A Study of Antecedents of Luxury Brands Repurchase Intention of Iranian Customers in Iran, Tehran

Mr. Hamidreza Dehghan

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2017
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Acknowledgement

Hereby I would like to announce that I have the great respect for those who were concerned in this study. Feeling of happiness perceived through the consent and satisfaction expressed by great people regarding your done job is the sweetest and the most precious moment that I can imagine. I would like to express my great respect to my dear advisor, Asst. Prof. Dr. Sirion Chaipoopirutana and state that I am proud of being your student and experiencing your consent and satisfaction concerning my work. I am grateful to all the respected committee members who helped me a lot by giving me the informative advice to boost and improve my study.

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And finally, I would like to express my genuine thanks to my family for supporting me in all stages of my life.

Hamidreza Dehghan

11 October 2016
Abstract

During the last decades, the consumption of luxury brand products has experienced a considerable growth of popularity in its market globally. People have become more fashion and brand conscious regarding the products and almost everyone nowadays knows globally famous brands. High number of middle class population in developing countries with a high level of interest are getting involved in purchasing luxury products, leading these companies to a more competitive market in these fields. Therefore, it appears necessary for the businesses in this field to study the intention of concerned consumers in order to obtain sales volumes and in turn the profit by understanding the influential and potential factors leading the consumers purchase or repurchase such products.

The purpose of this paper is to study factors affecting repurchase intention of Iranian customers in Tehran regarding luxury brand products by focusing on nine potentially influencing factors such as: luxury brands perception in terms of functional, experiential, and symbolic dimension, novelty lovers, perceived quality, social value in terms of status value and conspicuous value, personal value in terms of hedonism value and materialism value. The researcher applied descriptive analysis, along with the non-probability sample methods including judgment, convenience, and quota sampling procedure. The data was collected by using the questionnaire though the distribution of 450 number to Iranian shoppers who have the experience of using luxury brand products and were found in the three top luxurious shopping malls in Tehran, Iran.

The results from the analyzing 423 valid samples by applying simple linear and multiple linear regression technique showed that novelty lovers has a significant influence on perceived quality. The researcher also found that novelty lovers and perceived quality both have significant influence on repurchase intention. Moreover, luxury brands perception in terms of functional, experiential, and symbolic dimension influences repurchase intention. In addition, as findings showed while personal value in terms of hedonism value and materialism value influences repurchase intention, social value however has a significant influence only in terms of conspicuous value on repurchase intention of luxury brands products of Iranian customers in Tehran, Iran.
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CHAPTER 1
Generalities of the Study

1.1 Introduction of the Study

Consumption is an inseparable element of human life. It is a special part of our daily life and is with us even every place we go. During last decades there have been significant changes in the purchase and consumption style of people. Close competition and the slow rate of population growth are leading branded garment industries to take new steps by entering into new markets and attracting new consumers (Hofstede and Steenkamp, 2002). People have shown their special interest globally by following new designs and fashions regarding their life styles and consumption patterns since long ago. Emerging economies in some developing countries which have high numbers of middle class population are compelling branded garment industries to make their presence stable in such countries (Dickson et al., 2004). There has always been a sense of satisfaction and joy in the possession of beautiful belongings among nations. Apart from functional advantages, people make decisions to purchase particular branded products either to have self-expression in terms of personality, social status, and satisfaction or to meet their own desire for novelty and newness (Kim et al., 2006).

Luxury lies at the root of a Latin word “luxus” which means gratification of the senses irrespective of the cost (Mootee, 2004). Danziger (2005) explained that luxuries are the extra items making life more enjoyable, more pleasing, more comfortable, and more rewarding. Although there is neither a definite, single meaning nor a consensus on a luxury brand's definition (Mazzalovo and Chevalier, 2008), luxury brands can be defined as formed images in the minds of customers that consist of associations concerning high price, quality, rarity, aesthetics, extraordinarity, and other non-functional associations (Heine, 2010). Sirgy (1982) believed that brands are a kind of social tools enabling consumers to express their thoughts, themselves and their status via a notable symbol.
Based on the statements from Danziger (2005), Mazzalovo and Chevalier (2008), which attributed the term luxuries to comfort, usefulness, quality, beauty and also Heine (2010) mentioning the other non-functional aspects, the researcher found that these statements match perfectly with the concept of luxury brand perception which includes functional, experiential, and symbolic dimensions. In support of each dimension's significant influence on the luxury products market, in this study the researcher referred to Vigneron and Johnson (1999), and Hunh et al. (2012) regarding the functional dimension, Hung et al. (2011) and Berry (1994) regarding the experiential dimension, as well as Sirgy (1982), Martinez and Kim (2012) regarding the symbolic dimension. That all of them reported the significant influences of the dimensions cited above on the luxury market respectively.

Tynan et al. (2009) explained that the perceived overall luxury product's values can be categorized into external values including rarity, superior quality, premium price, and uniqueness. And internal values are those including hedonism value, conspicuous value, social value (Johnson and Vigneron, 1999). Also Lisa et al. (2011) explained that conspicuousness and uniqueness are the luxury's aspects linked to social value thereby enabling individuals for enhancing their social images in the eyes of others, as well as creating desire to consume based on limited edition and rarity of luxury products. Moreover, Beverland (2006) believed that there are some significant properties which luxury brands contain such as heritage, tradition, and history.

Moreover, Castelli and Brun (2013) stated that satisfaction, prestige, wealth, and exclusivity along with some basic products that are not necessarily needed, make up the concept of luxury products. Dquesne and Dubois (1993) believed that in addition to some inherent features that luxury goods have, it is perceived that they can also give the consumers personality, social value, and personal value, while these values can be influenced significantly and also differently from culture to culture (Wiedmann et al., 2007). According to these statements made above, the researcher in this study found that personal value
and social value contribute to the growth of luxury products and need to be adopted in this study.

Roux (1995) pointed out that luxury products are perceived to have a high quality as their main distinguishing indicator. Also, Aaker (1991) stated that the superiority of perceived quality and excellence, the region or the country that the product comes from are some factors that have significant influences on the purchasing intention of customers concerning luxury products. And on the other hand, Slater and Narver (1995) emphasized the importance of innovation and novelty as a powerful tool to capture a wider market. Also, Zhou et al. (2005) explained that novelty and innovativeness in the products design would significantly increase the number of customers. Accordingly, the researcher in this study applied perceived quality and novelty lovers to be under examination regarding their influences on luxury product purchasing.

The accessibility and the growth of the luxury products market around the world through globalization have caused more familiarity of the people with these kinds of products. Moreover, other means of communication and information technology such as the internet, movies, and the media full of tempting views, advertising, and information about new arrivals of famous brands have made it so easy to get informed and to intend to acquire the desirable products which are observed via them. Bryck (2003) pointed that in addition to economic growth, emerging youthful consumers in some countries in Asia who are aware of fashion trends and brands have gained attention and interest from well-known apparel firms.

Vickers and Renand (2003) reported that the market for luxury brands has experienced considerable growth since 1990. Business as a result has come to understand the importance of this intention of the customers and try to make different marketing strategies to keep people motivated and willing to buy their products. Many factors based on previous studies would affect the intention of making the decision to buy luxury products and keep repurchasing. The increasing demand of emerging markets for luxury products (e.g. China and
India) on the one hand, and the diversity of luxury products’ categories on the other hand, have given an enormous rise to the growth of the luxury market (Silverstein and Fiske, 2003). The marketers try to investigate this intention in the minds of the people. Ajzen (1991) stated that purchase intention is an indicator that predicts repeating the purchase as a behavior. Therefore, repurchase intention has become a very contentious topic to discuss in business research.

Luxury once was a term to define a product or service that was scarce to find and was only accessible to a small group of people, Nueno and Quelceh (1998). However, according to Hauck and Stanforth (2007), a much greater number of customers can afford to buy luxury products meaning those huge numbers of people from the middle class who have access to more amount of money compared to the past have added to that group. The exclusive demand for luxury goods is not particularly for the elite any longer, and now it is also for middle classes because the capacity for spending on luxury brands has increased (Wiedmann et al., 2009). As consumers find satisfactory feelings such as gratification and pleasure through the consumption of luxury goods, the attraction and charm of precious luxury products will similarly keep increasing for consumers (Yeoman, 2011). Therefore due to this fact there are more opportunities for luxury to grow and flourish in the global market. Moreover, based on Tungate’s (2012) statement, the amount of consumption of luxury products around the world was $250 billion and according to a recent prediction the consumption of luxury goods is growing globally.

Tehran is a city known for its modern lifestyle and attraction to affluent people. Mostly the rich prefer to live in the Northern area of the city from the East to West with their costly lifestyle. The price of land and houses as well as the rent also is much higher in the Northern areas compared to Southern areas of Tehran and only those who have a high level of revenue can afford living in such areas. Boroujerdi (2015) reported that the headquarters of insurance companies, Iranian banks as well as better facilities of the lifestyle including
hospitals, airport, shopping centers, schools, etc. that all are found in Tehran, capital of Iran. And also the concentration of resources, jobs, and attractions of such a city having an industrial-commercial culture are some factors tempting millions of Iranian people to migrate to Tehran from other cities. Therefore, Tehran can be considered a considerable part of the world market consumption of luxury products. And the researcher in this survey has conducted this study in the Northern area of such a vibrant and cosmopolitan city located in the Middle East in order to investigate the intention of purchasing or repurchasing luxury products which has a high rate of growth in the global market. See Figure 1.1.

Figure 1.1 The growth of worldwide market from 1995 to 2015 in billion euros.


The bar chart above illustrates the worldwide value of personal luxury products from the year 1995 to 2014 and also the prediction for the year 2015 which accounts for 250 billion Euros. The growing trend of the figures above also shows the fluctuation of going up and down. The increase and decrease were related to the rate of (GDP); gross domestic product. It can be observed from an increase in demand when the economy is growing and the opposite way decrease when the economy is unstable. As an example, in the year 2009 there was a decrease caused by the global financial crisis and then it gradually improved during the next years proportionally to the economic environment. Consistent with the growing demand, manufacturers of luxury goods however by
focusing on quality of materials, aesthetics, brands, better expertise, and pricing policy try to convert normal objectives into symbols of status.

### 1.1.1 Demography of Iran in the Middle East and its Potential Market

Iran, a country with a population of around 80 million and a GDP of US $425.3 billion in 2014 according to the World Bank data, is situated in the Middle East. Omran and Roudi (1993) mentioned that the term Middle East does not have a standard definition; however, it was used in the 19th century by the British referring to the countries around the Persian Gulf which is one among the initial origins of urban cultures and civilizations in the world. They also mentioned that the Middle East has one of the highest growth rates of population in the world, expecting to be more than 576 million in 2050.

![Figure 1.2 The Middle East region map, Iran is one of them.](source: https://www.google.co.th/?gws_rd=cr,ssl&ei=Dxx_V rwA4WOvQS32YHAAw#q=middle+east+map, accessed on, 08/July /2016)
According to the BMI Research website, Iran is the second largest source of gas after Russia, and it will have the fast growing economy in the region. Based on the report from Mordor Intelligence site concerning the analysis of luxury goods market in Iran between from the year 2015 to 2020, Iran is ranked 18th among the largest countries in the world by the size of the land and Iran has many potential opportunities in the market and business. Due to international developments, the inherent potential that Iran has, and its technological progress, Iran is an emerging market for luxury goods. According to Sklair (1994) developing countries perceive higher quality in foreign and branded products. With its huge population, Iran which has around 75 million, the increase in the amount of disposable revenue of the people, and also its political development, being the 20th strongest economy in the world based on the availability of the natural resources, are some influencing factors to make Iran to be considered as a good option for FDI. Moreover, Sheikhy (2000) pointed out that since 1972, consumption in Iran has started to grow dramatically along with a notable shift from agriculture to industry.
Figure 1.3 General information about Iran

Iran Country Factfile

Areas

Population

<table>
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<th>Demographic and economic indicators</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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Lifestyle indicators

|------|------|------|------|------|


The figure gives a general information about Iran including GDP percentage, inflation rate, the number of internet users etc. from the year 2012 to 2016. As shown in the figure, GDP growth in 2015 and 2016 had a double increase from 2.0 to 4.0 which indicates the growth in both consumption and productivity. GDP measured at purchasing power parity shows a constant growth in 2016 which was 1,443,912.9 million compared to 1,283,534.0 million US dollar in 2012. The inflation rate in Iran went from 27.0 percent in 2012 to 9.0 percent in 2016. The tables shows a notable decrease of 9.0 percent which reflects the sign of economics' stability in Iran which in turn is expected to affect market consumption positively attracting more amounts of investment. The table also shows a remarkable increase in internet users from 15786.0 thousand users in 2012 to 33875.6 thousand in 2016, almost double growth in the number of users, which indicates the growing interest of Iranians in being up-to-date regarding different information.
The figure compares the number of internet users in 14 countries from the Middle East that are situated around Iran on the 30th of November 2015. The numbers given in the figure are in millions. Among the 14 countries listed and shown in the figure, Iran has the highest number of internet users accounting for 46.8 million, and Bahrain has the lowest number of internet users; 1.3 million. It can be concluded from the figure above that Iran has the highest number of internet users in the Middle East, meaning the highest number of people who use internet as a means for obtaining information or communicating with each other among 14 countries called the Middle East region, are living in Iran. Horrigan (2008) defined the internet as a precious research tool that can provide information that is absolutely important in make decision to purchase. Moon (2004) pointed out that customers make decisions on consumption based on the relevant information including product usage and brand choice. There are some studies that investigated about the
effects which the internet has on the behavior of consumers. As some examples: 
McGaughey and Mason (1998) who studied “the influence of the internet on consumer behavior through each step of consumer decision making (problem recognition, information search, alternative evaluation, purchase, post-purchase behavior).” Oh (1998) studied “the factors that promote e-commerce and presented several consumer related variables such as purchase habits, lifestyle, perception of e-commerce, demographic characteristics.” Alba et al. (1997) conducted a study about: “the factors that motivate both consumers and marketers to become involved in electronic home shopping. All of them reflect the importance of information obtained through the internet for the purchase intention of consumers which in turn can be generalized to the case of Iranian internet users.

1.1.2 Introducing the Top Ten valuable Luxury Brands in the World (2015)

**Figure 1.5:** Top most valuable luxury brands in the world 2015

Figure 1.5 illustrates the most valuable luxury brands in the world in 2015. Louis Vuitton, a French brand is ranked as the most valuable luxury brand in the world, having a brand value around 27,500 million US dollars. Hermes was ranked as the second most valuable luxury brand and is also a French manufacture that was set up in 1837, having brand value of around 18,938 million US dollars. Gucci with a value brand of 13,800 million US dollar in Florence, was founded by Guccio Gucci in 1921 is the third top valuable brand in the world. The next brand is Channel, having 8,987 million US dollar brand value, and is the fourth most valuable brand in the world. Rolex established in 1905 in England is recognized as the fifth ranked valuable brand in the world with 8,532 million US dollars. Cartier is the sixth valuable world brand founded in France in 1847, having 7,612 million US dollars. The eighth one is Prada, founded 1913 in Italy and having 6,540 million US dollars. Burberry having 5,722 million US dollars is an English brand which was founded in 1856, is the seventh most valuable luxury brand in the world. The eighth top valuable luxury brand in the world is Michael Kors, an American luxury brand that was established in 1981 and having 3,815 million US dollar brand value. The tenth most valuable luxury brand in 2015 was Tiffany, an American luxury brand and having 3,232 million US dollar brand value which was founded in 1837.

1.2 Objectives of the Study

This research aims at finding out the factors having influences on repurchase intention of luxury branded products in Tehran, Iran. This study will focus on functional value, experiential value, symbolic value, perceived quality, novelty lovers, conspicuous value, status value, hedonism, materialism, and repurchase intention. The main aims of the research are as follows:

1. To examine the influence of luxury brand perception in terms of functional, experiential, and symbolic value on repurchase intention.
2. To examine the influence of novelty lovers on perceived quality towards repurchase intention.
3. To examine the influence of novelty lovers and perceived quality on repurchase intention.
4. To examine the influence of social value in terms of conspicuous value and status value on repurchase intention.
5. To examine the influence of personal value in terms of hedonism and materialism on repurchase intention.

