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**How Do Luxury Fashion Consumer Behaviors Effect on Creation of
Brand Values Practicing of Leading Luxury Retailer: Liberty London**

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‘How do luxury fashion consumer behaviors effect on creation of brand values practicing of leading luxury retailer: Liberty London’

Abstract:

Creation value is challenging and critical period for marketing executives and brands, in particular luxury consumption. To create a new brand, there is no decent, solid information about market consumers. Even accomplishment market strategies can be stuck in gaining loyal consumers. This study examines consumer decision progress and how findings can be harmonized with brand identity. Key point is to determine customer behaviors in value-making process. Basically, customer tends to pursue their individuality, more personalized choices rather than existing marketing tactics. The other road plan is that; what their individual valuations or their criterion are and which motivators are able to enhance their purchases. Moreover, luxury purchasing has occurred from social interactions, thus community featured their criteria itself as a value maker on luxury. Customer services, as long as corresponded every request in favor of customer, can ensure absolute consumer satisfaction and also second potential purchasing of customer. Luxury brand should investigate these requirements thoroughly, even more it should customize to them. Customer is capable to change the marketing game also greatest value in terms of bandwagon effect, networking, influencers of their environment.

Chapter 1: Introduction

It is not likely to circumscribe luxury with norms; society continuum occurred this phenomenon in time. Approaches of luxury might be instant wishes, life goals, priorities, and time saving; in a word everyone has own subjective description. However, in some notions claimed luxury corresponded to successful marketing strategies, which means premium price is only able to explain with marketing costs.(Fiondaadn and Moore 2009) Current studies has been dealing with creating innovative marketing tactics without 'human' factor. Yet very few empirical studies have applied to approach customer as a key point.

Considering significant place in the market, luxury is required in-depth investigations. In 2010, global luxury product market worth was roughly 173 billion euros, current reports indicates exceed 318 billions, industry has constantly gained of %3 additional value for every year and future predictions demonstrates significant growing rate in near 5 years. (Euromonitor, 2012) ¹ Worth of market can determine with tangible and intangible assets although valuation has been displayed with design, products, store, beyond all questions, main value maker is a specifically intangible asset. (Juggesur and Cohen ,2009)

*According to published research on Daily Mail in 2012 has indicated that:
Voted by 2000 people had revealed optimum amount of living comfortably around 1,
992,75 a month after taxation and National Insurance are subtracted*

¹ In report ,data was taken from 32 countires.

In the same vain, the luxury affordability level has been defined as a lowest level around 4,413 a month after tax, NI are taken. Moreover, separation of dominant expenses ranked like 10-20 of budget most occupants and less can be sacrificed in the budget.

Most potential regular consumer of luxury fashion spending is upgraded optimum amount 4,413 around 600-700 pound per a month. (Bains, 2012)

To create brand strategies entails to examine complexity of valuation. Even if, every tactical strategy were provided achievement on correct target, besides operations also run pretty organized to reach the target, it would not be sufficient to apprehend consumer acts into purchasing. Investigations about buying luxury assign underlying reasons consumer mindset apart from brand tactics. (Atwal and Williams, 2009) Primarily, consumer behaviors and luxury consumption are the main determiners for this research. It will also clarify these value makers and what their basis are and apply process of consumer decisions, thus it will maintain needs of consumer applied with Maslow's theory of needs, Bourdieu's lifecycle theories, and Engel's curve to create understanding of how to needs convert to luxury purchasing, in that progress what customer contribute into brand with their decisions.

Moreover, in literature review has been given summary about luxury fashion evolution in history. Glance of luxury consumption has growth significantly in last two decades, from single-family oriented brands to multi-brand corporations. (Bain and Co., 2012) The point of that, luxury fashion was not invented by designers or marketers, community had developed spontaneously by itself. To see society interaction, linked with improvements in that era are crucial, subsequently it may help to make connection between brand and customer easier when the process of brand foundation or further develops.

1.1 Luxury Consumption and Roots of Purchases

When mentioned about buying actions, it needs to touch upon consumerism.

Mainstreamed of 20th century concepts remodeled of Fordism systems on fabrication Taylorism notions on management-accreted circumstances of tremendous market demand. (Gramsci , 2006)

Market conditions enable to motivate of purchasing. Technology and a capability of transportation allow the consumer mobility. Integration to the new world system is likely to access premium product know-how, namely globalization designed new purchasing behavior. It must be addressed to examine sense of consumerism phenomenon. Basically, two main factors grounds:

- 'The development of consumer apparatus ' relied on campaigns and popularity
- 'The emergence of needs and aims from costumer'

Initially promotions has implied on people in the way of consuming, which means power of marketing leads buying. However, consumerism can be also reasons of emotional stimulations such as emotional solace or indication of personality. (Stearns, 2001)

Brand values determined with actors and which factors is able to influence of decisions. Belief of this research luxury consumption completely identifies individuality as an internal, social image and social acceptability as an external. Similarly, theory of impression' management tends to reduce the functionality of product, primarily preferences about brand links to acquire social image into community. (Gentry et al , 2009) It has been classified into two categories:

-*Social Salience*: Brand serves symbolic cultivation actors

-*Social identification*: Society has occurred own approved icons in the sense of value judgment.

Moreover, existing marketing strategies oriented standards of community or enthrall desires. Therefore, observation of society procures superiority of conducting on costumer actions. Similarly, examination on consumers is significantly crucial in the name of diminishing of intricacy and progressive rational production. Hence, it is likely

to dominate company objectives into the surveillance of consumers. (Arvidsson,2004)

Primarily, to investigate impression notions in the view of consumer behaviors, it is possible to mention about human values consistent of social entity. Socializing, image fortification may refer the core elements of luxury conception or community identity. It also addressed theoretically with additional effect oriented from consumer behavioral impact on Viegneron and Johnson's framework.

In practicing part, product is becoming communicative tool between brand and costumer.

A part from firm product assessment standards, general trends and customer transaction is able to determine format of the store such as layout, special events and so on.

Enhancing of loyalty is also depending of customer experience in the store, majority of luxury brands tend to increase their store strengths –sales assistance, store atmosphere, architecture and so on-. Differently achievement of Liberty is reliable customer services, transaction system that supported by The Loyalty Programmed. Their offers intend to keep costumer on the system, namely feedbacks enhance next purchasing, personalization the service

1.2 Practicing; About Liberty



Picture 1 : Building (Liberty,2015) 1

Liberty is luxury department store located on Regent Street in the West End of Greater London, established in 1875 by Arthur Lasenby Liberty. Their product scales a variety of luxury products; fashion, beauty, fragrance, accessories, home ware, seasonal gifts. Their unique prints with floral and graphs have very well-known reputation Designer Vintage is engaged into store which is really precious for Liberty ,it has been generated by expert of Vintage Buyer sourcing from France.

They provide private shopping service, also have got own Café located in the store. Alternatively, they have collaboration with leading designers and brands. Under the Liberty, they have also Nike , Barbour, Manolo Blahnik ,Alexander Wang ,Acne ,Givenchy etc.

Additionally, Liberty commenced TV show called “Liberty of London” in 2014 on Channel 4 which is about operations, Christmas preparations, “Liberty Open Call” event and so on. “Liberty Open Call “ allow designers or creative talent showing their product or design in order to place of store, thus they provide to encourage new talents, entrepreneurs and so on.

Customer Services is also extremely important for them. Successfully running in Costumer Services gained to loyal costumer group. (Jenni Cumming,Head of CRM ,2014)

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Chapter 2: Concepts of Fashion Luxury

2.1 Definitions

There is wide range of definitions about luxury consumptions. Rational notions have correlated in the context of wealth and income in economic conjecture. (Busato, Chiarini and Marzano, 2008)

In order to describe the dimensions of luxury fashion is primarily necessary sectorial narrowing. Dissimilarly, mass production operations and marketing necessities operates in different ways. Potentially, target zone may have corresponded specific servicing includes from sales, qualified service -sales person effect, having expert opinion to packaging, decoration of store, appreciation of designs, conditions of manufacturing - ,exclusivity ,unique product scale (limited edition ,distinct access and so on),premium pricing , location of service -perceptions of high street -. (Ait-Sahalia et al., 2004; Moore and Docherty, 2007, Nobbs et al, 2012)

Following notions has been also same claimed that; under equilibrium -balance of demand and supply, - luxury has occurred own demand in the absence of extrinsic impacts the values of stable financial options merely commutative wealth and earnings. (Ait-Sahalia, Parker and Yogo, 2004) In the same vain, Bruce, Moore and Birtwistle, 2004 have claimed luxury can be measurable with premium price, Nueno and Quelch (1998) also explained as an economical context; ratios, functional price which means price is indicators of assets included tangible and intangible. (Miller and Mills, 2012)

Alternative notions describe as marketing strategies in terms of motivating people. Atwal and Williams's 2009 declared that; luxury consumption reveals due to experiential luxury marketing strategies under the consumer participation .It means that beyond the luxury consists of arrangements such as product, pricing and so on. Likewise, Fioanda and Moore, 2009 maintain with components -product probity, premium price, selectivity ,worl-wide distribution ,organization culture-,this components.

Dimensions of luxury have been only figured additional marketing costs. Nominately , premium price corresponds marketing complications ,expenses. (Kaphere and Bastien,2009 , Chavalier and Mazzalovo,2008).According to Okonkwo has reflected luxury as a more than necessities, short of life requirements, also leisure activities of social life, habits of buying, style of wearing in contemporary life. (Okonkwo,2007)

Specifically, in fashion luxury sector has expeditiously fluctuation from the view of feature of ever-changing trends and marketing tactics. Namely, consumer is just participator in their framework.

Despite of marketing focused aspects, Kim et al 2009 and Tynan et al 2010 have focused on consumer decisions ,luxury can be improved during the consumer judgments. On the other hand, new notions about luxury has transformed from durability of goods into uniqueness, possessions of statues, preferential services, identity achievement in society time saving, sharing common interests with prestigious group of people.(Brun and Castelli, 2013 ,Nelissen and Meijers, 2011 ,Kimpakorn and Tocquer, 2010)

Table-1 Authors

Authors:	Examining
Ait-Sahalia,Parker and Yogo 2004 – Bruce ,moore and Birtwistle 2004 – Nueno and Quelch 2012	Price is main indicator whether luxury or not.
Atwal and Williams 2009,Fiondaadn Moore 2009	Luxury corresponds product and additional marketing costs
Kaphere and Batien 2009, Chavalier Mazzolova ,2008 ,Okunkwo 2007	Fashion sectorial fluctuation of trends result in complexity of luxury. Consumer is just participator.
Kim ,Kim and Sohn ,2009 Tynan ,McKechnie and Chhuon 2010.	Luxury is full of consumer contribution.
Brun and Castelli,2013 Nelissen and Meijers ,2011 ,Kimpakorn and Tocquer 2010	Luxury transforms functionality into society norms. And individual benefits.

