

Consumer Motivation for Luxury Brands Buying: An Empirical Study

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Abstract

Customers have long been drawn to luxury brands because of their high-end goods and aspirational status. It is essential for marketers to comprehend why consumers choose luxury brands in order to develop winning tactics in this cutthroat market. This study studies the elements that impact customers' decisions to purchase premium products as well as the underlying motivations that underlie those choices. To determine the major motivators of customer motivation for luxury brands, the study draws on previously published literature and empirical data. It shows that a number of elements, including social status and self-expression, hedonic and emotional fulfillment, perceived quality and craftsmanship, and brand loyalty, play a role in this incentive. Consumer motives can also be influenced by personal traits such as age, gender, and economic level. Understanding these motives can help luxury brand marketers target and engage the right consumer segments with their marketing strategies. Additionally, by comprehending consumer motivations, organizations may develop distinctive value propositions that appeal to customers and promote enduring brand loyalty. In the end, this research advances our knowledge of consumer behavior in the market for luxury brands and provides useful information for marketers looking to strengthen their brand positioning and market share.

Keywords: Brand, Customer, Organization, Luxury, Financial Level

Introduction:

Purchase decisions are significantly influenced by consumer motivation, particularly when it comes to luxury products. Consumers are motivated by a wide range of psychological and social elements that affect their desire to buy and experience these special offerings, therefore the attractiveness of luxury goods extends beyond their utilitarian usefulness. For marketers and companies looking to capitalize on this lucrative market segment, understanding customer motivation for luxury brand purchases is essential.

Nwankwo et al. (2014) investigated that Luxury goods have a distinct attraction that goes beyond meeting bare needs. Numerous elements, such as psychological, emotional, and social reasons, influence why consumers choose to buy luxury goods. The idea of self-esteem and self-expression is one of the major psychological forces. Consumers can represent their success, social standing, and uniqueness by owning premium brands. The possession and presentation of opulent goods are viewed as indicators of social standing, taste, and individual accomplishments.

Ghosh, A., & Varshney, S. (2013) stated that when thinking about purchasing a luxury brand, emotional factors also come into play. Products classified as luxury are frequently linked to feelings of exclusivity, pleasure, and indulgence. A feeling of emotional fulfillment and satisfaction is produced by the anticipation, thrill, and gratification that come with possessing and using these priceless possessions. Luxury firms have mastered the art of innovating experiences and appealing to consumers' emotions in order to build a foundation of devoted customers.

Social factors also influence consumer behavior when it comes to purchasing luxury goods. Being social creatures by nature, humans use the use of luxuries as a way of social comparison and signaling. Displaying expensive items might improve one's perception of their social standing and make it easier to make good social relationships. To appeal to consumers' desires for social acceptance and association, luxury brands frequently highlight their history, workmanship, and celebrity endorsements.

In conclusion, psychological, emotional, and social elements all play a role in consumer desire for purchasing luxury brands. The potential of luxury goods to gratify consumers' needs for self-expression, emotional fulfillment, and social recognition is what makes them so alluring. Marketers looking to engage and enthrall consumers of premium brands must comprehend and utilize these

incentives. Businesses in the fiercely competitive luxury industry can build strong brand ties and create devoted customers by matching their marketing strategy with these underlying drivers.

Literature Review:

Grasp why people choose luxury brands requires a grasp of consumer motivation. Researchers and marketers alike have been enthralled by the attraction of luxury brands, inspiring a plethora of studies investigating the underlying causes behind customers' desire to buy luxury goods. This survey of the literature seeks to give readers an overview of the major conclusions and recommendations from eminent authors on why people choose to purchase luxury goods.

Vigneron and Johnson (1999) investigated why consumers choose luxury brands and put forth a conceptual framework based on brand personality and self-concept. Their research emphasized that the need for self-expression and self-enhancement is what motivates people to purchase luxury brands. The writers emphasized the significance of social identity and symbolic value in determining the motives of consumers.

According to **Dubois et al. (2001)**, a cross-cultural study was done to find out why people choose to purchase luxury goods. Their study, which was centered on the influence of cultural values, discovered that while consumers from many cultures had some common reasons, there were also clear cultural differences. The study emphasized how cultural values shape consumer incentives for luxury brands and recommended that marketers adjust their strategies in light of this.

Han et al. (2010) looked into how materialism affects consumers' reasons for purchasing luxury goods. According to their research, those who are materialistic are more inclined to buy luxury goods in order to satisfy their desire for conspicuous spending and to garner attention from others. The authors emphasized the importance of materialistic values in influencing the purchase of luxury goods and proposed that marketers may take advantage of this drive to focus on particular customer groups.

Phau and Prendergast (2001) investigated the connection between status consumption and the reasons why people purchase luxury goods. According to their research, people buy luxury products to project their social position, boost their self-esteem, and stand out in the crowd. The study emphasized the significance of status-related incentives in influencing the purchase of luxury brands and recommended that marketers foster aspirational links with their goods.

