



**REPUBLIC OF TURKEY
HALIÇ UNİVERSİTY
INSTITUTE FOR GRADUATE STUDIES
DEPARTMENT OF MANAGEMENT
INTERNATIONAL TRADE AND BUSINESS MANAGEMENT PROGRAMME**

**THE EFFECT OF LUXURY GOODS ON CONSUMER BUYING BEHAVIOR : A
RESEARCH ON THE TUNISIAN GENERATION Z**

MASTER'S THESIS

**By
Ons FARROUKH**

**Thesis Advisor
Assoc. Prof. Ayça Can KIRGIZ**

**İSTANBUL
June 2022**



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TO THE DIRECTORATE OF INSTITUTE OF GRADUATE EDUCATION

International Trade and Business (International Business Management) Study prepared by the Department/Art Department MA Program Student Ons Farroukh with the subject 'The Effect of Luxury Goods on Consumer Buying Behavior: A Research on the Tunisian Generation Z' is approved by our jury as MA Thesis.

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THESIS ETHICS STATEMENT

I declare that I have completed this study titled 'The effect of luxury goods on consumer buying behaviour: A research on the Tunisian generation Z ', which I submitted as MA thesis under the responsibility of my advisor Assoc. Prof. Ayça Can KIRGIZ from the beginning to end, that I have collected the respective data/examples myself, that I have done/had the experiments/analysis done in the relevant laboratories and that I have fully indicated the information I received from other sources in the text and in the references, I have acted in accordance with the scientific research and ethics rules during the working process, and that I accept all legal consequences in the contrary case.

Ons FARROUKH

PREFACE

How does a person say “thank you” when there so many people to thank.
(Robert T. Kiyosaki)

First and foremost, I would like to express my sincere gratitude to Halic University, a special thanks to my dear Supervisor Assoc. Prof. Ayça Can KIRGIZ for her patience, motivation, enthusiasm and immense knowledge. Also, to our head of department Dr. Hassan PARILTI for his guidance and help through this process.

Secondly, I wholeheartedly dedicate this thesis to my beloved parents who continually provided me with emotional, moral and financial support. Also, the a very precious person to my heart who gave me strength and stood by my side when i thought of giving up .

And lastly, I am very grateful for the Almighty God, to thank for its power of mind, guidenance, protection and for providing me with a healthy life.

June, 2022

Ons FARROUKH

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ÖZET

LÜKS MALLARIN TÜKETİCİ SATIN AIMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ : TUNUS Z' KUŞAĞI ÜZERİNE BİR ARAŞTIRMA

Lüks mal pazarı büyüyor ve giderek daha genç alıcılar lüks mallar satın alıyor. Çeşitli sosyal medya, lüks markaların artan popülaritesi ile lüks mallara olan farkındalığın ve satın alma oranının artmasına katkıda bulunuyor. Tüketiciler etkileşimler yoluyla bu yaklaşımı benimsemekte, tüketiciler ise bu sosyal medya sitelerinden etkilenebilmektedir.

Lüks mallar, önceki teorileri incelediğimizde çelişkilidir, normal mallarla karşılaştırıldığında, kavramsal çerçevelerin önemli bir kısmı, müşteri davranışları aracılığıyla çeşitli nedenlerle farklıdır. Çalışmanın amacı, gençlerin belirli tüketim mallarını ve satın alma modellerini inceleyerek lüks malların teorik yaklaşımlarını ve pratik sonuçlarının gözlemlenmesini tartışmaktadır. Çalışma için seçilen grup z kuşağıydı, bu piyasayı incelemek için Kartaca Üniversitesi'nde tam zamanlı veya çalışan öğrenciler olan öğrencileri seçtik. Çalışmanın amacı ayrıca lüks malların önemli özelliklerini ve bunların tüketicilerin satın alma davranışlarıyla olan ilişkisini de özetlemektedir.

Gerçekleştirilen verilerin toplanması, önceki ilgili çalışma tarafından benimsenen ve raporda atıfta bulunulan yapılandırılmış anket yoluyla yapılmıştır. Bu anket, hem nitel hem de nicel verilerle karma metodolojiye dayanmaktadır. Yorumların görüşlerini ifade edebilmesi ve konuyla ilgili daha fazla fikir sahibi olabilmemiz için kapalı uçlu ve açık uçlu çeşitli sorular soruldu.

Teorik çerçeve ve anketten elde edilen sonuçlar, tüketicilerin ilgisini çeken lüks malların en belirgin özelliklerinin estetik, fiyat ve kalite olduğunu belirlemeye yardımcı oldu. Aksine, anket ayrıca sosyal medyanın tüketicilerin özellikle lüks mallar için satın alma davranışlarını etkilemede önemsiz olduğunu göstermektedir. Değişkenler arasındaki ilişkiyi test etmek için regresyon, ANOVA ve T testi de yapılmıştır.

Sonu olarak, teoriler ve anket sonuları birbiriyle senkronizedir. Lks mallar hakkında daha geniř bir yelpazede derinlemesine bilgi sahibi olmak ve lks mallar hakkında daha fazla bilgi edinmek iin tanımlanamayan zellikleri ve blgeleri incelemek iin gelecekte arařtırmalar yapılabilir.

Anahtar Kelimeler: *Lks, Markalar, Pazarlama, Satın Alma Davranıřı, Sosyal Medya.*

ABSTRACT

THE IMPACT OF LUXURY GOOD ON CONSUMER BUYING BEHAVIOR: A RESEARCH A TUNISIAN GENERATION Z

The market for luxury goods is growing and increasingly young buyers are buying luxury goods. Various social media, with the growing popularity of luxury brands are contributing to increase of awareness to luxury goods and buying ratio. Consumers are adopting this approach through interactions, while consumers may be affected by these social media sites.

Luxury goods is contradictory when we study previous theories while compared to normal goods, the significant part of conceptual frameworks, via customer behavior is different due to various reasons. The objective of study discusses the theoretical approaches of the luxury goods and observation of its practical implications by studying specific consumer goods of young people and their buying patterns. The group chosen for study was generation Z, to study this market we chose the students at Carthage University who were either full time students or working students. The objective of study also outlines the significant characteristics of luxury goods and their relationship with buying behaviour of consumers.

The collection of data carried out was through structured survey adopted by previous relevant study and referenced in the report. This survey was based on mixed methodology with both qualitative and quantitative data. Various questions were asked which were closed ended and open ended, so that respondents can express their opinions and we can get more insights to the topic.

The theoretical framework and the results from survey, helped in identifying the most prominent characteristics of luxury goods that consumers get attracted to were aesthetics, price, and quality. On contrary, survey also indicates social media is insignificant in influencing buying behaviour of consumers specifically for luxury

goods. The Regression, ANOVA, T test and Correlation were also run to test relationship between variables.

In conclusion, the theories and survey results sync with each other. Future research could be done to have in depth knowledge for luxury goods in broader spectrum and studying unidentified characteristics and regions to get more insights on the luxury goods.

Keywords: *Buying Behaviour, Brands, Luxury, Marketing, Social Media.*

1. INTRODUCTION

With the recuperation of the worldwide economy, the luxury products market is developing (Kim, 2017). In accordance with the perception of the author, luxury goods are turning out to be increasingly more famous and prevalent than before. The author takes a gander at the impacts of web-based media publicity, as well as changes in the visibility of luxury good brands. This is one of the fundamental reasons behind my interest in researching this subject. This is fascinating since luxury goods are absolved from the law of interest, because an increase in cost doesn't really mean a decline in demand (Ott, 2014).

This is relevant to the theory of economy in general. Likewise, this issue is extremely fascinating according to Finland's perspective, on the grounds that the luxury goods business is as yet something new & arising. For instance, Sarpila (2016) has explored Finns' buyer conduct throughout the last 10-15 years and observed that luxury goods specifically have drawn in a ton of interest, particularly among youngsters.

The objective of this topic meant to distinguish the key factors that impact youth customers' buying conduct of luxury goods rather than customary promoting rules. While 4p's address normal merchandise in promoting common goods, luxury products have a lot more extensive perspective on 8p's which should be examined while breaking down the conduct of trading luxury products.

The customers' direction and processes of decision-making can be utilized as a hypothesis to decide if the entire cycle, or something, is viewed while buying luxury products. The motivation behind this exploration is to examine the hypothetical viewpoint of this issue as well as to attempt to notice its useful ramifications by checking a particular gathering of customers and their buying conduct out. Not restricted to Finnish purchasers, the review concentrates on customers of any identity culture & background. Besides, notwithstanding theory, patterns can be seen by taking a gander at the effect of web-based media like the developing pattern of bloggers and their effect on customers.

From prior theories, it very well may be concluded that luxury goods show how excessive costs don't cause a decrease in customers' demand (McGee, 2014). Moreover, it is essential to talk about the justifications for why this is the situation and the potential causes. This paper's foundation will be made on primary & secondary sources by evaluating other research studies and also observing the theories relevant to the topic. A designed survey from the previous study will be adopted from the previous research in Finland and it will survey the customers in Turkey by observing the responses of the respondents to that questionnaire and drawing conclusions answering the research questions.

Taking into account the emblematic idea of luxury as well as the social importance engaged with the utilization of luxury brands and product, the purchaser brand image of social brain science speculations arises as a rich archive of relationship research. It has been generally talked about that the way buyers see their encounters with product or brands gives importance to their lives. Al-Matwa (2013) characterizes luxury design brands as far as portrayal in view of a particular purchaser bunch. Wiedmann et al. (2009) discuss the ideas of customer extravagance esteem with regards to purchaser objectives of social, individual, practical, and monetary patterns.

Stone (2015) suggest a reasonable structure that offers luxury brands as far as helpful advantages and representative importance for the luxury brand character. Lee, and so forth (2015) likewise proposes a theoretical system for extravagance rehearses as far as luxury consumers values, monetary and related angles. Lee (2013) additionally recommends a calculated system for the character of a luxury brand as far as mental and socio-social perspectives. Wong and Ahuvia (1998) examine the social issues related with the utilization of luxury concerning the connection among realism and express utilization. Liao and Wang (2009) likewise examine how the connection among realism and brand consciousness changes.

There is some agreement in the writing that a luxury brand addresses the social and social implying that buyers use to accomplish their social objectives (Wilcox et al, 2009). These social objectives can be a social change request, a worth expresso request, or a blend of both. A luxury brand has huge emblematic implying that meets the mental necessities of buyers.

It accentuates mental advantages versus useful advantages as one of the qualities that recognizes luxury brands from non-luxury brands (Vigneron and

Johnson, 2004). Hence the investigation of luxury brands is an endeavor to comprehend the implications that buyers bring into their lives while taking part in associations with luxury brands. Ko and Megehee (2012) give experiences into a wide scope of luxury brand gives that characterize a few classifications, including: luxury values, elegance buyer conscious, luxury brand the executives and the luxury brand.

Mill operator and Mills (2012) propose that it is hard to push ahead when the ongoing luxury brand theories is like the interwoven of definitions, strategies and measurements. Their examination tries to characterize luxury brands in serious terms, for example, the reason for respectable brands to give the board apparatuses to decide the degree to which luxury adds to a brand, to decide if a brand is a luxury brand. Furthermore, set up with some precision.

Consumers commitment and the idea that an extravagance brand is constructed exclusively on buyer insights takes an image of luxury. Tynan et al. (2010) Develop a theory structure that subtleties the kinds of significant worth for luxury brands and looks to recognize the worth creation process. Their exploration results recognize luxury brands through a higher incentive and feature the quantity of cooperation between luxury brand proprietors, their customer, and individuals from their separate organizations.

It is fascinating to take note of that in quest for luxury brand definition, the two buyers and advertisers depict luxury product in more theoretical language than overall item portrayals, whose theoretical item depictions are viewed as more lavish than strong item portrayals (Hansen and Wänke, 2011). It is said that when shoppers in various areas of the planet purchase luxury product for various reasons, the attributes of the customers of the luxury brand appear to have similar qualities no matter what their nation of beginning. This will help in situating luxury merchandise at the public or territorial level however won't help in moving towards a global viewpoint or super durable definition for luxury products.

The idea of buyer brand connections gives a decent premise to making sense of this course of importance move, considering the presumption that a brand is an intermediary in unique associations with the customer (Agarwal 2004; Fournier and Yao 1996). Grönroos (2001) portrays buyer brand connections as a bunch of encounters that a client lays out with a brand. Fournier (1998) contends that buyer brand connections are real at the level of buyers living encounters and advantage

customers through the significance they integrate into their lives. Aguirre-Rodriguez (2014) examines how brand picture is connected to mark pictures in a social setting.

