

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

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

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

B. Limitations

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

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

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

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

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

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

Technology and Online Luxury Consumption: With the growing importance of online platforms and technology in luxury retail, future research could explore how digital technologies, virtual experiences, and social media impact consumer

attitudes and behaviors towards luxury products. Understanding the role of technology in luxury consumption can guide luxury brands in effectively engaging with consumers in the digital realm.

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

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

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