

Impulsive Buying Behavior and Conduct of End Users Towards Luxury Brands

T.A.M. Hameed Kan¹, Keerrthana A²

How to cite this article:

T.A.M. Hameed Kan, Keerrthana A/Impulsive Buying Behavior and Conduct of End Users Towards Luxury Brands/J Soc Welfare Manag. 2022;14,3(Part-II):169–175.

Abstract

Luxury implies numerous matters to different people. For several, it's restrictiveness. A come across or issue that's confined in nature, and isn't always handy to everybody – for motives of fee or something else. For others it implies something it truly is inessential. A desire you're making that isn't round want, however nearly self-liberality or delight. Luxury marketplace price and charge of increase are first rate in comparison to popular marketplace trends, issue that commonly stems from an extended clients' shopping power. Because of the limited academic interest, the domain is still ambiguous and controversial, with no universally accepted definitions of the luxury concept, luxury products, luxury brands and luxury consumers.

Keywords: Luxury brand, Luxury products, luxury consumers, buying behavior, luxury concept.

INTRODUCTION

Luxury implies numerous matterstodifferent people. Forseveral, it'srestrictiveness. A come across or issue that's confined in nature, and isn't always handy toeverybody – for motives of fee or something else. For others it implies something it truly isinessential. A desire you're making that isn't round want, however nearly self-liberality ordelight. This may also run from a bar of chocolate, to clothier boutiques, adornments or homeproduct. In journey, extravagance is fundamental a put it

on the market section. There's awhole subset of the journey enterprise that caters for the prosperous traveller, marketing andmarketing the most attractive accommodations and resorts, in the maximum choose areas. Atthat factor there are the administrations that cater for them while they're absent, fromMichelin-starredeateriesto boutiques. Extravagance journey is large commerce. And on the subject of getting there? Ofdirection personal fly journey is extensively-taken into consideration because theencapsulation of luxurious.

DEFINITIONS & CONCEPTS

The cutting-edge knowledge of a logo is purchaser and identification oriented. Accordingly, manufacturers are appeared as pictures within side the minds of clients and different goal businesses that are designed via way of means of groups to pick out their merchandise. Luxury manufacturers are pretty related to their middle

Author's Affiliation: ¹Associate Professor, ²Ind Year Masters Student Business Administration, MEASI Institute of Management Chennai-600 014, Tamil Nadu, India.

Corresponding Author: T.A.M. Hameed Kan, Associate Professor, MEASI Institute of Management Chennai-600 014, Tamil Nadu, India.

E-mail: hameed.kan@measimba.ac.in

Received on: 00.00.2022

Accepted on: 00.00.2022

merchandise. This is mediated via way of means of the bigger a part of the present definitions of luxurious manufacturers, which consult with unique institutions approximately product traits. The constitutive traits of luxurious merchandise consequently correspond in large part with the ones of luxurious manufacturers, which ends up in the subsequent definition.

The constitutive traits of luxurious merchandise consequently correspond in large part with the ones of luxurious manufacturers, which ends up in the subsequent definition:

Whenever and anyplace the logo is seen, it embodies an international of splendour and elegance. Rarity: In assessment to mass- marketplace manufacturers, the logo wishes to restrict its manufacturing and attempts now no longer to reveal its (excessive) income numbers. The logo performs difficult to get and isn't always to be had always or places.

Extraordinariness: The logo has a thoughts and fashion of its personal and its merchandise provide a "kick" and marvel with the "predicted unexpected."

Symbolism: The logo stands for "the first-class from the first-class for the first-class"; its aura fills the room, and irrespective of whether or not it's far of a conspicuous or understated nature, deep inside, it's far swollen with pride.

GLOBAL MARKET OF LUXURY FASHION BRANDS

The international luxurious items enterprise ought to exceed \$307 billion via way of means of 2015, in accordance to analyze from personal corporation Global Industry Analysts. The marketplace might be pushed via way of means of growing profits because the economic system recovers after the recession. Other applicable elements to the marketplace consist of purchaser diversification, as there's a shift in goal demographics far from very prosperous clients, and a trade in life meaning luxurious items are manageable to a much broader populace. Luxury merchandise consists of clothing, footwear, jewellery, handbags, wines, yachts, perfumes, watches and cosmetics.