2.2. A Brief Review of Luxury Purchases in History

In the immense civilizations of the old world, luxury consumption counters non-basic necessities, satisfied pleasures and associated with wealth power or margins of society classes. Despite the fact that, Roman Civilization had introduced as a social isolation. In terminology of 'luxury' defined 'soft or extravagant living, glitter, abundance ' negative self-gravitation riotous living style. (Brun and Castelli, 2013)

Subsequently, the concept of luxury had been visually reshaped with fashion to serve for royal families in 14th century, yet common belief was linking class differentiation.' .To understand of dimensions, in period of ten years Josephine Bonaparte was served roughly a mount of dollar 15 million that France obtained through the offer of the 500 million section of land Louisiana domain to Us in 1803 .(Thomas, 2007) Outgrowth of concepts -provenance of society wealth, properness of society wealth, self-trading self-employment, ownership a part from monarchical family -enabled to be born new group of people in Europe called 'bourgeois', and affiliated with 'sumptuous surroundings. Until the time, luxury served only royals on monarchies. Enrichment of middle-class mostly earned by commerce, thus international trade and particularly cloth materials trading occurred. Even if, for that times luxury consumption was still limited access with upper class strata, occurrence of middle-class acquire new characteristic. (Chevalier and Mazzalovo, 2012)

This research proposed to point from emerging of luxury concepts instead of ideological alteration or economy extents; it ought to address dynamics of society metamorphosis. Morals of living style had been diverted new concepts of luxury toward of diminishing monarchical features, dominance of regulation owing to trading, emerging improvements included technology, prominence of individuality by effect of middle class. Therefore, concept has become standards of splendid living germinated conspicuous consumptions in the long term.(Fogg, 2013)

In the manner of modern luxury notions has risen with the industrial revolution in nineteenth century Europe evidently opening specifically divergence scale of products linked with lifestyle social theme .New manufactured technics and standards required mass production, however differentiation about luxury has answered proposed of hand made by domestic craftsman with limitation, following achievement is to expand revenues outside of origin place.(Antoni et al .,2004) The main standard was becoming quality of good and condition of materials ,handicraft such as silk from India ,genuine materials and talented tailors .(Sung et al., 2014)

The salient transformation in contemporary world has demolished with globalization and changing world order such as easy access to market, augmentation of travel, enrichment of society and so on. In twenties, Interpretation of luxury concepts has created valuation systems on consumer mind featured with judgments about status, leisure time activities, and tastes. (Okunkwo,2007) A number of people have started to concern aesthetics, accordingly purchases have been tended to form finding of artistic-rarity products. Similarly, travelling has becoming part of luxury shopping attraction, emerged on expansion of luxury stores has enhance accelerators of luxury.(Brun and Castelli,2013)

Consumer behaviors -decisions on purchasing, necessities, admirable designs, and services- have acquired roadmap, which has potentially brand values. Thus new approaches has built on consumer decisions engaged with *emotionally immersed* in a worth remembering shopping experience.(Dalton,2005)

2.2.1 Corner Stones of Fashion

In the overlooked of fashion design history has to mention about domestic tailoring. When matching with luxury fashion, the elitist strata had tendency to have sew their clothing needs. Investigations on impulsions of fashion' power is able to express with social strata. Popularity of dressing had disclosed with bourgeois. Under the favor of enrichment of middles class -small business owner, members of independence professions - clothing acquired new dimension, particularly bourgeois' women, which does not working, were disposed to display their tastes, intellectuality, socio economic statements. Dressing enhanced their social stance and their leisure activity. After published fashion magazines, awareness of individuality adopted except under husband

dominance, house wives became pink collar workers.(Stewart, 2008)

18 century of France was the beginnings of design, it should not be forgotten to include iconic actors such as Chanel and France aristocracy.

2.2.1.1 France

Since 1600s, France proceed better after "Twenty Year' War" and became superior, richest state in Europe. Fashion was the core element of their foundations. In economic structure, textile occupied a significant place in means of living. By the 18th century, high society class started to travel to Paris to have their clothes made or copying of designs.

2.2.1.2 Chanel Effect

In nineteenth century there was no designer, general trend having clothes made by tailors. Dressmakers were responsible for costumer order. Gabriella Coco Chanel revealed in early twentieth century. Chanel' accretive improvement was different designs of her .Her designs had becoming iconic feminine woman clothing by costumers. Uniqueness of Chanel came from distinguishing her style from society norms. In that era, society slightly separated as a gender even material of fabrics possessing gender. End of 60s, Chanel gain completely different, independent characteristic.(English, 2010)

Nowadays, examining of fashion trends still originate form haute couture² collection when analyzed which designer impacted mostly that creation probable to ready for ready to wear production.(McKelvey and Munslow, 2012) Fashion gained representative that reinforce individual identification in time.

Alternative improvements of fashion industry in mid 20th century , starting with enquiries of interactive promotions, many companies set up their online campaign has shaped to the most popular extend and also sponsored of popular actions, videos and so

² Haute Couture is using definitions for dressmakers who is able to possess profession of design included dealt with merchandising

on. In this occasions ensured remarkable advantage is able to be voice of costumers. (Kotler and Armstrong, 2004) It is not possible to define popular culture without fashion, art and music; globalization on culture has started to commodify the people preferences in some occasions. (Bentley et al., 2007)

In modernism has converted familiarity of product to identical prototypes. (Merz, He and Alden, 2008) Belonging of high society may be the reason of luxury consumption. Considering pop culture, many marketing strategies intend to be mainstreaming as a Meta or invented icon. Many studies shown pop marketing tactics, which includes promoted consumption more than brand values or quality, derives culture. (Lipschutz, 2010, Maxwell 2001, Saltmarsh, 2009) Given these pointer under the circulation of luxury consumption contributes to classify costumer-based valuation. Analyzing of human psychology and matching effective strategies give a strong accelerator in the market recognition.

2.3 Overview of Consumer Behaviors in the Frame of Needs and Interactions

In this section will find answer reasons of luxury consumption associated with consumer behaviors .It will apply three main theory; Maslow's hierarchy of needs , Engel Curve Reaction's , Bourdieu's classifications of lifestyles .Aim of that is to show modification of basic needs into luxury purchasing and generate an idea about further chapter which is consumer valuation.

Considering about external objectives such as brand values, pricing, socio-economic statues and so on, may intend to alter whether comprehended of luxury consumption or not. Economic criteria is oriented sufficiency of income addressed with noticeable, pragmatic purchasing in order to proven of economic welfare comparison. (Kastanakis and Balabanis, 2012) Therefore, capability of earnings might not be measurable whether to identify society status in economic circuits.

2.3.1. Maslow's Reflection on Luxury

Luxury has also combined wide perception line between necessities and extravagance goods. However, generalization of basic necessities might not be certain way to cognize characteristic of luxury purchasing in case of subjectivity of needs. For instance clothing or food might seem like basic needs of life circulation required for survivability, yet food industry contains wide-ranging segmentation under the alternative products and pricing included premium and average products, it had better to claim every material necessities may correspond with luxury goods or service. (Hennigs et al., 2012)

Frame of luxury and needs, it is likely to mention about classifications theories lighted with Maslow's hierarchy of needs. It may ensure to expose philosophy of luxury purchasing combined with objectivity of desires. Diversity between needs and requires may clarify with Maslow's criteria. Key distraction may be argumentative about the causes intentional or psychical subsistence.

2.3.1.1 Influences of Maslow's Needs on Consumer Behaviors

Maslow colonized of psychology of human needs oriented from existence potentials, entities as above animal. (Maslow, 2004) The theory has conducted that individual needs must endeavor to conquer in order to effectuate their entities or potentials. Generic's of Maslow has been established on five levels of need base. A priority of needs is to satisfy basic needs such as food, sleep, shelter and so on. For the man that is tackling about starvation the only achievement will be suppressing hunger or entire goals of life might be related about food likewise. Hence, alternative needs will not able to conquer his satiation, instead of the vital needs must be satisfied in order to climb other category of self-actualization. (Trigg, 2004)

Succeeding stage is safety and security. In this process, after fulfillment of physiological needs, surfaces new necessities such as secureness, healthiness, reassurance, and protection. Forth level was determined 'social needs' and belongingness which refers being part of a family, member and acceptance. To gain respect or place attachment in society might devise a statue and prestigiousness based from human being. Final motivational stage is described as a 'self-actualization needs' which is awareness of self- capabilities and able to convert into reality. (Cao et al., 2013)

At last, the most elevated of Maslow's five classifications is the requirement for acknowledgment toward oneself, likewise alluded to as good needs. To reveal of higher needs has demanded to attain fundamental needs. It is unlikely that any materialistic fulfillment ensures, it would not surface individual capabilities or feelings -e.g. creativity, intelligence, social engagement, productivity, and altruistic-. (Trigg, 2004)

In the point of buying reaction, every stage of needs creates new purchasing, thus hierarchy of needs has owned consumption ordering. Consumer decision has identified individuality and generated standards of society. This identification is possible to personalize consumption values and shape consumer behaviors.

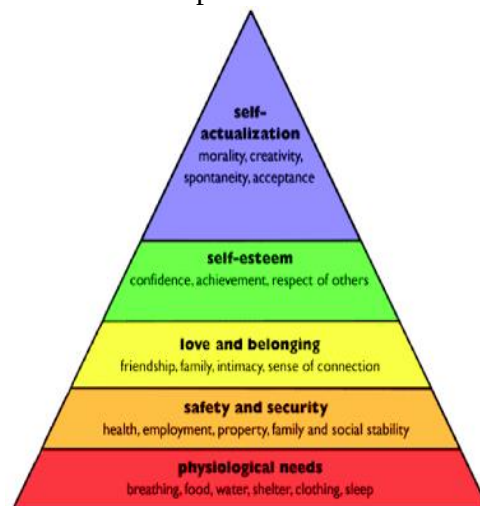


Figure 1.1 Maslow's hierarchy of needs

2.3.1.2 Limitations:

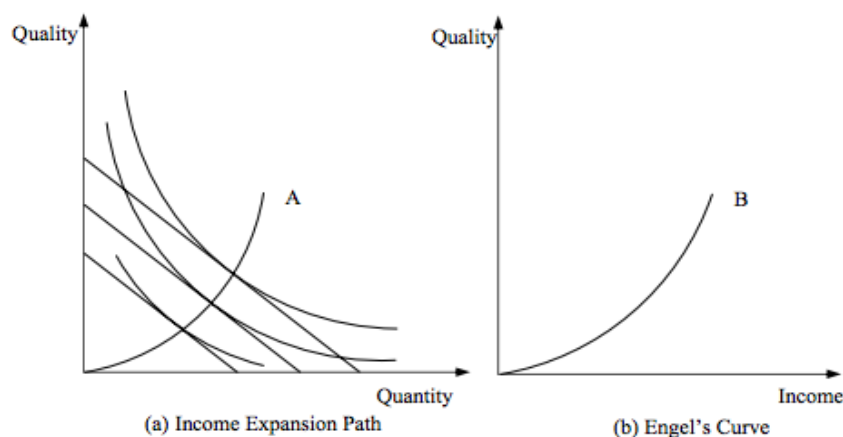
On the other hand, the theory of needs has been claimed particularly inborn motivator, social interaction and society demoted. Thus, explanation desires, after fulfillment of basic needs, might not be sufficient to motivate actions without interactions in community. (Trigg, 2004) Berry defined that wants a district from needs is capable to express perspectives of personality, controllability of desires with goods. (Berry, 2006) When analyzing in Maslow's generic is pursuit of hierarchy ordering. Maslow's key point is to respond primarily deficiency stage one otherwise possibility of social implication relegated. (Iyer and Muncy, 2009)

Given this approach has demolished critics of Maslow's as a life-learning and an evolutionary process, thus individual evolution is likely to shape into society. Behavioral pattern surpass the majority stimulation in order to involve mass action -general standards of purchasing habits-. From this point, self-actualize has become to differentiation of consumerism impulses. Dimensions of saturation point possible to analyze, on the basis of consumer behavior, whether effectuate self-actualization or not. Aspects of consumerism have a tendency to spearhead of society case of possessing a status in furtherance self-achievement, which apply in Maslow's level 5 - self-actualization-. (Clifford, 2011)

2.3.2 Within Income factor Consumer Behavior: Engel Curve

Behavioral approaches require social participation leading their acts through majority choices or interaction. Wealth and consumption has respectively correlation, which means increasing rates of income-recouped needs. Another theory of need is 'Engel curve' based on hierarchy of needs considering key role of income. For every completed need may escalate outlay curve namely, satisfied stage endured to level up and former stage tend to dwindle quantity of basic needs. (Coondoo, Majumder and Chattopadhyay, 2010)

For instance, when encountered basic food category, consumption in fundamentally goods will decrease replaced with requirements depending on new lifestyle choices. In the Engel curve has occurred quality and quantitative notions, means any penetration of income ensures new preferences and diminish quantity of good in order to maximize of utility (see figure 1.2), thus manipulating all dynamic quantitative contradiction of the economy by luxury good penetration. (Marella ,2006) Augmentation of income has conducted a negative gravitation that implies decline in purchasing of interior products in furtherance of preferable choices.



³Figure 1.2 Engel Curve Reaction's regarding with income (a) and luxury good (b)

Fulfillment of levels is to be mainstream of mass consumption, which caused pursuit of bandwagon effect. (Lavoie ,2007)

2.3.2.1 Limitations :

Income is only determiner for purchases. However, possessing of low income has possibility of buying luxury .In that point, this theory might be lack of expressing luxury consumer behaviors.

2.3.3 Lifestyles Mirrored Purchasing: Bourdieu's Classification

In the same vain, Pasinetti maintained that; higher level of income allows eligibility of wider alternatives to consumers, as long as minimizing of psychological imperatives in content of consumption. After this distinguishing, consumer demand parallels of their objectivity, characters. Therefore, preferences has explored consumer behaviors or predictions on goods.(Lades, 2013)

Since knowledge is acquired from external facts, consumer behaviors might address with alternative theories of need.