1.3 Statement of the Problem

During recent past years the luxury market along with other various consumer's needs has been growing significantly. Based on previous researcher's findings, there are some values perceived by consumers from luxury products that make purchase intention forms and finally the action of buying occurs. As some examples in this case; Nueno and Quelch (1998) or Tynan et al. (2010) who mentioned some values affecting purchase intention such as rarity, superior quality, artistry and uniqueness, price premium, and other researchers who mentioned about hedonism value, conspicuous value, social value as influential factors to purchase intention of luxury products (Johnson and Vigneron, 1999). Moreover, according to Zeithaml et al. (2001) concluded that one of the factors making a business to be long term operating is the value perceived by the consumers. And this value has become a very important issue absorbing both sellers and customers (Dodds et al., 1991). These stated arguments which all are based on a globally formed trend leading the consumers to fulfilling their desires concerning perfectionism, materialism, hedonism, and socialism through the consumption of some particular products, will raise the following issue and questions: people consider products as a tool to proclaim their characteristics and judge others, Will this trend change the pattern of consumption totally? And, does the concerned market need to change accordingly?

However, there has not been enough studies in Iran to measure the influences of these values on purchase intention of Iranian customers towards luxury products. According to Wiedman et al. (2007), each individual consumer has a different concept concerning luxury products based on their experience, needs, and the situation and it is completely subjective. And also according to Shukla (2012) who proved the differences in the perception of values in two different markets; one in the emerging markets and the other in developed markets, overall then, it can be concluded that the perception of values
in Iran similarly might be different. And if so, which value is more influential to the luxury brand repurchase intention in the Iranian market? This study will investigate the intention of purchasing luxury brands among those who use them frequently in Tehran, Iran. And In addition to the influences of values described above on purchase intention, in this study the influences of other aspects such as novelty lovers (innovativeness followers) and perceived quality concerning the quality of manufacturing processes and raw materials used in the luxury products are going to be investigated towards repurchase intention. These variables are added in order to enable the researcher to find out that besides the influential values known by other researchers in other societies, how much is the influence of innovation and quality of a products on purchase or repurchase intention.

1.4 Research Questions:
The questions have been set and prepared to examine the influence of some influential factors on repurchase intention of luxury branded products in the minds of Iranian consumers.

1. Do luxury brand perception (functional value, experiential value, and symbolic value), personal value perception (materialism value, hedonism value), social value perception (conspicuous value, status value) affect the repurchase intention of Iranian consumers regarding luxury products?

2. Do novelty lovers affect the perceived quality towards repurchase intention of Iranian consumers regarding luxury products?

3. Do perceived quality and novelty lovers affect repurchase intention of Iranian consumers regarding luxury products?

1.5 Scope of the Research
This study is supposed to examine the different factors that might affect the repurchase intention of customers concerning luxury brand products in Iran. The influential factors under this study include value perceptions; namely, luxury brand perception (functional value, experiential value, symbolic value), social value (conspicuous value, status value),
and also the influences of novelty perception and perceived quality on repurchase intention of Iranians regarding luxury brand products. The target population in this study refers to the Iranian customers, both men and women, who are available in the three top luxurious shopping malls in Tehran, Iran.

The framework of the study conducted by Hung et al. (2011) is useful to this study because by adopting these variables the researcher can investigate the perception of Iranian customers towards luxury brand products which according to Berthon et al. (2009) it has been designed including three dimensions: functional, symbolic, and experiential.

In addition, personal values having two sub-variables (hedonism and materialism) and social value having two sub-variables (conspicuous and status) are adopted from the study conducted by Shukla (2012). These two variables are applied to this study to investigate the influences of personal and social values on the repurchasing intention of Iranian consumers in terms of luxury brand products. These two variables would enable the researcher to study the psychological roles from two dimensions of personal and social effects on the purchase decision making concerning luxury brand products by Iranian consumers. This selection was made because according to Vigneron and Johnson (2004) luxury products purchasing is not only due to the material needs but also to fulfil socio-psychological needs.

However, besides the variables described above, in this research two more variables have been selected for the study which are novelty lovers and perceived quality in order to enable the researcher to investigate the possible influences of them on the purchase decision making of Iranian consumers regarding luxury brand products. Novelty lovers and perceived quality are adopted from the study conducted by Levy and Guterman (2012) regarding purchase intention. Furthermore, according to Slater and Narver (1995) innovativeness and novelty is a considerable issue which is discussed in terms of capturing a wider market. In other words, it can be interpreted that this factor can be influential to the purchasing and repurchasing intention of customers. And similarly, according to Chaudhuri (2002), perceived quality has a significant effect on purchase intention.
1.6 Limitations of the Research

This study focuses on the top ten valuable luxury brands (Louis Vuitton, Hermes, Chanel, Rolex, Cartier, Prada, Burberry, Michael Kors, Tiffany, and Christian Dior) regarding repurchase intention. Iranian customers who have the experience of using and purchasing the brands mentioned above in three shopping malls in Tehran are the respondents for this study. Therefore, this research does not include all Iranians who live in other cities across the whole country. Moreover, Iran is a country with a diversity of geographical differences from the South to the North and the West to the East. And depending on the geographical differences, different lifestyles, different level of income, the culture of purchasing and the contributor factors might differ accordingly. As an example, one might not use the brands asked in the questionnaire but uses a luxurious car such as Mercedes-Benz, BMW, or Porches. Furthermore, looking from other perspectives, there are many other brands that are considered as luxury brands due to their expensive prices by the majority of people but they are mostly in terms of sports clothing and were not included in this study. The other issue is that some respondents are buyers of these products but they buy them for their children, not themselves, like some parents. Therefore, the intention of purchasing these products here is only because of their children wishes. Limited time, patience, concentration of participants also can affect the result of the study as their only concern in shopping malls is to find their desirable product and to get back home as soon as possible. And finally, the degree of the participants' honesty when responding matters, which is not measurable by the researcher.

1.7 Significance of the Research

Making surveys and collecting information concerning the elements which are influential and affective to the intention of repurchasing is vital to this kind of businesses, because it would help the business to have a better understanding of the market in order to make adjustments wherever needed to gain more fulfilment and satisfaction from the consumers which this, in turn would cause the business to grow and be stable in the market. The result of this survey can put a light on the luxury brands market for the
related manufacturing units to understand what are the most important reasons are making Iranian consumers buy some luxury products and how concerned industries can maintain their popularity or even enhance it in the Iranian luxury market. This survey is not only concerned with some perceptions of value such as luxury brand perception (functional value, experiential value, and symbolic value), social value (status value, conspicuous value), personal value (materialism value, hedonism value) which are all known influential and critical factors for repurchasing intention. But also, it this survey there are some other factors from another perspective, such as novelty or innovativeness, and perceived quality have become involved in the study. The purpose of this involvement is to study how much these two different concepts can be influential in Iranian luxury market. In light of such surveys, the related businesses could have every confidence for applying appropriate and correspondent strategies through the analysis of different opinions from different geographical areas, accommodating the same concept in their production policy.

1.8 Definition of Terms

**Conspicuous value:** conspicuous value is the perception derived from the usage process which is only to show and display wealth (Sheth et al., 1991; Mason, 1993).

**Experiential value:** Experiential value is as what the customers think they can get from the experience of the luxury brands consumption which includes mental joy and beautiful pleasure from imagery factors of their uniqueness, rareness, and attractiveness (Berthon et al., 2009; Holbrook and Hirschman, 1982).

**Functional value:** Functional value speaks for the perceived usefulness of an item which comes from its innate capacity and ability to fulfil its intended objectives (Berthon et al., 2009; Smith and Golgate, 2007). This ability can be in terms of overall quality, manufacturing process, and superiority of the product

**Hedonism:** According to Hirschman and Holbrook (1982), hedonism is a kind of enjoyment and feeling coming from consumption regarding the delicate and fantastic features of the item use.
Luxury brand perception: Based on Berthon et al. (2009), luxury brand is defined as the image of the labeled item to buy, which has been mindfully built and also is outstanding and extraordinary. And this variable has 3 sub-variables which are: functional, experiential, and symbolic value.

Materialism: Materialism value is a kind of a particular attention or interest that a person has towards owning more worldly precious goods or properties in his or her life (Hirschman and Holbrook, 1982; Belk, 1985).

Novelty lovers: Steenkamp et al. (1999) mentioned that novelty lovers is the innovative trend that can be defined as the predisposition not to remain with the previous choice and being willing to buy different and new products.

Perceived quality: Zeithaml (1988) defined perceived quality as the assessment made by a consumer concerning the overall degree of a product's perfection and durability.

Personal value: Personal values are that kind of beliefs and ideas which are constant in a person's personality even under different circumstances. And it has 2 sub-variables which are hedonism and materialism value (Hirschman and Holbrook 1982; Bandura, 1986).

Repurchase intention: According to Shim et al. (2001), purchase intention speaks for the level of mindful effort which is the motivational portions of a behavior that a person would apply in order to rebuy the same product or services.

Social value perception: Based on Sheth et al. (1991), social value speaks for the perceived benefit of a choice which is the result of its picture and symbolism consistent with demographic, financial and social ethnic reference bunches. And also this variable has 2 sub-variables which are conspicuous and status value.

Status value: Status value is the kind of value which is connected with the purchaser's desire to get esteem, and acceptance from society, and also to increase their social status through the consumption of highly prestigious products (Sheth et al. 1991; O’Cass and McEwen, 2004).
Symbolic value: Symbolic value is the advantage of being highly approved through the perception of luxury brand products which displays wealth, expensiveness, and conspicuousness (Berthon et al. 2009; Keller, 1993).
CHAPTER 2
Literature Review

This chapter consists of three parts. The first part describes the concepts and theories which are concerned in this study. In this part the researcher would focus on the investigating influences of some dependent variables, including their definitions and ideas of other researchers on repurchase intention of luxury brand products in the Iranian market. The second part contains related literature review to the conceptual framework of this study. And the last part contains the description of some related previous studies including their key findings.

2.1 Theory

**Repurchase Intention**

According to Shim *et al.* (2001), purchase or repurchase intention speaks for the level of mindful effort which is the motivational portion of a behavior that a person would apply in order to buy the same product or services. Based on the consumer behavior's theory (Engel *et al.* 1995), the application of purchase intention is equal to the variable of repurchase intention and they are proven to be appropriate to use interchangeably in the literature review context where the behavioral intention is being discussed. Dodds *et al.* (1991) mentioned that in order to meet personal desires, a customer has a propensity to end up buying a product or service when he has already started to generate the intention of buying them. And also according to Hellierat *et al.* (2003), repurchase intention is the kind of a person's idea and judgment concerning buying a product or a service again in the same brand under her or his possible or current circumstances. Moreover, Blackwell *et al.* (2001) defined intention as an objective judgment showing how we would behave accordingly and repurchase intention is a special kind of purchasing intention reflecting whether we consider to buy the same products or services.

In addition, Fishbein and Azjen (1975) described repurchase intention as the individual tendency to buy a certain kind of product or service which can be adopted to investigate and forecast the purchasing behavior in the future. Kotler (2000) believed that consumer repurchase intention can be investigated once customers would start to perform
some certain external and internal actions such as selecting a particular retailer, marketplace, brand, buying in a certain quantity, choosing quality, etc.

2.2 Luxury brand perception:
Based on Berthon et al. (2009), luxury brand perception is defined as the image of the labeled item to buy, which has been mindfully built and also is outstanding and extraordinary. Nia and Zaichkowsky (2000), believed that luxury brand perception refers to some various psychological and functional needs. And from the customer’s point of view this perception competes to gain the preference on the basis of the ability that it has, in order to evoke brand identity, exclusivity, and perceived quality (Phau and Prendergast, 2000). Similarly, Wiedmann et al. (2009) believed that the perception of luxury is connected very closely to some psychological issues which are perceived to have the ability to make an impression on others. Achievement, status and incentives, to name but a few. On the other hand, Berthon et al. (2009) argued that the luxury brand perception consists of three components which are symbolic, experiential, and functional. Vickers and Renand (2003) also argued that three features make up the perception which help luxury products to be distinguished from non-luxury products are: experimentalism, functionality, and symbolism.

-Functional value:

The first world contains functional value which refers to the real goods and the quality of the services which is perceived by customers. Functional value speaks for the perceived usefulness of an item which comes from its innate capacity and ability to fulfil its intended objectives (Berthon et al., 2009; Smith and Golgate, 2007). This ability can be in terms of overall quality, manufacturing process, and superiority of the product. Sweeney and Soutar (2001) stated that the customer's understanding of functional value can be considered as the general word of quality as it reflects what an item does overall and how the item's performance is well. Vigneron and Johnson (2004) also emphasized that this customer's perception of the luxury products that was explained as the general quality which is a key indicator of customer segments. Furthermore, Coulter et al. (2003) pointed out that the functional dimension of a product refers to the main usefulness and
the advantage of certain products. Cass and Frost (2002) also explained that functional value has its root on the assumption of the consumers that luxury products are truly excellent and perform much better compared to non-luxury products.

-Experiential value:

The second world is concern with experience. Experiential value is as what the customers think they can get from the experience of the luxury brands consumption which includes mental joy and beautiful pleasure from imagery factors of their uniqueness, rareness, and attractiveness (Berthon et al., 2009; Holbrook and Hirschman, 1982). Mathwick et al. (2002) suggested that four dimensions make up the experiential value are aesthetics, excellence, playfulness, and the return of the consumer to purchase or invest. According to Rigdon et al. (2002), experiential value refers to a relative preference for the characteristic of a product or the performance of a service perceived through the consumption that can block or facilitate customers achieving their purposes or goals. Holbrook and Hirschman (1982) explained that experiential value includes feelings, fantasies, and fun. This kind of value can affect the behavior and the identification of individuals (Holbrook, 1999).

-Symbolic value

The third world is symbolic value in that it displays expensiveness and conspicuousness. Symbolic value is the advantage of being highly approved through the perception of luxury brand products which displays wealth, expensiveness, and conspicuousness Berthon et al. 2009; Keller, 1993). Hewitt (1994) literary explained about the concept of the term symbol and pointed that symbol is a created sign which is given importance by living things. Mead (1932) proposed a sociological theory claiming that we give a sense to our activities through symbols. Solomon (1983) considered products as the element which act for satisfaction and not only for responding functionally to our needs. Gibson (1998) believed that despite of the simplicity of a symbol's graphic design, they are a powerful means of communication. Based on these statements, it can be generalized and interpreted that, similarly products can be considered as social symbols. Bloch (2011) explained symbolic dimension as the kind of
value perceived through the way in which the design of a product can communicate to a consumer or to other people. O’ Cass (2004) stated that the possession of the products from a luxury brand would provide a sign to the user as well as others. Berthon et al. (2009) also mentioned that the perceived value in the symbolic dimension is to extend one’s self and conspicuousness.

2.3 Perceived quality:
Zeithaml et al. (1988) defined perceived quality as the assessment made by a consumer concerning the overall degree of a product’s perfection or superiority. Aaker (1996) defined that in the field of brand equity, perceived quality is one of the important dimensions and this term is always expressed by loyal customers. Moreover, Jover et al. (2004) stated that a product’s physical characteristics is conceptualized by the term intrinsic quality cues and the other aspects such as price, brand name, label, and advertisement belong to extrinsic quality cues. Davis et al. (2003) believed that the reputation of the manufacturer that produces the product is related directly to the perceived quality of the product. Levy and Guterman (2012) mentioned that once making a judgment concerning the value of a product is difficult, customers would consider extrinsic attributes as the indicator to assess the quality of a product. And those extrinsic attributes are known as: production information and packaging, brand name, country of origin, stamp of quality, price, and store (Bernues et al., 2003). Schiffman and Kanuk (2000) suggested that in many cases, perceived quality is defined as the judgment made by consumers based on some physical characteristics of a product such as, aroma, size, and color which are characterized as intrinsic cues, and that judgment can vary according to the differences which exist in the perception of consumers. Lin and Kao (2004) also believed that perception of the quality can be affected and highlighted in the mind of consumers by brand image, distribution channels, price, country of origin and certificates.
2.4 Novelty lovers:
Steenkamp et al. (1999) mentioned that novelty lovers is the innovative trend that can be defined as the predisposition not to remain with the previous choice and being willing to buy different and new products. According to Tiwari (2008), the innovation of a product can be described as significant improvements or changes which are made concerning its intended use or characteristics. In terms of a branded product, this statement about the definition of innovation or novelty can be generalized as the new changes made in the design, color or size, or even raw materials used which look new to the consumers and attract their attention. Verhoef et al. (2002) stated that national brand producers try to raise their products differentiation by strengthening the image of their brand with the result of adopting innovations. Levy and Guterman (2012) explained that the people who appreciate and like innovative and new products would assess brands accordingly and look for information through advertisements.