Luxury items producers meet purchaser call for via way of means of specializing in logo, aesthetics, fine materials, advanced craftsmanship and pricing to convert regular gadgets into reputation symbols. The enterprise rises and falls in tandem with gross home product, seeing call for climb in instances of monetary balance and plummeting in negative monetary climates as clients reduce returned on non-vital spending. Asia-Pacific is predicted to document nearly 16% annual increase in luxurious

items among 2007 and 2015. Luxury watches constitute the main marketplace section in phrases of price with over 17% of the general marketplace, at the same time as cosmetics constitute the fastest-developing marketplace section.

SCOPE OF THE STUDY

The main scope of the study is to find how emotional and social pressure affects purchase decisions towards luxury fashion brands.

NEED OF THE STUDY

The main want of the examiner is to study on impulsive purchase decisions by emotional, sensory and social dimensions.

REVIEW OF LITERATURE

*Gangai, Dr. Khagendra Nath and Agrawal, Rachna (2016)*¹

Consumer behaviour is a complex phenomenon which is evolving according to the time, situations, demographic characteristics of individuals, personality traits, cultural influences etc. The personality of individuals is a unique dynamic organisation of the characteristics of a particular person, physical and psychological, which influence behaviour and responses to the social and physical environment. The individual's few personality traits influence consumer for impulsive buying behaviour. The aim of present research is to study the personality traits influence on consumer impulsive buying behaviour as it will help to create opportunities of doing business and dealing with customers.

*Laura Aragoncillo, Carlos Orus (2018)*²

This paper aims to explore the phenomenon of impulse buying in the fashion industry. The online and offline channels are compared to determine which is perceived as leading to more impulsive buying. As the result of the literature review, three research questions are proposed and examined through an online self-administered survey with 212 valid responses. Results show that the offline channel is slightly more encouraging of impulse buying than the online channel; factors that encourage online impulse buying explain this behaviour to a greater extent than do discouraging factors; social networks can have a big impact on impulse buying.

Sangalang, R.A. Jocelyn Siochi, Plaza M.N. (2017)³

The study assessed the factors that significantly influenced impulse buying and ascertained which among these factors greatly influenced it. The study also determined the type of impulse buying behavior the consumers have. Three hundred eighty-five consumers which were making purchases at the time and place of the data gathering were the participants of the study. Descriptive-correlational design was utilized. Frequency count, percentage, chi square test and multiple regression analysis were used to analyze the gathered data for interpretation.

Deepika Jhamb, Arun Aggarwal, Amit Mittal, Justin Paul (2020)⁴

Conventionally, consumers perceive luxury products as a means of displaying their wealth and prosperity. Consumption of luxury products has usually been considered the prerogative of the Western world. Although there are a number of studies capturing the pre-purchase and purchase behaviour of consumers, there is a dearth of quality studies that have been conducted in this field to understand the post-purchase behaviour of consumers towards luxury brands, especially in the context of young shoppers in an emerging market context.

PRIMARY OBJECTIVE OF THE STUDY

To find the level of impulsive buying behaviour of consumers towards luxury fashion brands.

SECONDARY OBJECTIVE OF THE STUDY

- To determine factors affecting luxury purchase intentions amongst customers.
- To understand the relationship between consumers purchase intentions based on their attitude towards luxury brands.
- To find the motivation behind the impulsive buying behaviour of consumers.
- To analyse the purchase behaviour of consumers towards luxury fashion brands.

HYPOTHESIS OF THE STUDY

- **Hypothesis 1:** There is no significance between age and purchase intention.
- **Hypothesis 2:** There is no significant difference among the gender and perceived

behavioural control.

- **Hypothesis 3:** There is no association between gender and attitude towards purchasing a luxury fashion brand.

RESEARCH METHODOLOGY

A research methodology is a method for solving a problem in a systematic manner. In this section, the researcher investigates the various steps that are commonly used in research. It is a research problem with logic behind it, there are numerous dimensions to research methodology and research methods as a component of the research methodology. It is necessary for the researcher to understand not only the research methods/techniques, but also the methodology.

SAMPLING METHODOLOGY

- Population:** Population is the study of various characteristics relating to items that individuals belonging to a specific group. The study's population includes students, including private employees, business owners, students, and self-employed individuals.
- Sampling frame:** The frame describes the respondents in terms of sampling units. Samples are taken from lists are called as sources lists / sampling frames.
- Sampling Unit:** It is a set of elements measured for selecting a sample. In this research, the researcher has taken survey from young consumers across Chennai city. It is a non-probability sampling method wherein the researcher selects units to be sampled primarily based totally on his very own current knowledge, or his expert judgment.
- Sampling Method / Technique:** The sampling method used was non-probabilistic sampling technique is followed on this study. It refers back to the method wherein the opportunity of every case being decided on from the overall population isn't known.
- Sample Size:** A total of 120 respondents were chosen for the study.

