

Buying Behaviour of Consumers towards Luxury Fashion Brands

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I would like to express gratitude for your participation of this research. The purpose of this study is to gain knowledge of consumer purchasing behaviour regarding luxury goods in India. You may click any of the number that shows how strong your feelings are. The information is used only for this research and is strictly confidential.

Although the realm of luxury goods is wide, the luxury goods of interest in this study are high-end personal fashion products including apparel, perfume, and accessories (handbags, shoes, watches, and jewellery), for example, Louis Vuitton handbags, Chanel suits, Cartier watches, and Dior perfume, etc.

PART A: Personal Information

Please tick the appropriate box

| | | | | | | |
|------------------------|---------------|--------------------|---------------------|--------------------|---------------|-----|
| City | DELHI | NCR | | | | |
| Gender | Male | Female | | | | |
| Age Group | <20 | 21-30 | 31-40 | 41-50 | 51-60 | >60 |
| Civil Status | Married | Unmarried | Others | | | |
| Qualification | High School | Bachelor | Master | Ph.D | | |
| Social Role | Student | Self-Employed | Professional | Home Maker | Others | |
| Annual family Income | Under 4 lakhs | 4lakhs- 4.99 lakhs | 5 lakhs- 5.99 lakhs | 6lakhs- 6.99 lakhs | Above 7 lakhs | |
| Annual Personal Income | Under 3 lakhs | 3lakhs- 3.99 lakhs | 4 lakhs- 4.99 lakhs | 5lakhs- 5.99 lakhs | Above 6 lakhs | |

PART B: Consumption Pattern

1. Do you buy luxury fashion branded products such as Versace, Armani, Gucci Chanel, Prada Calvin Klein(CK), Rolex, Diesel Christian Dior, Tommy Hilfiger, Dolce Gabbana, Hugo Boss, Guess ,etc?

| | |
|-----|----|
| Yes | No |
|-----|----|

2. How often do you purchase Luxury fashion branded products?

| | | | | |
|--------|---------|------------------|-------------|-------|
| Weekly | Monthly | Every six months | Once a year | Never |
|--------|---------|------------------|-------------|-------|

PART C: Behaviour Information

1. Your personal attitude towards luxury consumption

| | Strongly Disagreement | Disagree | Disagree Somewhat | Undecided | Agree Somewhat | Agree | Strongly Agreement |
|---|------------------------------|-----------------|--------------------------|------------------|-----------------------|--------------|---------------------------|
| I think a luxury brand with a high price means good quality compared to other brands. | | | | | | | |
| I think a luxury product can fetch a good resale value | | | | | | | |
| I think investment in luxury is worth its retail price | | | | | | | |
| I am willing to pay a premium price for limited edition luxury goods | | | | | | | |
| I have less desire towards luxury brand products when mass quantities of people consumed same product as me | | | | | | | |
| It is mostly up to me weather or not I am going to purchase a luxury brand in the future | | | | | | | |
| I feel like acquiring more luxury products in the future. | | | | | | | |

2. Please state the strength of agreement or disagreement to the following statements relating to functional value by clicking the appropriate number:

| | Strongly Disagree | Disagree | Disagree Somewhat | Undecided | Agree Somewhat | Agree | Strongly Agree |
|---|--------------------------|-----------------|--------------------------|------------------|-----------------------|--------------|-----------------------|
| In my opinion Luxury is really useless | | | | | | | |
| In my opinion Luxury is pleasant | | | | | | | |
| In my opinion Luxury is old fashioned | | | | | | | |
| A Luxury product cannot be sold in supermarkets. | | | | | | | |
| True Luxury products cannot be mass produced. | | | | | | | |
| I am inclined to evaluate the substantive attributes and performance of a luxury brands myself rather than listen to others opinions. | | | | | | | |
| The luxury brand preferred by many people but does not meet my quality standards will never enter into my purchase consideration | | | | | | | |

3. Please state the strength of agreement or disagreement to the following statements relating to individual value by clicking the appropriate number:

| | Strongly Disagree | Disagree | Disagree Somewhat | Undecided | Agree Somewhat | Agree | Strongly Agree |
|---|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| I never buy a luxury brand inconsistent with the characteristics with which I describe myself. | | | | | | | |
| The luxury brands I buy must match what and who i really am | | | | | | | |
| For me luxury goods are a symbol of social status. | | | | | | | |
| My choice of Luxury brand depends on whether they reflect how I see myself but not how others see me | | | | | | | |
| I would be happier if I could afford to buy more things. | | | | | | | |
| It sometime bother me quiet a bit that I can't afford to buy all the things I would like | | | | | | | |
| I have all the things I really need to enjoy life | | | | | | | |
| I buy a luxury brand for satisfying my personal needs without any attempt to make an impression on other people. | | | | | | | |
| Purchasing Luxury Brands can be seen as giving me gifts to celebrate an occasion that I believe significant to me | | | | | | | |
| When in a bad mood, I may buy Luxury brands as self -given gifts for alleviating the emotional burden | | | | | | | |
| I I usually buy only the things I need. | | | | | | | |
| Buying things give me a lot of pleasure | | | | | | | |
| Luxury Brands are one of the sources for my own pleasure without regard the feelings of other | | | | | | | |
| I can enjoy luxury brands entirely on my own terms no matter what other may feel about them. | | | | | | | |

4. Please state the strength of agreement or disagreement to the following statements relating to Social value by clicking the appropriate number:

| | Strongly Disagree | Disagree | Disagree Somewhat | Undecided | Agree Somewhat | Agree | Strongly Agree |
|---|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| I like to know what brands and products make good impressions on other. | | | | | | | |
| I usually keep up with style changes by watching what others buy | | | | | | | |
| Before purchasing a product it is important to know what kinds of people buy certain brand or products | | | | | | | |
| Before purchasing a product its important to know what others think of people who use certain brands or products. | | | | | | | |
| I tend to pay attention to what others are buying | | | | | | | |
| Before purchasing a product its important to know what my friends think of different brands or products | | | | | | | |
| I actively avoid using products that are not in style | | | | | | | |
| I like those fashion luxury goods with unique style | | | | | | | |

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