2.5 Social value:
Based on Sheth et al. (1991), social value speaks for the perceived benefit of a choice which is the result of its picture and symbolism consistent with demographic, financial and social ethnic reference bunches. And also this variable has 2 sub-variables which are conspicuous and status value. In other words, Shukla (2012) stated that the perceptions of social value are to conform to the values and standards of society's consumption patterns which is related to impression management. According to Gardner and Martinko (1988), impression management is a term used in the literature of social psychology field explaining the attempt that individuals make aiming at influencing others in the desired way in order to gain advantage. Jones (2013), described social value as a kind of concept which is made of the following components: cultural practice, spiritual association, distinctiveness, identity, belonging, wellbeing, and forms of memory. Turel et al. (2007) described social value as psychological and emotional gain deriving from the enhancement of one's social image which is perceived to be obtained through the consumption or usage of an especial product or system. In terms of luxury brands and the value which can be received from using them, Dillman (2000) pointed that possessions and consumption of the luxury goods can reflect our identities to the society.
-Conspicuous value:

Conspicuous value is the perception derived from the usage process which is only to show and display wealth (Sheth et al., 1991; Mason, 1993). O’Cass et al. (2002) also mentioned that the process of conspicuous consumption is concerned with the action of boosting social status, showing wealth and communicating with others. Veblen (1899) reported that the affluent consume conspicuous services and products to publicize their wealth aiming at obtaining higher social class. Woodside (2012) reported that conspicuous consumption or related perceived value can be shown in the price and design of the product possession. Trigg (2001), defined conspicuous consumption as a kind of behavior which can indicate wealth via spending on luxuries and leisure activities. Jayasankaran (1998) believed that conspicuous consumption is a global phenomenon. Moreover, Wiedmann et al. (2009) and Vigneron and Johnson (2004) explained that for many products, conspicuous consumption acts as a key role concerning consumers’ preferences. Ghosh and Varshney (2013) proved that conspicuous consumption is related to public self-consciousness. And Fenigstein (1979) conceptualized public self-consciousness as the extent to which people are concerned with or recognize how they are viewed by others. As a result, the conspicuous value perceived through the use of conspicuous consumption is related to the concern that consumers have regarding the idea of “how they are viewed by the public”.

-Status value:

Status value is the kind of value which is connected with the purchaser's desire to get esteem, and acceptance from society, and also to increase their social status through the consumption of highly prestigious products (Sheth et al. 1991; O’Cass and McEwen, 2004). Hyman (1942), mentioned that status is defined as having the higher position in some dimensions such as physical attractiveness, social wealth, athletic skills compared to others which are important to society. Moreover, Bourdieu (1984) stated that luxury product consumption provides users with the high culture status which indicates the superiority in the society. Goldsmith et al. (1996) also explained that gaining status or prestige in society is one of the important factors leading a wide range of customers to acquire goods. In addition, Tsai (2005) believed that displaying personal success and
status to special social groups is the kind of social motivation behind consuming luxury products by some consumers. Ridgeway and Walker (1995) explained that status value refers to the position in which a person is considered to be ranked in the social hierarchy by the society, and this position is formed by deference, respect, and social influence which that person has. And this social hierarchy can be recognized by everyone's instinct everywhere (Smith et al., 2011).

2.6 Personal value:
Personal values are that kind of beliefs and ideas which are constant in a person's personality even under different circumstances. And it has 2 sub-variables which are hedonism and materialism value (Hirschman and Holbrook 1982; Bandura, 1986). William (1970) explained that personal value is the sort of self-awareness that influences the individual's behaviors and choices consciously. Feather (1988) also defined personal values as the essence of personality which influences and determines the characteristics and behavior of the individuals such as attitude, judgment, commitment, decision, evaluation, and satisfaction. Tsai (2005) also stated one notion in the realm of luxury market is to consider the significance of consumption leading to the self-satisfaction which is in regard with impression management. Muncy and Vitell (1992) referred values as personal standard or moral principles that lead the behavior of groups or individuals how to get, use, and deal with services or goods. Personal value is an important factor to be considered in terms of the decision making processes like the decision of purchasing because according to Rokeach (1973) personal values significantly influence decision-making And even these personal values are the ones that might lead individuals to behave ethically or unethically (Baird and Zelin, 2007). Wong and Ahuvia (1998) believed that a growing number of people purchase luxury brand product in order to benefit from gaining the experience of hedonism and symbolism.

-Hedonism value:
According to Hirschman and Holbrook (1982), hedonism is a kind of the enjoyment and feeling coming from consumption regarding delicate and fantastic features
Holbrook et al. (1982) described hedonism as a human's subconscious imagery and dream that would interfere in the processing system of his information. Wiedman et al. (2009) stated that hedonism value is seen in the kind of consumption which is mostly concerned with life enrichment and self-happiness that are the most important perceived values. O’ Shaughnessy et al. (2007) explained the word hedonism as delight and pleasure, and also stated that nowadays hedonism consumption along with other phenomena around the world is being considered as a modern symbol of status. Strahilevitz and O’ Curry (2001) explained that the experience of hedonic consumption is described as the kind of response to the excitement. And this hedonic value is totally personal and subjective which contains playfulness and fun (Babin et al., 1994). Shulka (2012) conceptualized hedonism as the value of being pleased by expressing of the private self that is the reflection of impression management. Moreover, Chandon et al. (2000) explained hedonism as the interest in pleasure considering that happiness and joy are the key purposes of life.

-Materialism

Materialism value is a kind of a particular attention or interest that a person has towards owning more worldly precious goods or properties in his or her life (Hirschman and Holbrook, 1982; Belk, 1985). Ward and Wackman (1971) defined materialism as a kind of attitude formed as a result of way of thinking in which money and material goods are assumed to be a path leading to social progress and happiness. Richins and Dawson (1992) described that materialism is a value which has been put on owning and gaining possessions at the aim of obtaining happiness. They also explained materialism in the context of customer culture as a kind of belief conveying this idea that life satisfaction cannot be achieved through social activities or religious contemplation, but it is dependent on owning the goods and properties. Kaldenberg and Brwone (1997) mentioned that people who are materialistic often dedicate more amount of energy to find possessions that contain brands compared to others. Materialism can be conceptualized as the importance that an individual ties to the property (Belk, 1984). He believed that there are three measures to identify the materialistic degree in individuals; having a habit to control and keep one's possessions (possessiveness), not having a tendency to give to or
share possessions with others (non-generosity), having an attitudes of being unpleasant or hostile regarding other's happiness, success, fame, superiority, or any desirable factors (envy). Materialist customers care about purchasing a lot and they spend their energy to get possessions in the hope that these possessions would lead them to satisfaction and happiness in their life (Fitzmaurice and Comegys, 2006).

2.2.1 Literature Review of Functional value and Repurchase Intention

Hung et al. (2011) studied about the Antecedents of luxury brand purchase intention and they found that functional value has an influence on purchase intention and had a positive relation with repurchase intention. It means that those customers who perceive functional value, which according to Quelch (1987) is interpreted as perceived superior quality, have a higher intention to repurchase luxury brand products. Moreover, Vigneron and Johnson (1999) mentioned that luxury products consumers purchase these kinds of products because they are interested in the sense of derived pleasure of using luxury products based on their expected quality and performances and consider less the prices. In other words, it is concluded that luxury products' performance and quality are the ones that based on previous definitions and can be conceptualized as perceived functional value influencing the repurchase intention of these products. Hennigs et al. (2015) also conducted the research about the complexity of value in the luxury industry from consumers' individual value perception of luxury consumption. They found that functional value along with emotional, financial, and social consideration is the one that has a significant influence on the purchase intention of luxury products.

2.2.2 Literature Review of Experiential value and Repurchase Intention

According to the study of Hung et al. (2011), who conducted research concerning the Antecedents of luxury brand purchase intention came to the conclusion that experiential value has an influence on the purchase or repurchase intention of luxury brand products. Moreover, some studied such as the one which was done by Roux and Floch (1996) have identified repeatedly the sense of gratification, excitement, and beauty which make up functional value perceived through the consumption of luxury brand products. It means that these kinds of feelings can affect repurchase intention based on previous purchase
experience. Berry (1994) also stated that the essence of consumption is the experience of some feelings such as self-indulgence, personal rewards, ownership, and satisfaction that can be provided by luxury goods. In other words, it can be interpreted that the luxury products customers repurchase with the intention of experiencing mental joy and beautiful pleasure are derived from the consumption of luxury products. Furthermore, according to Jones and Suh (2000) the experience of purchasing with satisfaction coming from enjoyable feelings of consumption of a specific product has a key role in forming future repurchasing behaviors.

2.2.3 Literature Review of Symbolic value and Repurchase Intention

Doss and Robinson (2013) suggested that consumers purchase luxury brand goods not only on the basis of their usefulness but also because of self-expressive, social, and symbolic value. Otnes et al. (1993) emphasized that community, social class and other structures have a systematic influence on consumption and therefore consumers conceive that they enact social roles. Martinez and Kim (2012) also concluded that in a society where social visibility is highlighted and important, consumers keep purchasing kinds of goods in conformity with the society thus feeling more comfortable and approved. These two statements mean that consumers of luxury brand products believe that they get a kind of value by consuming based on the same pattern as the society which this statement matches exactly with the definition of symbolic value made by Keller (1993) that is used in this study. Kim (1998) also stated that luxury brand products show a symbol of prestige and status in society and the reason that individuals basically use these kinds of products is in order to be positively recognized in society. Moreover, Sirgy (1982) believed the willingness of the individuals to purchase luxury brand products is often on the basis of the fact that consumption of these kinds of products indicates their wealth and is a symbol of belonging to a group's membership aiming at conforming to a wealthy lifestyle. This purpose in seeking luxury brands consumption in conformity of society is to be highly approved and getting self-esteem from the social aspect of life conveying the meaning of the symbolic value's relation to repurchase intention.
2.2.4 Literature Review of Perceived quality and Repurchase Intention

Chaudhuri (2002) concluded that perceived quality is an influential element on purchase intention, so that those customers who perceive a higher level of quality, have a stronger purchase intention. Tsiotsou (2006) also proved that purchase intention and perceived quality had a direct and positive correlation therefore he suggested using perceived quality as an indicator to predict purchase intention. Jacoby and Olson (1985) stated that from the marketing perspective, perceived quality has been repeatedly admitted to be the primary factor influencing purchase intention. Moreover, Khattak and Shah (2011) concluded that the reason for buying non-local products in developing countries is that the customers consider them to be of high quality. It means that high quality is a popular indicator having a positive effect on purchase intention especially in developing countries. Furthermore, Kumar et al. (2009) mentioned that researchers found perceived quality, in the cognitive-affective model, is the cognitive response towards the product that affects purchasing. In addition, according to Roest and Pieters (1997), perceived quality is discussed in the realm of post-purchase reflection.

2.2.5 Literature Review of Novelty lovers and Repurchase Intention

Wang et al. (2005) stated that novelty loving is a kind of individual's curiosity and attitude to seek differences and variety and make the decision accordingly. In this case the decision regarding the product's novelty and innovation is to purchase. Based on the Planned Behavior model (TPB), the behavior of purchasing is decided by the purchase intention; meanwhile the intention to purchase is formed by attitudes (Teah and Phau, 2009). Therefore, the attitude which here is considered as a curiosity, is the one that influences repurchase intention. Furthermore, Slater and Narver (1995), reported that in the field of marketing, novelty or innovation is a controversial issue and many producers are trying to maintain novelty and innovation in order to have differentiation from their competitors, leading to capturing a wider market. Also, Zhou et al. (2005) explained that customer-oriented companies try to offer newly designed products, which reflect novelty and innovation in products, in order to increase the number of their customers. In the other words, these statements mean that innovative products can meet the needs of novelty seeker customers in terms of consumption and increase their intention of
purchasing as this group of customers seek novelty and novelty is important to them. In addition, Gleimet et al. (2015) found that innovation or novelty has an influence on perceived quality towards purchase intention.

2.2.6 Literature Review of Novelty lovers and Perceived quality.
Yasliogluet et al. (2013) in their study found that innovation and novelty affects perceived quality. Mehrabian and Russell (1974) stated that novelty in any products or services can be easily remembered and it causes satisfaction. And in turn the joy obtained from the satisfaction, which according to Lenka et al. (2009) is the evidence of perceived quality, can determine the customer's behavior such as repurchasing. Fernandez and Gomez (2005) mentioned that novelty is related to perceived quality by giving an example regarding some retailers try to increase innovation and novelty in their products or services aimed at enhancing their perceived quality to the customers. In other words, customers observe and feel the quality if a product has a new design. Levy and Guterman (2012) also reported that novelty seeker customers who are interested in new products would evaluate the quality of a product according to the degree of its novelty or innovativeness. It means that if the design of a product looks newer and more innovative, they value it with a higher level of quality. They explained it seems that the people who are novelty lovers rely on the information that they get concerning a product and as a result they assume that product to be of higher quality to other products.

2.2.7 Literature Review of Conspicuous value and Repurchase Intention
Rucker and Galinsky (2009) conducted a research under the title Conspicuous consumption versus utilitarian ideals: How different levels of power shape consumer behavior. And they demonstrated that those who feel powerlessness choose to restore power through conspicuous consumption with the intention of giving others the signal of status and often they do not much pay the same attention to the utility of the product. Phau and Prendergast (2000) found that the popularity of the brand, which here can be interpreted as its conspicuousness, yields preferences that in turn would generate purchase intention. Furthermore, Johnson and Vigneron (1999) stated consumption of luxury products has an important perceived value in terms of conspicuousness, meaning
that the trait of having conspicuous value found in luxury products, is the one that influences purchase intention. However, Shukla (2012) conducted a research and found that there is no influence from conspicuous value on purchase intention.

2.2.8 Literature Review of Status value and Repurchase Intention

Peng et al. (2011) reported that social status influence has a strong relation with purchase or repurchase intention. Shukla (2012) conducted a research relating luxury purchase intention in two markets; emerging and Western developed markets, explained that there status value influences purchase intention significantly and this influence is found to be stronger in Western developed markets compared to emerging markets. Husic and Cicic (2009) believed that status value obtained through status consumption is a channel for individuals whereby they can express themselves impressively and communicate to others. In other words, status value has an influence on purchase intention. Furthermore, Sheth et al. (1991) described that in the process of making decision; social value plays an important role. Making decisions here is interpreted as purchase intention. According to Goldsmith et al. (2012), status value has a positive relation with clothing involvement; clothing is a nonverbal communication way in which the wearer can reflect their identity (Nandini and Jeevananda, 2012) and involvement is an individual’s perceived connection to the subject on the basis of inherent value, needs, and interest (Zaichkowskikey, 1986). In addition, Acikalin et al. (2009) found that status value is a factor that affects positively the tendency of university students regarding purchase intention.

2.2.9 Literature Review of Hedonism value and Repurchase Intention

Hedonism to a certain degree is found in every product because all kinds of products contain the certain amount of meaning which can arouse hedonic motivations amongst individuals to some degree (Kleine et al., 1993). It means that hedonistic motivations are derived from some kinds of meanings that products have to individuals that is known as an important factor affecting purchase intention of them. Lim and Ang (2008) stated that hedonism seems to be more motivation arousing rather than utilization. In terms of consumption this can be defined as the motivation for the intention of purchasing. Moreover, Olsen et al. (2012) concluded that the intention of purchasing organic wine is
influenced by its hedonism value which leads to a hedonistic life style. Shukla (2012) also found that the intention of purchasing luxury goods is influenced by hedonism value in the Western developed markets. In addition, O’Shaughnessy et al. (2002) stated that along with and relating to the phenomena around the world, hedonism consumption is the one that is rapidly becoming the norm.