DATA ANALYSIS

Chi-Square Test

Null hypothesis (H0): There is association between

the gender and purchase behavior

Alternative hypothesis (H1): There is no association between the gender and purchase behaviour.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	53.895 ^a	9	0.000
Likelihood Ratio	65.895	9	0.000
Linear-by-Linear Association	0.256	1	0.613
N of Valid Cases	160		-
a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.88.	-	-	-

Inference: As p-value is 0.000 which is <0.05 we reject the null hypothesis and accept alternative hypothesis. At the level of significance, there exists enough evidence to conclude that there is association between the Gender of the respondents and their purchase behavior.

ONE-WAY ANOVA

Null hypothesis (H0): There is no significance difference among gender and attitude towards purchasing luxury brand.

Alternative hypothesis (H1): There is significance difference among gender and attitude towards purchasing luxury brand.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Att1	Between Groups	51.969	3	17.323	18.731	0.000
	Within Groups	144.275	156	0.925		
	Total	196.244	159	-		
Att2	Between Groups	20.924	3	6.975	8.686	0.000
	Within Groups	125.270	156	0.803		
	Total	146.194	159			
Att3	Between Groups	13.721	3	4.574	5.914	0.001
	Within Groups	120.654	156	0.773		
	Total	134.375	159			

Inference: As p-value is <0.05 we reject the null hypothesis and accept alternative hypothesis. At the level of significance, there exists enough evidence to conclude that there is significance difference among the gender and the attitude towards luxury brand.

Independent Sample T -Test

Null hypothesis (H0): There is no significance between the age and purchase intention towards purchasing luxury brand

Alternative hypothesis (H1): There is significance between age and purchase intention towards purchasing luxury brand

INDEPENDENT SAMPLE TEST

t-test for Equality of Means					
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Gender	Equal variances assumed	.000	-.656	.173	Lower -.998
	Equal variances not assumed	.000	-.656	.170	-.993

Independent Samples Test			
		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Upper	
Purchase Intention	Equal variances assumed	.313	
	Equal variances not assumed	.318	

Inference: As p-value is 0.000 which is >0.05 we accept the null hypothesis. At the level of significance, there exists enough evidence to conclude that there is no significance between age and purchase intention

FRIEDMAN TEST

Null hypothesis (H0): There is no significant difference among the mean rank towards the attitude towards purchasing.

Alternative hypothesis (H1): There is significant difference among the mean rank towards the attitude towards purchasing.

Ranks	
	Mean Rank
Att1	4.02
Att2	4.05
Att3	4.30
Overall mean value	4.12

Test Statistics ^a	
N	120
Chi-Square	38.202
df	7
Asymp. Sig.	0.000
a. Friedman Test	

Inference: As p-value is 0.000 which is <0.05 we reject null hypothesis and accept alternative hypothesis. There is significant difference among the mean rank towards the attitude of purchasing luxury brand products.

FRIEDMAN TEST

Null hypothesis (H0): There is no significant difference among the mean rank towards the Perceived behavioural Control

Alternative hypothesis (H1): There is significant difference among the mean rank towards the perceived behavioural Control.

Ranks	
	Mean Rank
Pbc1	4.31
Pbc2	4.31
Pbc3	4.64
Overall mean value	4.42

Test Statistics ^a	
N	120
Chi-Square	16.325
Df	7
Asymp. Sig.	0.022
a. Friedman Test	

Inference: As p-value is 0.022 which is <0.05 we reject null hypothesis and accept alternative hypothesis. There is significant difference among the mean rank towards the perceived behavioural Control.

FRIEDMAN TEST

Null hypothesis (H0): There is no significant difference among the mean rank towards the Purchase Intention.

Alternative hypothesis (H1): There is significant difference among the mean rank towards the Purchase Intention.

Ranks	
	Mean Rank
Pi1	4.14
Pi2	4.30
Pi3	4.11
Overall mean value	4.18

Test Statistics ^a	
N	120
Chi-Square	22.966
Df	6
Asymp. Sig.	0.001
a. Friedman Test	-

INFERENCE

As p-value is 0.001 which is <0.05 we reject null hypothesis and accept alternative hypothesis. There is significant difference among the mean rank towards the Purchase intention.