Modified concept has been structured upon culture and economy by Bourdieu. In economic depth, it has been denoted existing affluence and individual earnings. Culture compromises capabilities as the aggregates load of information about the results of aesthetic and scholarly traditions. The majority of people symbolize a high social supply of learning relies on upon their social beginning and instructive foundation. Lighted with Engel Curve Proposal's general pursuing habit has become ordinary higher income has

³ Quality featured as an luxury , quantity is necessary.

revealed luxury goods which is externalized as an 'absurd fantasy' by way of being infrequent, isolated, delimitation of publicity.(Trigg,2004)

Cultural Capital	
Economic Capital	Lifestyle A +
	Lifestyle B -
	Lifestyle C +
	Lifestyle D -

Figure 1 .3: Bourdieu's classifications of lifestyles

Attributions of social stratum entail two dimensions of capitals. These are defined as an economy and cultural in Bourdieu's notion. It has also claimed income is likely to be leaded in consumption. Consumptions mirror ruler of lifestyle whether to contribute investment of your intellectuality or tangible purchasing. .(Trigg,2004)

The salient example on this achieved cultural strata has tend to consume on intellectual pleasures such as opera, ballet and so on under the less obvious expenses. Emphasizing of purchasing has been exposed cultural position at that determined in Maslow's generic as a self-actualization. The pattern of expenses is likely to indicate about characteristic impresses in the manner aesthetic or sophisticated behind the social conditions. Given above (see figure 1.3), Bourdieu's social classifications on capitals. Different lifestyles determined by endowments illustrate social strata. In lifestyle A has pointed high endowments with high cultural levels, under this circumstances consumption has also directions of highbrow cultural activities matching with background. On the contrary, the owner of high economic capacity matching with low cultural grade has tendency to

overspend on tangible, conspicuous outlays, in reality the roots of enrichment have a big importance of social categorizations. Luxury purchasing is the easiest way to involve in the elitist strata in the market conditions. Possession of luxury or fancy pleasure has specified for the use of particular class or groups, herewith having a luxury meant to be part of that exclusivity. (Brun and Castelli, 2013)

In consideration of Bourdieu's classifications of lifestyle has shown that purchases has a qualitative aspects. From expenditures is possible to deduce about lifestyle, intellectuality, cultural background. Drivers of lifestyle are habituated to chart of contemporary consumption in the way of reflecting individual dispositions, consumption has been tendency to design upon life circulation -preferences, socializing, activities and so on-. (Dunn, 2008)

2.3.3.1 Limitations:

Frequently reasons of purchasing decisions come from experimental interaction with society. Completed of levels is pursuing of the elitist strata of society. By this means, consumer might pursue other' lifestyles, consumer purchases may not feature certainty. Similar occasion might have occurred; low cultural strata tend to have cultural activities, despite of matching with backgrounds, thus theory may not able to express whole structure.

2.4 Criteria of Brand Valuation Based on Consumer Behavior

2.4.1 Brand Values Through Consumers' Objectivity and Subjectivity

Dimension of valuation basically may have been branched in several ways. According

to Burn and Castelli, distinction can be identified with tangible and intangible aspects of consumer behaviors.

Tangible valuation is gained from **objective qualifications**: For luxury, superior quality of raw material, spectacular design, an inheritance of craftsman ships, material origin, superlative performing feedbacks. Even though, given this quality standard seems like hardly accessibility of achievement, current improvements are able to ensure these conditions due to productive manufacturing included utilizing technology, transportation, easy trading access –taxes, regulation, international law- (Burn and Castelli ,2013, Consequently, is it sufficient to ensure 'implemented branding process' with only premium quality strategy or do price determiners compromise of values, materials and serving shapes?

Undoubtedly that, materialistic valuations –based on tangible assets- is only conquer of monetary value. However, brand requires process, experimental connection between costumers **in terms of subjectivity**. Specifically luxury consumption allows seeing value influences more than ordinary consumption. Even more luxury mostly has been established on non-materialistic values and full of consumer contribution.(Kapferer, 2012)

A concept of consumption has only expressed whether being connection between production and human factor. As Marx specified in 1973, production has been stated, separately from economical aspects, psychical, sociocultural and even mental dimensions; process of production can not only be measured by scalar and objectivity of consumer. (Marx ,2008) Considering production as a theory, possible to link with capital, yet productivity of production has signified style of utilizing by consumers, in turn principal indicator is consumer for the sake of conquering needs. Production has acquired a value under the one condition; to subjectivity of need by costumer notions. As follows, luxury goods have importance as long as harmonized with life experiences.(Dunn, 2008)

As long as luxury harmonized tangible assets with experimental values, that would be differentiate from ordinary product. (Atwal and Williams, 2009)

In time , loyal costumers ,brand awareness or recognition ,brand name ,uniqueness in designs ,services ,concepts, mainstreams of market. Therefore, these values whether successful or not can be measurable relied on next buying. The circulation of buying triggers permanent accomplishment by brand values, hence customer is willing to pay premium price in return. (Kuksov, 2007)

To explain brand values with tangible assessment is not applicable for framed in whole luxury perspective. Moreover, as well as above chapter has shown that luxury has occurred with society interactions, thus it is likely to express valuation in the social concepts. Burn and Castelli has been also described intangible perspectives initially contains the emotional attractiveness, characteristics of brand, cohesions with brand and lifestyles matching compromising brand assets (from price to reputation) with customer profiles. In general, values are tend to be related with beliefs which lead the preferences or assessment of enviable behaviors and placement in community.(Schultz &Zelezny,1999 cited in 2009)

2.4.2 Consumer Value Creation

Wiedmann, Hennigs and Siebeles have structured as a 'Conceptual Model'. The model purposed to incorporate various of determiners during process of decisions.(see figure 1.4)

It has been illustrated of luxury value drivers oriented from consumer perception.

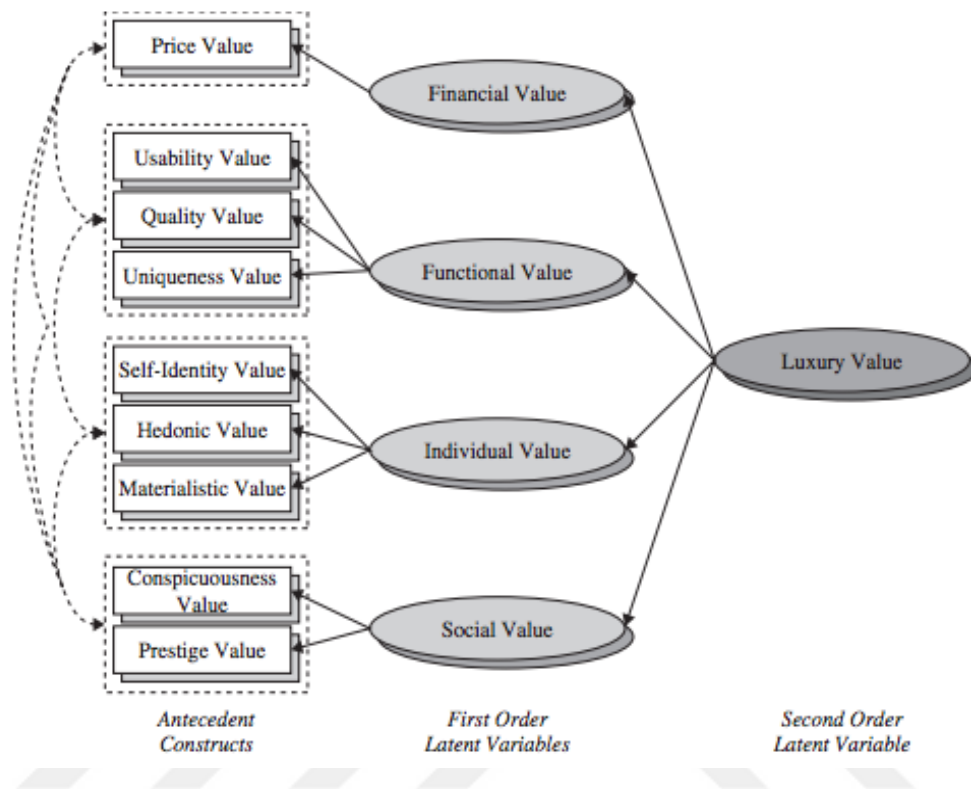


Figure 1.4 : The conceptual model by Wiedmann, Hennigs and Siebels in 2009

Price: This is the crucial determiner of luxury consumption in case of segmentation and proven of the superior quality and exclusivity.

Usability: assessment of consumer capabilities. The degree of necessities and beneficially gain from the product has been able to receive by consumer. (Wiedmann, Hennigs and Siebels, 2009)

Quality: the main core of luxury good is to match quality and performance.

Uniqueness Value: Rarity is able to be accurate pursued to value in the terms of unique designs, authentic. Distinguished in the market place is only possible with uniqueness and ensure greatest market superiority. (Frijeters and Leigh, 2008)

Self-Identity Value: Every brand has presented own style and serves similar lifestyle .It has provided to acquire costumer profile, own target zone. Consumer has tended to identify individuality of their purchasing. Specifically clothing luxury expenditure signed

most clear evidence of style in capability of clarification people before their self-image. (Millan and Reynolds,2011)

Hedonic Value: Concepts of Luxury most established on emotions and satisfactions from the product. *happiness is accomplished through the chasing of fulfillment, recreation in the sense of hedonic; also eudemonics respects reflect persistent 'peak experiences' owing to self-actualization.* (Huta and Ryan, 2009)

Materialistic Value: Luxury consumption is disposed to gain favor in society, ensured status owing to luxury products. (Frieters and Leigh, 2008)

Conspicuousness and prestige value in Social Platform: The mentality of luxury constructed on impress to others. Possessing of status and prestigious, belonging of particular groups and membership motivate to buying behavior. Purchasing luxury has a role in exposed by others intended risen valuation. (Shukla and Purani,2012)

2.4.3 Categorization of Behavioral Effects

Viegneron and Johnson have categorized consumers behaviors in case of the influences as a value makers in 1999.(Husic and Cicic ,2009)A consumer observation sings :

The Veblen Effect: The perspective of Veblen defends mainly enrichment of society and scrutinized of new community structure . Wealth has formed of conspicuous consumption; consequently new price and demand paradigm that means demand becomes leveraged increment upon price. Therefore Veblenien Consumers has purchased in order to ensure their prestige due to 'impress others'. (Tynan,Mckedchnie and Chhuon ,2010)

The Snob Effect: Luxury is defined rarity, specified group, divine services and uniqueness, not allow easy accessibility of product or service. This costumer groups are disposed to differentiate themselves from the majority trends. Even if a majority disposition demands to prestigious goods, consumer would refuse buying. (Bekir,Elhabi and Grolleau ,2011)

The Bandwagon Effect: Other behavioral approach is ensured social prestigious owing too possessing rated trends. (Kastanakis and Balabanis, 2012)Even though these

psychological paradigm defend a wide part of bandwagon luxury consumption and possible to be used as contributions in the development of marketing strategies. (Ko and Megehee, 2012)

The Hedonic Effect: emotional satiation has been responded by purchasing. This notion is to require personal demands such as feelings, own ideas and so on.

Completed standards have yielded self-euphoria in wide perception eudemonia ought to intensify hedonic stimulus. (Waterman, Schwartz and Conti, 2006)

The Perfectionism Effect: Principle consideration is quality. Price corresponds standards of quality. Penetration of luxury has been measured with quality by costumers.

2.5 Motivators of Luxury

2.5.1 Dimensions

Improvements of technology, new trading systems, cross the borders; easy access to raw materials, innovative ideas, and designs briefly globalization has been ensured qualified of prestigious goods.

Currently, risen luxury consuming analysis has been demonstrated dimensions of consumerism in the effects of quality.(Miller,2009) Global Luxury Retailing Report has also figured worth of luxury market reached around \$450 billion annually in 2012 ,particularly fashion gained a majority of scale around %41,9.(Verdict Research Co.'s ,2007) However, considering of occasion , utilizing ,appropriation merits are unable to attain the prices. (Van Kempen,2004) An overwhelming amount of people is willing to have luxury brand with premium prices. What are the motivators of luxury buying impulse on fashion?