2. LITERATURE REVIEW

2.1. Concept of Luxury

The luxury brand is a broader term, it could be defined in several ways, nonetheless, the concept of luxury goods is difficult because of the characteristics it has of multidimensionality and subjectiveness as stated by (Dorel Marius) in his book *Measuring Luxury Value Perception*. Kapferer (2012) Argues that's luxury goods are relative. Several authors had a varied definition of luxury goods, for some it simply meant having nutritious food at a fine restaurant, and few described it as owning a higher monetary value good. Chevalier (2012) stated that luxury for one individual may not necessarily be the same luxury for another individual, therefore a universal definition is unrealistic for the term luxury.

Luxury goods are at the highest end market products concerning quality & cost. Which includes market like watches, jewelry & vehicles, accessories & clothing, beauty care products, spirits and wines, purses and perfumes, the market esteem has expanded throughout the long term (Anthony, 2011).

Luxury goods can be bought at shopping centers, retail chains, online stores, and auctions. Deal trackers can track down reasonable items in discount shopping centers and malls. As of now, 10% of overall luxury buys are made through web-based deals. It appraises that by 2019, the greater part of all luxury products will be bought on the web. The ascent of online exchanges will emphatically alter how extravagance merchandise are advertised and conveyed.

Although luxury can be characterized by philosophical, social, microeconomic, and administrative arrangements, to explain the point, for luxury the executive's understanding is picked. An illustration of this could be the 2011 Louis Vuitton handbag, which incorporates elements, for example, is made manually, being more costly, being made of great materials, and being a vital component of the plan, for example, A H&M handbag made of synthetic materials show no component of inferior quality, minimal expense, and craftsmanship.

Albeit the expression "extravagance items" is generally utilized and thusly fundamentally reasonable (see past area), it should be empowered as it isn't yet clear which items really own. Compared to different items in the classification, they are "pointless and normal." As many investigations have shown, buyers comprehend that extravagance items have six principal attributes: cost, quality, style, extraordinariness, uniqueness, and Symbolism included.

Luxury goods are items that can be characterized as non-essential and costly products and services that rich purchasers purchase in big time salary lines. Interest for this specialty has developed altogether because of ongoing corporate embarrassments (Edel, 2022).

While examining luxury goods, in the theoretical framework the consensus for characteristics of luxury goods encompass. Johnson and Vigneron stated luxury goods to have many psychological and physical values. In accordance with Klaus Heine (2011), luxury goods can be categorized into six key factors namely quality, price, rarity, aesthetic, and symbolism and extraordinary. This refers to customer-oriented meaning, which is crucial as our study focuses on luxury goods in terms of customers' perspectives.

According to Dubois (2001) and Chevalier (2008) additionally examine the way that luxury goods are relied upon to have uncommon assistance and quality, and ought to have a component of craftsmanship. Various writers like Heine (2011), Chevalier (2012), Okonkwo (2011) have worked on clarifying the concept of luxury goods. Testing and adapting the theories and concepts is crucial for the studies for identifying to learn about the theories' relevance to the topic. Various speculations will be consolidated to track down an incorporated system for this review. These primary elements and their subcategories are portrayed exhaustively in one of the accompanying sections. In that capacity, operationalization assists most items with choosing if they are important for being an "extravagance item."

These primary elements and their subcategories are portrayed exhaustively in one of the accompanying sections. In that capacity, operationalization assists most product with choosing if they are important for being a "luxury goods." Even though extravagance items require somewhat high appraisals for every significant component, the extravagance portion actually has a wide scope of potential evaluations. As indicated by the standards of model hypothesis, extravagance items fluctuate to the

degree that they qualify as delegates of their classification. The advantage of an item increments when the degree of somewhere around one of these elements' increments. Of course, hence, the degree of extravagance is a significant wellspring of contrast for extravagance items and brands (Esteve and Hieu-Dess, 2005).

Extravagance item includes are not autonomous of one another. That's what this intends on the off chance that one aspect is at a more elevated level, it likewise requests to more elevated levels of different aspects, offering extra help for the contention that these six qualities are the structure of an extravagance item. For instance, their moderately little creation volume (very uncommon), their somewhat high exertion for quality and feel, extraordinary and a decent story behind the item prompts generally significant expense.

Product that are pointless and normal, clearly should be intriguing and can't be possessed by everybody, which is preposterous on the grounds that they are in any case pricey (see likewise Widmann et al, 2007). Besides, buyers use cost as a mark of item quality (Trommsdorff 2009). Studies have shown that many individuals will pay something else for items that are unique and don't have a place with everybody.

Customers' choices about quality and different highlights of the item depend on correlations between item assumptions and saw item elements, and this examination influences their (normal) item advantages and along these lines their Purchasing Decisions (Bells, 1994; Kasabaka, 2001; Kotler et al., 2007). It has two significant ramifications. In the first place, unique objective gatherings of customers contrast in their assumptions for their ideal extravagance item, which normally doesn't be guaranteed to must be at the greatest level, everything being equal. Along these lines, extravagance organizations change the extravagance level of significant highlights in a particular mix as indicated by the inclinations of their objective gatherings. Subsequently, the six aspects address the essential method for separating between extravagance items and brands.

Second, it shows that dispassionately existing product ascribes are not quite as significant as purchasers' general view of product includes. Subsequently, luxury organizations go after the most ideal idea of luxury product includes in view of their objective gatherings (Phau and Prendergast, 2000; Katry, 2003; Mortel Mens, 2005). Through appropriate advertising and particularly through correspondence drives (Kasabaka, 2001; Wagner and Johnson 2004). Because of major areas of strength for

them, one of the accompanying parts offers a concise outline of Luxury Marketing Mix systems that permit organizations to impact customer impression of enormous luxury highlights.

2.2. Discussions on the Concept of Luxury in the Literature

Luxury goods has for some time been a significant piece of the economy. There was a great deal of revenue among promoting specialists, despite an enormous collection of explorations luxury goods, generally concentrated on in Western and created nations (Dubois and Duquesne, 1992; Dubois and Laurent, 1994; Vigneron and Johnson, 2004). Notwithstanding, China is turning into an alluring business sector for luxury brands (Wing and Ahua, 1998). Also, a developing number of exploration researchers are keen on figuring out luxury goods in this market. The idea of luxury goods is upgraded by giving. Dynamic utility to give social regard and poise to luxury customers. Accessible writing has examined the utilization of luxury from various points: (1) Economic Points of view (2) Social viewpoints; (3) Psychological Perspectives; And (4) Estimation and typology approach.

The utilization of luxury has for quite some time been the sole privilege of the world class of society. It is currently on the radar of numerous standard individuals, and spending on luxury brands all over the planet has expanded essentially. Markets for such contributions have arisen in numerous Asian nations, and solid development has been accounted for in Europe and west. Exploration to date has generally taken on a specialist way to deal with the investigation of luxury. In any case, the way that the implications and ideas of luxury can be dependent upon social contrasts requires a more noteworthy attention to the buyer's perspective.

Researchers have generally had the perspective that luxury consumption is a method for revealing one's abundance to "noticeable purchasers". It has been connected similarly, for instance, luxury, quality and devotion. Making an ideal social picture and acquiring social acknowledgment are other much of the time duplicated upgrades.

A few experts' express changes in purchaser qualities have placed more accentuation on solace and pleasure. Luxury marketing permit individuals to encounter the positive feelings that come through narrow minded behavior. Way of life and

luxury consumption improvements are currently connected to the quest for "dynamic, monetary, individual and social necessities".

Advertisers have taken a picture of luxury brands in the personalities of purchasers, including quality, uniqueness, feel, extraordinariness and high worth. Notwithstanding the esteem and status of such brands, different benefits are presented in practical, emblematic, and trial angles. It is by and large acknowledged that proceeded with progress in the extravagance brand classification requires reliably elite execution in key regions.

Customers' choices about quality and different highlights of the item depend on correlations between item assumptions and saw item elements, and this examination influences their (normal) item advantages and along these lines their Purchasing Decisions (Bells, 1994; Kasabaka, 2001; Kotler et al.,2007). It has two significant ramifications. In the first place, unique objective gatherings of customers contrast in their assumptions for their ideal extravagance item, which normally doesn't be guaranteed to must be at the greatest level, everything being equal. Along these lines, extravagance organizations change the extravagance level of significant highlights in a particular mix as indicated by the inclinations of their objective gatherings. Subsequently, the six aspects address the essential method for separating between extravagance items and brands

In European nations, norms of society are an accepted practice, while in the East, aggregate societies are more centered around open use. Such patterns highlight the presence of applied contrasts and quick convictions that it would be inappropriate to expect the presence of a "purchaser of worldwide luxury". Support for this has been given through different examinations which have found global similitudes for certain parts of luxury however for nobody else.

The meanings of luxury are exceptionally expansive and shift among monetary and social points of view (Van der Wen). Thus, there is an absence of agreement on what luxury implies in both business and non-business settings, basically because of its abstract nature (Kapferer, 2012). luxury research, including the brand utilization of online innovations (Baker et al. Stephen, 2009). Current meanings of luxury have adopted numerous strategies. For instance, a luxury brand is characterized as a marked item or administration voice that is of top notch, conveys bona fide esteem. whether useful or profound, an honorable picture on the lookout. Holds, fit. Requesting an

exceptional cost can influence 'and profound client connections, or reverberation (Burnsed, 2009). According to a buyer point of view, luxury is characterized as the translation of a topical setting of a living encounter, rather than what is implanted inside the deal (Bauer et al.). Along these lines, extravagance brand research goes astray according to the perspective of conventional elements and advantages and is more viable with the more genuinely determined worldview (Atwal and Williams, 2015) of web-based entertainment, which has comparative exploratory prerequisites (Arora, 2017).

2.3. Management and Marketing of Luxury

Luxury advertising is viewed as the promotion of luxury merchandise at which greater expenses are charged. Furthermore, now, and again not thought about vital for purchasers. Luxury great buyers frequently make exceptional purchases. Buyer that most purchasers can't manage (Top Marketing School, 2019). In acknowledgment, The quantity of individuals has expanded essentially with the longing for monetary development and Capacity to purchase luxury things. Therefore, high level industry is developing decisively, drawing in additional players. Understanding consumer behavior is fundamental for the endurance of any business. This turns out to be much more significant when the client behavior of luxury purchases is more confounded than a great many people.

Numerous associations will contend that gathering the luxury market is the same than dealing with another association. All things being equal, possessing one is still past the span of the typical individual. These days, the market climate is unique: Luxury brands wind up in places where making a positive statement is more troublesome. Luxury brands face the challenge of feeling outdated while attempting to acclimate to the quickly changing inclinations of buyers, and their development energy is restricted by pre-tapping in many business sectors. In this way admittance to business sectors should be focused on - an objective that requires totally different abilities.

Presently, it has become more certain that the administration of luxury brands is not the same as the administration of brands in the focal market of the individual areas: Luxury brands don't sell items - they sell assumptions, encounters, and congruity. In the principal market, the people who are dynamic in change are being

declared. In the luxury market, the individuals who change or take a stab at readiness are in danger of being driven out of the brand Olympus into the standard market Valhalla, where it is a 'transient in vogue brand' if not a 'sell out premium' (Anthony, 2011).

Thusly, we want to take a gander at associations that work in business sectors that work in an unexpected way, yet in addition apparently require various theories and answers for various difficulties. While for most organizations, there is just a single way you can push ahead- simply neglect to be beneficial for quite a while - to advertise a luxury goods either by flopping economically or by neglecting to turn into luxury brand.

Luxury today isn't just a sensible however advantageous field of examination. While it is sensible to request more prominent combination into existing philosophical systems, the luxury market presents various special difficulties that require responsive arrangements (Abusrour, 2016). It is feasible to find spans between unambiguous outcomes connected with luxury and general administration hypothesis, yet you want bridgeheads before you can construct these scaffolds.

Consolidating these viewpoints, obviously there has never been a superior chance to investigate extravagance or possibly such a great time when Weblin composed his unbelievable parody on the high society (Arora, 2017). What establishes our points in time separated is that we can foster the local area-based research foundation, an engaged administration crowd, and the great test of extravagance the executives so luxury the board Identify important ways to deal with complete improvement.

To add to this subject, us as of late refreshed second version of The Management of Luxury can furnish you with a first look at the capability of the executives' difficulties and instances of client explicit way of behaving. (Burnsed, 2009)This report can assist you with getting everything rolling and assist you with choosing where to begin your exploration venture and what difficulties to confront.

2.4. Luxury Product/Good

Luxury goods are trivial things that are ordinarily of top notch and act as a superficial point of interest. Luxury goods are not all around characterized and fluctuate relying upon the time span, culture and person. What is viewed as rich in one

nation might be normal in another. For instance, in one country food might be eaten as a feature of a day to day or week after week diet, while in one more country it is viewed as flavorful (Dubois, 2001). Essentially, contingent upon the degree of pay, a vehicle can be viewed as a need for one individual and a luxury for another.