2.2.10 Literature Review of Materialism value and Repurchase Intention

According to Belk (1985), materialism contains some dimensions that are relevant to the attitudes, traits, and the value of possessing which lead to selecting the items. It means that consumption is influenced positively by materialistic value. Teik et al. (2013) who studied about purchase intention and materialistic and ethical values as influential variables, found that materialistic value and ethical value were significantly related to purchase intention. Darian (1998) also reported that materialistic parents have a kind of personal trait and motivation to spend more money on buying luxury goods for their children. Shukla (2012) demonstrated that materialism value is an influential factor and more significantly important in Western developed markets compared to emerging markets. Park et al. (2007) conducted a study and concluded that materialism was a highly influential factor for the intention of buying foreign products online on the internet. In addition, Rindfleisch and Burroughs (2002), based on previous studies highlighted that amongst the research done in the world, materialism is a contentious topic.

2.3 Previous Studies.

Husic and Cicic (2009) conducted a study about luxury consumption factors. The purpose of the study was to investigate the market of luxury goods and to find the elements that determine the consumption of luxury products. In their study, two scales were adopted. In order to analyze the sample of buyers, the questionnaire method was used and PRECON scale to assess the individual differences in the preferences of consumers concerning shopping. In this survey 198 valid respondents were obtained from a total number of 300 which were applied. The results of this study conclude that the main factor affecting the luxury products consumption was perceived quality. Moreover, the consumers of luxury
products buy these kinds of goods with the intention of distinguishing themselves from others. In addition, this study mentioned that besides economic condition and social surroundings, luxury products buyers around the world have similar behavior in terms of purchasing.

Kim et al. (2002) conducted research under the title of "cross-cultural consumer values, needs and purchase intention" in the South Korean and Chinese markets. The purpose of this research was to investigate the relations which exist between a consumer's values in terms of the expressive communication to the society or internal psychological satisfaction, and consumption needs as well as purchase behavior. The respondents in this research were 399 female customers in Shanghai and 418 female customers in Seoul, Korea and then the data was combined. The questionnaires were distributed by graduate students of a local college in the main commercial areas of the two cities. In order to analyze consumer values in section one and consumer needs in section two, the Likert-Scale was used. They found that experiential needs and values was an important factor affecting the apparel purchasing behavior of female customers in Korean and Chinese market.

Peng et al. (2011) investigated the antecedent of luxury brand purchase intention and tried to find the relationships between the perceptions of luxury brands, trait of vanity with the intention to purchase. The study was aimed at testing the roles of perception, vanity, and social context in purchase intention. The study was done in Taiwan and 1380 valid samples were obtained from a total number 1750 questionnaires using the Likert Scale. They found that perception had an insignificant influence on purchase intention but social value had a significant influence. Functional and experiential values were found to have a positive influence on purchase intention but for symbolic value, the reverse was the case. Achievement and physical vanity also both were found influential for purchase intention.

Shukla (2012) studied the influence of value perception on the intention of buying luxury products, comparing emerging and developed markets. The aim of the study was to study the differences which exist between attitudes of a consumer's perception of value and purchase intention. The emerging markets in this study were Malaysia and India, and the Western developed markets were the UK and the US, in which overall
1004 respondents were collected using multiple group, SEM analysis. The results of the study showed differences and similarities between the emerging markets and Western developed markets. The study showed that conspicuous value did not have an influence on the purchase intention of consumers in both emerging and developed markets. On the other hand, status value was found to have more degree of influence in Western developed markets compared to emerging markets. Materialism and hedonism values in Western developed markets were more influential than in emerging markets. In addition, uniqueness and price-quality perception were shown to be strongly influential on the intention of purchasing in developed markets.

Levy and Guterman (2012) studied "does advertising matter to store brand purchase intention? conceptual framework". The aims in this study were to conceptualize framework containing psychographic and advertising-related factors towards purchase intention. In this study, the researchers studied the perceived concept of the customers which gives priority to the branded products and tried to address this issue through researching some psychographic variables that are related to advertising and promotion. In turn this might influence the purchase intention of customers. 206 valid questionnaires were collected in the chain shopping complexes using the structure of questionnaires, SEM. The study showed that there is a positive relation between perceived quality and purchase intention. The Novelty lovers variable, however, proved to have a negative influence on store brand perceived quality and purchase intention, while having a positive correlation with advertising tendency and external cues.
<table>
<thead>
<tr>
<th>Author</th>
<th>Objective</th>
<th>Main Findings</th>
<th>Measurement</th>
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<tbody>
<tr>
<td>Husic and Cicic (2009)</td>
<td>To investigate the luxury goods market and to find the elements that determine the consumption of luxury products.</td>
<td>The main factor affecting luxury products consumption was perceived quality. Moreover, the consumers of luxury products buy these kinds of goods with the intention of distinguishing themselves from others.</td>
<td>In order to analyze the sample of buyers, the questionnaire method was used and PRECON scale to assess the individual differences in the preferences of consumers concerning shopping.</td>
</tr>
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</tbody>
</table>
Peng et al. (2011) aimed to find the relationships between the perceptions of luxury brands, the trait of vanity with the intention of purchasing. The study was aimed at testing the roles of perception, vanity, and social context in purchase intentions.

Perception had an insignificant influence on purchase intention but for symbolic value, the reverse was the case. Achievement and physical vanity also were found influential on purchase intention.

The study was done in Taiwan and 1380 valid samples were obtained from a total number 1750 questionnaires using the Likert Scale.

In order to analyze consumer values in section one and consumer needs in section two, the Likert-Scale was used.
| Shukla (2012) | The study showed that conspicuous value did not have an influence on the purchase intention of consumers in both emerging and developed markets. On the other hand, status value was found to have more influence in Western developed markets compared to emerging markets. Materialism and hedonism values in Western developed markets were more influential than in emerging markets. In addition, uniqueness and price-quality perception were shown to be strongly influential in the intention of purchasing in developed markets. | Questionnaire method was used to collect the data from emerging markets (Malaysia and India) and developed markets (UK and Us) through 1004 respondents using multiple group SEM analysis. |
Levy and Guterman (2012) conceptualized a framework containing psychographic and advertising-related factors towards purchase intention. There is a positive relationship between perceived quality and purchase intention. The Novelty lovers variable, however, proved to have a negative influence on store brand perceived quality and purchase intention, while having a positive correlation with the advertising tendency and external cues. 206 valid questionnaires were collected in chain shopping complexes using the structure of the SEM model.
Chapter 3

Research Framework

This part is divided in four sections. The first section contains the theoretical frameworks that have been applied by the researchers who studied the subject of purchase intention, and each one analyzed this issue from a different point of view. The second section contains the conceptual framework which has been conceptualized based on the theoretical framework of this study and has been modified and improved from previous research frameworks. In this section the conceptual framework of this study has been graphically drawn, showing all the independent variables and their relation towards the mediator and also the dependent variables. The third section is the researcher's hypotheses. The researcher illustrates the relationship between the dependent variables and the independent variables. And, the fourth part is concerned with operational variables which show the relationship between the variables and operational components.

3.1 Theoretical framework

Best and Kahn (1993) defined hypothesis as the formally possible explanation which can forecast the result of the research on the relationships among its variables. Macleod Clark and Hockey (1979) defined hypothesis as an explanation or statement that is proposed by observation or the knowledge but is not proved yet. The theoretical framework is the structure in which the hypothesis of a study can be held and supported. The theoretical framework draws and depicts the hypothesis that illustrates the general picture of the study and rationalizes the existing issue in the study. Sekaran (2003) mentioned that the theoretical framework is an applied model to bring light to the whole concept of the paper, forming the hypothesis and explicitly drawing the direction of the possible influences on the issue of study, coming from some potential elements which have already been recognized important to the survey and also examining the relationship between them. Moreover, Grant and Osanloo (2014) described the theoretical framework as the cornerstone of a research from which all the knowledge for that study is literally and metaphorically constructed on. In addition, Eisenhart (1991) referred to the
theoretical framework as a kind of structure that lead the research on the basis of formal theory formed by using a coherent rationale of the specific occurrences and relations.

The conceptual framework of this study was developed based on various research models. Based on the conceptual framework of this study, there are six major independent variables and one dependent variable. For the independent variables, there are; luxury brand perception in terms of functional value and experiential value and symbolic value, perceived quality, novelty lovers, social value in terms of conspicuous value and status value, personal value in terms of hedonism and materialism.

The luxury brand repurchase intention is the dependent variable. In order to develop the conceptual framework, the researcher apply a modified conceptual framework of the luxury brand repurchase intention model. The luxury brand perception in terms of functional, experiential, and symbolic value was selected from the research done by Hung et al. (2011) who studied "Antecedents of luxury brand purchase intention". The novelty lovers and perceived quality were selected from the research done by Levy and Guterman (2012) who studied "Does advertising matter to store brand purchase intention? A conceptual framework". Social value and personal value were selected from the research done by Shukla (2012) who studied "The influence of value perception on luxury purchase intention in developed and emerging market".

The first framework has been designed based on the model from Hung et al. (2011) who studied "Antecedents of luxury brand purchase intention". In this research three elements affecting and influencing the purchase intention, have been studied. The second framework has been designed based on the model from Levy and Guterman (2012) who studied "Does advertising matter to store brand purchase intention? A conceptual framework". In this research, from a different point of view, factors affecting purchase intention have been studied and examined. And the third framework has been designed from Shukla (2012) who studied "The influence of value perception on luxury purchase intention in developed and emerging market". In this research, purchase intention has been studied, analyzing the influences of different factors from a different point of view.
Hung et al. (2011) studied "Antecedents of luxury brand purchase intention" with the intention of investigating some key relationships influencing the purchase intention of luxury brand products. This study was conducted in Taiwan by distributing 1750 survey questionnaires, then collecting the data from 1380 valid responses from people mainly near universities or within major shopping districts in the areas called Taipei and Kaohsiung where are the two most populous cities in Taiwan. The research was done in Taiwan because according to Chadha and Husband (2007), Taiwan is one of the fastest growing luxury markets. The high response rate obtained by the researchers was due to three reasons: the first reason was using the strategy of giving the gift to those who complete the questionnaires carefully. The second one was training the interviewers beforehand to be prepared and able to observe and have a quick check on the questionnaire filling process to avoid potential errors. And the last one was to set the bonus for those interviewers according to their effective rate of return. In this study the researchers focused on those luxury brands which are more globally recognized and well-known to almost all, not only on the general perceived perception of luxury goods. This
decision was made in this study due to the fact that the researchers intended to make sure that the participants in this study were already familiar with the brands, leading to a more precise analysis of their purchase intention by the researchers.

Then the researchers prepared a list of 30 luxury brands with the help of reviewing Okonkwo’s (2007) luxury fashion brands list, and compared it with the main definition of luxury brand which is used in this research, and also with the Taiwanese media coverage of luxury brand, and the preference of the consumer's luxury brand in Asia, as well as the high interest rated brand selected by consumers. Finally, the list was narrowed down to six brands which were: Burberry (British), Celine (French), Coach (American), Dolce and Gabbana (Italian), Gucci (Italian), and Louis Vuitton (French). The researchers then attached the list of six the brands mentioned above and asked the participants to choose one of them and answer the questions regarding the handbags. The researched believed that a handbag can include a combination of functional, experiential, and symbolic value, and as a result it is very appropriate for this study.

Based on this study, the researchers Hung et al. (2011) applied the luxury brand perception with three sub variables which are: functional, experiential, and symbolic value in this research. And also, the researchers have selected questions for each sub variable. The model developed by the researchers has one dependent variable and three independent variables. The researchers in this study want to find the relation between purchase intention and the trait of vanity. The trait of vanity also here is a moderating factor in relation with social influence and luxury brand perception in terms of functional, experiential, and symbolic value on purchase intention. As the figure shows, the trait of vanity is linked to luxury brand perception's relation with purchase intention, as well as the luxury brand's relation with purchase intention.

After analyzing the data, the researchers found that the luxury brand perception in terms of experiential and functional values has an influence on purchase intention. Whereas luxury brand perception in terms of symbolic value has a negative relation with purchase intention. Moreover, it appeared that the trait of vanity has an influence on purchase intention. However, the results show that the trait of vanity has only a moderating influence between luxury brand perception and purchase intention and it does
not have any moderating influence in terms of functional value, experiential value, and symbolic value with purchase intention. Similarly, it appeared that trait of vanity has no moderating relation between social influence and purchase intention. Lastly, the impact of social influence on purchase intention as it has been examined previously by other researchers such as Wiedman et al. (2009) was accepted in this study.

Figure 3.2 The theoretical framework of “Does advertising matter to store brand purchase intention? A conceptual framework”


Levy and Guterman (2012) studied "Does advertising matter to store brand purchase intention? A conceptual framework". In this study, the researchers studied the perceived concept of the customers which gives priority to branded products and tried to address this issue through researching some psychographic variables that are related to advertising and promotions. Which in turn might influence the purchase intention of the customers. And they also set up 13 hypothesis in this research. Information was gathered through a study. The participants were amongst adults in the chain store shopping
centers. Overall, 206 useable questionnaire papers were collected and were analyzed. Among the participants, 71 percent were female and the rest were men. Concerning the age, 82 percent were between 26 and 65 and the majority of them had already passed their high school program and above. The level of the participants' income was average or even more accounting for 84 percent. And, almost all were involved in family shopping trips, 99 percent.

The model developed by the researchers has one final dependent variable, which is purchase intention and the relations which it might have with five other variables. In this model, novelty lovers is the only independent variable which is linked to advertising tendency, external cues, perceived quality, and also directly to purchase intention. Advertising tendency, a moderating variable, is linked to perceived quality, external factor, and impulse buying. Impulse buying, a moderating variable, is linked to external cues, perceived quality, and also purchase intention. Similarly, external cues, a moderating variable, are linked to perceived quality, and purchase intention. Perceived quality, a moderating variable, is linked to purchase intention while being affected by other variables described above.

After analyzing the data, the researchers found that, there is a positive relationship between perceived quality and purchase intention. External cues variable was found to have a negative correlation with store brand perceived quality and a positive correlation and influence on purchase intention. Novelty lovers variable, however, proved to have a negative influence on store brand perceived quality and purchase intention, while having a positive correlation with advertising tendency and external cues. Advertising tendency variable, also was found to have a negative correlation with perceived quality but positive correlations with impulse buying and external cues. The researcher found that, there are positive correlations between impulse buying with, external cues, perceived quality, and purchase intention. As a result, the researchers have proved the important influence of advertising on boosting the intention to buy store brand products. However, the negative correlation of external cues through perceived quality to purchase intention, indicated the importance of continuous and sustainable advertising program on store brand goods. They believe that the high cost of advertising is not important because at the end it would
increase the output and the profit as well as maintaining the high level of brand perception in the mind of customers. Their study also suggested that retailers also need to pay attention to innovation in their business which could include new packaging or an up-to-date logo to attract novelty lovers.

Figure 3.3 The theoretical framework of the influence of value perceptions on luxury purchase intentions in developed and emerging markets


Shukla (2012) studied the relationships and the influences of some variables which were found important to the purchase intention of luxury goods and at the same time, compared the results in four countries: two from the west which were the US and
the UK, and two from the east which were India and Malaysia, in order to realize how different or similar these influences vary across countries. The variables in this study are: social value perception in terms of conspicuous value and status value, and personal value perception in terms of hedonism and materialism, and functional value perception in terms of uniqueness and price-quality perception.

The research was done in separate shopping malls in developed markets; the US and the UK and two fast growing luxury markets; India and Malaysia and the participants were luxury goods seekers because before receiving the questionnaire, they were asked if they have bought any kinds of luxury goods in the past six months. This research was done in these developed markets because they have a high percentage of the global market accounting for 17 percent and 5 percent of the whole market respectively. India and Malaysia on the other hand, have fast growing markets in luxury goods. And also it is impressive to note that the selection of these two Asian countries is based on the fact that Malaysia is a smaller emerging luxury market compared to India which has a large emerging market.