Dubois and Paternault (1995) looked at the reasons why younger consumers choose to buy luxury goods. Younger customers, according to their research, are motivated by desires for self-gratification, social acceptance, and individuality. The authors emphasized the need of comprehending generational variations in motives and recommended that marketers develop specialized techniques to draw younger luxury consumers.

Shao et al. (2019) looked at Chinese customers' reasons for purchasing premium brands. They found that both individualistic and collectivistic elements motivate Chinese buyers. The study underlined the impact of family values and gift-giving culture in addition to the importance of self-expression and self-enhancement. The authors recommended that while marketing to the Chinese luxury market, advertisers should take these distinctive motives into account.

Ko and Megehee (2012) looked at the reasons why Chinese customers choose to buy luxury goods. Conspicuous consumption, quality and value, social influence, and self-identity were the four main motivations that emerged from their research. The authors discovered that Chinese consumers' purchases of luxury brands were significantly influenced by social influence and conspicuous expenditure.

Liu et al. (2013) centered on the motivations of consumers of luxury goods worldwide. He distinguished three main motives: hedonism, self-identity, and the symbolism of luxury. The study emphasized how customers use luxury products to show their social position, sense of self and desire for enjoyment.

Han and Ryu (2012) looked at Korean customers' reasons for purchasing luxury brands. Four incentives were discovered by their research: quality, self-expression, individualism, and conformity. The authors discovered that societal norms, cultural values, and demands for self-expression had an impact on Korean consumers' motivations for purchasing luxury brands.

Objective of the Study

To measure the consumer motivation for luxury brands buying

Methodology

In this research, a structured questionnaire was employed to carry out a survey, and various statistical techniques such as mean calculation and t-test were applied to examine the data gathered from 225 participants. The sampling technique employed in this study was convenience sampling, which involved selecting individuals based on their easy accessibility and voluntary participation.

Table 1 Consumer Motivation for Luxury Brands Buying

Serial No.	Statement of Survey	Mean Value	t-value	p-value
1	One of the key motivations for consumers to purchase luxury brands is the desire to signal their social status and prestige.	4.11	7.792	0.000
2	Luxury brands offer consumers a means to express their individuality and personal style.	4.24	8.951	0.000
3	Luxury brands are renowned for their exceptional quality and craftsmanship.	3.80	3.501	0.000
4	Luxury brands tap into consumers' emotions and offer a sense of pleasure, happiness, and indulgence.	4.49	9.946	0.000
5	By purchasing luxury products, consumers align themselves with the values, ideals, and lifestyle represented by the brand.	3.99	5.217	0.000
6	The limited availability and exclusivity of luxury brands create a sense of desirability among consumers.	3.87	4.455	0.000
7	Luxury brands are associated with excellence and superiority in their respective industries.	4.47	12.050	0.000
8	Consumers often compare themselves to others, and luxury brands provide a benchmark for social comparison.	3.98	6.641	0.000
9	Luxury brands can boost consumers' self-esteem by providing a sense of validation and self-worth.	4.17	8.685	0.000
10	Luxury brands offer consumers an opportunity to indulge in luxurious and pleasurable experiences.	4.27	10.085	0.000

Table and Figure 1 presents the mean values for different statements in a study on “consumer motivation for luxury brands buying”. The statement with the highest mean score, 4.49, suggests that “Luxury brands tap into consumers' emotions and offer a sense of pleasure, happiness, and indulgence”. The next statement, scoring 4.47, indicates that “Luxury brands are associated with excellence and superiority in their respective industries”. Furthermore, a mean value of 4.27 suggests that “Luxury brands offer consumers an opportunity to indulge in luxurious and pleasurable experiences”. The statement “Luxury brands offer consumers a means to express their individuality and personal style” obtained a mean score of 4.24, while the statement “Luxury brands can boost consumers' self-esteem by providing a sense of validation and self-worth” had a mean value of 4.17. On the other hand, the mean value of 4.11 suggests that “One of the key motivations for consumers to purchase luxury brands is the desire to signal their social status and prestige”. The statement “By purchasing luxury products, consumers align themselves with the values, ideals, and lifestyle represented by the brand” obtained a mean score of 3.99. Furthermore, the mean value of 3.98 indicates that “Consumers often compare themselves to others, and luxury brands provide a benchmark for social comparison”. In contrast, the last two statements, with mean values of 3.87 and 3.80, fall within the lowest category. These statements highlight that “The limited availability and exclusivity of luxury brands create a sense of desirability among consumers” and “Luxury brands are renowned for their exceptional quality and craftsmanship”. The t-values for each statement in the investigation of the consumer motivation for luxury brands buying were positive and statistically significant ($p < 0.05$), indicating a significant relationship between the variables.