2.5.2 Pursuing of Status

Apparently, demonstrators are tending to *gain statuses in society*. In the same vain, self-respect has been exposed into society within brands; pursuing global trends, display personal preferences, life style, and taste more than necessity of clothing. Given these reasons has been described as signals in the market, receivers may have chance to get predictions about individual impressions. (Nelissen and Meijers,2011)

The examinations of signals and receivers has been associated with 'costly signaling theory' by Miller, 2009. According to Bird and Smith, 2005; society integration within the context of costly signals has symbolized interactive communication without attributes which is evidence of fundamental reliable behaviors and preliminary influences during the observations. So , individual decisions have a tendency to change through majority observations. Therefore, luxury products may have strengthened in social standing.

2.5.3. Possessing Luxury: Prestigious and Charisma

A characteristic of wealth has conjured own prototype up such as physical charm, sophisticated looking and so on. Given these demonstrators is to yield benefits to consumer and also generate to conspicuous consumption. (Plourde,2008) Displaying luxury label clothes has presented social prosperity in case of involving desirable status and also promotes conspicuous consumption behaviors owing to costly signals (Bliege Bird and Smith, 2005) Critical views addresses to social stance, in point of visuality, designs are able to occur trend, dependently, those trends suffices to appear in high strata, people will receive the signals, they manage their preferences to get a position in their strata. Hence, a determiner of trend is also related with how much impress on elitist ⁴. Basically, key point is being owner of product to secure positions and have chance to be

⁴ Possessing of superior behavior or being led powerity on society.

involved elitist strata somehow, thus charisma, prestigious are likely to acquire owing to owner of luxury.

This research does not detail influencers of society, mainly is able to highlight explanation of underlined consumer pursuing reasons.

2.5.4 Emotional Stimulations

. Underlying reasons of consumption has been becoming marketing strategies, perceptual effects on people's minds rather than personal choices. When examining cultural resonance has mirrored acquisition of brand image from people insights effects. Majority of approved brand strategies compose on people emotions and concerns.

Emotional branding tactics orients consumers, (Thompson, Rindfleisch and Arsel, 2006). Therefore creating brand image contains society effect, sense of belonging, social hierarchy. (Lee et al., 2010) Categorization of social group might have relations with loyalty of brand or personal identification respectively occupation, place of live, interests. Sense of fashion, clothing, choice of purchases, brand preferences are capable of endorsing observable side of the biases. (Mullins and Walker, 2013)

Following the greatest marketing campaign is shown that one of them is to emotionally engage the people who are shared the same feeling. (Andersen and Kumar, 2006) The purpose of emotional brand bond is more likely to generate mainstream such as an empathetic understanding of consumer' inspirations, notions and life routines and sympathetic feelings for the purpose of turning feeling to purchasing. (Muniz and Schau 2005) Despite of the accomplishment about emotional branding, it also has been criticized sharply in the point of 'doppelgänger' brand image, concerns of cultural degeneration and also serving pop-culture. (Thompson, Rindfleisch and Arsel, 2006)

Chapter 3: Research Methodology

3.1 Overview

In this research has attempted influences of luxury consumer behaviors on brand value criteria. In previous chapter, brief summarize of historical improvements on luxury purchasing has shown that 'buying luxury ' has been sourced from interactions in communities. Thereby formative value maker has highly possessed dominance of role in the circuit of needs, lifestyles, matching with individual value more than tangible values of brands. This research was substantiated in the end that; luxury purchasing has featured as phenomena in society benchmark. For this reason, general framework is to shape with comprehensive perspective of consumer aspects , hence it ought to design qualitative approach within considerations of ethical concerns which contains face to face interviewing.

3.2 Research Methods:

Investigations upon predictabilities of consumer behavior have ensured to expose consumer attempts serving to assessment of brand valuation. To determine motivators and completely fulfillment of customer requirements will be formed of the study.

The purpose of study containing these objectives:

- Underlying reasons of consumer psychology within luxury fashion purchasing
General ideas on value makers has linked to organizations rather than consumers
- Determiners of value criteria based on consumer decisions
- To design of luxury fashion luxury brand from consumers

- Role of consumers' value on luxury brands

These objectives were evaluated and practicing in the frame of Liberty London Luxury Department store. Linked with Ukonkwo's framework, 2007, luxury fashion concept designed standards. As stated in literature review, the reasons of popularity specifically key point of chosen Liberty is accomplishment of their systems oriented from monitored of consumer transaction and they utilize feedbacks into system as a value-maker.

From Uche Ukonkwo, 2007, perspective has claimed as a brand values: brands' strengths, regarding with commitments and consumer demands, given offered of the products. General motivator of brand equity has been seem to been accomplished by strategies or tactical brand associate contrary to what is believed endured costumer satisfaction, loyal consumer group, brand recognition , brand awareness are able to be measured by consumer viewpoint. (Hoffmann and Coste-Manière, 2012)

The power of brand has contacted on memorable consumer perspective in the direction of their thoughts, emotions ,beliefs. Creating loyalty is the key point of fashion luxury management directly correlated with revenues and indicators of capabilities.

RQ 1 :

- H1: Brand values have been directed by consumer behaviors rather than brand associates.
- H 2 : Consumer Behavior has been affected by marketing tactics
- H 3 : There is no role of connection between consumer behaviors' or company values to create brand value.

RQ2 :

- H1 : Luxury consumptions has eventuated pursuit of society interactions
- H2 : Luxury consumptions have only resulted in individual attractions
- H3 : Interactions may have caused of luxury buying impulses

RQ 3 :

Classifications on Luxury Customer Behaviors possibility of identifications with Aspects of Veblen, Bandwagon, Snob, Hedonic Aspirations

3.3 Research Philosophy

Primarily, to justify this study ought to direct with route in order to endure comprehension. As a stated of Sounder's onion:

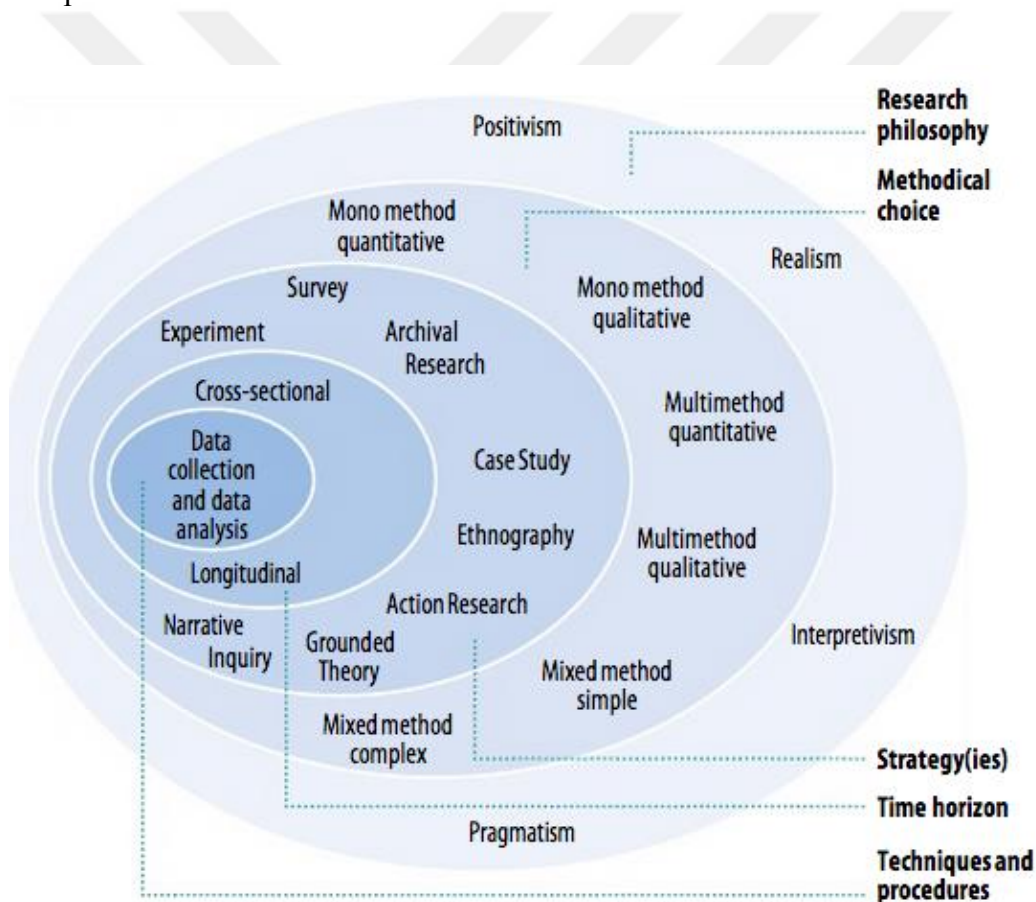


Figure 4.1 The Research Onion by Saunder, Lewis and Thornhill,2011

Above cited figure has indicated ‘Sounder’s Research Onion ‘, three prevailing

philosophy has encircled of circuit : Positivist, Realism and Interpretivism .

' ...research philosophy and over-arching term are relating to the development of knowledge and the nature of that knowledge '

(Saunders et al,2009)

This study has signified to associate with two dominant philosophies:
Positivism and Interpretivism.

3.3.1 Positivism

The nature positivism merges identifications of causes , experimental hypothesis and objectivity of behaviors. Rational human acts are expected in objectively, reached point is tending to be stable and robust.

Examination of positivism particularly builds on hypothesis which means factors cause standings.

'Positivism - the view that all true knowledge is scientific and can be pursued by scientific methods' (O'Leary ,2005,p.10)

The view of positivism claimed that; the fact might be known and estimated under the general accurate truths. Objectivity of research is related with researchers apart from researchers expertise. Investigations on hypothesis have also direction of deductive reasoning; thereby accomplishments of key points may have been built on reproducibility and reliability. (Crowther, Lancaster and Lancaster, 2009)

3.3.2 Interpretivism

Interpretivism, as a matter of topic is applied of behavioral science it requires subjectivity and comprehensive of reality causes exposing roots. Furthermore, data detailing has claimed in qualitative in the realm of norms and general standards more in-

depth underlying causes. (O'Leary, 2007)

The main argument of this research has been required of interactive observation in community. In the term of value criteria has to classify nominative aspects respectively subjectivist notions, thus causes and effect may be able to express under this structure.

3.3.3 Positivism vs. Interpretivism

Investigations on behaviors are the main indicator of this philosophy. Seeking objectives ought to contain unbiased ideas. General aspects among positivists reference collecting data in order to maximize objectivity, in that position fundamental concerning alludes to degree of reliability typical methods has applied on questionnaires, structured interviews and so on. (Hennink, Hutter and Bailey, 2011)

Principle of the positivism is able to express causes with realistic and empirical data. The main differentiations between social matters and science observational objects may be technically controllable but not being applicable. (Daymon and Holloway, 2011) Namely, in this research has been not only considered facts but also reckoned among roots of facts.

Understanding of interpretivism has been positioned from social factors. The phenomena and affairs of interpretations have becoming new viewpoints from their perspectives. In general, interpretivism applies inductive structure within qualitative methods. (Bell and Bryman, 2007)

On the other hand, interpretivism could help to examine on human factors rather than objectivists. (Saunders et al) Continuously, interactions might be measurable whether being of causes or effects. Following topic about relativist consumer, motivators are

likely to alter consumer behavior. Debates on subject demand intentional social reactions.. Interpretivism aspects conserves that divergence of the manner personal behaves instead of generalization.(Collis and Hussey ,2009) The key understanding about investigations is not addressed with the create predictions quite the contrary , to find the motivators has ensured the causes .

3.3.4 Upon Research

This study has explained with Maslow's generics and needs -wealth relations caused of luxury consumption. Dimensions of luxury consumption have reclined in the manner of social interactions and economical reasons. Luxury consumption is used deductive methods in terms of pursuing majority actions.

In this research, expenditures might define subtitles of lifestyles addressed with Bourdieu's classification, thus it is also likely to consult interpretivism. Further, deductive explicating may help to simplify hypothesis. Yet, main purposed is to show how luxury consumer behaviors' generated into brand valuation, which means collecting data aimed revision of the valuation. Therefore, which motivators are accepted as the most influential factors on brand valuation - Rise of external factors in society interactions or demands for exclusive serving.