As per the meaning of luxury goods, the reason for this study is to characterize the degree of luxury goods. As indicated by Klaus Heine (2011) luxury goods can be partitioned into four distinct classifications, to be specific section entry-level luxury goods, medium luxury goods, top & elite luxury goods level.

Luxury good is a decent or administration that is viewed as world class in a specific culture. Luxury goods can be fashioner totes or watches, or administrations like a shuffler or golf club participation. Purchasers purchase more luxury goods as their abundance increments.

Luxury good isn't required for endurance, however it is viewed as exceptionally beneficial in culture or society. At the point when an individual's riches or pay builds, the interest for luxury good increments (Kim, 2017). As a rule, the higher the rate expansion in income, the higher the rate expansion in the acquisition of luxury good.



Figure 2.1: Buying Behavior Model

To narrow down the study focus of our research we would be choosing brands that are not too expensive to the customers' reach but do come under luxury goods. Therefore, top level and medium level brands are chosen. Top level luxury goods may

include such as Cartier and Louis Vuitton, whereas medium level luxury goods may include Escada, Dolce & Gabbana and many more.

Moreover, Willett (2016) in the Rambourg luxury goods pyramid illustrated and categorized not just the brands but also creates pointers for prices. The two top-level and medium level luxury goods of the pyramid by Heine are the most accessible as premium core and core Rambourg's pyramid respectively. The two identified and mentioned categories will be focused on in the study rather than studying too affordable or too expensive categories, we prefer to choose the middle levels of the pyramid.

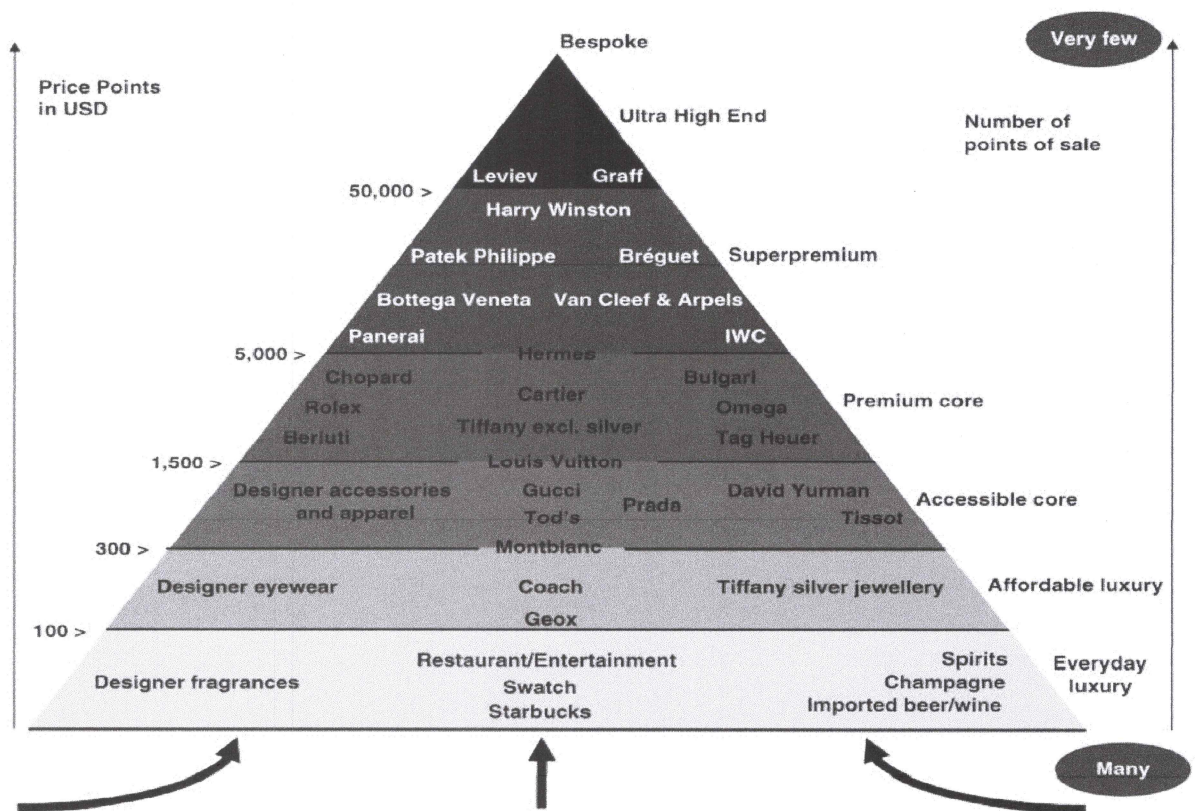


Figure 2.2: Hierarchy of Luxury Brands

Evidently, as shown in the figure 2 brands like Cartier, Gucci and Louis Vuitton belongs to the two mentioned levels in Heine's pyramid. The pointers of prices shown are between 300-1500\$, and between 1500-5000\$.

2.4.1. Luxury Products Characteristics

As mentioned in the previous section, the luxury goods are differentiated by ordinary goods by certain characteristics. Studying the different theories, the author

uses a clear framework via the foundation of Heine's concept to characterize into six-pointers that are aesthetic, extraordinarily, symbolism, rarity, quality and price. Each of the characteristics will be discussed in detail. Previous research studies will be used which are relevant to the study, to identify and expand the points separately. Overall, the chief concept is the same which contradicts ordinary traditional goods marketing distinct from luxury goods marketing which is referred to as paradoxes of marketing of luxury goods by Dubois- 1992 (Heine, 2011).

Luxury goods do not have an ordinary theory of marketing which is why the 8 P's will be studied in detail. The 8 Ps of luxury goods are listed namely persona, placement, pricing, public relations, public figures, paucity, pedigree and performance (Arora, 2017). All these characteristics contribute to the marketing g mix theory influencing buying behaviour of customers.

The 8 p's and Heine's theory of luxury goods promotion will be coordinated to make an incorporated structure around the qualities of luxury goods. The placement, product and price are the same and don't need any discussion in different units separately. However, the P's which are not integrated with the framework of Heine will separately be discussed. This will evidently prove that the 8 P's is not universal for all goods, however, gives a pragmatic and analytical approach that differs independence from the brand and market (Arora, 2017).

The objective is to offer a conceptual frame for discussing nuances differentiating of marketing of luxury goods. In contrast with the core marketing 4 P's i.e., place, product, price, promotion whereas luxury goods have varied 4 P's which are interrelated to the core 4 P's still existing in the luxury goods framework.

2.4.2. Performances of Luxury Products

It is certain to say the quality is a crucial and essential attribute in consumers' minds. Consumers' have an extremely high perception in terms of quality when they think of buying or purchasing luxury goods (Chevalier, 2008). Specifically, in uncertain and bad economic times, consumers have more high expectations of quality when making decisions for luxury goods, therefore brands need to ensure the quality of their products especially luxury goods have to meet or even at times exceed the expectations of the customers **Invalid source specified.**

Throughout the course of recent years, the luxury goods industry has seen moderate development (in addition to 3% to 4% each year) and an immense distinction in execution between the enormous brands in all product classes, going from individual luxury products (Jha, 2019).

Every one of the elements used to further develop execution in the luxury goods market, which are depicted in the accompanying sections, can be partitioned into two straightforward key ideas that are sought after by extravagance organizations and retailers. The main guideline is down scaling, normally finished by lessening expenses and decreasing the organization, which might incorporate shutting shops, diminishing requests or creation, etc. It is a well-known way for organizations to stay away from insolvency during monetary emergency (Ferreira and Otley, 2009).

The subsequent guideline is up-scaling, which includes extension and speculation to further develop product and quality. Every one of the means portrayed in the accompanying administration instruments, which are utilized to accomplish target values and carry out new methodologies, can be separated either by cost decrease, or by speculation. To accomplish the motivation behind scaling, as well as a mix of the two. Joining the principal key expense decrease rules with an attention on product quality, administration and staff, buyers' experience, and coordinated factors makes the accompanying opportunities for creating value of cost.

Luxury implies: The substance of luxury is its amount of interest on labor and products - the commonsense worth. We pay something else for emblematic maltreatment: we need to utilize additional signs and images, pictures and projections that demonstrate the trademark and sumptuous climate around our body and accordingly make us more imaginative. Permit us to communicate what our identity is, our own inclinations, our faculties. Style, our singular character.

2.4.3. Symbolism in Luxury Products

There are no luxury goods without having any roots or an influential history (Heine, 2011). Communication is not only limited to luxury goods but also to the perception and mind of the consumers who use them. The consumers of luxury goods are conserving the tradition and heritage of the luxury brand by being regular buyers and appreciative (Nässel, 2011). From the 8 p's theory, this concept that successful

luxury goods have a long and strong history, that influences buying behaviors of consumers along with luxury goods' obvious performances (Arora, 2017).

The subsequent guideline is up-scaling, which includes extension and speculation to further develop item and quality (Unal, 2019). Every one of the means portrayed in the accompanying administration instruments, which are utilized to accomplish target values and carry out new methodologies, can be separated either by cost decrease, or by speculation (Chevalier, 2008). To accomplish the motivation behind scaling, as well as a mix of the two. Joining the principal key expense decrease rules with an attention on luxury goods quality, administration and staff, buyers' experience, and coordinated factors makes the accompanying opportunities for cost value.

Genuine luxury rises above the requirements of reality. Its expansions in esteem, not diminishes on the grounds that we mean more than the things that end - the things that are of individual worth and significance to us, the sort of things with which we base our convictions (Heine, 2011). Man regards feeling. We don't utilize brands with their logos, goods, or administrations, we use them since they mean something to us - because they mirror our own advantages, convictions, feelings, and mental pictures. Reflect what we make about the world we live in. Back to front the seriously meaning you make as a brand, the more brand esteem you will get.

Meaning the genuine worth of luxury brands, and the internal significance of luxury. Through luxury goods are acquiring interest and developing **Invalid source specified**. That is the reason 'Sense' is a higher priority than some other market fragment for creating and keeping up with luxury brands as an inborn worth - it jellies revenue and fills in as an impetus for our social connection.

2.4.4. Persona of Luxury Products

One aspect that luxury goods work on the most unlike the ordinary goods in persona. Luxury goods create messages for consumers emoting them to distance from other mass ordinary goods. Whereas, pedigree of luxury goods is crucial, luxury goods need to sustain the appeal of being contemporary. Persona is simply a mix of mystique, the personality of goods and emotional values connected with the luxury goods (Arora, 2017).

As per a report by Ben and Co., the extent of extravagance customers brought into the world in the last part of the 1990's and mid 2000's, also called Gen Z, multiplied last year to 17% from 2019. 9% more. Recent college grads, who were brought into the world during the 80s and 90s, represented 46% of the world's aggregate, or about portion of the aggregate, up 12% from the earlier year (Sarpila, 2016).

As the imagery of luxury brands alludes generally to human character characteristics Vigneron and Johnson (2004), indicates that the profound character part is to a great extent predictable with the brand's idea of character. Various customer reviews show that buyers see that luxury brands have five-character characteristics, including custom, gentry, conspicuousness, unpredictability and sexuality. They depend intensely on the five significant components of the human character and the five significant elements of market brands, as Aaker (1997) puts it, yet explicitly allude to the luxury goods. They are delineated in the picture beneath and are summed up here:

The character of luxury goods, including the center elements of luxury goods and brands and the components of the extravagance brand's character. The two parts are entwined: as per the useful part, extravagance items have an elevated degree of emblematic importance, which is generally covered by the character aspects of the luxury goods brand. At the point when advertisers need to advance their image areas of strength for with importance, they need to ask themselves what they truly need to represent and afterward find a few solutions and direction from the extravagance brand character aspect can.

Customers' choices about quality and different highlights of the item depend on correlations between item assumptions and saw item elements, and this examination influences their (normal) item advantages and along these lines their Purchasing Decisions (Bells, 1994; Kasabaka, 2001; Kotler et al.,2007). It has two significant ramifications. In the first place, unique objective gatherings of customers contrast in their assumptions for their ideal extravagance item, which normally doesn't be guaranteed to must be at the greatest level, everything being equal. Along these lines, extravagance organizations change the extravagance level of significant highlights in a particular mix as indicated by the inclinations of their objective gatherings.

Subsequently, the six aspects address the essential method for separating between extravagance items and brands.

The shape, smell, graphical elements, design and colors of the brand also reflect the brand quality, especially when it comes to luxury goods it becomes even more crucial because the luxury goods reflection is also the reflection of consumers' values and lifestyles. In addition, not only the product aesthetics should look appealing, but the entire offer should be presentable even if the packaging plays an important role, if not appropriate it may destroy luxury goods' image. Chevalier (2012) and Scholz (2017) argues that the consumers of luxury goods evaluate the luxury goods based on their values and shapes, the feeling that the product gives. Therefore, aesthetics plays a very important role being one of the crucial components of luxury goods.