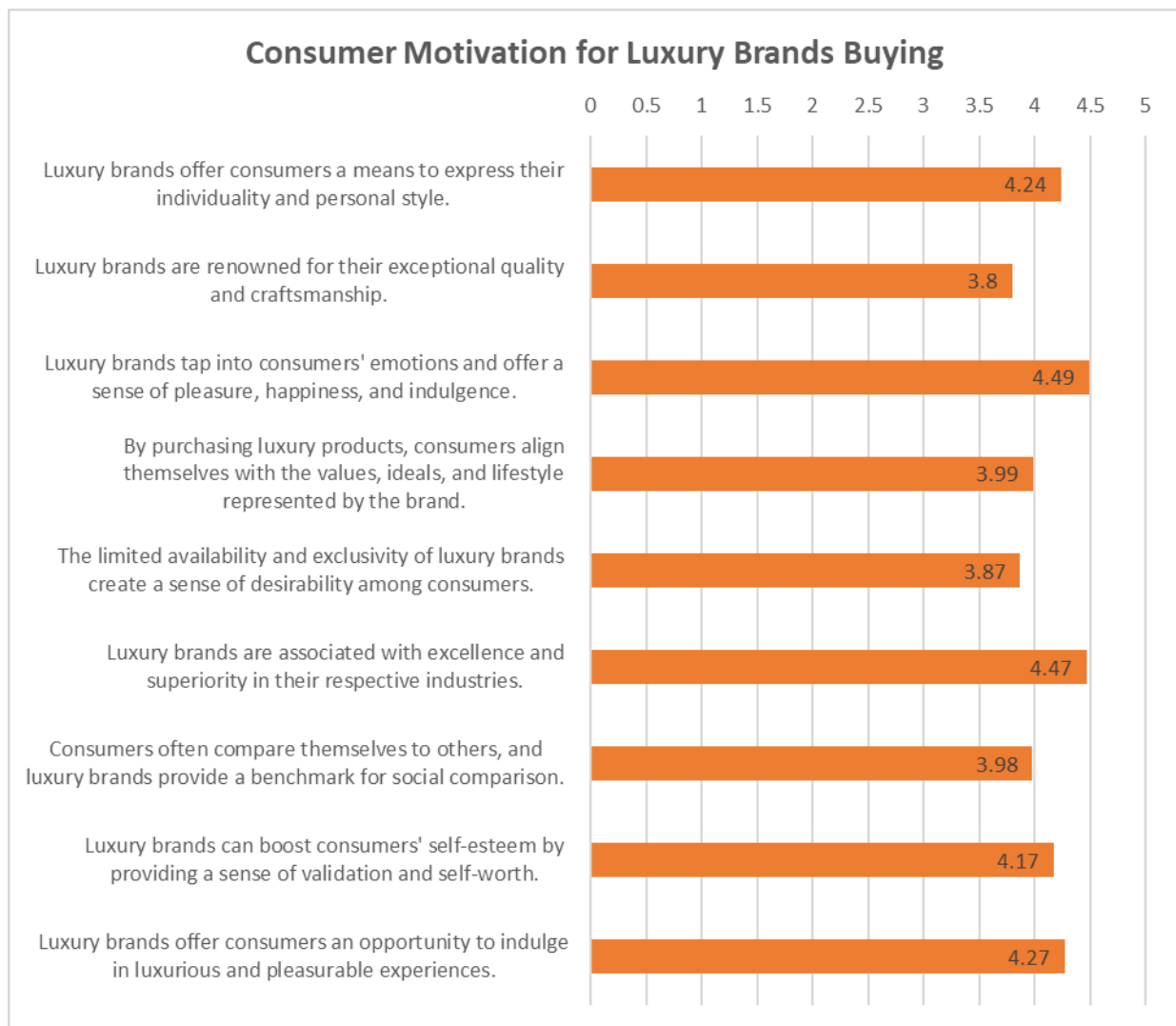


Figure 1 Consumer Motivation for Luxury Brands Buying

Conclusion:

In summary, consumer motivation is a key factor in the purchasing decisions of luxury businesses. Luxury companies appeal to consumers on a deeper psychological and emotional level than just functionality. Although the reasons for buying luxury goods can vary, they frequently have to do with the need for hedonic pleasure, prestige, and self-expression. Luxury brands enable many customers to flaunt their riches and achievement by acting as markers of social status and prestige. Possessing luxury items can boost one's self-confidence and help one feel like one belongs to an exclusive club. Additionally, luxury goods give customers a way to express themselves, allowing them to share their own personalities, values, and goals through their purchases. Additionally, the quest for hedonic pleasure and the sensation of indulgence are what motivate luxury purchases. A greater sense of pleasure and satisfaction is offered by the sensory and experiential components connected to luxury brands, such as workmanship, attention to detail, and superior quality. It is crucial for marketers to comprehend why consumers choose luxury brands in order to properly target and interact with their target demographic. Luxury brands may develop engaging storylines and experiences that resonate with their target market by drawing on the underlying wishes and aspirations of consumers. This eventually increases sales and fosters long-term brand loyalty.

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