The participants were found and asked to answer questions on the main streets of each city. The place where the biggest number of luxury brand goods sellers were situated in Bond Street and Sloan Street in London, Madison Avenue in New York, The Phoenix and Atria Millennium malls in Mumbai and the Bukit Bintang district in Kuala Lumpur. Moreover, to be more exact in this study, participants of each nationality were chosen to be only from the native people and not immigrants or visitors. The pretest was also done in order to recognize any problems of interpreting and understanding the questions; 20 for each of the following cities: in the UK: London and Sussex. In India: Mumbai. In Malaysia: Kuala Lumpur. In the US: New York. Moreover, to avoid any bias, information was gathered during five weeks by changing the location, day, and time of the day. Overall, 1,004 completely finished samples were considered for analysis. And the breakdown of respondents for every nationality is: Americans (n= 202 answer rate: 43.03 percent), British (n=312; answer rate: 57.33 percent), Indians (n=190; answer rate: 41.44 percent) and Malaysians (n=300; answer rate: 53.94 percent). Since this study is concerned with information gathered from four distinct nations, it was necessary to use a
structural equation modeling approach as Steenkamp and Baumgartner (1998) suggested before.

In this model, which is a structure comparing the variables in developed markets and emerging markets are as follows: social value perception is an independent variable and has two sub variables in terms of conspicuous value and status value; it is linked to purchase intention, which is the only dependent variable in this conceptual framework. Similarly, personal value perception in terms of hedonism value and materialism value, functional value in terms of uniqueness and price-quality perception are linked to purchase intention respectively.

After doing the analyzing stage the researcher found that, there was no difference or higher influence of conspicuous value on purchase intention in eastern customers compared to the western market. Moreover, it appeared that as for western countries and their customers, status value is a very effective factor when buying luxury goods purchase intention compared to eastern customers. In regard with personal value perceptions, it appeared that the hypothesis of contributing the influence of hedonism towards buying luxury goods intention in western customer is partially higher than eastern customers. The influence of materialism on the other hand, proved not to be significant on the intention of buying luxury goods while comparing western customers to eastern customers. An also it was partially supported that western customers have a higher stages of preference in terms of uniqueness compared to eastern people. And lastly, the impact of the value quality observations on extravagance purchase expectations was essentially higher among purchasers in western markets than shoppers in eastern developing markets.
3.2 Conceptual framework

Figure 3.4: The modified model of conceptual framework of "antecedents of luxury brand repurchase intention of Iranian customers".
3.3 Hypotheses:

H 10: Novelty lovers variable has no influence on perceived quality towards repurchase intention.

H 1a: Novelty lovers variable has an influence on perceived quality towards repurchase intention.

H20: Luxury brand perception in terms of functional, experiential, and symbolic value has no influence on luxury brands repurchase intention.

H2a: Luxury brand perception in terms of functional, experiential, and symbolic value has an influence on luxury brands repurchase intention.

H30: Perceive quality and novelty lovers have no influence on luxury brands repurchase intention.

H3a: Perceive quality and novelty lovers have an influence on luxury brands repurchase intention.

H40: Social value in terms of conspicuous value and status value has no influence on luxury brands repurchase intention.

H4a: Social value in terms of conspicuous value and status value has an influence on luxury brands repurchase intention.

H50: Personal value in terms of hedonism and materialism has no influence on luxury brands repurchase intention.

H5a: Personal value in terms of hedonism and materialism has an influence on luxury brands repurchase intention.
3.4 Operational variables:

Table 3.4.1 Operational Variables

<p>| Variables                              | Concept of variables                                                                                                                                                                                                 | Operational component                                                                                                                                                                                                 | Measurement                           |
|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| Luxury brands repurchase intention     | According to Shim et al. (2001), purchase intention speaks for the level of mindful effort which is the motivational portions of a behavior that a person would apply in order to rebuy the same product or services.                           | - I have a strong likelihood to repurchase luxury brand bags or shoes                                                                                                                                           | Interval Scale                       |
|                                        |                                                                                                                                                                                                                      | - I'm likely to buy luxury brand bags or shoes                                                                                                                                  |                                       |
|                                        |                                                                                                                                                                                                                      | - I am very keen to buy luxury brand bags or shoes                                                                                                                              |                                       |
|                                        |                                                                                                                                                                                                                      | - In the near future, I would consider repurchasing this brand.                                                                                                                   |                                       |
| Luxury brand perception                | Based on Berthon et al. (2009), luxury brand is defined as the image of the labeled item to buy, which has been mindfully built and also is outstanding and extraordinary. And this variable has 3 sub-variables which are: |                                                                                                                                                                                                                      | Interval Scale                       |</p>
<table>
<thead>
<tr>
<th>Functional value</th>
<th>-Luxury brand bags or shoes are carefully made</th>
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<tbody>
<tr>
<td></td>
<td>-Luxury brand bags or shoes are of the best quality</td>
</tr>
<tr>
<td></td>
<td>-Luxury brand bags or shoes are sophisticated</td>
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<td></td>
<td>-Luxury brand bags or shoes are superior</td>
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<table>
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<tr>
<th>Experiential value</th>
<th>-Luxury brand bags or shoes are precious</th>
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<tr>
<td></td>
<td>-Luxury brand bags or shoes are rare</td>
</tr>
<tr>
<td></td>
<td>-Luxury brand bags or shoes are attractive, and using them makes me look attractive.</td>
</tr>
<tr>
<td></td>
<td>-Luxury brand bags or</td>
</tr>
</tbody>
</table>
and beautiful pleasure from imagery factors of their uniqueness, rareness, and attractiveness (Berthon et al., 2009; Holbrook and Hirschman, 1982).

**Symbolic value**

Symbolic value is the advantage of being highly approved through the perception of luxury brand products which displays wealth, expensiveness, and conspicuousness (Berthon et al. 2009; Keller, 1993).

- Luxury brand shoes or bags are unique.
- Shoes are stunning, and using them makes me look stunning.
- Luxury brand bags or shoes are conspicuous.
- Luxury brand bags or shoes are expensive.
- Luxury brand shoes or bags are for the wealthy.
| Perceived quality | Zeithaml (1988) defined perceived quality as the assessment made by a consumer concerning the overall degree of a product's perfection and durability. | - The shoes or bags having luxury brand names are of good quality  
- The fabric used in these brands’ products is good  
- Its construction quality is good  
- These products are flawless  
- These products are durable  
- These products are reliable | Interval Scale |
| Novelty lovers | Steenkamp et al. (1999) mentioned that novelty lovers is the innovative trend that can be defined as the predisposition not to remain with the previous choice and being willing to buy different and new products. | - I always look for newly designed bags or shoes for myself  
- I like to buy newly arrived bags or shoes for myself  
- When I see a new model of shoes or bags, I buy it in order to try it  
- I like to try new models of shoes or bags from my favorite brand  
- I try to keep myself informed about technological innovations | Interval Scale |
<table>
<thead>
<tr>
<th>Social value perception</th>
<th>Based on Sheth et al. (1991), social value speaks for the perceived benefit of a choice which is the result of its picture and symbolism consistent with demographic, financial and social ethnic reference bunches. And also this variable has 2 sub-variables which are conspicuous and status value.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conspicuous value</td>
<td>Conspicuous value is the perception derived from the usage process which is only to show and display wealth (Sheth et al., 1991; Mason, 1993).</td>
</tr>
<tr>
<td>-Luxury brand shoes or bags indicate a symbol of achievement.</td>
<td>-Using luxury brand shoes or bags indicates a symbol of wealth.</td>
</tr>
<tr>
<td>-Using luxury brand shoes or bags indicates a symbol of prestige.</td>
<td>-Using luxury brand shoes or bags attracts others' attention.</td>
</tr>
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</table>

Interval Scale
| Status value | Status value is the kind of value which is connected with the purchaser’s desire to get esteem, and acceptance from society, and also to increase their social status through the consumption of highly prestigious products (Sheth et al. 1991; O’Cass and McEwen, 2004). | -I buy luxury brand shoes or bags because it has status and prestige.  
-Luxury brand shoes or bags are important to me because they make me feel more acceptable in my work circle.  
-I purchase luxury brand shoes or bags to gain and increase social status |
<p>| Personal value | Personal values are that kind of beliefs and ideas which are constant in a person’s personality even under different circumstances. And it has 2 sub-variables which are hedonism and materialism value (Hirschman and Holbrook 1982; Bandura, 1986). | Interval Scale |</p>
<table>
<thead>
<tr>
<th>Hedonism</th>
<th>According to Hirschman and Holbrook (1982), hedonism is a kind of enjoyment and feeling coming from consumption regarding the delicate and fantastic features of the item use.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materialism</td>
<td>Materialism value is a kind of a particular attention or interest that a person has towards owning more worldly precious goods or properties in his or her life (Hirschman and Holbrook, 1982; Belk, 1985).</td>
</tr>
<tr>
<td>-While shopping for branded shoes or bags, I feel the excitement of the hunt.</td>
<td>-While shopping for branded shoes or bags, I feel the excitement of the hunt.</td>
</tr>
<tr>
<td>-When shopping for branded shoes or bags, I’m able to forget my problems</td>
<td>-When shopping for branded shoes or bags, I’m able to forget my problems</td>
</tr>
<tr>
<td>-When I am in a bad mood, shopping for branded shoes or bags enhances my mood</td>
<td>-When I am in a bad mood, shopping for branded shoes or bags enhances my mood</td>
</tr>
<tr>
<td>-Purchasing luxury brands increases my happiness</td>
<td>-Purchasing luxury brands increases my happiness</td>
</tr>
<tr>
<td>-It is important to me to own really nice luxury brand shoes or bags</td>
<td>-It is important to me to own really nice luxury brand shoes or bags</td>
</tr>
<tr>
<td>-Sometimes I really wish I could afford to buy all kinds of luxury brand products that I like to have</td>
<td>-Sometimes I really wish I could afford to buy all kinds of luxury brand products that I like to have</td>
</tr>
</tbody>
</table>
CHAPTER 4
Research Methodology

This chapter explains and provides details concerning the research methodology used in this study. This chapter contains six parts. In the first part the researcher will describe the methods used in this study. The second part is concerned with respondents and sampling procedure which includes: the target population, the sample unit, the sample size, and the sample procedure. In the third part the researcher will explain research instrument and questionnaires. The fourth part is concerned with the pretest and the results of the reliability test of variables. In the fifth part, the researcher will describe collecting data or gathering procedures. And the sixth part contains a description of statistical treatment of the data.

4.1 Research Method
The researcher in this study has used descriptive research. Descriptive research uses data collection and the techniques of the analysis which it adopts would lead the report into the measuring of the tendency and correlation of variables (Jonassen, 2001). In addition, Grbich (2013), conceptualized descriptive research as a tool which is used in research aimed at enabling the collected data to be expressed in a meaningful way. The descriptive method would help the researcher to draw inferences from the collected data whose implication would be analyzed and also presented. The researcher has adopted a sampling methodology for conducting the study as the sampling method would help the researcher to have a better understanding of the population's market via sampling instead of addressing the whole population. Based on the statement of Zikmund (2013), the questionnaire is a means to collect the primary data through direct contact with target respondents as well as it has the advantage of being inexpensive, accurate, and a time efficient way of collecting responses from correspondents. Therefore, the researcher used it as a method of this study to distribute a questionnaire to those who were selected among the target population to collect the data from their respondents.
4.2 Respondents and Sampling Procedure
This section contains explanations regarding the target population, the methodology used for determining the respondents, sample size, and sampling method which all will be discussed by the researcher.

4.2.1 Target population
Zikmund (2013) referred the term population to the whole group of a particular number of people that are involved in the research. This study is supposed to examine the different factors that might affect the repurchase intention of customers concerning luxury brand products in Iran. Thus, the target population in this study refers to the Iranian customers found in the shopping malls in Tehran, including both males and females of different age group, educational levels, and income levels who have the experience of purchasing these kinds of products. It is a wide segment including most of the age groups for this study. The reason for this is because in this research social value which the buyers feel they can gain through owning luxury brand products will be examined and this kind of value can be valued from the adolescent age to even retiring age.

Tehran is the capital and the largest city of Iran, having 1,500 km2 of space, accommodating 8.3 million people, which is ranked as the 29th in the world based on population. Moreover, Tehran is the center of the economy in Iran, consisting of 30 percent of the workforce in public-sector and also 45 percent of the large industrial corporations. (http://worldpopulationreview.com/world-cities/tehran-population/, accessed on September 13th 2015).
The top three luxurious shopping centers have been selected which are located in the North and North-West of Tehran for sampling where most of the international brands can be found in. The location and detailed information about them will be explained as follows.

**Table 4.1** Top Three Most Luxurious Shopping Malls in Tehran, Iran.

<table>
<thead>
<tr>
<th>No</th>
<th>Name of Shopping Malls</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arg Commercial Complex</td>
</tr>
<tr>
<td>2</td>
<td>Palladium Mall</td>
</tr>
<tr>
<td>3</td>
<td>Modem Elahiye Complex</td>
</tr>
</tbody>
</table>

Based on the information from these websites, the researcher selected the top three luxurious shopping malls in Tehran to collect data for this study. See Figure 4.2.

Figure 4.2: Locations of the three luxurious shopping malls in Tehran

Where:
A: Arg Commercial Complex
P: Palladium Mall
M: Modern Elahiye Complex


These three shopping malls enjoy the special popularity among consumers because of their locations where are in the vicinity of many residents and office workers, and also because this area has been both commercial and residential areas for a long time.
In addition, this area is convenient to access due to the subway stations and also direct streets heading from the South and West of Tehran.

### 4.2.2 Sample Units

Hair *et al.* (2000) stated that the entire category of the participants involved in the research reflects the whole population which the sample has been taken from. This can be considered as the bunch of respondents who have been selected from a huge population for the purpose of a research. Therefore, the researcher in this study focused on the top three luxurious shopping centers in Tehran. In this research, the samples are Iranian customers who have experienced purchasing or even they might be regular customers of the luxury brand products such as Louis Vuitton, Hermes, Gucci, Chanel, Rolex, Cartier, Prada, Burberry, Michael Kors, Tiffany in Tehran.

### 4.2.3 Sample Size

According to the Kotler (2000), the sample size in the number of participants who are being surveyed by the researcher. Kervin (1992) considered the sample as a part of the selected population which refers to the whole and is used to estimate the characteristics of the population. The target population in this study was Iranians who have experience of buying luxury products in the three top luxurious shopping complexes in Tehran. Since the number of the target population in this study is unknown, the researcher used non-probability basis of sample. Zikmund (2013), stated that a more reliable and correct result needs to be obtained through greater distribution of the questionnaires, meaning a bigger sample size. Moreover, Malhotra (2004), mentioned that the sample size can be selected according to previous studies as references.

The first selected previous study was from Esmaeilpour (2015) who studied the role of functional and symbolic brand associations on brand loyalty. The study was done to examine the effects of perceived quality and also brand associations in attitude and brand loyalty of the Iranian customers towards two kinds of luxury brands. Through 400 questionnaires which were distributed in the Islamic Azad University of Tehran, 350 useable questionnaires were gathered.
Choo et al. (2012) examined luxury customer value in Korea. The purpose of this research was to study luxury value factors of the customer that affect behavioral intention and brand relationship. The factors comprise hedonism, utilitarian, economic, and symbolic value. The survey was online and 306 valid data were obtained through the total 326 stets.

Coates et al. (2013) conducted research regarding Chinese consumers' purchasing: impact of value and affect. The study was aimed at examining and understanding the relations between social value, functional value, symbolic value, and affective attribute, willingness to pay, and purchase intention in Beijing. The useful number of 431 questionnaires was obtained from the Chinese customers in shopping malls which had luxury brand items.

Samples would help to get to know and understand the whole population while they are proportionate to the time and budget limitations of the researcher. McClave et al. (2004) mentioned that the sample size needs to be bigger in order to achieve a more reliable data analysis and also to have less deviations in the findings. Moreover, Bryman and Bell (2003) described that specifying the sample size is on the basis of making a compromise between the need for precision, and other constraints such as time and cost. Hence, the researcher in this survey will decide to set the sample size at 450, meaning 150 questionnaires for each shopping mall. The questions are translated to Persian version by the researcher.