In accordance with Douglas (2009) and Gallart (2021), argued the most used luxury good strategy is controlling brand accessibility, referring to high selective distribution. For instance, luxury goods are available in prestigious locations (Pitt, 2009) which limits luxury goods' availability and ultimately increases rarity effects (States by Heine, 2011). Moreover, Kapferer (2012) argues on when inaccessibility is greater, the desire is greater, these change the concept of luxury being earned.

The paucity referred as scarcity. The paucity plays an essential role when we talk about luxury good, which creates desire for consumer work harder to achieve goals acquiring luxury good, to increase desirability of luxury good (Arora, 2017).

Ott (2014) additionally noticed that luxury good are produced in limited editions which are difficult and rare in acquiring. Henceforth, customization gives a sense of individuality to customers, who crave to have individual attention and customization (Okonkwo, 2016). This customization or sense of individuality can be experienced with little things as small as Louis Vuitton strips added in bag, and it gives options to add your initials in handle of bag.

In addition, rarity aspect is linked with 8 p's. Luxury goods hold strong connection with scarce availability. Therefore, experience of the luxury good brand is as crucial as the luxury good itself. The purchase experience of rarity is creating exclusive invites, buying experience and elegant presentations, whether it be as ordinary products such as champagne glasses or big products. Placement is not just restricted to where in-store you can get the good from but also where less accessible it is not all can reach to it (Okonkwo, 2016).

There is no standard positioning of luxury goods. It is counted as being creative and unique but not compared to other brands (Kapferer, 2012). The elements added as design or craftsmanship contribute to the extraordinary influence and uniqueness of luxury goods (Scholz, 2014). Luxury goods' objective is to radiate confidence in their product standing out from the crowd (Kapferer, 2012).

It is not a center for luxury goods but however does come under the 8 p's. Luxury goods are not entirely dependent on the public figure's essence which may diminish over time (Kapferer, 2012). Celebrity endorsement is not a sole strategy only for luxury goods, on the contrary luxury goods themselves distinctly are important. It doesn't follow the way of traditional endorsement such as accessorizing celebrities in fashion shows, being an official for last decade celebrities and beyond that period. Luxury goods focus on PR however in a distinct manner, subtle way as compared to mass ordinary brands. The activation of brands is seen in fashion weeks, promos, sports event, launches etc.

High level products and administrations are customized to a restricted crowd whose optional pay is important to manage the cost of luxury merchandise. At the end of the day, high level brand advertising isn't planned to make mass allure and transform regular individuals into paying buyers (Burnsed, 2009). Prevail in this undertaking and you will have made all the significant brand character and faithfulness that endures for an extremely long period.

The pith of this story is that your objective clients will have no clue except if you have your own image except if you advance consciousness of your extraordinary offer through lavish luxury PR and promoting. Illuminate your ideal interest group about your image, convey in a persuading way through promoting and advertising effort missions and you will have a decent possibility winning portion of the overall industry.

2.5. Luxury Product Pricing

It is evident that the price is a necessary component of any luxury good. The price alone cannot indicate whether the goods are luxury or not, however, several theories prove price is an important influencer fact. It has been argued by Keller (2009) that price is the chief indicator of measuring quality, therefore, it also indicates the prestige of a good.

Unlike, the suggestion by core marketing theory, luxury goods differ in prices with annual increases and as per demand in the market (Kapferer, 2012). Alongside the apparent concept, on contrary, ordinary goods benefit from the price reduction, while luxury goods get at risk if they discount their prices, which also negatively influences their brand image. Thereby, luxury goods avoid making discount promotions (Nuutinen, 2012). As per the experts, luxury goods such as Chanel & Chloe marks discount on particular selective products only to attract customers (Burnsed, 2009). This can question the brand quality, since the quality of goods is interrelated to price (Klaus Heine, 2011).

At the beginning of the pestilence, the typical cost of extravagance dress, footwear and extras fell on Farfetch, a main worldwide multi-brand extravagance retailer, however at that point started to pointedly rise. The typical cost of extravagance dress and footwear expanded insignificantly yet expanded, coming to \$ 648 and 6 486 in February 2020 and \$ 653 and 1521 in May 2021, separately (Edel, 2022).

The theory by Veblen suggests luxury goods demand cannot be determined by only price, which gives consumers of Veblenian a valuable feeling and wealth state. However, this strategy is a catalyst for motivation toward consumers' buying behavior (Heine, 2011). Similar ideologies have been suggested by 8 Ps like luxury goods require appropriate pricing strategies to withdraw customers' attraction. Consumers' perception of luxury goods has a key basis on pricing strategy; therefore, the consumers' perceived value always be a high level maintained (Kapferer, 2012).

In 2021, under the strain of scourge limitations on shopping and travel and notwithstanding rising costs, the interest in luxury merchandise has developed so forcefully that the aftereffects of another review distributed over time (Kapferer, 2012).

2.6. Luxury Product Promotion

Luxury goods promotion is simply advertising luxury merchandise. These things are not viewed as vital for the vast majority's day to day existence, but rather they bring joy to the individuals who need to spoil themselves with beneficial things.

By selling or promoting luxury goods, brands invite consumers to attempt new product. Luxury promotion is likewise overseen through these business sectors, which can endlessly deal with new ideas of these product.

As a rule, luxury brands put vigorously in conventional channels: OOH, on-line and in-store insight to finish the excursion. However, what will befall in the middle between? What happens when your stores close or individuals don't go out to shop? This makes a luxury encounter credit for your crowd and consumers (Arora, 2017). The world might be awakening to lockdowns and travel limitations, however that doesn't mean the volume of footfalls will return right away. Presently like never before, it's critical to ensure that your advanced consumers' movements and stores give similar novel and close insight as your actual stores or display areas do.

The end of the foundations for extravagance publicizing all through the pandemic has not just aided in the drawn-out change of the promoting diverts in this area yet has additionally helped in taking on a higher extent of advanced and social channels for luxury promoting (Edel, 2022). Which will fortify the computerized first methodology. Laid out over the most recent year and a half.

As luxury goods customer stand out to computerized commitment with brands through all periods of the transformation channel, this change has added to better standards from customers for all connections accessible through the progressing advanced stages (Ergun, 2021). Shoppers progressively need admittance to negligible networks, client assistance, and online customized encounters - particularly assuming their real connection with publicizing was in that circle.

No matter what the cost, buyers need what they need, when they need it, and they would constantly prefer not to go to an actual store to get it. While in the luxury market specifically, in-store experience is difficult to reproduce on the web, stages, for example, Hero will permit carefully smart clients to duplicate the components of the in-store insight with the center of their hand. Also, that trade opportunity will just improve the working of the computerized promoting channels.

2.7. Concept of Consumer Behavior

This stimulus response model is a framework used for buying behavior of consumers, where each element is individually discussed to adept this model to buying behavior of consumers of luxury goods.

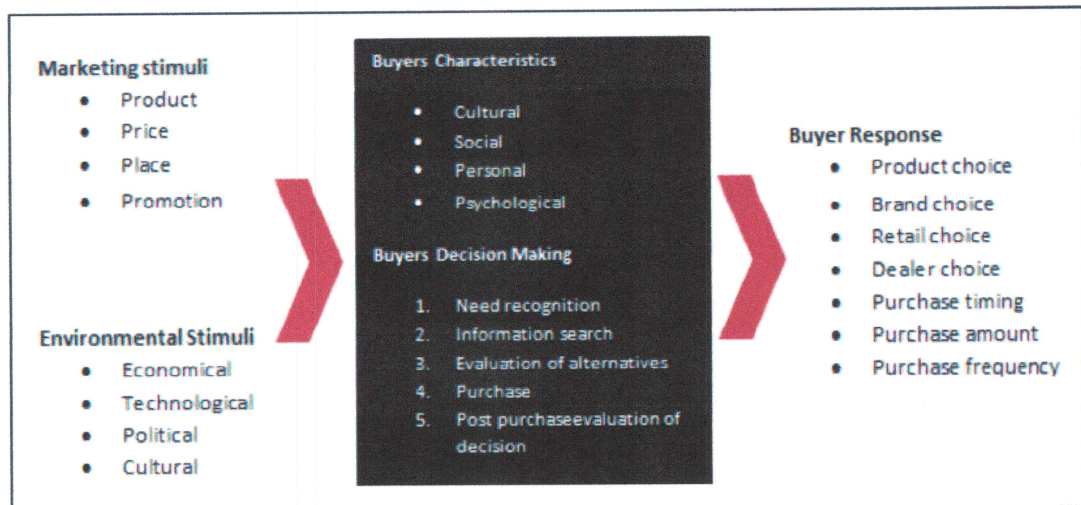


Figure 2.3: Buying Behaviour Model

The buying behavior model shows how environmental stimuli and marketing boosts enter the purchaser's black box, which then, at that point, produces various responses (Tyagi, 2004). This model could be connected to the aspects of the luxury goods and factors that impact buyer behavior. The demonstrated model will be examined on which components are most appropriate while examining luxury goods. Not all stages are distinguished in luxury goods buying behavior, so the model can fill in as a reason for conversations about luxury goods and its consumers' buying behavior.

The stimuli of marketing in luxury goods consumer buying behavior, or p's, in the way of behaving of customers of luxury goods, could be connected to 8 p's of luxury goods as discussed in previous sections which is pedigree, price, paucity, public relation, placement, public figures, persona and performance (Arora, 2013). The luxury goods 8 p's vary quite significantly the same as the for the most part acknowledged 4 p's in marketing since, they go against the standards of customary rules of marketing (Heine, 2011).

For instance, in the 4p model, costs are more adaptable (Boundless, 2015). Though in the 8 p's of luxury goods, costs are unpredictable, as theories proposes that cost increments won't bring about lower interest (Arora, 2013; McGee, 2004; Heine, 2011). Likewise, in 4p the advancement is worked around the offer of goods, while in 8p the theories of marketing and well-known people aren't about deals and advertising in a similar sense as it is more unobtrusive (Kapferer, 2012).

Stimuli in environment are linked with buying behavior of consumers yet won't be examined, as different parts of the conversation of luxury goods are offered more consideration. As a rule, stimuli in environment incorporate financial, specialized, political and social boosts. These elements make an individual consider a good and thus purchase a good (Mona Sinha, 2017).

Specialized stimuli comprise of perspectives like toughness, execution, and shape/style that are exceptionally significant parts of luxury goods (Peter Scott, 2017). Like in previous chapter, Chevalier (2012) motions that quality is core element. Heine (2011) Distinguishes aesthetic as a critical component of customer decision. Moreover, Arora (2013) makes sense of how the presentation of a luxury good includes an actual product, yet in addition an encounter while purchasing something great.

Stimuli of social incorporate social belongings & status, which can be connected to the investigation of luxury goods. As per Okonkwo (2016) customers flaunt their goods as commonly to demonstrate their status. Individual upgrades encompass the purchaser's self-image & psychological relation, which are qualities of the person's mental relationship (John Fahy, 2016). All buyers have exceptional characteristics, abilities, propensities, abundance and ways of behaving that suit their own image. Individuals make their own image by collaborating with others, which shapes their purchasing behavior (Schiffman, 2015) .

2.7.1. Consumer Behavior Towards Luxury Products

Dubois (2001) Identifies one of the fundamental drivers for the utilization of the temporary fad extravagance brand in customers developing business sector. It tentatively looks at the impacts of purchaser relationship. Their character attributes require autonomous propensities, like similarity, distinction. Also, status utilization, which thus influences the utilization of them.

Ways of behaving are not inborn. They are learned and accordingly can be made or adjusted through promoting correspondence procedures (Westberg, 2004). Conduct assumes an essential part in impacting customer conduct. Brand conduct can shape the premise of shopper conduct still up in the air by the significance and importance of brand elements and advantages (Keller, 1993).

In this manner, advertisers ought to take part in exercises that are important to make an ideal mentality for brands. To foster an uplifting outlook towards a brand, the

customer should accept that the brand has the characteristics and advantages that will meet its longings or requirements (Keller, 1993).

The propensity for the client to encounter both positive and gloomy feelings all the while is usually alluded to as buyer equivocality (Otnes et al., 1997). Otnes et al. (1997) showed that because of the clashing jobs of customers, they couldn't track down their own logical inconsistencies and hence, their mentalities towards conduct stayed inconsistent. In their review, Gil et al. (2012) show that materialistic inclinations are a strong power in advancing uplifting perspectives towards extravagance brands.