FRIEDMAN TEST

Null hypothesis (H0): There is no significant difference among the mean rank towards the Purchase Behavior.

Alternative hypothesis (H1): There is significant difference among the mean rank towards the Purchase Behavior.

Ranks	
	Mean Rank
Pb1	3.33
Pb2	3.02
Pb3	2.86
Pb4	2.63
Overall mean value	2.96

Test Statistics ^a	
N	120
Chi-Square	48.031
Df	4
Asymp. Sig.	0.000
a. Friedman Test	

Inference: As p-value is 0.000 which is <0.05

RESULT

Findings for the Objectives framed:

S. No	Objectives	Test	Result
1.	To find the level of impulsive buying behaviour of consumers towards luxury fashion brands.	Buying Behaviour Friedman Test	The meanscore was found at 3.92
2.	To determine the factors affecting luxury purchase intentions amongst customers.	Purchase Intention Friedman Test	The meanscore was found at 4.12 and the purchase intention of the consumers is good.
3.	To understand the relationship between consumers purchase intentions based on the attitude towards luxury brands.	Attitude towards purchasing luxury products Friedman Test	The meanscore was found at 4.42 and this exhibits that the attitude towards purchasing luxury products of the respondents is great.
4.	To find the motivational level behind the impulsive buying behaviour of consumers.	Perceived behavioural control. Friedman Test	The mean score was found at 4.18 and this exhibits that the behavioural control towards purchasing has been perceived when choosing a luxury brand.
5.	To analyse the purchase behaviour of consumers on purchasing a luxury brand	Purchase behaviour. Friedman Test	The meanscore was found at 2.96 and the purchase behaviour is good.
Mean rank average			3.92

Summary of Findings Based on Hypothesis

S. No	Hypothesis	Test	Result
1.	There is no significance between age and purchase intention.	Independent sample T- test	Accept null hypothesis.
2.	There is no significant difference among the gender and perceived behavioral control to purchase a luxury brand.	Friedman test	Reject null hypothesis.
3.	There is no association between the gender and purchase behavior towards a luxury brand.	Chi-Square tests	Reject null hypothesis.

SUGGESTIONS

- On the basis of research I would like to suggest that if the customers are making buying decisions they look what exactly

we reject null hypothesis and accept alternative hypothesis. There is significant difference among the mean rank towards the purchase behaviour .

MEAN VALUE

Overall level of impulsive buying behaviour of consumers towards luxury brands	Mean Rank
Attitude towards purchasing	4.12
Perceived behavioural control	4.42
Purchase Intention	4.18
Purchase Behaviour	2.96
Overall mean value	3.92

As the mean value is 3.92, the overall level of impulsive buying behaviour with luxury brands is good.

business offers as well as competitors which are already existing.

- Emotional factors have a significant impact on consumer behavior on making buying

decisions of luxury brands.

- A customer's buying behavior is also influenced by social factors such as the groups to which the customer belongs and social status.
- Considering emotional and social factors in marketing the luxury products can accelerate the buying behavior of consumers.
- Right branding and marketing strategies can reduce the complexity in buying decisions.

CONCLUSION

Consumer preferences and social preferences were compared in this study and this study proves that consumer preferences for luxury brands are based on achieving their social goals. The two social goals always exist side by side and act as a balance between them. Dissatisfaction with one social goal will raise expectations of satisfaction with another. Violation of this expectation triggers greater expectations conflicts and emotional conflicts, making it impossible to trigger purchase motivation.

REFERENCES

1. Gangai, Dr. Khagendra Nath and Agrawal, Rachna, The Influence of Personality Traits on Consumer Impulsive Buying Behaviour (January 2016). International Journal of Marketing and Business Communication Volume 5 Issue 1 January 2016, Available at SSRN: <https://ssrn.com/abstract=3482230>.
2. Aragoncillo, L. and Orus, C. (2018), "Impulse buying behaviour: an online-offline comparative and the impact of social media", Spanish Journal of Marketing - ESIC, Vol. 22 No. 1, pp. 42-62. <https://doi.org/10.1108/SJME-03-2018-007>
3. Sangalang, R.A., Siochi, J., & Plaza, M.N. (2017). Factors Influencing Consumers' Impulse Buying Behavior in the Fifth District of Cavite.
4. Jhamb, D., Aggarwal, A., Mittal, A., & Paul, J. (2020). Experience and attitude towards luxury brands consumption in an emerging market. European Business Review, 32(5), 909-936.