4.2.4 Sampling Procedure
According to Churchill (1999), sampling is considered as a process which adopts a minor portion of the population to achieve a conclusion concerning the entire population. And according to Zikmund (2013), there are two sampling approaches: non-probability and probability. In this study the entire number of population in the realm of the survey is unknown and therefore not everyone has an equal chance to be selected. Malhotra (2009), explained that non-probability sampling can be used when the entire number of the population of being surveyed is unknown. Thus, in this study the researcher used non-probability sampling which contains sampling judgment, quota, and convenience sampling.
Step 1: Judgment Sampling

According to Hair et al. (2000), judgment sampling is a kind of technique whereby the sample members are selected using the researcher's personal judgment based on the characteristics that are needed for being as a sample member. Moreover, judgment sampling is categorized as a kind of non-probability method in which the researcher would choose the respondents based on their personal experience aiming at satisfying the requirements of the survey (Sauders et al. 2009). According to these statements, the researcher selected the respondents from the three top luxury shopping malls in Tehran based on personal judgment which consider those customers as luxury products buyers.

Table 4.2 Selected shopping malls with the address of each.

<table>
<thead>
<tr>
<th>No</th>
<th>Shopping malls</th>
<th>Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arg Commercial Complex</td>
<td>Sa’d Abad Street</td>
</tr>
<tr>
<td>2</td>
<td>Palladium Mall</td>
<td>Moqadass Ardebili Street</td>
</tr>
<tr>
<td>3</td>
<td>Modern Elahiyeh Complex</td>
<td>Africa Boulevard</td>
</tr>
</tbody>
</table>

(The sources are shown below with a picture of each.

Figures 4.3, 4.4, 4.5 show the picture of Arg commercial complex, Palladium mall, and Modern Elahiyeh complex respectively. The figure 4.3 below shows the picture of Arg commercial complex.

Figure 4.3 Arg Commercial Complex

Source: http://www.argetejari.com/, accessed on 23/ June/ 2016.)
The Arg commercial complex is a huge unit that comprises a perfect collection of the most well-known brands in terms of cosmetics, clothes, jewelry, home appliances and so forth. The Arg commercial complex also contains an amphitheater, a food court, restaurants, and an amusement park and is located near Tajrish square in the north of Tehran. This commercial complex has a very beautiful facade, especially at nights for its colorful lights. In addition, it has an operating system to create beautiful images randomly and display them on the façade of the complex to make the mall more attractive.

Figure 4.4 Palladium Mall.


Palladium luxury shopping center is located in Zafaranieh area in the North of Tehran including 200 brand retail shops, large Hyper Market, and the largest toy store in the Middle East, with 26 elevators. In Tehran, Palladium luxurious shopping mall is the first center in its kind and has the advantage of word of mouth among customers and also having a convenient location near the most crowded intersection; Park Way, a place where thousands of commuters pass through every day.
Figure 4.5 Modern Elahiye Complex.


The Modern Elahiye shopping mall is located in Elahiye area, North Africa Blvd, near North of Tehran has a total area of 17000 sq. This shopping mall is a modern and luxurious shopping center which is famous for having a collection of international brands in cosmetics, clothing, jewelry, watches, and accessories. This center was set up with a modern particular attention to design and performance aimed at gathering the most famous and prestigious brands around the world.

Step 2: Quota Sampling

Sekaran (1992) stated that quota sampling is a non-probability method which is used in order to characterize the characteristics of participants in a survey by allocating an equal numbers of each. Cooper and Schindler (2011) described that quota sampling is used in order to improve representativeness. And the reason behind it is that certain related characteristics explain the dimensions of the research population. Since the sample size of this study is 450, the researcher allocated 150 questionnaires for each selected shopping mall.
Table 4.3 The allocation of questionnaires for each shopping mall

<table>
<thead>
<tr>
<th>No</th>
<th>Name of the shopping mall</th>
<th>No of questionnaires</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arg Commercial Complex</td>
<td>150</td>
</tr>
<tr>
<td>2</td>
<td>Palladium Mall</td>
<td>150</td>
</tr>
<tr>
<td>3</td>
<td>Modern Elahiye Complex</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>450</strong></td>
</tr>
</tbody>
</table>

Step 3: Convenience Sampling

Johnson and Christensen (2012) defined convenience sampling as a non-probability technique which gets samples from those people belonging to the target population who are quickly and easily accessible to participate in the research. Moreover, Davis (2005) explained that convenience sampling is a useful means applied in research where money and time are critical issues. Cooper and Schindler (2011) described that convenience sampling is the easiest and cheapest means that normally is based on the place where the researchers have the freedom to choose whomever they find within their target population. In order to get information and primary data via the questionnaires, the researcher will use convenience sampling in this study. Hence, the researcher will personally distribute an equal number of questionnaires in each of the three shopping malls to the Iranian people who can be found conveniently accessible. In addition, the researcher will explain the questionnaires to the respondents aiming at ensuring that the respondents will have a better understanding of the questionnaires.

4.3 Research Instrument and Questionnaires

Saunders et al. (2009) stated that self-administered questionnaire is a technique whereby each respondent would have the same questionnaire as the other respondents and respond to questions by themselves. In this research, a self-administered questionnaire was applied for collecting the data and information from the respondents. The questionnaire was developed based on previous studies and also some adjustments were made in order to match them to the conceptual framework of this research perfectly and clarify the purpose of the study. There are two versions, one in English and the other in Persian.
consisting of 40 items of question and the total number of questionnaires set is 450. The
details of the questionnaire's structure is explained below.

**Part 1: The Screening Question**

Kervin (1992) defined that screening is the technique that is used in research to test cases
and cut out those that are not related to the target population of the study. The
questionnaire begins with the screening question. This part would aim to correct and
screen out unqualified respondents who do not have the experience of purchasing any of
the mentioned luxury brand products. In this part of the questionnaire the respondents
will be asked the following question:

Do you have the experience of purchasing and using any of these brand products listed
below?

- Louis Vuitton
- Hermes
- Chanel
- Rolex
- Cartier
- Prada
- Burberry
- Michael Kors
- Tiffany
- Christian Dior

And if the respondents respond "Yes" they will continue to answer the rest of the
questions. If they respond "No" they stop answering the rest of the questions and will
return the questionnaire to the researcher. The researcher used a simple question in this
study which will be answered by "Yes" or "No" in order to discover the right population
who have the experience of purchasing and using products from any of the luxury brands
listed above in Tehran.
The next part contains the questions which aim to examine the influence of some factors on repurchase intention of Iranian customers regarding luxury products. The researcher adopted the five point Likert Scale to measure the level of the respondents agreement or disagreement with the related question. According to Zikmund (2003), the Likert Scale is a type of question which would provide the respondents a range of levels of agreement to rate regarding the statement which is mentioned in the question. The levels of agreement are shown below:

1 = Strongly disagree  
2 = Disagree  
3 = Neutral / neither agree nor disagree  
4 = Agree  
5 = Strongly agree

Part 2: Variables

Luxury brand perception (Functional Value, Experiential Value, Symbolic Value)

This part includes seven sections. The first one is luxury brand perception which has three sun variables: functional value, experiential value, and symbolic value. Four questions of functional value, five questions of experiential value, and three questions of symbolic value so the total number of questions accounts for 12 questions to luxury brand perception. The researcher in this study adopted and adjusted these questions according to the study which Hung et al. (2011) conducted. The aim of this section is to examine luxury brand perception of the Iranian customers and the influence which they might have on repurchase intention of luxury products. The researcher used the five point Likert Scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree

Perceived quality

The second section is perceived quality. This section has six questions. The questions in this part were adopted and adjusted according to the study of Esmaeilpour (2015). The purpose of this section is to examine the perceived quality that Iranians might consider in a luxury product which in turn influence repurchase intention of the buyers. The

Novelty lovers
The third section is novelty lovers. This section has five questions which have been adopted and adjusted according to the study of Levy and Guterman (2012). In this part, the purpose is to examine the novelty lover as an attitude influencing perceived quality towards repurchase intention of Iranian buyers regarding luxury products. The researcher used the five point Likert Scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree.

Social value perception (Conspicuous value, Status value)
Social value in this part has two sub-variables: conspicuous value and status value. Four questions belong to conspicuous value and three questions are for status value. The total number in this section is seven. The questions are adopted by the researcher according to Shukla (2012). The objective in this part is to test the social value perception of Iranian customers influencing their repurchase intention of Iranian customers regarding luxury goods. The researcher used the five point Likert Scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree.

Personal value perception (Hedonism value, Materialism value)
Personal value in this part has two sub-variables: hedonism and materialism. Each sub-variable has three questions which make six questions overall for personal value. The questions are adopted and adjusted by the research from the study of Shukla (2012). The objective in this section is to examine the personal value perception of Iranian customers influencing their repurchase intention regarding luxury products. The researcher used the five point Likert Scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree.
Repurchase intention

This part contains four questions which are all adopted from the study of Hennig et al. (2015). The objective of this part is to examine the repurchase intention of Iranian customers concerning luxury products. The researcher used the five point Likert Scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree.

Part 3: Personal Data

This part contains four questions concerning personal information such as age, monthly income, education, and marital status. The purpose of this part is to identify and analyze the demographic characteristics of the participants. The researcher in this part used category scale. Zikmund et al (2013) defined category scale is the kind of technique used in the questionnaire which provides the respondents with a range of alternative to select as their answer.

Table 4.4 The number of questions for each part

<table>
<thead>
<tr>
<th>Part</th>
<th>Type of Questionnaire</th>
<th>Number</th>
<th>Questionnaire Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Screening Question</td>
<td>1</td>
<td>Category Scale</td>
</tr>
<tr>
<td>2</td>
<td>Luxury brand perception</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>- Functional value</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Experiential value</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Symbolic value</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perceived quality</td>
<td>6</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Novelty lovers</td>
<td>5</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Social value perception</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Conspicuous value</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>- Status value</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal value</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Hedonism value</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>- Materialism value</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Repurchase intention</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>3</td>
<td>Demographic Questions</td>
<td>4</td>
<td>Category Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>45</td>
<td></td>
</tr>
</tbody>
</table>
4.4 Pretest

A pretest is a part in which the researcher examined the reliability of the instrument in the research. Burns and Bush (2005) explained that the pretest is a practice of the study in miniature which is done in order to reveal the errors of the questionnaire before the survey is conducted. Kervin (1992) mentioned that the pretest is an introductory assessment that can be changed to improve the quality of the research. In this part the researcher used a small number of questions to find out how well the questionnaires would work. Backstorm and Hursch (1963) explained that the pretest is necessary in a research because no amount of any intellectual skills can examine the reliability of an instrument in terms of communicating with ordinary people except the pretest. And also, they believed that the pretest is useful to get information concerning potential problems of respondents and the interviewer. Therefore, in order to examine the reliability of the questions in this part the researcher will ask and collect the data from those who are currently using luxury brand products or those who have the experience of buying any of those items. After analyzing the data, if there are any errors showing in the result the researcher will adjust the questions to have a more accurate outcome.

The size of the pretest is often much smaller than the sample size. Tull (1988), stated that the pretest size should stay small in the research but it should be such a proper number to cover the sub group of the study represented the target population. Vanichbancha (2003), suggested that the minimum number of cases involved in the pretest needs to be at least 25. Moreover, cooper and Schindler (2011) stated that depending on the research method, the pretest size normally begins from 20 to 100. In this study the researcher chose 51 as the pretest size and this number of sample will be collected in order to examine the questionnaire's reliability. According to Sekaran (2000), all the questions belonging to each variable need to have a reliability test and also are Alpha Scale. Malhotra (2000), described that the alpha test is reliable when it is at least 0.60. Also, Sekaran (2000), explained that if the value of reliability test for each set of questions of the variable is more than 0.60 then the all variable's questions are reliable to be used in the research instrument. The results of the reliability test are as follows:
4.5 Collection of Data / Gather procedure

White et al. (2000) mentioned that the data collection for primary data can be obtained through behavioral observation, the interview method, and survey questionnaires. The researcher will use primary data by distributing 450 survey questionnaires in the three top luxurious shaping malls in Tehran in order to collect the primary data and then test the relationships of different variables to repurchase intention of Iranians who have the experience of buying or using luxury products. According to Davis (2005), primary data are those which are collected directly from the sample for the first time and they are original. Curchill (1999) stated that primary data means the process which contains direct collecting of data and assembling them for the purpose of the study.

In this study, the researcher also used secondary data from E-journals, previous studies, books, websites, and other related article to construct the structure of this research and also to support the data analysis, conceptual framework, conclusion, and recommendation. Saunders et al. (2009) defined secondary data is the kind of data used in a research which has been already collected by someone else before for some reasons.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional value</td>
<td>0.755</td>
</tr>
<tr>
<td>Experiential value</td>
<td>0.860</td>
</tr>
<tr>
<td>Symbolic value</td>
<td>0.739</td>
</tr>
<tr>
<td>Perceived quality</td>
<td>0.860</td>
</tr>
<tr>
<td>Novelty lovers</td>
<td>0.865</td>
</tr>
<tr>
<td>Conspicuous value</td>
<td>0.872</td>
</tr>
<tr>
<td>Status value</td>
<td>0.727</td>
</tr>
<tr>
<td>Hedonism</td>
<td>0.806</td>
</tr>
<tr>
<td>Materialism</td>
<td>0.780</td>
</tr>
<tr>
<td>Repurchase intention</td>
<td>0.830</td>
</tr>
</tbody>
</table>
4.6 Statistical Treatment of Data

By using the statistical analysis software program, a total of 450 usable data from questionnaires will be input into the program. The researcher will use descriptive analysis to find out and sort out the general and demographic information about the respondents. Moreover, the researcher will use inferential analysis to test the hypothesis of the study. For inferential analysis, the researcher will use simple linear regression and also multiple regression to test the relationships between variables.

4.6.1 Descriptive Analysis

Saunders et al. (2009), defined descriptive analysis as the procedure of collecting, summarizing, organizing, and presenting the data. In this survey the researcher used descriptive analysis to study and describe the brief analysis of demographic factors from the collected data such as frequency, percentage, etc. Malhotra and Birks (2003), explained that descriptive analysis is the kind of statistics calculation which converts the raw data into a form that provides some information to describe in an easier way to understand.

The researcher in this study used the frequency statistics of descriptive analysis to provide a breakdown of demographic factors of Iranians in terms of gender, age, education, monthly income, and marital status. The analysis such as maximum, minimum, mean and standard deviation were used to explain the opinion of respondents about functional value, experiential value, symbolic value, perceived quality, novelty lovers, conspicuous value, status value, hedonism, materialism, and repurchase intention.

4.6.2 Inferential Analysis

Lehman (2005) stated that inferential analysis is the procedure of using information provided by a sample in order to estimate or make inferences concerning the population. Moreover, Sekaran (2003) mentioned that inferential analysis demonstrates whether a variable will be related to the other variable or variables.
4.6.3 Simple linear Regression Analysis

Sandy (1990) explained that the term simple regression is a means which is adopted to depict how much a dependent variable is being affected by the changes that an independent or an explanatory variable makes. Moreover, Wilson (2010) described that simple regression is used to determine the strength of the relationship which one dependent variable has with an independent variable in the study. According to Anderson et al (2003), simple regression or bivariate regression analysis is considered to be the easiest kind of techniques which is used to determine the relation between one dependent and one independent variable. Keller and Warrack (1998) defined the formula for simple linear regression model as follows:

\[ y = \beta_0 + \beta_1 x + \epsilon \]

Where:
- \( y \) = Dependent variable
- \( x \) = Independent variable
- \( \beta_0 \) = y-intercept
- \( \beta_1 \) = Slope of the line (defined as the ratio Rise / Run)
- \( \epsilon \) = Random error term

They believed that knowing the value of \( x \) would allow to make the value of \( y \).