The researcher will clarify the idea of social media for give a premise to it, discuss about their impacts on different social media platforms and their impact of consumers buying intentions. Web-based entertainment has been applauded in numerous ways. There is no single definition to define social media. Few general references may help to define it. Perceive web-based entertainment as an electronic innovation for correspondence. What's more, sharing on the Internet (Nuutinen, 2012). In more detail, Okonkwo (2016) Conclude that web-based entertainment is an assortment of electronic transmissions advances that empower individuals to democratize content capacity to move from consumers to distributors.

Furthermore, Schiffman, 2015 suggest a definition that consolidates various aspects. The social media viewpoint is a mix of sites and online frameworks which permits various scope correspondence, association and dividing between individuals from Joao. network. "This last definition is the embodiment of what Web 2.0 is - locales with customers' produced content like sites, recordings, and so forth (Abusrour, 2016).

Basically, social media is another arrangement of tools and innovations that permit individuals associate and construct connections more successfully (Schiffman, 2015). There is compelling reason need to have a general definition, so these definitions are for the most suitable.

2.8.Tunisia Luxury Market and Consumer Profile

Tunisia has generally been known as an open exchanging country the Mediterranean. Previously Upset, Tunisia's economy was sound at macroeconomic level: low expansion, Significant money holds, adequate financial plan shortages, and a yearly development pace of 5% or thereabouts in any case, Tunisia experiences

issues like over-dependence on horticulture and shortcoming. In the confidential area, and high joblessness rates, particularly among youngsters (Weitzman 2011). Despite the difficulties of advancement that was brought later. Since turning into a Tunisia protective state in 1956, freedom has created critical positive turns of events solid financial expected drove. In contrast to other Arab nations, for instance, Tunisia has forced sanctions and various relationships. Therefore, most of ladies appreciate higher societal position and a superior economy condition.

Indeed, even before the unrest, Tunisia's topographical area and transparency pulled in six and one. Around 50% of 1,000,000 sightseers per year (Sanchez, 2009). Tunisia has consistently had great tact, political and monetary relations with the Western created world. Free trade of merchandise, administrations, and human resources, between the United States, other Western nations, and the area. Contribute and make occupations accordingly (Martin, 2012). Instances of extraordinary Americans. The organizations putting resources into Tunisia are Fidelity Investments and IBM, which have sent off another territorial endeavor. Base camp in the capital Tunisia as of late (Martin, 2012).

According to a socio-political perspective, the principal chosen government, regardless of being driven by an Islamist party goes against the foundation of Sharia regulation in the constitution and a restriction on liquor. Installment of interest. Such a position guarantees Tunisia's receptiveness to secularists, likely unfamiliar financial backers, and unfamiliar monetary organizations (Bishkek, 2013). However Multitudinous dangers to security, the Arab world overall is embracing another period of financial aspects. Political and Social Development (Al-Mu'mini, 2011).

Tunisia specifically appears to be the most promising nation in all post-progressive nations. World Economic Forum in it the 2006-2007 Global Competitiveness Report positioned Tunisia's economy as the biggest. Contest in Africa and the Arab World (Sanchez, 2009). Furthermore, the number of inhabitants in Tunisia more instructed and less poor than other Arab nations, the more grounded the working class. Most different nations, and the public authority, have advanced private unfamiliar speculation. Industry (Bishkek, 2013). Along these lines, despite Africa, just 2% of the world's luxury. Item Market (Statista, n.d.), Tunisia fills in as a brilliant market to concentrate on how extravagance Industry can enter arising and opening business sectors

In this unique situation, the reason for this examination is to investigate and analyze the theories of luxury. Utilization in the Tunisian market. Given the general receptiveness of the public authority to outsider's financial interest, and a solid working class wherein unfamiliar thoughts, items, what's more, the investigation of Tunisian buyer perspectives towards brands, extravagance items is opportune and the experiences of the pertinent Tunisian buyers potentially mirror the craving for luxury goods in other developing business sectors.

3. MATERIAL AND METHOD

3.1. Research Objective and Importance

The purpose of this study is to find out what aspects affect consumers' behavior when shopping for luxury goods and the extent of social media influence in Tunisia. The study objective is to identify the theory that deals with the purchase of luxury goods through the secondary side, sources, and identify answers to the research questions.

The deductive approach is adopted for this study, breaking down the general theories with detailed explanations, the process starts with an introduction to the topic in broader terms, narrowing it down and keep narrowing down to work on the study focus for collecting observations & linking them with research questions & objectives.

Social media is an important aspect of the study as it is the most prominent influencer for consumers. It will be examined independently to figure out the contribution to consumers' purchasing behavior toward luxury goods. Four significant social media platforms will be discussed for limiting the research and staying relevant giving efficient results.

The exploratory focus of the study talks about the data collection techniques & methods adopted. This is very important to validate and make data reliable Research offers results that apply to purchasing behavior of luxury goods in Tunisia and gives understanding into the topic as less unambiguous. Previous research results and findings are analyzed linking with theoretical framework which helps in answering the research questions.

Lastly, conclusions have been drawn and there are suggestions for future studies. The following section will explain of which research technique was selected, how the information was gathered and dissected, and further analyzed. Give reasoning to the reliability and validity of research.

The objective of this study is to discover the fundamental elements influencing luxury goods in customers' buying behavior. With the ascent of online media, customers are more impacted than any other way in recent times with regards to their desire for luxury goods. The many customers engaged through various social media platforms has been increased recently a few years for desiring more luxury goods. Social media could be a driving force for the increased consumption of luxury goods. The aim of this study is to discover the kind of processes used by customers for purchasing luxury goods, what steps are been followed, and what influences them to purchase luxury goods. It is crucial to know that the luxury concept is a broad term and could be interpreted in various ways. Therefore, choosing from which luxury level should be focused and also identifying theories is necessary or else it may affect the results drawn later. The objective is to get insights into the customers' buying behavior and adapt theories to evaluate theories found in the survey.

With respect to the objectives, the study is conducted in accordance with the buyers' perspective. The operational approach has been adopted where luxury goods are a valuable thing in the eye of customers and to what extent they value it to buy that good will be studied. We have observed that there has been less research done on luxury goods, especially within the boundaries of Tunisia, therefore the aim of this study is to examine the influence of luxury goods on customer buying behavior by studying the market of Tunisia in general. The theoretical studies and questionnaire referenced from a Finland study will be adapted which will give insights into the study and make it efficient. The structured questionnaire will not be able to answer why customers buy luxury products, however, will be able to obtain aspects relevant to luxury goods that will benefit in drawing conclusions.

The setting in which the examination will be carried out will be the population who are studying and working in Tunisia. The sample size was narrowed to the population from Carthage University of Management Science of the age group 20-30 who are either studying in the university or working in management or as professors in the same university located in Tunisia. The reason to choose such a broad spectrum of age groups is to cover the different generations and to have varied responses on what each respondent who falls of different ages perceives about buying luxury goods.

The focal emphasis will be on achieving the truest and most accurate answers so while distributing the surveys each of the respondents will first be asked whether

they are willing to answer the questionnaire and do they have time to answer them. So that the data we collect has less chance of error they will also be engaged in conversation while filling questions randomly asking them why they think what they have answered so that we could have more insights into their answers.

There are various types of luxury goods as it is a broad topic and not all types of luxury goods could be covered in this study due to limited time and resources are prime focus will only be on medium and top-level luxury goods, these types of luxury goods will be defined later in the following chapter. Likewise, Rambourg's pyramid will be representing premium and core luxury goods which categorizes luxury brands according to certain brand types and price levels (Sevtap, 2019). Since the categories are wide and each category has different aspects, we plan to narrow down the category to more general goods such as clothing and accessories.

3.2. Research Questions

1. What are the key aspects that influence customers' buying behaviour towards luxury goods?
2. How could the decision-making process and marketing 8p's be applied to customers' buying behavior towards luxury goods?
3. To what degree do social media platforms influence the consumption of customers' buying behavior toward luxury goods?

3.3. Universe and Sample of the Study

The study was intended to only for the young Tunisian consumers therefore it targeted only students at Carthage University who are either full time students or working students. The study was conducted within the premises of English department of university. The population of the study was English department of master's level of Carthage University and an estimated number of students found studying in the department were 700.

The random and convenient sampling technique has been adopted for the study. The university and the city chosen for this study was the reason to choose a location where people are familiar with most of luxury goods in fashion industry and also those luxury goods are easily accessible to the, therefore Tunis being the capital of Tunisia and Carthage University as one of the oldest and prominent university in Tunisia was

selected because luxury brands are majorly located in capital or metropolitan cities of many countries. This decision was taking to ensure the respondents either buy luxury goods frequently or they are familiar with the concept of luxury goods. The sample size has been calculated in the following section for this study.

The sample selected was from English department of master's level of Carthage University, where sample size calculated below. The formula was adopted from prior study by (Madhuri Thakur, 2018).

$$\text{Sample size, } n = N \times \frac{\frac{Z^2 \times p \times (1-p)}{e^2}}{[N-1 + \frac{Z^2 \times P \times (1-P)}{e^2}]} = 100 \times \frac{\frac{95^2 \times 0.5 \times (1-0.5)}{0.05^2}}{[(700-1) + \frac{95^2 \times 0.5 \times (1-0.5)}{0.05^2}]} =$$

249

Where N (Population Size) = 700, Z (Confidence level) =95, e (Margin of Error) =0.05, and P (Sample Proportion - uncertain) =0.5.

The equation applied to the population size for our study, the sample size that was derived from this equation is 249 respondents.

To ensure the reliability and validity of research method adopted, questionnaire was further refined. Thoroughly it has been revised to check the formatting sequence and relevancy, whether it will reflect the research questions and draw answers to the research questions. The survey has also been referenced from where the questionnaire has been adopted from.

The collection of data will be done via analyzing and presenting qualitative data and numeric data from survey. To check reliability, the sample was chosen to be as many as possible as a convenient sampling approach. There are 249 respondents for the survey, the sample size is good to evaluate the qualitative part of the survey, it makes it is easier to evaluate since the survey is based on mixed methodology approach with closed end and open-end questions.

The pilot testing is conducted, 5% from the sample size to ensure the questionnaire reliability. 9 respondents are the 5 % of the sample size 249, therefore, the questionnaire will be circulated to 9 respondents to test reliability of the results from questionnaire. The data was collected, and reliability test was conducted which showed Cronbach Alpha of 0.90 value which means 90% reliability of questionnaire, which is sufficient to be used

This research adopts both primary sources and secondary prior sources to conduct this research. Mainly, the conceptual structure is formed with the help and study of several prior sources such as research in relevant topics in journals, articles, dissertations, authentic sites, and books. The primary source of this study is the survey filled by consumers from Tunisia who will help give enriched responses to draw results.

To achieve the purpose of the study, two methods of research is adopted for investigated and examining the objective of the research which are quantitative and qualitative, which mean to get information and answer research questions. Qualitative method is naturalistic and can be interpreted which will give us consumers' personal experiences and thoughts with open ended questions, interaction with them and observation on luxury goods in Tunisia (Jha, 2019). Whereas quantitative data contributes to the data which can easily be measured and gives values in numeric (Saunders, 2009).

The research includes both qualitative and quantitative approach for collection of data. Prior research techniques as stated by Sarpila (2016), Saunders (2009) the survey helps to collect a large amount of data with minimal cost. There is no ambiguity or biasness in qualitative data as those will be open ended questions and respondents will be free to answer with their opinion, this will help to increase rate of answer from respondents and give insightful knowledge to the topic.

Since there is few, research carried out on luxury goods buying behavior in Tunisian market, it will be helpful to gain as many responses from consumers as possible will benefit the study and enhance results. The wide scope of respondents can easily be accessed and answer them easily which makes this survey reliable (Sarpila, 2016).

A logical structure has been followed in survey with a sequence. The survey first asks demographic questions of the respondents such as gender, age, income, education level to get an overview of sample group selected.

Followed by demographic questions comes related questions to link with topic first about luxury goods, what they own and how they bought it. Consequently, questions relayed to their buying habits were asked to investigate their objective to buy luxury goods and what are the characteristics of luxury goods that attract the

respondents to buy them. All the five buying behavior stages has been included in the survey such as buying decision duration, psychological behavior etc.

The research also identify what role is played by social media in buying behavior of respondents. The motive of following blogs, social media platforms by respondents were also learned to get their experience and motive to use them. The questions were more focused on fashion products.

Lastly, one key observation was what respondents consider as luxury, which is relative and subjective. The study will end the survey with an open-ended question to find out respondents meaning for luxury, this is an essential question which validates the concept of luxury as discussed by several research covered in literature.

As it has been mentioned earlier the research aims to identify behavior of Tunisian consumers towards luxury goods and the factors influencing them. Thereby, consumer-oriented approach will be adopted, hance consumers will be the respondents and investigated for the study. To gain insights of the respondents buying behavior the age bracket from 20 to 30+ is chosen. There the survey carried out will have question for age to get an insight on how various age group individuals respond to luxury goods.