The study aimed in the end; how consumer factor can be applicable ,harmonized into brand value indirectly marketing .

3.4: Research Strategy –Triangulation ‘Qualitative and Quantitative’

This part is related to define which data compression strategy is able to use. Basically directions of research are probable to classify into two separations as a ‘Qualitative and Quantitative ‘.

Data analyzing is possible to form with statistics in order to examine objectivity and

scientific in quantitative methods. Quantitative data collecting intends numerical formats and findings whether ground evidential reasoning .The process of data collection has no required any personal diagnosis, divergence of subject. As a general rule, positivist approach applies on this method. (Bryman and Bell ,2011)

Qualitative research has also defined with interweaving; in-depth, online interviewing, telephone or video conferencing methods. Sample is not describing with numerical in this format. Subjectivism and Interpretivism is dependable opinions on focus group. (Daymon and Holloway ,2011)

As a researcher, it has been followed subjectivist and interpretivist sights. Also, understanding of preferences is really crucial to elicit monitoring costumer views from the point of strategies. The dimension of research has not required as a quantity, significantly chosen questions ought to address with convenience responders. Accordingly subject of study may be exposed relations with environment, generated focus group under the less structure would have a specific characteristics of interviewing, thus different manners might be demanded through face to face, online interview forms by this means procured extensive observant.

This research requires experimental views on luxury purchasing. Therefore, linking between phenomena and costumer perspective might have an opportunity such as creating brand regarding people profiles within their lifestyle, preferences, interactions or expressing way in the community in order to achieve the research goal.

The concentration about this methodology is to gain deeply consideration about customer perspective not based on selling or profit margins. It is also possible to acquire effective know-how, even implemented on small quantity, about responders' perceptivity. (Collis and Hussey, 2006)

Even though, potential drawbacks of qualitative aspects have not attempted to receive

accurate consequences of majority whereby more effectual questions it has been enable to gather detailed information rather than statics.

3.5 Philosophy Acclimatization into Research Approach

In social science literature, fundamentally there are two type of data collections in the forms of congregation data; primarily and secondary.

Regarding of subjects and required knowledge may have a shape of formulation .For instance, supposing that analyzing of evidences entails applied existing data –financial figures, frequently demonstrations of theory would command evidences from current data, contrary potential social phenomena may need to collect sources in the subject of probability. Namely, performance of project relies on how successfully acquisition of data sources. The actors of hypothesis already involved into the analysis, thus design of research are quite connected with actor behaves; situational fluctuation or details referred potentially facts. The process of data collection might be challenging compare to secondary research, explicating of sources contain people subjectivity thereby accomplishment might have time. Moreover, generalization is not likely certainly possible without statics. (Reed, 2012)

However, every behaviors or interaction can be associated with the phenomena. Social fact is able to study with primarily data collection, besides they are capable interpretable on further comportments.(Daymon and Holloway, 2011)

3.5.1 Discussion of Methods-Limitations

To create understanding in general view about luxury consumption would be suitable

under the Positivism. Information about luxury history, dimensions of worldwide consumptions, explanations of conspicuous theories, valuation standardizations from costumer and so on assists objective marketing know-how and statically figures. Therefore, in some point's positivist approach and deductive aspects existing data has been used for. The nature of study is constructed on consumer perspective, also questioning on what kind of luxury compensation is capable for fulfillment of consumer's needs. Quantitative results may help to understand the vital importance of subject extents. As it has stated above in '2.5 Motivators of Fashion Luxury', mostly was indicated with quantitative results. Fundamental and main theme has addressed with qualitative formats specifically in-depth face to face interviewing, this part has constituted a ground of primary research.

The greatest advantage of chosen qualitative methods is to characterize costumer perspectives and how stimulated of brands or how important of consumer researching in order to design new strategies such as on marketing, design, serving. On the top of this it could possible to design luxury brands within harmonized consumer perspective with brand. Since, customer factor has a key role in valuation of luxury brands in acknowledgement of premium pricing.

3.6 In-depth Interview

One of the data collection methods mostly used in qualitative analysis is in-depth interview. Mainly, design of approach is compromised with interviewer and an interviewee discourse of particular topic. The aim of conversation is to gain insight upon social phenomena build n semi-structured interview guide. Well-organized interviews are able to maintain conversation rather than questioning. (Hennink, Hutter and Bailey, 2011)

In other cases, interviewee might share their experiences and researcher should attribute with the subject. To provide objectivity of situation requires possessing special knowledge and investigations on study. In many cases, participators can have different

notions, even more the responds might contain total opposite position of the fact. Therefore, every respond can have a characteristic of empirical perspective.

To acquire of proper interview scene:

- *Design of interview semi-structured interview:* Considerably, to examine truly realities about matter demand well conducted questions without questioning, by this means real causes can be exposed.
- *Within kindly manner explanation about ethics, prospective concerns and a trust relationship :* In order to gain truth, style of language is also vital
- *Questions theme empathy, clarity:* Designing of question should involves objectivity, understandable
- *Motivators for responder:* It is also important promoting your issue to procure telling their stories.

(Hennink, Hutter and Bailey, 2011)

Luxury consumption has reflected consumer behaviors during the purchasing. Therefore responds are able to expose details about underlined causes such as satisfied customer service , society reactions , bandwagon effect and so on. There are five in-depth interviewees in this research. Main consideration about responders criteria would be luxury consumers which tend to do luxury shopping at least twice a year, not particular nationality or occupational groups, any membership. These interviewee has also preferred

fashion as a first choice among other luxury purchasing. Preferred point is to reach the value makers a part from brand, answers or experiences might be useful to light up the hypothesis. This research is not contained any ethnical separation, any nationalist approaching or promoting specific organization, detailed in ethical consideration in further chapters. The questions also include company side, which is the part of practicing environment. Consumer has positioned as a value maker, and thus it should apply brand side. From company side is also interesting, general brand design has been built on consumer reaction on purchasing. Especially luxury is easier stage in order to comprehend consumer behavior obviously. Questions are direction of learning their habits, experiences, personal brand preferences on fashion and causes, their perspective of fashion, criticism of brands, reflection of their preferences on brand. On the practicing side is department store Liberty; which has got broad scale of luxury fashion products, a part from house brands, their brand recognition different from brand scope, their gains from customer ,how effected customer to add value , their methods of monitoring costumer on their purchases. Given these factors compromised of interview questions with Liberty Marketing Manger (London).

3.6.1 Plan of Semi Structured Interview Theme:

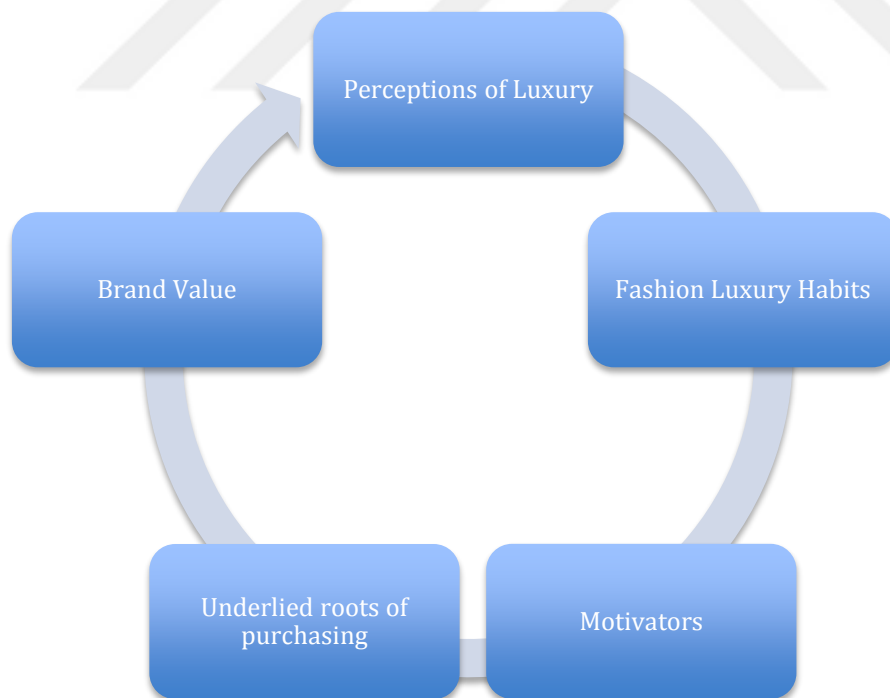


Figure 1.5 Semi Structure Interview Theme

3.6.1.1 Perceptions of Luxury

What is your definition of luxury? What is the first luxury expression in your mind?

Aim: To learn personal approach of luxury with their own words or their luxury understandings. Accordingly, first opinion about luxury helps to generate consumer norms from consumer.

Which luxury purchasing is your priority and why?⁵

Aim: To order in expenses can show their precedence, examination of their first choices . As the given in Bourdieu's Lifestyle Classification, nature of outlays are likely to apprehend of their individuality.

3.6.1.2 Fashion Luxury Habits

How often and which part of clothing do you usually buy ?

Aim : To acquire scopes of purchasing can reflect their concernments.

Do you prefer particularly brand , If yes, what is your favorite fashion brand and where do you usually purchase them? Do you usually prefer house brand own stores or other retail department store ?

Aim : To find out preferences and repetition of their purchasing

3.6.1.3 Motivators

Which particularization of luxury brand does attract you? From designs, style to store atmosphere, service etc. Can you give the salient example of premium luxury fashion purchasing experience?

Aim: To determine attractions for brands. From their experiences which motivated them most.

3.6.1.4 Underlined roots of purchasing

⁵ Assesment of responders has specifically been chosen among the fashion luxury consumers.

To sum up, what is your main argument of particularly chosen of luxury brands?

Aim: To recognize they are pursuing of brand or pursuing of perceived values.

On the basis of Viegneron and Johnson's categorization on purchasing behavior.

3.6.1.5. Brand Value

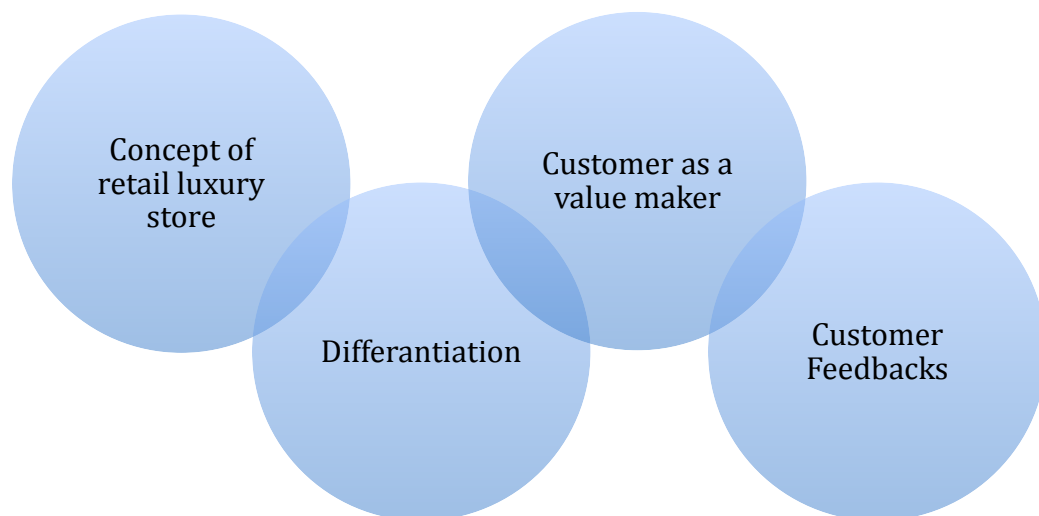
Can you tell me, how can you recognize brand value? What is your criteria of value?

Aim : To investigate reasons of brand awareness from their perspectives.

How could brand create the ultimate brand-customer harmony upon your favorite brand?

Aim : Key point of questions is to reveal their views relied on subjectivity of their perceptions.

3.6.2 Management Interviewing Theme:



Figure

3.6.2.1 Concept of Store

How can you describe your store concept?

Aim: To identify their segment in the market

Liberty has been possessed one of the iconic spots in London .What is the biggest contributor different from other retail luxury stores?

3.6.2.2 Differentiation

What is your advantageous in the market in the point of your brand valuation?

Aim: To scrutinize of company strengths, opportunities and how to utilize their superiority in the market

What does Liberty make different?

Aim : In case of their values ,which value is the identify characteristics of Liberty .