Keller and Warrack (1998) also added that \( \beta_0 \) and \( \beta_1 \) are considered as coefficients of a straight line through the sample data. In addition, they mentioned that for an estimated form of simple linear regression the formulas of the involved parameters are as follows:

\[
\beta_1 = \frac{\sum_{i=1}^{n} (y_i - \bar{y})(x_i - \bar{x})}{\sum_{i=1}^{n} (x_i - \bar{x})^2}
\]

Where:
- \( \bar{y} \) = \( \frac{\sum_{i=1}^{n} y_i}{n} \)
- \( \bar{x} \) = \( \frac{\sum_{i=1}^{n} x_i}{n} \)

\[
\beta_0 = \bar{y} - \beta_1 \bar{x}
\]
Therefore the random error is:

As a result the sum of squared residual as follow:

\[ SSE = \sum_{i=1}^{n} e_i^2 \]

Whereby the estimate of variance is:

\[ \frac{SSE}{n - 2} \]

Where:

- \( n \) = number of sample or observation
- \( SSE \) = squared residual tolerance

### 4.6.4 Multiple Linear Regression Analysis

According to Hair et al. (2007), multiple regression analysis is a kind of means that allows to test the relations of one dependent variable with some other independent variables. Moreover, Anderson et al. (2000) stated that multiple regression is a kind of analytical means to investigate how one dependent variable can have relations with other independent variables.

The researcher in this study, used Multiple Linear Regression Analysis to examine the relation between luxury brands repurchase intention with luxury brand perception (functional value, experiential value, symbolic value), perceived quality and
novelty lovers, social value (conspicuous value, status value), and personal value (hedonism value, materialism value).

The formula for calculation of multiple regression is as follow:

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n + \varepsilon \]

Where:
- \( \beta_n \) = regression coefficient
- \( X_i \), \( X_r \) = value of independent variables
- \( Y \) = dependent variables
- \( \varepsilon \) = random error

4.6.5 Standard Error of the Estimate

According to Black (2007), standard error (\( S_e \)) shows how much the prediction is accurate and also how much it is different from the actual value in the regression line. The formula for calculation of standard error of the estimate is as follow:

\[ S_e = \sqrt{\frac{SSE}{n-k-1}} \]

Where:
- \( SSE \) = the sum of squared prediction
- \( K \) = the number of independent variables
- \( N \) = number of observation

4.6.6 Coefficient of Multiple Determination (\( R^2 \))

Anderson et al. (2000) explained that R-square, the level of variation concerning the dependent variable (\( Y \)) tested by the number of chosen variables, is used as a statistical means to assess the model of regression. Also, R-square can change in value amount between the range of 0.0 to 1.0 (Kirk, 2008). Hair et al. (2007) mentioned that coefficient
of multiple determination is stated as the percentage showing the total sum of square which would be translated by applying estimated model in the following formula:

\[ R^2 = \frac{SSR}{SST} \]

Where:

- \( SST \) = the sum of squares
- \( R^2 \) = coefficient of multiple determination
- \( SSR \) = sum of squares due to the regression

And also the formula for calculating SST (total sum of squares) and SSR (sum of squares due to regression) and SSE (sum of squares due to error) are shown below.

\[ SST = \sum_{i=1}^{n} (y - \bar{y})^2 = SSR + SSE \]
\[ SSR = \sum_{i=1}^{n} (\hat{y} - y)^2 = SST - SSE \]
\[ SSE = \sum_{i=1}^{n} (\hat{y} - y)^2 = SST - SSR \]

**4.6.7 Adjusted Coefficient of Multiple Determination (Ra^2)**

Hair *et al.* (2007), described that the adjusted coefficient of determination shows the percentage of change in \( Y \) that describes the all affecting independent variables in the model. The equation is as follows:

\[ R^2_{adj} = 1 - \left( \frac{n-1}{n-k-1} \right) \left[ \sum_{i=1}^{n} e_i^2 \right] \]

Where:

- \( R^2_{adj} \) = adjusted coefficient of determination
- \( n \) = the number of observation in sample
- \( R^2 \) = coefficient of multiple determination
- \( k \) = the number of independent variables
Significance of Regression Model (F Test)

Anderson et al. (2000) suggested that the F test can be used to find out the significance of regression on the basis of F distribution in the analysis and to test if the relations of the dependent variable and independent variables are significant. Moreover, Larose (2006) stated that after F test views the relations of set of independent variables with the dependent variable as the overall significance of the regression model, the hypotheses of the study then will be clarified as follows:

H₀: is accepted when: flu = 62 = β₀ = 0
H₁: is accepted when: βᵢ ≠ 0

Regarding null hypotheses it is assumed that there is no relation between the set of independent variables and the dependent variable, but as for the alternative hypotheses it is assumed that there is a linear relation between the set of independent variables and the dependent variable. Larose (2006) explained that F test consists of MSR (mean square regression), MSE (mean square of error), and SSR (mean square regression as a result of regression) divided by the degree of its freedom. Moreover, Anderson et al. (2000) described that when only the null hypothesis is true, the mean square regression (MSR) would provide the estimate of \( \sigma^2 \) otherwise it will be overestimated. Whereas, the sum of square as a result of error divided by the degree of its freedom (MSE) permanently shows the estimate of variance (\( \sigma^2 \)). Therefore, the formula to calculate F test is as follows:

\[
F = \frac{MSR}{MSE}
\]

Where:

F = statistical test from the F distribution with n-k-1 and k degree of freedom
k = number of independent variables in the model
MSR = mean square regression
MSE = mean square error
Larose (2006) described that when $\text{MSE}$ and $\text{MSR}$ are close to one another, $F$ value is around 1.0 and this happens when the null hypothesis comes true. On the other hand, when the value of $F$ shows a large number it means that $\text{MSR}$ is much bigger than $\text{MSE}$, overestimating the estimate of variance and this normally occurs when the null hypothesis is false. Therefore, in this case the null hypothesis will be rejected.

**The ANOVA Table:**
ANOVA is a statistical procedure adopted to examine the differences between means by testing the variance and also it is used to compare means which helps to understand the report of the study (Lane, 2016). Anderson *et al.* (2000) defined the ANOVA as a table created from a software in the statistical analysis that can be used to simply summarize the features of variance analysis and to show the results of the summary of $F$ test including the significance in the regression analysis. The ANOVA table is shown below:

**Table 4.6** ANOVA table.

<table>
<thead>
<tr>
<th>Source</th>
<th>Degree of Freedom</th>
<th>Sums of Square</th>
<th>Mean Square (Variance)</th>
<th>$F$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>$k$</td>
<td>$\text{SSR}$</td>
<td>$\text{MSR} = \frac{\text{SSR}}{k}$</td>
<td>$\frac{\text{MSR}}{\text{MSE}}$</td>
</tr>
<tr>
<td>Error</td>
<td>$n-k-1$</td>
<td>$\text{SSE}$</td>
<td>$\text{MSE} = \frac{\text{SSE}}{n-k-1}$</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$n-1$</td>
<td>$\text{SST}$</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Where:
- $\text{SSR} =$ sum of squares because of regression
- $\text{SST} =$ total sum of squares
- $\text{MSE} =$ mean square error
- $\text{MSR} =$ mean square of regression
- $k =$ number of dependent variables in the regression model
Inference Concerning the Population Regression Coefficients

According to Anderson et al. (2000) this process comprises the test of the hypotheses concerning the strength of the relation between the two variables. Hair et al. (2006) also mentioned that the direction of the relation between variables can be shown by the value of the coefficient of correlation and it changes in from -1 to +1. The value of -1 indicates the perfect negative relation, and 0 means no relation, and +1 refers to the perfect positive relation between variables. The equation adopted to examine the regression coefficient can be shown below.

\[ t = \frac{b_j - \beta_j}{S_{b_j}} \]

Where:
- \( b_j \) = slope of variable j with Y keeping constant the effect of all other independent variables
- \( S_{b_j} \) = the standard error of the regression coefficient \( b_j \)
- \( t \) = test statistic for \( t \) distribution with \( n-k-1 \) degree of freedom
- \( k \) = number of independent variables in the regression.

According to Anderson et al. (2000) the results made by using \( t \) test and \( F \) test have the same conclusion regarding the significance in simple linear regression and the null hypothesis is rejected when \( f < 0.05 \). However, in multiple regression, \( t \) test is adopted for the individual significance to see if each of the explanatory variables is significant, and then hypotheses are seen as follows:

- \( H_0 : \beta_1 = \beta_2 = 0 \)
- \( H_1 : \beta_1 \text{ or } \beta_2 \neq 0 \)

In this case the null hypothesis is rejected and as a result the individual independent variable is significant.
4.7 Summary of Statistical Techniques Used in Testing the Hypotheses

In this study, the researcher used simple linear regression and multiple regression analysis as the methods adopted in examining hypotheses in order to explore the relations between independent variables and the dependent variables which is shown in the table below.

Table 4.7 The summary of the statistical tools that have been used for each hypothesis

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Null Hypothesis Description</th>
<th>Statistical Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>H10</td>
<td>Novelty lovers variable has no influence on perceived quality towards repurchase intention of Iranian customers.</td>
<td>Simple linear</td>
</tr>
<tr>
<td>H20</td>
<td>Luxury brand perception in terms of functional, experiential, and symbolic value has no influence on luxury brands repurchase intention of Iranian customers.</td>
<td>Multiple regression</td>
</tr>
<tr>
<td>H30</td>
<td>Perceive quality and novelty lovers variable has no influence on luxury brands repurchase intention of Iranian customers.</td>
<td>Multiple regression</td>
</tr>
<tr>
<td>H40</td>
<td>Social value in terms of conspicuous value and status value has no influence on luxury brands repurchase intention of Iranian customers.</td>
<td>Multiple regression</td>
</tr>
<tr>
<td>H50</td>
<td>Personal value in terms of hedonism and materialism has no influence on luxury brands repurchase intention of Iranian customers.</td>
<td>Multiple regression</td>
</tr>
</tbody>
</table>
Chapter 5
Data analysis

This chapter will show the data analysis of the study which is antecedents of luxury brands repurchase intention of Iranian customers. The analysis contains three parts; the first part is the descriptive analysis including the general information or demographic information of the respondents which includes age, gender, income, educational level, marital status, the amount they pay for luxury brand products, and their most favorite product in luxury brand. Moreover, the analysis of the mean and standard deviation of each variable is included in the first part. The second part is concerned with inferential analysis including hypotheses testing of this study and the summary of reliability tests.

5.1 Descriptive analysis

Malhotra (2009) explained that the descriptive analysis would organize, classify certain information about the participants explained in frequency and percentage. Moreover, Leon and Frankfort (2010) stated that the descriptive analysis is used to depict the information of the participants in a statistic way such as standard the deviation and mean. The descriptive analysis of this study will describe the personal information of the participants as well as to describe the mean and standard deviation of dependent and independent variables of this study.

5.1.1 Descriptive analysis for demographic factors

In this part the demographic information of the participants are analyzed by using the percentage and frequency form. The tables provided in such the analysis will show the exact percentages of the demographic information of the participants who have the experience of purchasing luxury brand products found in the Tehran top three shopping malls.
Table 5.1 The analysis of gender by using percentage and frequency

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>153</td>
<td>36.2</td>
<td>36.2</td>
<td>36.2</td>
</tr>
<tr>
<td>Female</td>
<td>270</td>
<td>63.8</td>
<td>63.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.1 shows the gender analysis of the respondents, women make up the majority of the people taking a part in this study 270 people or 63.8 percent of the total number which is 423 while the number of men was 153 or 36.2 percent.

Table 5.2 The analysis of age by using percentage and frequency

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 19</td>
<td>5</td>
<td>1.2</td>
<td>1.2</td>
<td>1.2</td>
</tr>
<tr>
<td>20 to 30</td>
<td>234</td>
<td>55.3</td>
<td>55.3</td>
<td>56.5</td>
</tr>
<tr>
<td>31 to 40</td>
<td>159</td>
<td>37.6</td>
<td>37.6</td>
<td>94.1</td>
</tr>
<tr>
<td>41 to 50</td>
<td>25</td>
<td>5.9</td>
<td>5.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

According to Table 5.2 analyzing the outcome of age groups, the highest proportion is allocated to the age 20 to 30 years old making up 234 people or 55.3 percent of the whole 423 participants. The second considerable number of the age category is 31 to 40 which was 159 and has 37.6 percent of the total number. While the people at the age below 19 are the lowest number in this study with only 1.2 percent or 5 people, the ones who fit in the range of 41 to 50 years old have a bit higher number; 25 people or 5.9 percent of the total number of people involved in this study.
Table 5.3 The analysis of marital status by using percentage and frequency.

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Single</td>
<td>260</td>
<td>61.5</td>
<td>61.5</td>
<td>61.5</td>
</tr>
<tr>
<td>Married</td>
<td>154</td>
<td>36.4</td>
<td>36.4</td>
<td>97.9</td>
</tr>
<tr>
<td>Divorced</td>
<td>9</td>
<td>2.1</td>
<td>2.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.3 depicts the marital status of all participants in this study. As shown in the Table, most of the participants were single accounting 61.5 percent; 206 people out of 423. However, the number of married people in this study was 154 or 36.4 percent of the whole. Divorced people in this survey were the minority having 2.1 percent of the whole or 9 people.

Table 5.4 The analysis of educational level by using percentage and frequency.

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Below Bachelor Degree</td>
<td>85</td>
<td>20.1</td>
<td>20.1</td>
<td>20.1</td>
</tr>
<tr>
<td>Bachelor Degree</td>
<td>220</td>
<td>52.0</td>
<td>52.0</td>
<td>72.1</td>
</tr>
<tr>
<td>Master Degree</td>
<td>114</td>
<td>27.0</td>
<td>27.0</td>
<td>99.1</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td>4</td>
<td>0.9</td>
<td>0.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The Table 5.4 shows the breakdown of the educational level of participants. As shown in the table, the majority of people taking part in this study had bachelor degree, having 52 percent of the total or 220 people while the lowest percent was for those who had doctoral degree; only 0.9 percent of the total or only 4 out of 423. The number of those who had master degree taking part in this study was 114 people or 27 percent of the whole.
Table 5.5 The analysis of monthly income by using percentage and frequency.

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 1,500,000 Toman</td>
<td>50</td>
<td>11.8</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>1,500,001 to 2,000,000 Toman</td>
<td>134</td>
<td>31.7</td>
<td>31.7</td>
<td>43.5</td>
</tr>
<tr>
<td>2,000,001 to 2,500,000 Toman</td>
<td>136</td>
<td>32.2</td>
<td>32.2</td>
<td>75.7</td>
</tr>
<tr>
<td>2,500,001 to 3,000,000 Toman</td>
<td>83</td>
<td>19.6</td>
<td>19.6</td>
<td>95.3</td>
</tr>
<tr>
<td>Over 3,000,001 Toman</td>
<td>20</td>
<td>4.7</td>
<td>4.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.5 shows the information concerning the monthly income of the participants in this study. The highest percentage of this analysis was for those who have the income in the range between 2,000,001 to 2,500,000 Toman with having 32.2 percent of the whole or 136 people, whereas those who have more than 3,000,001 Toman monthly income had the lowest participation in this study with having 4.7 percent of the whole or only 20 people. The second highest range of income was for those who have monthly income between 1,500,001 to 2,000,000 Toman with having 31.7 percent of the whole or 134 people. And finally, those who stated having an income between the ranges of 2,500,001 to 3,000,000 Toman made up 19.6 percent of the whole or 83 people out of 423.
Table 5.6 The analysis of the annual amount that the participants spend on purchasing luxury brand products

<table>
<thead>
<tr>
<th>Valid Under 600,000 Toman</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>600,000 to 1,000,000 Toman</td>
<td>102</td>
<td>24.1</td>
<td>24.1</td>
<td>38.8</td>
</tr>
<tr>
<td>1,100,000 to 1,600,000 Toman</td>
<td>146</td>
<td>34.5</td>
<td>34.5</td>
<td>73.3</td>
</tr>
<tr>
<td>Above 1,700,000 Toman</td>
<td>113</td>
<td>26.7</td>
<td>26.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.6 shows the information about the annual amount that the respondents in this study spend on purchasing luxury brand products. The majority of the respondents stated that they spend the amount between the ranges of 1,100,000 to 1,600,000 Toman per year on buying luxury brand products with having 34.5 percent of the whole or 146 people out of 423. The next highest rating was for those who spend above 1,700,000 Toman accounting for 26.7 percent or 113 people out of 423. However, while people rating the lowest amount spending on luxury product amounting for 14.7 percent or 62 people, those who spend annul amount between the ranges of 600,000 to 1,000,000 made up 34.5 percent or 146 people out of 423.
Table 5.7 The analysis of the most favorite luxury brand product of the participants

<table>
<thead>
<tr>
<th>What is the most favorite product that you often buy in luxury brands?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Valid Handbags</td>
</tr>
<tr>
<td>Shoes</td>
</tr>
<tr>
<td>Perfume</td>
</tr>
<tr>
<td>Clothes</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 5.7 provides the information concerning the most favorite luxury brand product of the participants. As shown, the respondents in this study stated that they liked luxury handbags most amounting for 33.1 percent of the whole or 140 people out of 423. Shoes are the second most favorite product for the people in this study with the rate of 28.8 percent or 122 people out of 423. Perfume, on the other hand, was stated to be one of the favorite products in luxury brand with 22.9 percent or 97 people under this study. Finally, 6.1 percent of the people stated the other products they like most in luxury brands such as cosmetics, household appliances, and accessories.