The constraint time given for this research, keeping this in consideration we better thought to confine our study to Carthage University, the institute of languages in Tunisia. This will help us to access the respondents easily and to get efficient results from the respondents. There will be possibility of getting increased accuracy in answers and to achieve the objective of the study (Saunders, 2009). The questionnaire was adopted from the previous study by (Reis, 2015).

This survey will test conceptual framework of the study by asking respondents with questions related to factors that influence them to buy luxury goods, age, their process of decision making while buying luxury goods etc. This survey will articulate answers to the research questions with unambiguous simple questions to avoid any chances of misunderstanding and error. Therefore, the population is chosen from English department of master's level of Carthage University, in order chose respondents who can easily understand the survey and fill. This survey reflects the research questions of my study and subsequently the theoretical framework.

The survey has been circulated to the students of English department of master's level of Carthage University in the month of April 2022. The survey was

circulated via Facebook, WhatsApp, and emails as well as to some personal contacts in Tunisia who were working students, and some were only students. While circulating the survey, it was ensured that the respondents live in Tunisia and were Tunisian as the study is based purely on Tunisian market.

3.4. Limitations of the Study

This study has several limitations such as we are unaware of respondents' inheritance, the background of the family and other various factors which are not in the researcher's control but could somehow potentially influence the level of income such as wealthy background people have varied buying behavior and power than those of different background. The study is also restricted to the premises of the Carthage University, which could be broadened to a wide population in prospective research. The main research limitations were the limited resources and time. Moreover, theories that will be discussed in this research will be in terms of general behavior & model in marketing, which are detailed and extended to analyze and evaluate buying behavior of customers of luxury goods.

The limitations that were faced during adopting the methodology to choose different methods. The study could have been also conducted targeting specific brand and interviewing the manager of some luxury store for gaining more knowledge on buying behavior for that brand and luxury brands in general. However, this could not be done in this study, due to time frame and limited accessibility to resources and contacts.

Additionally, we could have preferred to have interviews with luxury good influencers, bloggers, however, due to time constraint this was not practical. This could contribute to the topic research greatly as the influencers and bloggers play significant role in consumers buying behavior towards luxury goods.

3.5. Method of Study

In this section, we will present findings from the results collected as discussed in empirical studies. The survey questions included theoretical background, luxury goods, buying behavior and their decision making of consumers. The questionnaire was sent via emails, WhatsApp, and any possible way to the students of English department of master's level of Carthage University, Tunisia. This study was focused

on the respondents who are full time students or working students currently residing in Tunisia. The number of respondents of this study was 249 which is the sample size, and the results are drawn from their findings.

The objective of this survey was to collect as much information from the respondents as we could take, via the structure of questionnaire with open ended, and closes ended questions to get their thoughts and opinions. The questions were simple, non-ambiguous and straight forward to avoid any misunderstanding.

The questions were designed in a way to fit all respondents, who are fond of consuming luxury goods and often buy them and those who do not buy so often, few questions were left optional for luxury goods buyers only to not get any forceful and unwanted errorfree data. The sample size was 249, which was also the total number of respondents out of 700 population size. The questions in the survey where 18 where two questions were made optional only for luxury good fan buyers.

The following section, the summary of the data collected is defined and analyzed categorized in general questions, buying behavior of consumers & their attitudes, influence of social media on consumers of luxury goods & finally the results were discussed and interpreted.

The general questions help in analyzing the profile of the respondents and their spending power. Therefore, these questions include demographic information such as age, gender, their status, monthly income. The analysis of the respondents' group will help understand our audience and determine the objective of the study is aligned with the theoretical framework.

Table 3. 1. Age of Respondents

Age	No. of respondents	Percentage
Below 20	8.12	3.26%
20-25	102.84	41.30%
26-30	132.61	53.26%
Above 30	5.43	2.18%
Total	249	100%

The aim of this study was to investigate buying behavior for university students of age between 20 to 30. The findings show a positive result to the age group decided. Majority of the students were between the age of 20-30 which is 94.56%. Only 3.26% were under the age of 20 and 2.18% were over the age of 30. Although the study was

not specific to any age group however, we expected the study would consist of young people and their influence of luxury goods and are expectations of the age specifications were the same. Thereby, we can also say that the results produced in this study contribute to the influence of luxury good on young people of Tunisia.

Table 3. 2. Gender of Respondents

Gender	No. of respondents	Percentage
Male	73	29.35%
Female	176	70.65%
Total	249	100%

The survey asked the questions regarding the gender and the findings showed most of the respondents who answered the questionnaire were females with a percentage of 70.65% and males with 29.30%. It was important to ask this question to see the results that will be generated are the contribution of which gender and this can help further researchers who would like to study gender specific results of luxury good influence.

Table 3. 3. Salary Range of Respondents

Salary Range in TND	No. of respondents	Percentage
0- 500 TND	109.56	44%
501-700TND	68.97	27.7%
701-900TND	33.86	13.6%
901-1200TND	16.73	6.72%
1201-1400 TND	2.49	1%
1401-1600 TND	14.90	5.98%
Above 1600 TND	2.49	1%
Total	249	100%

As the study was conducted within the premises of Tunisian university and targeted only students & working students who were masters' students. Therefore, it is logical to ask about their monthly income to analyze their buying habits accordance with their earnings. About 44% of the students were full time students or worked to earn pocket money, 56% were working students.

The profound number of respondents earned below 500 TND or were full time students of which is 44%. The second most prominent ratings were 27.7% respondents earned between 501-700 TND. Other noticeable rate was 13.6% of the students who earned between 701-900 TND. More prosperous customers are less touchy to cost, so shopping perspectives vary from the less well-off (Danziger, 2005; Perreau, 2013)

In accordance with the survey, approximately 50% of students do not buy luxury goods or rarely ever bought it, whereas 27% students would buy maybe once in a year, fewer 8% buy twice in a year. The aim of the study was to find whether students at university either they are working, or full time buy luxury goods or not. This statistic has partially answered our research question, which indicates fewer number of students purchase luxury goods and rarely make a purchase.

In this section we will discuss on different types of luxury goods and how they are acquired and why are they purchased based on respondents' answers.

The question no.6 in the questionnaire asked respondents on ownership of luxury goods and what do they own if they have any, what brand is it and what is the products. This was an open-ended question to be filled by respondents. In which almost half of the respondents answered which is 49% that they do not have any luxury goods, from which 36% said they do not wish to have it whereas 14% respondents said they would like to purchase in future. Remaining 61% out of total 100% respondents said they owned one or two luxury goods and they also mentioned on what they have.

The most prominent names which came repetitively in the survey were 23% respondents said Louis Vuitton, second most noticeable brands were Dolce & Gabbana which was owned by 12% respondents with the same 12% respondents owned Chanel. Other noticeable names were Prada, Hermès, Dior. This was helpful to indicate what category of luxury goods do our respondents prefer to buy, and this was very helpful as the findings show that the respondents prefer to buy medium and top-medium level luxury goods, which is the scope of our study from Rambourg's pyramid (Willett, 2016) similarly from Heine's luxury levels of brands (Heine, 2011).

More brands that were mentioned by the respondents were Escada, Rolex, Alexander McQueen, Armani, Boss which can be considered to fit in luxury goods under the scope of study. There were also fewer high end luxury goods mentioned by some respondents such as Meermin and Septieme Largeur. 4% of respondents mentioned those brands which were not fit to come under the category or were unclear answers.

Respondents were requested how significant certain luxury goods characteristics are. The response choices were taken from (Heine, 2011). Six vital characteristic and structure for the (Arora, 2017) 8P's model was considered. The

inquiry was made to perceive the number of respondents that make certain of worth. The questionnaire designed was in the framework of the mentioned studies.

Table 3. 4. Significance of Characteristics

How significant are the following characteristics while purchasing luxury goods (or on the other hand if you plan to purchase luxury goods)?

	Unimportant	Slightly Important	Very Important	I do not know	No. of respondents
Rarity	19% (47)	45% (112)	36% (90)	0% (0)	100% (249)
Quality	0% (0)	3% (7)	97% (242)	0% (0)	100% (249)
Price	11% (27)	28% (70)	55% (137)	6% (15)	100% (249)
Aesthetics	0% (0)	11% (27)	89% (222)	0% (0)	100% (249)
Experience	5% (12)	47% (117)	40% (100)	8% (20)	100% (249)
Heritage	36% (90)	40% (100)	16% (40)	8% (20)	100% (249)
Status	29% (72)	43% (107)	25% (62)	3% (7)	100% (249)

The table 4 shows the highest percentage of respondents who responded to each characteristic are shaded in green. The results in survey indicated rarity was opinionated as slightly important by majority of the respondents which is 45%. Following 36% of the respondents gave high importance to the rarity characteristics. 19% of the respondents did not give importance to rarity.

Quality was no doubt the major characteristic of luxury goods as significant 97% of the respondents considered it to be very important and only 3% expressed it as slightly important. This result supports the theory by (Chevalier, 2008), who states that quality is extremely important factor for luxury goods even in bad economic times.

55% of the respondents considered price as very important characteristics. Followed by 28% considered it to be slightly important while 11% found it as not an important characteristic.

Only 6% gave an indifferent response for this characteristic. Price has always been a controversial aspect even in luxury goods, the theory by Veblenian suggested it is not always true to say that high price can decrease the demand of any product. In accordance with Saunders (2009), consumers' perceive higher prices goods as higher in quality.

In contrast with quality & price, 89% of the respondents give very importance to the looks and aesthetics of a luxury goods. Remaining 11% considered it to be slightly important. As we can see an emphasis by Chevalier, (2012) on the significance of how the product looks, its shape, design, colour and all it makes a great impression on consumers to purchase it. In addition, Aesthetics of luxury goods reflects the lifestyle of consumers.

Experience of buying luxury goods was considered with slight importance 47%, while 40% found it very important aspect. It also in a certain aspect reflects the theories by (Chevalier, 2008; Arora, 2017). 5% did not give any importance to the experience aspect, 8% has nothing to say on this.

Heritage of brand was another characteristic of discussion where 40% said it was slightly important for them, a bit less 36% considered it unimportant, they do not consider or are unaware of the luxury goods heritage. Therefore, heritage was seemed to an insignificant aspect in luxury goods.

Similarly, status was also seen as of not too important characteristics in luxury goods, 43% respondents said it is slightly important to them, followed by 29% did not consider it important, for 25% it was of very importance and 3% respondents did not have much say on this. If we state the theory by (Okonkwo, 2016), status is ranked as a high important characteristic by consumers of luxury goods where they thrive to have status recognition through luxury goods.

This section will cover questions dealing with purpose of acquiring luxury products by consumers. Moreover, it will also analyze the process involved in buying. For this section open ended questions was seemed to be essential for respondents to express freely their opinions and thoughts for getting insights for the research study.

In question 7 of the questionnaire, asked regarding the luxury goods responded own and when did they bought it, how did they acquire (bought it yourself or was gifted by someone)/ This questions were aim to expand the answer given by the respondents in question 6 of owning a luxury good and what type of luxury good do they have.

Since high majority about 65% of respondents said they do not own any luxury goods, this was natural that only 35% answers were obtained from the respondents on this question. Most of the students 76% said they were gifted to them by either their

family, relatives, elders or by loved ones. Only 24% of the respondents out of 35% said they acquired it themselves, majority of them were working students themselves.

More specifications were asked, from whom did they get it, they were either gifted by parents, elder siblings or lovers which were most repetitive answers, few answer showed different answer such as some said they were gifted by their teachers, uncles, or relatives. Further when asked in what age did, they got it, most of the answer were between the age of 15-21 which was relatively young age.

Therefore, to summarize the open-end question results was that the respondents owned a luxury good which was gifted to them at a young age for their birthday present, achieving some good grades was the most common repetitive answers. Out of which birthday was mentioned almost 34%, which was commonly the reason for acquiring luxury goods.

Further in questions number 8, the reason of purchasing was also asked in which the respondents gave brief explanation. This question potentially allows ideas and thoughts expansion to relate with other characteristic and link with the previous questions. 67% of respondents said they were gifted or purchased to consume those products such as perfumes, bags, clothes, gadgets etc.

Respondents depicted their decisions as "they encourage me." "Self-spoiling" which associates with the need to satisfy oneself, to know oneself.

Furthermore, self-fulfilling Kapferer (2012) ; Chevalier, (2012) Likewise, they address the social class and individual Status were normal responses distinguished by (Okonkwo, 2016) underscores the significance of status and how significant it is. Social job is for shoppers. Respondents likewise purchase extravagance products. Reasons like "I like their shape" and they are "compulsory". Quality, status, and feel are viewed as the most significant. Highlights of many creators.