3.6.2.3 Role of Customer

What is the role of your customer during your valuation ?

Aim : To understand their costumers how important is.

How important of consumer decision and what do you acquire from customer behavior for your strategies?

Aim : To cognize their harmonization ,links between customer and brand .

3.6.2.4 Consumer Feedbacks

How can you get feedbacks from customer transactions and from which point they are really important ?

Aim : To investigate strategies in the basis of customer reaction

How can you practice received feedbacks on your concepts?

Aim : To determine how to use feedbacks in real cases.

3.7 About In-depth Interviews

The aimed of this study is to acquire of semi-structured interviewee, this is why questions have tend to pursue a conversation which means responders lead the questions to own points. In case of comparing with focus groups easier to gain specific point rather their focus group, it is possible to reflect roots of their actions. Particularly, investigations on behavioral studies demand to apply in depth interviews, there is no other technics to measure up perspectives in quantitative methods.(Hamersveld and Bond, 2007)

For this study, formative factor is directly addressed with responds. Responders has a dominance on major indicators that is able to impact on conclusion, thus experiences, preferences regarding with subject are likely to shape the study.

Chapter 4: Findings

Taken all primarily data is analyzed in this section. Findings parted in two divisions; 5-luxury fashion consumer and Liberty London luxury retail store. All findings have reclined on interviews, company information. Therefore, every questions has presented hypothesis paradigm lighted with theories of luxury consumption.

4.1 Profiles of interviewee,

Responders	Gender, Age	Occupational Category	Monthly expenses of Luxury Fashion Monthly /£
Interviewee 1	Female, 23	Mater Student	900

Interviewee 2	Male, 26	Family Business	1000
Interviewee 3	Female, 45	Small Business Owner	1500
Interviewee 4	Male, 30	Manager	700
Interviewee 5	Female, 40	Manager	600

- **Gender –Age:** This research is not examined through gender or age grouping, that's why participants have been chosen different gender and age scale. The aim of study is totally independent from particular age grouping and does not contain any specification upon gender differentiation.
- **Occupational Category:** This detail has been asked for acquiring their social strata, based on Bourdieu's Lifestyle classification. Yet, this categorization has not involved any specifically employment group, aimed to demonstrate general framework. Moreover, occupation has not been detailed with their employee, this is just their position.
- **Annually Expenses of Luxury Fashion:** Main criteria of being responders is to exceed purchasing of luxury around their %20 of income. This criteria might be confirmed like psychological measurement like:

4.2 **Ethics :**

There is no intension to learning their incomes and doing comparisons between occupation and incomes.

The determination of gathering expenses amounts might have formed differentiation of regular shopper. Creation of value has not only situated with brands as a main actor, key determiner addressed with consumer behavior in this research. Therefore, regular customer is more capable to make a value upon brands rather than intermittent shoppers. Before the interview, interviewees informed with detailed information about study and what it is for. Following this it was asked them kindly for their permission if interviewees

do not involve of research, they could be totally free about their decisions in terms of ignorance or refusing. The structure of interview is also requiring being in conversation. Therefore any pressure or concern was not constituted. There is also no intention about promoted particular brand or group .In practicing part contains Liberty, this is only using in order to show practicing. Before research, it was asked their permission and face to interviewing with Head of CRM at Liberty at, in that time also was given the information and check for permission again.

For all interviews have been done in frame of willingness participators and contained professionalism.

4.3. Responds and Short Examinations

Q 1: What is your definition of luxury? What is the first luxury expression in your mind? Which luxury purchasing is your priority and why?

R1 : "...anything which can make me satisfied , comfortable , happy , relaxed ..."

" Awarded myself without any specific reason, the arbiter of my luxury purchasing not focused on particular brand or specific item, possessions whatever I want..."

" Clothing, I can buy anytime .."

R 2 : "...Luxury means stuffs which make me different from others ."

" Big shopping malls and filled shopping bags from Prada, LouisViton ,Gucci..."

" Shoe ,clothes I can..."

R 3: "Priority of everything might be my luxury definition "

" ... designers stores ,haute couture dresses ..."

R 4: "... price should provide long lasting using ,so in my perspective luxury can be measure with quality ..."

"...Genuine leather wallet, cashmere jumper and etc. "

R 5 : " ... sharing pleasures owing to specific taste with exclusive community

“...special memberships , organizations which is limited invitations”

“ ... diamond ring , emeralds earring...”

Every interviewee has enlightened differently, yet common point is individuality .Whole responds correlated with personality .Definitions did not match with icons or materials. When asked for expression, it revealed objects and items or services. Entirely responds signed fashion within clothing, accessory.

Q2: How often and which part of clothing do you usually buy? Do you prefer particularly brand , If yes, what is your favorite fashion brand and where do you usually purchase them in London? Do you usually prefer designers’ own stores or other retail department store ? Follow-up questions accordingly house brands or retail department store which one ?

R1 : “ I don’t have particular shopping time ,but generally if I want to ease my self that times I usually go shopping .Also mostly I do my shopping when I am on travel“

“In mu opinion, shopping is leisure activity which means I would rather spend mostly my time , In London nearby Oxford street ,Regent Street are my must to go spots “...” I prefer department stores, Liberty, since I enjoy spending my time with their atmosphere specially I would say as a favorite because cozy atmosphere , it also possible to see other designers.”

R2 : “ I am temporarily living in London , but even when I used to live in Jordan I used to come London twice a year for seasonal shopping (winter and spring)” “ Definitely I ought to say Harrods ,Harrods is really popular in my environment , their customer services is also really professional for example if I require any modify on my purchased ,they always helped me “

R 3: “...usually monthly shopping, depends on my schedule I usually prefer my own style brand rather than trends. I already matched my style with some brands also I really care about customer services, ..for instance I mostly go Sloane Street and

Regent Street, My favorite brands are Stella Mc Courtney ,Givenchy ...if I could not find my size or color I would try to Liberty or Selfridges because of possessing Stella ,Givenchy ..”

R4 : “ In three months, twice shopping ...”My habits all the time control me ,since my parents take me to John Lewis or Liberty , also I do not have particular favorite brand but I do not want to spend my time for shopping ,that’s why I usually go which place I got used to go before.”

R5 : “Monthly shopping , I really pursue of business woman style ,so I have specifically choices designer stores on Regent Street such as Burberry , Hugo Boss”

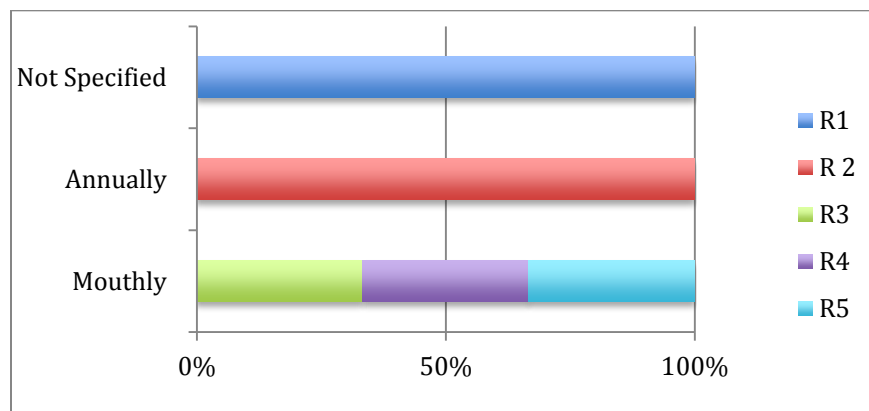


Figure: 7 How often doing Luxury shopping

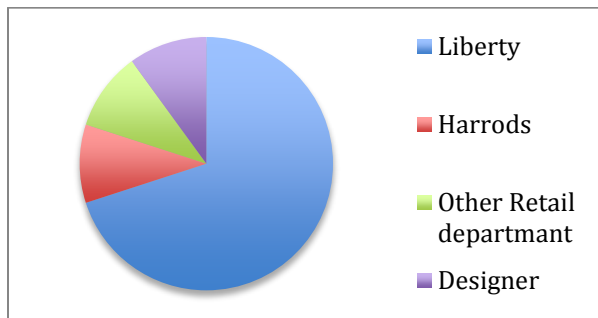


Figure 8 : Choices of Shopping Places

This standards is to create proper value makers among consumers, regular customer is able to demonstrate norms . A separation of shopping places mostly signified Regent Street and department store grounding in the point of variety brands in the same room.(detailed in company section)

Q 3: Can you give the salient example of premium luxury fashion purchasing experience?

R1 : “Sales assistant is really important mostly I used to go shopping by myself .Once, I could not decide which outfit suited me at that time I needed someone which can help me ,sales assistant was so friendly ,I appreciated to her help..”

R2: “required modification on purchased, they helped me “

R3: “they recognized my regular purchasing they send me informed emails about new arrivals and limited items”

R4 : “ I purchased shoe after using two month ,stitched took off I brought it back to store although expired their refund days ,they repaired my shoes “

R 5 : “...they gave me a special fashion organization invitation.”

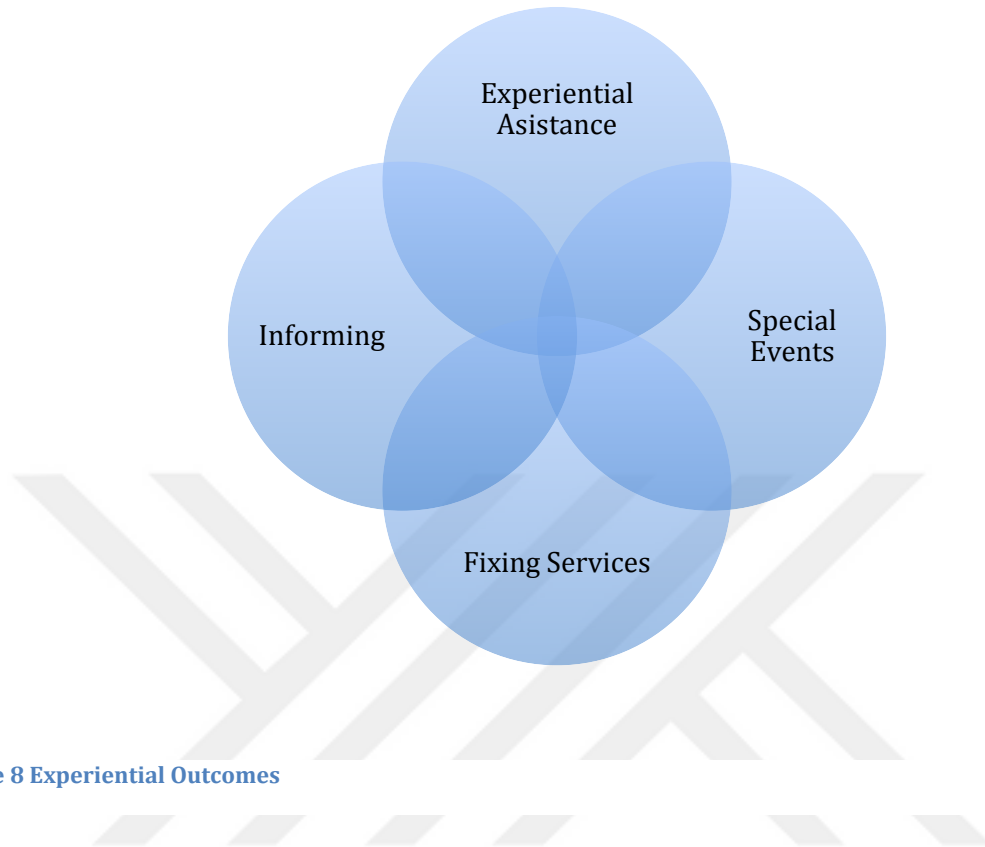


Figure 8 Experiential Outcomes

The common consideration ought to be service, in case of different individual requirements have been satisfied distinctly, directly to person focused. Purposeful services might be gained value to brand, as long as personal requirements fulfilled properly. All these accomplishment for company occurred by costumer experiences.

Q4 : To sum up, what is your main argument of particularly chosen of luxury brands?

R1 : "... being happy, leisure ..."

R2 : “...is popular in my social environment ,that’s why I usually prefer ..”

R 3 :” I might say about priority ...my attention is to be informed initially ...”

R 4 :” I mostly expect from my purchased quality and tasted by duration of using ...”