Likewise, the responses included notices like special cases, Quality, and the fulfillment that accompanies saving some time. Something uniquely great. Likewise, somebody hit him as a shock. Referenced that they purchase extravagance things so they can create a gain. Selling them at a more profitable cost following a couple of years.

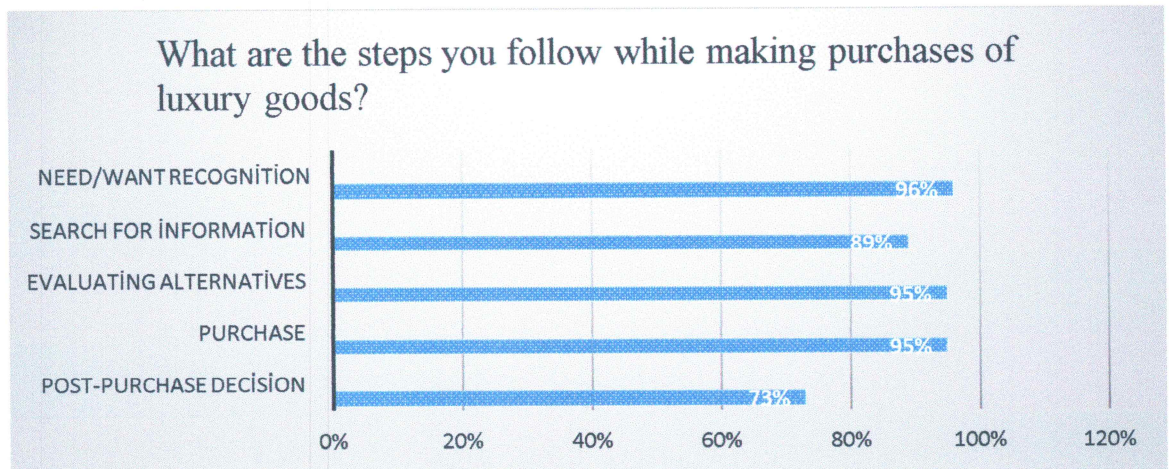


Figure 3.1: Stages of Consumer Buying Behaviour

This question was asked to recognize whether respondents follow every stage of buying behaviour. What are the main steps in the buying process? As found in Figure 6, maybe the most regular reaction was to recognizing need/ wants with 96% respondents said they follow this. 89% make search of information before buying the product. The evaluation of alternatives and purchase had the same percentage of respondents with 95% while 73% respondents make post purchase decisions. From this figure it was evident that most of the respondents follow the process of buying behaviour thus supporting the buying behaviour theory by (John Fahy, 2016).

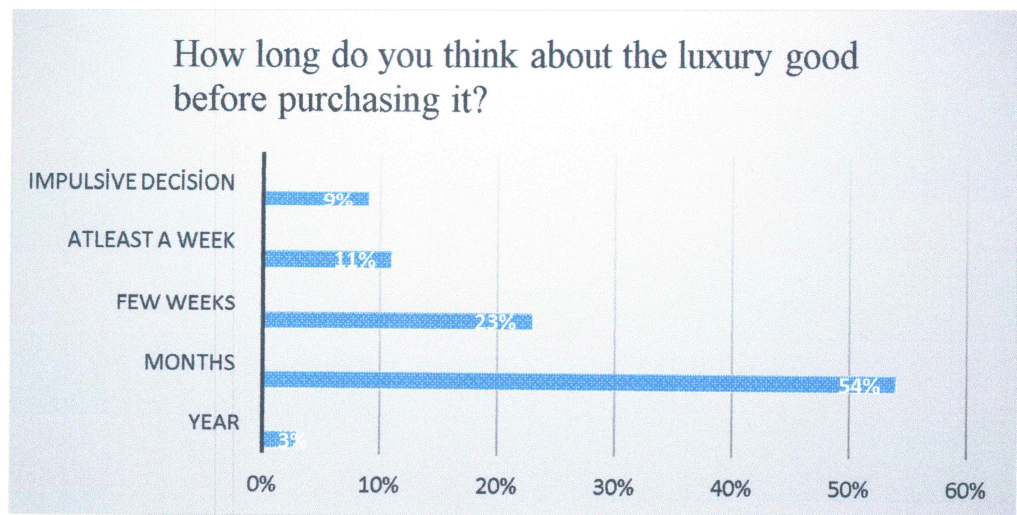


Figure 3.2: Duration of Purchase Decision

The figure 5 shows how long the buying decision takes for the consumers to buy luxury goods. This question was focused on only medium level luxury goods such as bags, perfumes, watches etc. Almost a little more than half of the respondents which is 54% said it might take them a month or so to decide to purchase it, followed by 23% would take few weeks if they have financial assets in bank. 11% of the respondents would take at least week to decide, 9% which were high end respondents said they would make impulsive purchase decision, only 3% of the respondents said it might take them year to decide for purchase.

The following question 12 asked When purchasing the luxury goods, what is your buy choice? Frequently founded on need or want? This question is significant to relate theory. Recommends that shoppers base their buying conduct on want. Required, and the purchasing conduct is silly (Chevalier 2012). 88% of respondents said their buy the choice is in many cases in view of want. Just 22% said the choice depends on need

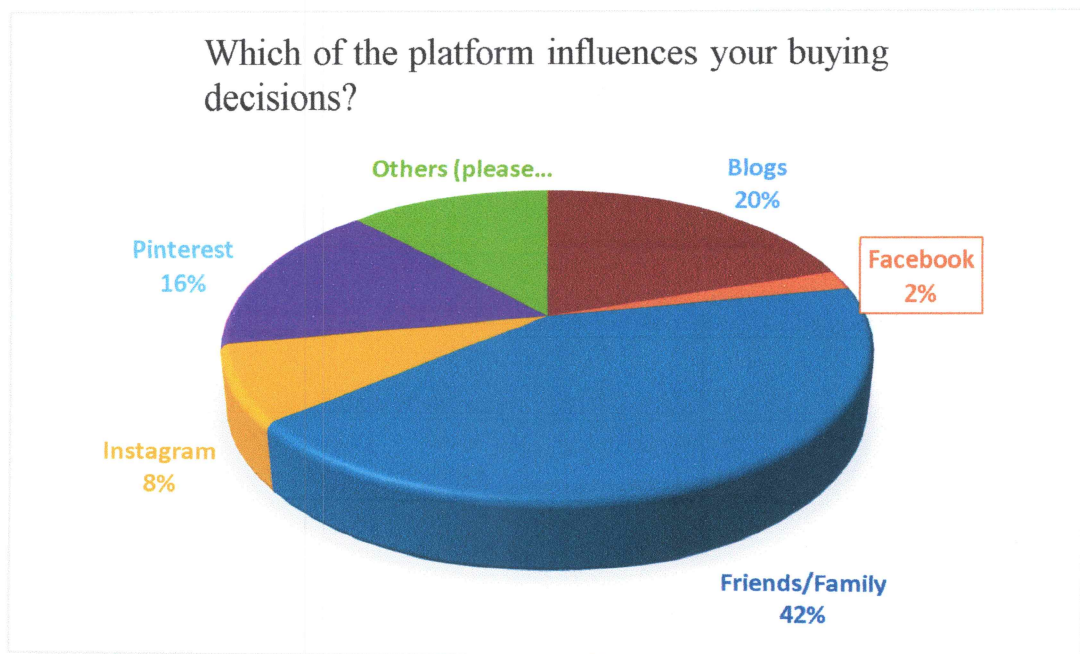


Figure 3.3: Most Likely Influenced for Buying Decisions

In question 12 we asked while buying luxury goods what the most likely influencers is while making buying decisions. This question is significant as a hypothesis. Recommends that buyers base their buying behaviour on want (Dubois, 2001). 42% almost a little less than half respondents said their buying decision was greatly influenced by word of mouth, one of the strongest medium of communication,

their decision greatly relied on what their friends and family had to say about their experiences, thoughts & ideas. Followed by 20% of the respondents were influenced by blogs, 16% were influenced by Pinterest, 12% were influenced by other sources such as magazines, advertisements, review forums, need recognition, taste, and mind, 8% with Instagram & remaining only 2% were influenced by Facebook.

From amongst the influencer's studies, the most influencing of them all were word of mouth from friends and family to buy luxury goods. Increasingly other prominent influencer were blogs and social media platforms such as Instagram & Facebook, these were the influencers predicted in the students at Carthage University.

Table 3. 5. Accounts in Social Media

Which of the following social platform you own and use?	% of Respondents	No. of Respondents
Facebook	51%	126
Instagram	37%	92
Pinterest	15.19%	38
Do not use any	0.00%	0
Other specify	7.54%	19

To know about the respondent's usage of social media accounts to give us general idea of most used platform, this question was asked. As in the illustration in table Facebook is the most prominent used social media platform with 51% of the respondents use it, followed by 37% owned and used Instagram, 15% respondents have Pinterest account. The other open was chosen by 7.54%, they were also given blank space to specify which account they used, the repetitive names in this option were mostly Twitter and LinkedIn. *Do not use any* was chosen by none, therefore it was made evident that all of them at least owned one of the social media counts.

Table 3. 6. Social Media and Buying Behavior

Does these social media accounts selected in previous question influence your buying decisions?				
	I am inspired, but donnot purchase	I am not affected	I am inspired and as result make purchase	No. of Respondents
Facebook	37%	41%	25%	98
Instagram	31%	58%	12%	68
Pinterest	43%	51%	8%	28
Blogs	21%	67%	13%	0

This question demonstrates which online social media influence customers, if any. The green shaded features most of the reactions, demonstrating that the larger part are not impacted by any of the virtual entertainment chose by the analyst. The most elevated level of respondents in Pinterest and Facebook were not impacted. Instagram influences 58% of respondents yet doesn't set off a buy choice.

Likewise, blogs appear to be a wellspring of motivation for 67% of respondents, however most buying choices don't result. Clear minorities are apparent in the third section, "I urge and choose to purchase since I saw it here", even though it appears to be that sites greatly affect the genuine way of behaving of customers bringing about buys.

Considering the four social media, blogs can be distinguished as the most widely recognized powerhouses that lead to a buy choice, as 24% of respondents concur. Respondents feel that Instagram lastly affects genuine buys, yet it has been recognized as a wellspring of motivation.

In accordance with the empirical studies, blogs, were stated as influencing buying behaviour greatly (Arora, 2017). Instagram and Pinterest were identified increasingly growing social platforms (Chevalier, *Luxury Brand Management: A World of Privilege*, 2012). However, practically buying decisions on basis of this research.

Table 3. 7. Descriptive Statistics of Variables

Variables	Min	Max	Mean	St. Deviation
Luxury Product	2	5	3.71	0.437
Luxury Price	3	5	3.73	0.491
Luxury Place	1	5	3.61	0.497
Luxury Promotion	1	5	3.81	0.566
Luxury Market strategy	2	5	3.97	0.438
Consumer purchase behaviour	1	5	4.18	0.518

On the basis of descriptive statistics of table 7, the luxury marketing strategy (independent variable) shows mean value of 3.97 which is highest with standard deviation 0.438, this indicates prominent number of responses will be within 3.98 ± 0.436 . From the independent variables the lowest mean value with 3.61 and standard deviation of 0.497 was of green place.

Table 3. 8. Correlation Analysis

Variables	Pearson's Correlation	Significance level
Luxury Product & consumer behaviour	0.491	0.000
Luxury Price & consumer behaviour	0.536	0.000
Luxury Place & consumer behaviour	0.419	0.000
Luxury Promotion & consumer behaviour	0.457	0.000
Luxury Market strategy & consumer behaviour	0.655	0.000

The Pearson correlation coefficient is used to determine relationship strength between the study variables. The above table 8 shows the results of correlation. A moderate strong relationship was found between the dependent & independent variable and its mediating variables. Results show significantly positive relationship with a significant level of 5%.

Table 3. 9. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimation
1	0.608	0.372	0.357	0.427

The given table 9 is illustrating model summary of the study analysis, with value of adjusted R2 is 35.7. This refers to as 35.7% of variations in consumers' buying behaviour is explained by luxury marketing strategy.

Table 3. 10. T Test

		T.Test				
		Coefficient ^a				
		Unstandardize	Standardize			
		d	d			
		Coefficients	Coefficients			
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	17.940	4.270		4.08	0.00
	Luxury				2	0
	Marketing	0.457	0.053	0.632	7	0

a. Dependent Variable: Kaputusan pembelian

Source: Primary data processed. 2019

The table 10 illustrates the luxury goods and consumer buying behaviour standard coefficient value this reveals that luxury goods significantly influence consumer buying behaviour at beta value 0.632 which is significant at less than 0.005 level.

Table 3. 11. Anova Test

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	18.300	5	4.303	24.917	0.000b
Residual	28.218	168	0.164		
Total	47.249	163			

ANOVA test showed model summary of regression to be valid with confidence level of 95% . Below table 9 illustrates ANOVA results.

After running the regression model to test total impact of luxury goods on buying behaviour of Tunisian Consumers on the basis of results from regression is summarized in table 10. The model from beta coefficient of independents variables LPD-Luxury product, LPL-Luxury place, LPR-Luxury price, LPM-Luxury promotions.

$$\text{Consumers' luxury buying behaviour} = a + 0.216 (\text{LPD}) + 0.302 (\text{LPR}) + 0.038 (\text{LPL}) + 0.181 (\text{LPM}) + \varepsilon$$

Table 3. 12. Regression Results

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.027	0.318		3.2131	0.001
LPD	0.275	0.096	0.216	2.817	0.007
LPR	0.320	0.087	0.302	3.715	0.000
LPL	0.034	0.061	0.038	0.485	0.635
LPM	0.177	0.061	0.181	2.486	0.015

As the regression table clearly shows how luxury product, promotion and price has a significant positive influence on Tunisian buying behaviour. The significance level shows 5% ($p < 0.05$). Though, the results reveal luxury place has an insignificant impact on consumer buying behaviour.

4.FINDINGS

The objective of this survey was to collect as much information from the respondents as we could take, via the structure of questionnaire with open ended, and closes ended questions to get their thoughts and opinions. The questions were simple, non-ambiguous and straight forward to avoid any misunderstanding.

The findings show a positive result to the age group decided. Majority of the students were between the age of 20-30 which is 94.56%. Only 3.26% were under the age of 20 and 2.18% were over the age of 30. Although the study was not specific to any age group however, we expected the study would consist of young people and their influence of luxury goods and are expectations of the age specifications were the same. Thereby, we can also say that the results produced in this study contribute to the influence of luxury good on young people of Tunisia.

As the study was conducted within the premises of Tunisian university and targeted only students & working students who were masters' students. Therefore, it is logical to ask about their monthly income to analyze their buying habits accordance with their earnings. About 44% of the students were full time students or worked to earn pocket money, 56% were working students.

The most prominent names which came repetitively in the survey were 23% respondents said Louis Vuitton, second most noticeable brans were Dolce & Gabbana which was owned by 12% respondents with the same 12% respondents owned Chanel. Other noticeable names were Prada, Hermès, Dior. This was helpful to indicate what category of luxury goods do our respondents prefer to buy. Also, this was very helpful as the findings show that the respondents prefer to buy medium and top-medium level luxury goods, which is the scope of our study from Rambourg's pyramid (Willett, 2016) similarly from Heine's luxury levels of brands (Heine, 2011).

Quality was no doubt the major characteristic of luxury goods as significant 97% of the respondents considered it to be very important and only 3% expressed it as slightly important. This result supports the theory by Chevalier (2008), who states that quality is extremely important factor for luxury goods even in bad economic times.

55% of the respondents considered price as very important characteristics. Followed by 28% considered it to be slightly important while 11% found it as not an important characteristic.

Experience of buying luxury goods was considered with slight importance 47%, while 40% found it very important aspect. It also in a certain aspect reflects the theories by (Chevalier, 2008; Arora, 2017). 5% did not give any importance to the experience aspect, 8% has nothing to say on this.

Heritage of brand was another characteristic of discussion where 40% said it was slightly important for them, a bit less 36% considered it unimportant, they do not consider or are unaware of the luxury goods heritage. Therefore, heritage was seemed to an insignificant aspect in luxury goods.

The reason of purchasing was also asked in which the respondents gave brief explanations. This question potentially allows ideas and thoughts expansion to relate with other characteristic and link with the previous questions. 67% of respondents said they were gifted or purchased to consume those products such as perfumes, bags, clothes, gadgets etc. Respondents depicted their decisions as "they encourage me." "Self-spoiling" which associates with the need to satisfy oneself, to know oneself.

Concerning the duration of buying luxury goods, Almost a little more than half of the respondents which is 54% said it might take them a month or so to decide to purchase it, followed by 23% would take few weeks if they have financial assets in bank. 11% of the respondents would take at least week to decide, 9% which were high end respondents said they would make impulsive purchase decision, only 3% of the respondents said it might take them year to decide for purchase.

On the basis of descriptive statistics, the luxury marketing strategy (independent variable) shows mean value of 3.97 which is highest with standard deviation 0.438, this indicates prominent number of responses will be within 3.98 ± 0.436 . From the independent variables the lowest mean value with 3.61 and standard deviation of 0.497 was of green place.

The Pearson correlation coefficient is used to determine relationship strength between the study variables. A moderate strong relationship was found between the dependent & independent variable and its mediating variables. Results show significantly positive relationship with a significant level of 5%.

The model summary of the study analysis, with value of adjusted R² is 35.7. This refers to as 35.7% of variations in consumers' buying behaviour is explained by luxury marketing strategy.

The T Test reveals that luxury goods significantly influence consumer buying behaviour at beta value 0.632 which is significant at less than 0.005 level.

After running the regression model to test total impact of luxury goods on buying behaviour of Tunisian Consumers on the basis of results from regression is summarized in table 10. The model from beta coefficient of independent variables LPD-Luxury product, LPL-Luxury place, LPR-Luxury price, LPM-Luxury promotions.

for regression results, +promotion and price has a significant positive influence on Tunisian buying behaviour. The significance level shows 5% ($p < 0.05$). Though, the results reveal luxury place has an insignificant impact on consumer buying behaviour.

5.DISCUSSION

The outcomes might demonstrate a few general perspectives and discussions. Significant exploration presumes that this was the part of the greater part. Respondents are in the age gathering of 20-26 years as per the age bunch chosen by the research study. This gives an approval to the exploration as a particular age purchasing behaviour. The gathering was explicitly designated.

In general, the outcomes show that the main aspects under the gathering study is product and promotion. The quality viewpoint might relate to the way that most respondents seldom purchase luxury products. In this way, when they do, as it were, they really put resources into these luxury products Presumably set aside cash for quite a while. Likewise, the dynamic cycle shows that the buy choice isn't simply a development purchase something that buyers have been pondering for quite a while. The nature of the good may likewise be higher because of these reasons. This makes it meaningful to buy quality preferred goods as they are planning for long time after finally purchasing it.

Besides, considering the way that the respondents are understudies (either working or full-time students), it very well may be associated that the buy with luxury goods cannot be customary due to limited resources for money. Besides, most respondents answered that they have accepted his most memorable luxury goods as gifts. This by and by affirms this reality. In this way, quality assumptions and other significant angles might be more of importance. As luxury products are seen more exceptional and, surprisingly, unique events, there can be elevated standards. Embed on their highlights. Along these lines, quality and feel can more significant than different highlights like purchasing experience and legacy.

Interestingly, the respondents didn't consider status vital concerning their buying choices. Notwithstanding, they considered it to be a commendation great component of a luxury good. This shows their assumptions

Luxury goods are what's really going on with status, yet customers are not impacted by status if there should arise an occurrence of procurement choice. This is viewed as a vital variable by many individuals, and it was likewise referenced the larger part while portraying luxury goods.

However, remember that the results just apply to this study setting which a university focused on students. Conditions might differ in different setting, age group and place.

6. CONCLUSION

The objective was to examine the elements that impact buying behaviour of luxury goods for Tunisian consumers the generation z was chosen for the study where the most respondent who ere in the age of 20-26 makes thy even more fit to research the target population. The intention was to examine buying behaviour, and by implication. The degree of interest in Tunisia overall contrasted with the single metropolitan regions This approach was decided because of the way that not all consumers of luxury goods are basically situated in the capital of Tunisia.

In conclusion, research quality, cost, feel, intriguing, surprising, Furthermore, imagery is the only thing that is important in an extravagance shopping choice. Being a part of the products 8 P's, the buying experience is likewise practically recognizable. Similarly as significant as the actual item. Overview results support this. The significance of value, feel and cost. The outcomes are significantly more pleasant. Highlights like status, extraordinariness, and shopping experience somewhat Critically, it is integral to extravagance merchandise. Focal reference the gatherings that answer shoppers' buying conduct are families. Furthermore, companions, who concur with the hypothesis that accentuates its significance. Reference bunch as an impact on purchasing behaviour.

The 8p theory is an augmentation as opposed to a conversation of luxury goods. Gives an illustration of the logical inconsistencies that extravagance products offer over non-luxury merchandise, for example, greater costs and more popularity, techniques used to restrict supply, and deals and limits to buyers ought not be polished.

Buyer shopping conduct systems connect with the concentrate overall, for example all thoughts were connected to the shopping conduct structure. Buying behaviour systems included factors that impact buying behaviour, The dynamic interaction, and the activities that outcome from it. Buyers' mentalities towards luxury goods are irrational, epicurean, which is additionally upheld by overview results. That most respondents purchase or purchase luxury merchandise. The aftereffect of want instead of need. Recurrence of buys between respondents exceptionally low and is a

baught at any cost expressed in this postulation. Painstakingly viewed as by most of respondents.

Buying behaviour with the concentrate overall, for example all thoughts were connected to the shopping conduct structure. Buying behaviour included factors that impact purchasing conduct, The dynamic interaction, and the activities that outcome from it. theory proposes. Purchaser mentalities towards luxury goods are irrational. epicurean, which is additionally upheld by overview results. That most respondents purchase or purchase luxury goods. The after effect of want instead of need. Recurrence of buys between respondents exceptionally low and is a buy at any cost expressed in this postulation. Painstakingly viewed as by most of respondents.

The generally theory system and overview results are very reliable, making the outcomes broad and dependable. At any rate, the outcomes depend on a review with a low respondent rate, which ought to be kept up with remember that when deciphering the outcomes. Likewise, this examination leaves something intriguing this issue should be additionally concentrated alongside the inquiries for additional examination.

7. RECOMMENDATIONS

It would likewise be useful to concentrate on the impacts old enough or pay on purchasing mentality. Albeit this exploration gathered information about age. Income, overview respondents' rates were excessively low for results. Also, there isn't a lot of examination on correspondence. Between luxury goods and web-based entertainment, there should be more top to bottom review. Coordinated to give a hypothetical system as these points.

Since there was a restricted time for research and the degree was restricted to one explicit age gatherings, status, and restricted respondents were the subject of luxury there is a significant room for examination.

It would likewise be interesting to work with a key luxury organization for getting industry exposure and information insights, writing alone can't be examined. Most likely an element regarding the reason why they're doing so ineffectively. Partake in research. Additional time ought to be given to the investigation of this subject for what it's worth. It can't be made sense of by mind boggling and all inclusive theories alone.

It would likewise be useful to concentrate on the impacts old enough or pay on. Albeit this examination gathered information about age, income, study respondents' rates were excessively low for results. Further, there isn't a lot of examination on correspondence between luxury and social platforms, there should be more top to bottom review. Coordinated to give a logical system as these subjects.

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CURRICULUM VITAE

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STATE OF EDUCATION:

- **Undergraduate:** 2020, Carthage University, Foreign Languages Department, English for Communication Programme.
- **Graduate:** 2022, Halic University, Management Department , International Trade and Business Management Programme.

PROFESSIONAL EXPERIENCE AND AWARDS:

- **Real Estate investment consultant:** since 2021, Turkey, ISTANBUL PROJECTS.
Worked as both a Selling and a Buyer Agent.
Successfully guided homebuyers and sellers through the sale and purchase of properties.
Coordinated appointments to show homes to prospective buyers.
Established and maintained a positive flow of communication with other Agents, buyers and sellers, mortgage officers, title personnel and attorneys involved in the home buying and selling process.
- **Sea Freight Import-Export Intern:** 2020, Tunisia, SOCOTU.
Prepared all documentation to ensure details are correct and compliant with Customs requirements.
Track shipments and communicate with clients about the package's progress.
Filled out import-export documentation.
- **Head of Public Relations:** 2019, Tunisia, YES WE CAMP.

Established media relationships, arranging interviews and seek for potential clients.

Gave public presentations and connect with key individuals.

- **Customer Service Intern:** 2018, Tunisia, CMA CGM.

Acknowledged and resolved customer complaints.

Ensured customer satisfaction and provided professional customer support.

Processed orders, forms and requests.

- **English Teacher:** 2018, Turkey, Galatasaray Sports Club

Implemented lesson plans and daily activities focused on language arts; reading, grammar and spelling.

Provided feedback on oral and written work.

Undertook administrative tasks, such as keeping student registers and attendance records.

- **Aiesec Abroad Volunteering Award:** 2018, Turkey, Aiesec.

Organized cultural days promoting my country Tunisia in several Turkish clubs.

Got involved for a month with children with disabilities.

Taught English and Volleyball to primary school kids.