R5 : “ my social environment usually prefer same brands included my they mirrored my business style ...”



Basically, overview of recognitions might be discerned with Wiedmann, Hennigs and Siebels’ conceptual framework in 2009.

R1 : R3 :	Hedonic, Self-identity	Individual Value
R2 :R5	Prestige	Social Value
R4	Quality	Functional

In point of value maker point is possible to say the criteria of valuation caused to what extend to attain needs. Particular argument focus point is customer satisfaction

,it triggers next purchasing subsequently loyal customer .The main consideration of branding is to possess of loyal customer. (Chiu et al., 2009)

In fact luxury consumption is literally linked with capabilities such as additional importance of your customer requires .

Analysis of responders has shown that ; R1 ,R3 explained with individuality ,the motivators of buying luxury comes from pursuing their feelings for these responders ; self-indulgence and feeling privileged.

Moreover, R2 and R5 was expressing in terms of status strata. Pursuing society taste (see R2),to be member of concessionary group. A common criterion is interactions; similarly it produced upon people's actions not following brands values. R4 is the only responder takes a consideration through product focused. The norms of luxury are able to measure with quality. The tendency of product correlated with long lasting for the responder, it is also possible to say indirectly that; the belief of luxury should conquer customer' sense of quality. Therefore, consumer reveals requires company reply as a service, subsequently premium service owing to well-analyzed consumer behaviors.

Q5: Can you tell me, how can you recognize brand? What is you criteria of value?

R1: “ My criteria might be memorable costumer experience ...if enjoyed atmosphere of store, I'd prefer to go there again for enjoying my time...”

R2 : “noticeable among my friend is vital”

R3 : “Unusual designs noticeable patterns ... I would have known before majority”

R4 : “Measurement with long-lasting and directly quality is the reason to next purchasing “

R5: “Possessing with limitation attracted in many way, I would not prefer my favorites. If everyone can buy...”

This valuation also comes from self –requirements, which means tasted personal demands responded with brand services .Also conceivable to mention about Viegren and Johhanson ‘ framework .

Responders	Effects	Criteria
R1 ,R3	Hedonic	Enjoyment and differentiation
R2 :	The Bandwagon	Majority actions
R4 :	The Perfectionism	Quality
R3 ,R5 :	Snob	Possession rarity

Majority of responder have tend to prefer individual choices rather than external control mechanism

4.4 Concept of Store

"The architecture based on historical Tudor building. it means greatest authentic British architecture.....style reflection and concepts literally adopted with genuine English lifestyle....Overview of our history has pointed of traditional design and handcrafted work ,even today we are adopting our traditional designs ,which Liberty prints can be best example ,also combining with contemporary designs by this mean we can preserve our uniqueness in every department.

...Specifically, fashion has been started in 1960s; luxury had revealed as a passionate in the market, Inspirations were effected by East extravagant and luxury were dominant fundamental requirement in the market.

.... The spectacular frontage at Great Marlborough Street in London ...

...the emporium was created like home surrounded with small rooms since early 1920, one of the importance of our company still conserve of same homely feeling with Tudorial historical heritage

"... location is the one of advantage...London had become to hot shopping spot in the world. Atmosphere of store also attracts people ...people who came to London they wants to see British heritage's ... Unique Liberty prints specifically with collaboration with house brands, like Liberty prints Barbour jackets....For first impression of building, interiors, flowers welcomed in the main entrance ...'Tudor Revival ' indicates early 20s as a traditional ...Inside of store gives a homely effect within rooms and cozy ambience ...Additionally exclusively beauty holes is extraordinary organized ...Shortly , location ,ambience ,British heritage are counted as main advantage .."

Strengths : Creating brand image have some difficulties through brand's position in the market. For According to Jenni Cumming ⁶, Liberty was distinguished own brand in the following headlines.



Figure 1 Strengths of Liberty Concept

Differentiation and Role Of Customer

“However, equally other important value is costumer loyalty. Monitoring customer is really important for us. Actually our success thanks to follow their transaction and we coordinate our strategies with their perspectives. ...For instance ,every cardholder can collect money from their purchasing about using for the next purchasing as voucher ,every loyal costumer has own account ,depending on their purchasing we inform them about new arrivals special offers... ”

⁶ Jenni Cumming is Head of CRM at Liberty

Monitoring customer transaction is the roadmap .Our customer tendencies is crucial, mostly arrangement from product selection to sale relies on their actions. The main consideration oriented on our costumer. That's why the liberty loyalty card is vitally important, our system give us possibility to follow them closely ,using card purchases ,supported with promotions, personalize our service accordingly their purchases Basically, our strategies and planning centered on with this system”

Consumer Feedbacks

“The Liberty Loyalty Programme ensures communicate with people, we can gain their perspectives due to our system and also we can harmonize customer and house brands...Costumer service is our proud ... We try to deliver every costumer requirement

“

In the point of company view, loyal customers are essential asset. Beginning with registration on system provided with loyalty card in first purchasing owing to sales assistance introducing, after that transaction can be screened. Every card possesses own account to monitor actions by customer service. System gives them chance to collect voucher from every purchasing, informing news based on their transactions, special offers accordingly birthdays, anniversary of membership and so on. (Limited, 2015) Basically system encourage the costumer for next purchase.(see –Figure 10)

Favourite Liberty moment:

Favourite Liberty moments are when someone has come in and they're looking for something and you've managed to fill the brief. They're looking for an alternative wedding dress, or an alternative engagement ring that's different and not standard. Because most of our customers here are very edgy, they don't come in for a standard wedding dress or a standard ring. It's very satisfying to see a smile on someone's face when you've found the right thing for them or you've altered something. In designer vintage we have our own couture alteration service, so customers are very thrilled when they come in and we can alter the garment in the way they want.

A Brazilian lady came in the other day and saw one of the Chanel suits on a Wednesday evening. It was a size 12 and she was a size 16, so I explained how we have a couture workroom and here we can fit items literally as if they've been made for you. She returned the next evening for a fitting and the following day she flew back to Brazil with it. She was absolutely beaming with smiles and that makes me feel happy. Achieving something like that in three days is a great satisfaction for the customer service team. I think those kinds of situations keep the adrenaline going, when you've got a time frame to keep to.

Table 10 :Interviewing with Buyer for Designer Vintage (Stelios, 2014)

Alternatively in that statement, additional customer service, even on Vintage Couture clothes, which not allow altering, enhance their next purchasing. This experiential consequence is able to accomplish brand image in customer mind. They have customizations services.

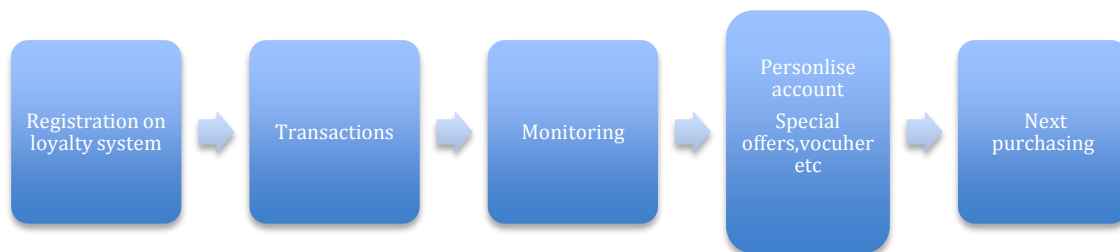


Figure 10 Operation of Liberty Loyalty System

Chapter 5: Conclusions, Recommendations

In this part, all analyzed interviews with luxury consumer and Customer Relationship Manager of Liberty will resolve. There is two side of understanding that is from customer and company side.

5.1 Upon Consumer Responds:

5.1.1 Subjectivity of Luxury

Definitions of luxury are replied different way from responds .It is possible to generalize the luxury not merely evidence of quality, unique design or premium services, but also combining individual requirements. Variety of people has own tastes and preferences and position in their own environment. Purchasing has not only been conceived of expenditures, it is likely to be characterized consumer behaviors and emphasized reasons. Given these different arguments evidenced of impress of others basis of their interactive factorials or self-indulgence. (Khan,Dhar and Schmidt ,2009) Consequently, every consumer is able to contribute their priorities on brand which means fulfillment of requirement adds value on consumer judgments.

5.1.2 Fashion Luxury and Suppliers

"Twenty years ago, youngster wanted to look like parents. Now parents want to look like their children "

Jean-Baptiste Danet, CEO ,Interbrand France (Okunkwo,2007,pp 59)

Majority of responders has common purchasing into fashion. First influences on society form with outlook. Dressing can create idea about lifestyles. Appearance signals about lifestyle, tastes, prestige, thus dressing directly associates with social image. Following current trends, adapting to your status are caused to take more consideration to fashion. The main aim is capable to differentiate than others. Fashion luxury addresses to enhance your status with your style. (Okunkwo,2007,chp 3)

Majority of people have been disposed to do their luxury fashion shopping on high streets; for Londoner respondents, showed as Regent Street. If the shopping is considered as leisure activity, atmosphere of store becomes more important. Luxury usually defines with boutique concept, however instead of following brands, tendency directs to pursuing designs, that's why regular shopper, who seeks product to differentiate their self. Retail Luxury Department shops allow seeing other brand choices at the same platform. Other consideration should refer with size of store. According to size of store people tend to spend more time and purchase more products (Chevalier and Mazzalovo, 2012). Department stores give more options, their association occurs their values. Subsequently, achievements of retail department store is charming place for new comers -brands, designers -,new criteria of branding having place in well-known department stores.

5.1.3 Importance of Service

The other attention on luxury is literally services. Service can make a big alteration whether to understand brand or not. Reliability of brand, well-organized customer service and sophisticated sales assistance are the fundamental factors of valuation. In the view of customer point main determiner is experiential values. Ultimate customer experience enhances next purchasing.

Underlined root of luxury purchasing, in terms of customer, is possessing premium

service. Customer is disposed to move accordingly 'others recommendations'. Therefore, first experience during the shopping significantly important in case of triggers to purchasing. It should take also more attention on attitudes towards customers.

5.1.4 Value of Costumer

Brand endowments do not only rely on brand equity. Similarly, brand equity has not merely allied with the name effect; consumer knowledge about brand has also determined the value in the market. The success of branding is hard to be sufficient enlightening by marketers or advertisers, actual determiner is consumer behaviors. (Morgan and Rego, 2006) Key point is to discover their individuality of customer, feeling them special, fulfilled their self-image, focusing on their personality. In point of value maker point is possible to say the criteria of valuation caused to what extend to attain needs. Particular argument focus point is customer satisfaction, it triggers next purchasing subsequently loyal costumer .(see *Figure 5.1*)The main consideration of branding is to possess of loyal customer. (Chiu et al., 2009)In fact luxury consumption is literally linked with capabilities such as additional importance of your customer requires.

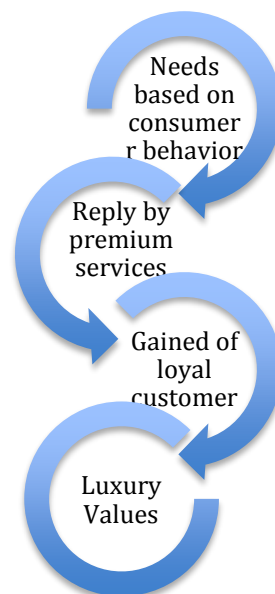


Figure 11 Basis of Luxury Value

Measurements of brand values, subsequently correlates with customer mentality under

the luxury field. Certainty of consequences associated with brand assets such as brand awareness and brand recognition is possible with consumer notions. Widely, luxury assets contains intangible values which means non measurable such as service, costumer satisfaction and so on. However, sales and loyal customer might reflect the high equity brands. General idea about luxury established upon satisfied costumers, these effects do not reflect any marketing strategies, unique tactics. Emphasized reasons of behavior articulated with effects. Following the leisureliness, copying majorities, maximum utilizing, exclusivities are pointers of valuation.



5.2. Luxury Store Value

The overview of Luxury retail design based on Uche Okunkwo's framework has shown that ; *location* , *premium service*, *store concept* included design ,layout, entertainment, atmosphere and *retail extensions* ; collaboration with designers , magazines ,concept cafes . Given below *Figure 7* illustrates design of luxury retail aimed at consumer preferences.

Location: Prestigious can be highlighted by location. Reasons of fashion luxury refers to being situated in high streets and also included human flow . Society trends can lead to popular shopping venues.

Premium Service: Well-run costumer services are usually appreciated. Private customer

requires should be customized owing by customer services.

Store Concept: Concept is the communicator between customer and brand. Brand equity , brand image, awareness , has also relied on synchronization between brand image on people's mind.(Okunkwo,2007)

The efficient combination of designs, layout can provide high buying probability. Similarly, layout is important dynamic regarding with costumer tastes, their comfort, and space for decisions. Terms of entertainment comprises visual and sensory such as lightning, packaging, music. Designs, layout should be properly correlated with entertainment, thus harmonization is extremely important to identify brand or to create image on costumers. Moreover, atmosphere defines combinations of them and how to attract to costumers.

Retail Extensions: When fashion and art would collaborate together, consumer decision process may form their purchasing, which means they can have chance to identify their intellectuality .For instance, fashion photography is becoming art work under the brand name. Even though these strategies are able to encourage the people to buy, concept

should harmonize with customer choices.

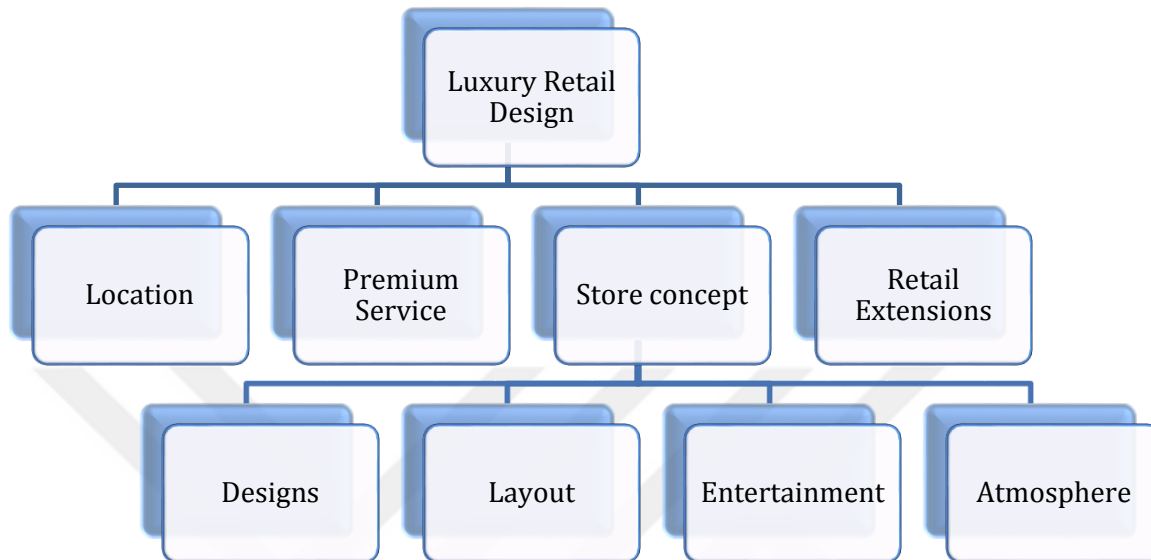


Figure 12 Luxury Retail Design Based

5.3 Conclusion:

Reviewing of the answers upon luxury shopping places, retail department store is the leader in the preferences in the costumer point. Although luxury concept demands boutiques, own concept store, consumer tends to prefer department store that is selling brands under their names. The nature of study is pursing consumer decisions as a value fund, because of this that would be more accurate to investigate consumer-purchasing process on department store rather than own luxury store in. Since, department store may enlighten consumer assessment among brands at the same platform.

Considering Liberty aspect, strengths are not only having present brands but also possessing brand value. Premium costumer service, customizing customer requirements, objective stance to brands, conceptual store arrangement charms consumer, also enhance individuality without brand tag. *Consumer behavior on luxury is becoming customization on individual needs rather than brand equity.* . (Okunkwo,2007)

5.4 Future Predictions:

In the future prediction is direction of remarkably rising .Yet, characteristics of costumer decisions might be principal, costumer recognition will progress on self-worth, which means costumer needs will address with customization, they will not tend to seek their identification or involving high strata .New notion is becoming coincident consumers owing to risen of individuality ,pursuit of distinguishability in their purchases .All decision indicator on brand values will reflect individual corresponded requires which means luxury consumption may be gaining more subjective character.

5.5 Recommendations:

Occurrence of market knowledge may allow the capability of infrequent consumer sources. Wood and Ball claimed that, process of corporate marketing management must be assimilated in the manner of analyzing homogenous consumer knowledge that includes preferences, socially harmonization, factorial scale of needs, desires, wishes. (Wood and Ball, 2013)

Value creation is not sufficient to only combine convenience product supported with marketing tactics. If consumer customization could not ensure by brands, other indicator may not able to reach the loyal customer, stable achievement. Luxury requires ultimate customer contribution; hence consumer individuality should consider and harmonized with the other factors. In consumer focused strategies such as Liberty, ensure their next visit to shops.

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Appendices:

Section 1: RESEARCHER AND PROJECT DETAILS

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Undergraduate	☐	Taught	☐	Postgraduate	☒	Staff	☐
		Postgraduate		Research			
If this is a student project:							
SID:		1331086					
Course title:		Dissertation					
Supervisor/tutor name		Deborah Grieve					

Project details:	
Project title (not module title):	How do luxury fashion consumer behaviors effect on creation of brand values; practicing of leading luxury retailer; Liberty London .
Data collection start date: (note must be prospective)	01.12.2014
Expected project completion date:	25.02.2015
Is the project externally funded?	No
Licence number (if applicable):	N/A
CONFIRMATION STATEMENTS – please tick the box to confirm you understand these requirements	
The project has a direct benefit to society and/or improves knowledge and understanding.	Yes
All researchers involved have completed relevant training in research ethics, and consulted the Guidelines for Applying for Ethical Approval at Anglia Ruskin University.	Yes
The risks participants, colleagues or the researchers may be exposed to have been considered and appropriate steps to reduce any risks identified taken (risk assessment(s) must be completed if applicable, available at: http://rm.anglia.ac.uk/extlogin.asp).	Yes
My research will comply with the Data Protection Act (1998).	Yes
Project summary (maximum 500 words):	
<i>Please outline rationale for the research, the project aim, the research questions, research procedure and details of the participant population and how they will be recruited.</i>	
Branding has been becoming a effective process across changing customer behaviors. The main aim is to establish luxury brands selling differentiations. Basically objective point will be addressed from consumer perspective. This approach is to understand the behaviors predictability and discover underlying reasons and certain motivations due to fulfilled customer services. Comparison of brand valuation is likely to understand from customer acts accordingly variances. The purpose of research is to find what role brand awareness understand what drivers on brand loyalty correlates with consumer behaviors.	

Research Ethics Application Form (Stage 1)

I am planning to expose these objectives;
To investigate consumer perceptions on price, quality and value on fashion luxury
To determine creation of value criteria as a consumer behaviors.
To develop design of fashion luxury brand based on consumer
To evaluate and examine practicing in Liberty

These topics are going to highlight in my project.
Place of research would be London, in case of charming center for fashion luxury consumers, touristy and also one of the worlds shopping center. Majority of leading brand achieves of being in the London markets. Liberty is the salient example of luxury retails within provided domestic shopping customs. Therefore, it should touch on Liberty marketing tactics inside of decoration, loyalty benefits, costumer service and so on.

The study attempts to describe consumer acts, hence it is not suitable to measure on consumer reliability. The Study will be focused on people's perspective; numerical data is not able to present holistic appreciation .For findings are likely to get statically and quantitatively.
A qualitative method refers interviewing particularly on different consumer profiles.
Data collections will cover ;
Observation
Focus Groups
Interviews (London costumers)
Finding and reviews from company
Research philosophy will encompasses positivism, interpretivism –social actors-experimental –influence of environment-.
End of the project will attain undelaying reasons of luxury consumers, luxury service importance, and luxury retail concepts in the point of service satisfied.
There will be recommendations, predictions about road map for luxury retailers.

Section 2: RESEARCH ETHICS CHECKLIST - please answer YES or NO to ALL of the questions below.

WILL YOUR RESEARCH STUDY?		YES	NO
1	Involve any external organisation for which separate research ethics clearance is required (e.g. NHS, Social Services, Ministry of Justice)?		✓
2	Involve individuals aged 16 years of age and over who lack capacity to consent and will therefore fall under the Mental Capacity Act (2005)?		✓

Research Ethics Application Form (Stage 1)

4	Involve medical research with humans, including clinical trials?		✓
5	Administer drugs, placebos or other substances (e.g. food substances, vitamins) to human participants?		✓
6	Cause (or could cause) pain, physical or psychological harm or negative consequences to human participants?		✓
7	Involve the researchers and/or participants in the potential disclosure of any information relating to illegal activities; or observation/handling/storage of material which may be illegal?		✓
8	With respect to human participants or stakeholders, involve any deliberate deception, covert data collection or data collection without informed consent?		✓
9	Involve children <u>under 18</u> years of age?		✓
10	Relate to military sites, equipment, weapons or the defence industry?		✓
11	Involve culturally, spiritually or historically significant artefacts or places, including human remains?		✓
12	Involve genetic modification, or use of genetically modified organisms?		✓
13	Contain elements you (or members of your team) are not trained to conduct?		✓
14	Potentially reveal incidental findings related to human participant health status?		✓
15	Present a risk of compromising the anonymity or confidentiality of personal, sensitive or confidential information provided by human participants and/or organisations?		✓
16	Involve colleagues, students, employees, business contacts or other individuals whose response may be influenced by your power or relationship with them?		✓
17	Require the co-operation of a gatekeeper for initial access to the human participants (e.g. pupils/students, self-help groups, nursing home residents, business, charity, museum, government department, international agency)?		✓
18	Offer financial or other incentives to human participants?		✓
19	Take place outside of the UK, in full or in part?	✓	
20	Cause a negative impact on the environment (over and above that of normal daily activity)?		✓
21	Involve direct and/or indirect contact with human participants?	✓	
22	Raise any other ethical concerns not covered in this checklist?		✓

Section 4: ETHICAL RISK (Risk category 2 projects only)**Management of Ethical Risk (Q14-22)**

For each question 14-22 ticked 'yes', please outline how you will manage the ethical risk posed by your study.

I plan to do depth interview with 5 luxury consumers particularly who is shopping at London's iconic shopping malls from all over the worlds. These people might be same nationality or not. No matter of nationality just the study will be highlighted underlying reasons of luxury consumer behavior.

These in-depth interviewers include participants' information with their permissions.

Participants will be getting any information about my research and underlying reasons. Before interview briefing will be given with details. In case of any situations, participants will have chance to ignore or reject questions.

All participants will be asked to complete a constant form to show that they have understood the role of the research in the overall dissertation.

Only needs for research is consumer basic profiles related with luxury fashion purchasing. Consumer basic profile contends age, name, how often purchases a year, favorite luxury fashion brand. After collecting these basic informs, interview questionnaire will be referred the reasons of the fashion luxury buying and determiners.

Limited access with age, name, occupations (optional)

This study is not going to contain high level of privacy with company or participants. Any collecting data and information will be done within the permissions of participants and company.

The personal data's will be retained until the dissertation is completed and then it will be destroyed under secure conditions.

Manager Interview Questions

- *How can you describe your store concept?*
- *What is the biggest contributor different from other retail luxury stores?*
- *What is your advantageous in the market in the point of your brand valuation?*
- *What does Liberty make different?*
- *What is the role of your customer during your valuation?*
- *How important of consumer decision and what do you acquire from customer behavior for your strategies?*
-
- *How can you get feedbacks from customer transactions and from which point they are really important ?*
- *How can you practice received feedbacks on your concepts?*

Interviewee Questions

- *What is your definition of luxury? What is the first luxury expression in your mind?*
- *Which luxury purchasing is your priority and why?*
- *How often and which part of clothing do you usually buy ?*
- *Do you prefer particularly brand, If yes, what is your favorite fashion brand and where do you usually purchase them? Do you usually prefer house brand own stores or other retail department store?*
- *Which particularization of luxury brand does attract you?*
- *From designs, style to store atmosphere, service etc. Can you give the salient example of premium luxury fashion purchasing experience?*
- *Can you tell me, how can you recognize brand value? What are your criteria of value?*
- *How could you brand create the ultimate brand-customer harmony upon your favorite brand?*