Table 5.8 The analysis of the number of purchasing luxury brands products per year

<table>
<thead>
<tr>
<th>How many times do you buy such branded products?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Valid Under 3 times</td>
</tr>
<tr>
<td>Between 4 to 7 times</td>
</tr>
<tr>
<td>Between 8 to 10 times</td>
</tr>
<tr>
<td>More than 11 times</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

The table provides the information about the number of times that the participants purchase luxury products each year. As shown in the table, 40.2 percent of the whole
which his equal to 170 people out of 423, stated that they purchase such luxury brand products under three times per year. This number was followed by 151 people or 35.7 percent who stated they buy such items between 4 to 7 times per year. While 16.5 percent or 70 people out of 423 in this study stated that they buy luxury brand products between 8 to 10 times per year, only 7.6 percent or 32 people.

Table 5.9 The summary of demographic analysis of the participants presented in the frequency and percentage.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Male</td>
<td>153</td>
<td>36.2</td>
</tr>
<tr>
<td>-Female</td>
<td>270</td>
<td>63.8</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Below 19 years</td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td>-20 to 30 years</td>
<td>234</td>
<td>55.3</td>
</tr>
<tr>
<td>-31 to 40 years</td>
<td>159</td>
<td>37.6</td>
</tr>
<tr>
<td>-41 to 50 years</td>
<td>25</td>
<td>5.9</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Single</td>
<td>260</td>
<td>61.5</td>
</tr>
<tr>
<td>-Married</td>
<td>154</td>
<td>36.4</td>
</tr>
<tr>
<td>-Divorced</td>
<td>9</td>
<td>2.1</td>
</tr>
<tr>
<td><strong>Educational level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Below Bachelor degree</td>
<td>85</td>
<td>20.1</td>
</tr>
<tr>
<td>-Bachelor degree</td>
<td>220</td>
<td>52.0</td>
</tr>
<tr>
<td>-Master degree</td>
<td>114</td>
<td>27.0</td>
</tr>
<tr>
<td>-Doctoral degree</td>
<td>4</td>
<td>.9</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>Count</td>
<td>Percentage</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>Under 1,500,000 Toman</td>
<td>50</td>
<td>11.8</td>
</tr>
<tr>
<td>1,500,001 to 2,000,000 Toman</td>
<td>134</td>
<td>31.7</td>
</tr>
<tr>
<td>2,000,001 to 2,500,000 Toman</td>
<td>136</td>
<td>32.2</td>
</tr>
<tr>
<td>2,500,001 to 3,000,000 Toman</td>
<td>83</td>
<td>19.6</td>
</tr>
<tr>
<td>Over 3,000,001 Toman</td>
<td>20</td>
<td>4.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The amount spend annually for purchasing such items</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 600,000 Toman</td>
<td>62</td>
<td>14.7</td>
</tr>
<tr>
<td>600,000 to 1000,000 Toman</td>
<td>102</td>
<td>24.1</td>
</tr>
<tr>
<td>1,100,000 to 1,600,000 Toman</td>
<td>146</td>
<td>34.5</td>
</tr>
<tr>
<td>Above 1,700,000 Toman</td>
<td>113</td>
<td>26.7</td>
</tr>
</tbody>
</table>
### The most favorite product in luxury brands

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handbags</td>
<td>140</td>
<td>33.1</td>
</tr>
<tr>
<td>Shoes</td>
<td>122</td>
<td>28.8</td>
</tr>
<tr>
<td>Perfume</td>
<td>97</td>
<td>22.9</td>
</tr>
<tr>
<td>Clothes</td>
<td>38</td>
<td>9.0</td>
</tr>
<tr>
<td>Others: cosmetics, household appliances, and accessories.</td>
<td>26</td>
<td>6.1</td>
</tr>
</tbody>
</table>

### Number of the times purchasing such luxury branded items

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 3 times</td>
<td>170</td>
<td>40.2</td>
</tr>
<tr>
<td>Between 4 to 7 times</td>
<td>151</td>
<td>35.7</td>
</tr>
<tr>
<td>Between 8 to 10 times</td>
<td>70</td>
<td>16.5</td>
</tr>
<tr>
<td>More than 11 times</td>
<td>32</td>
<td>7.6</td>
</tr>
<tr>
<td>Total</td>
<td>423</td>
<td>100</td>
</tr>
</tbody>
</table>

#### 5.1.2 Descriptive analysis of independent variables

This part presents the descriptive analysis of independent variables of this study which luxury brand perception (functional, experiential, and symbolic dimension), perceived quality, novelty lovers, social value (conspicuous, and status value), personal value (hedonism, and materialism value). The result of the descriptive analysis of each variable will be shown and explained in following paragraph respectively.
Table 5.10 The result of descriptive analysis of functional dimension of luxury brand perception.

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury brand products are carefully made</td>
<td>423</td>
<td>4.4303</td>
<td>.56286</td>
</tr>
<tr>
<td>Luxury brand products have the best quality</td>
<td>423</td>
<td>4.4066</td>
<td>.57611</td>
</tr>
<tr>
<td>Luxury brand products are sophisticated</td>
<td>423</td>
<td>4.4539</td>
<td>.54393</td>
</tr>
<tr>
<td>Luxury brand products are superior</td>
<td>423</td>
<td>4.4657</td>
<td>.57855</td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.10 shows the means and standard deviations of functional value dimension. As shown in the table, while the highest mean relates to "Luxury brand products are precious" presenting 4.4657, and the standard deviation of .5785 and the lowest mean, on the other hand, is for "Luxury brand products have the best quality" presenting 4.4066 with the standard deviation of .5761. The mean for "Luxury brand products are carefully made" is 4.4303 with the standard deviation of .56286 and "Luxury brand products are sophisticated" is 4.4539 with the deviation of .54393.
Table 5.11 The result of descriptive analysis of experiential dimension

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury brand products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>are precious</td>
<td>423</td>
<td>4.0993</td>
<td>.81722</td>
</tr>
<tr>
<td>Luxury brand products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>are rare</td>
<td>423</td>
<td>3.8132</td>
<td>.9467</td>
</tr>
<tr>
<td>Luxury brand products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>are attractive and using</td>
<td>423</td>
<td>4.0000</td>
<td>.85709</td>
</tr>
<tr>
<td>them makes me look</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>attractive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxury brand products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>are beautiful and using</td>
<td>423</td>
<td>3.9787</td>
<td>.86918</td>
</tr>
<tr>
<td>them makes me look</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>beautiful</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxury brand products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>are unique</td>
<td>423</td>
<td>3.8582</td>
<td>.95079</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 shows the means and standard deviations for experiential dimension of luxury brand perception. As it shown in the table, the highest mean relates to "Luxury brand products are precious", 4.099 with the standard deviation of .8172 while the lowest mean is for "Luxury brand products are rare", 3.813 and the deviation of .9467. Regarding "Luxury brand products are attractive and using them makes me look attractive" the mean is 4.000 with the deviation of .8570 and for "Luxury brand products are beautiful and using them makes me look beautiful" the mean is 3.978 with the
deviation of .8619. And finally, the mean for "Luxury brand products are unique" is 3.858 with the deviation of .9507.

Table 5.12 The result of descriptive analysis of symbolic dimension

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>423</td>
</tr>
<tr>
<td>423</td>
</tr>
<tr>
<td>423</td>
</tr>
</tbody>
</table>

The table shows the means and standard deviations of symbolic dimension of luxury brand perception. The highest mean is for "Luxury brand products are expensive" showing 4.1017 with the standard deviation of .6283 and the lowest mean is for "Luxury brand products are for the wealthy" showing 3.7920 with the deviation of .7345.
Table 5.13 The result of descriptive analysis of perceived quality

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The luxury brand products are of good quality</td>
<td>423</td>
<td>4.1087</td>
<td>.60605</td>
</tr>
<tr>
<td>The fabric used in these branded products is good</td>
<td>423</td>
<td>4.0426</td>
<td>.55766</td>
</tr>
<tr>
<td>It's design quality is good</td>
<td>423</td>
<td>4.0331</td>
<td>.54974</td>
</tr>
<tr>
<td>These products are flawless</td>
<td>423</td>
<td>3.6572</td>
<td>.71094</td>
</tr>
<tr>
<td>These products are durable</td>
<td>423</td>
<td>4.0969</td>
<td>.61772</td>
</tr>
<tr>
<td>These products are reliable</td>
<td>423</td>
<td>4.0922</td>
<td>.64471</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td></td>
<td>423</td>
<td></td>
</tr>
</tbody>
</table>

The table shows the means and standard deviations for perceived quality. The highest means is for "Luxury brand products are of good quality" having 4.108 with the standard deviation of .6060 and the lowest mean is for "These products are flawless" having 3.657 with the standard deviation of .7109. The mean for "The fabric used in these branded products is good" is 4.042 with the standard deviation of .5576. In
addition, the means for "It's design quality is good" is 4.033 with standard deviation of .5497 and for "These products are durable" the mean is 4.096 with the deviation of .6177. And finally, the mean for "These products are reliable" is 4.092 with the standard deviation of .6447
Table 5.14 The result of descriptive analysis of novelty lovers

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I always look for newly designed luxury brand products for myself.</td>
<td>423</td>
<td>4.1135</td>
<td>.60518</td>
</tr>
<tr>
<td>I like to buy new arrival luxury brand products for myself</td>
<td>423</td>
<td>4.1087</td>
<td>.55288</td>
</tr>
<tr>
<td>When I see a new model of luxury brand products, I buy it in order to try it</td>
<td>423</td>
<td>4.0047</td>
<td>.58413</td>
</tr>
<tr>
<td>I like to try new model of products of prestigious brand</td>
<td>423</td>
<td>4.0544</td>
<td>.52372</td>
</tr>
<tr>
<td>I try to keep myself informed about technological innovations and new products</td>
<td>423</td>
<td>4.0898</td>
<td>.58128</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 14 provides the information about mean and standard deviation of novelty lovers. The highest mean is for "I always look for newly designed luxury brand products for myself."
products" which is 4.113 with the standard deviation of .6051. The lowest mean in this table is for "When I see a new model of luxury brand products, I buy it in order to try it" which is 4.004 with the standard deviation of .58413. The mean for "I like to buy new arrival luxury brand products for myself" is 4.108 with the standard deviation of .5528 while the mean for "I like to try new model of products of prestigious brand" is 4.054 with the standard deviation of .5237. Finally, the mean for "I try to keep myself informed about technological innovations and new products" is 4.089 with the standard deviation of .5812.

Table 5.15 The results of descriptive analysis of conspicuous value

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Luxury brand products indicate a symbol of achievement</td>
</tr>
<tr>
<td>Using luxury brand products indicates a symbol of wealth</td>
</tr>
<tr>
<td>Using luxury brand products indicates a symbol of prestige</td>
</tr>
<tr>
<td>Using luxury brand products attract other's attentions</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
</tr>
</tbody>
</table>

97
Table 5.15 provides information about the means and standard deviations of conspicuous value. The highest means is for "Using luxury brand products attract other's attentions" which is 3.49 with the standard deviation of .7965 while the lowest mean is for "Luxury brand products indicate a symbol of achievement" with 2.976 and the standard deviation of .9659. As for "Using luxury brand products indicates a symbol of wealth" the mean is 3.215 with the standard deviation of .9381 and for "Luxury brand products indicate a symbol of prestige" is 3.165 with the standard deviation of .9368.

Table 5.16 The result of descriptive analysis of status value

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I buy luxury brand products because they have status and prestige.</td>
<td>423</td>
<td>2.948</td>
<td>1.01512</td>
</tr>
<tr>
<td>Luxury brand products are important to me because they make me feel more acceptable in my work circle</td>
<td>423</td>
<td>2.829</td>
<td>0.99256</td>
</tr>
<tr>
<td>I purchase luxury brand products to gain and increase social status</td>
<td>423</td>
<td>2.792</td>
<td>1.00907</td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 provides information about means of status value. The highest mean is for "I buy luxury brand products because they have status and prestige" having 2.948 with the deviation 1.015 and the lowest one is for "I purchase luxury brand products to
gain and increase social status" having 2.792 with the standard deviation of 1.009. And finally, the mean for "Luxury brand products are important to me because they make me feel more acceptable in my work circle" is 2.829 with the standard deviation of .992.

Table 5.17 The result of descriptive analysis of personal value in terms of hedonism

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>While shopping for luxury brand products, I feel the excitement of the hunt.</td>
<td>423</td>
<td>3.6974</td>
<td>.78985</td>
</tr>
<tr>
<td>While shopping for luxury brand products, I am able to forget my problems.</td>
<td>423</td>
<td>3.5106</td>
<td>.91551</td>
</tr>
<tr>
<td>When I am in a bad mood, shopping for luxury brand products change my mood</td>
<td>423</td>
<td>3.6454</td>
<td>.78010</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.17 provides the information about means of hedonism. The highest mean is for" While shopping for luxury brand products, I am able to forget my problems." Having 3.697 with the deviation of .7898 and the lowest mean is for "While shopping for luxury brand products, I feel the excitement of the hunt" having 3.510 with the standard deviation of .9155. And for "When I am in a bad mood, shopping for luxury brand products change my mood" the mean is 3.645 with the standard deviation of .7801.
Table 5.18 The result of descriptive analysis of materialism

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing luxury brand products</td>
<td>423</td>
<td>3.8180</td>
<td>.77427</td>
</tr>
<tr>
<td>increases my happiness</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is important to me to own really</td>
<td>423</td>
<td>3.7518</td>
<td>.76805</td>
</tr>
<tr>
<td>nice luxury brand products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sometimes I really wish I could</td>
<td>423</td>
<td>3.9054</td>
<td>.75761</td>
</tr>
<tr>
<td>afford to buy all kinds of luxury</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>brand products that I like to have</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The table 5.18 shows means and standard deviations for materialism. The highest mean is for "Sometimes I really wish I could afford to buy all kinds of luxury brand products that I like to have" which is 3.90 with the standard deviation of .7576, while the lowest is for" It is important to me to own really nice luxury brand products" which is 2.792 with the standard deviation of 1.009. The mean for "Purchasing luxury brand products increases my happiness" is 3.818 with the standard deviation of .774.
Table 5.19 The result of descriptive analysis of repurchases intention

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have strongly possibility to repurchase luxury products</td>
<td>423</td>
<td>4.264</td>
<td>.51135</td>
</tr>
<tr>
<td>I'm likely to rebuy luxury brand products</td>
<td>423</td>
<td>4.312</td>
<td>.48388</td>
</tr>
<tr>
<td>I have high intention to repurchase luxury brand products</td>
<td>423</td>
<td>4.338</td>
<td>.51208</td>
</tr>
<tr>
<td>In the near future, I would like to consider repurchasing these kinds of products</td>
<td>423</td>
<td>4.323</td>
<td>.46851</td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>423</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.19 provides the information regarding the means and standard deviations for repurchase intention. The highest means for repurchase intention is for "I have high intention to repurchase luxury brand products" which is 4.338 with the standard deviation of .5120 and the lowest one is for "I have strongly possibility to repurchase luxury products" which is 4.264 with the standard deviation of .5113. Also, the mean for "I'm likely to rebuy luxury brand products" which is 4.312 with the deviation of .4838, and finally for "In the near future, I would like to consider repurchasing these kinds of products" the mean is 4.323 with the standard deviation of .4685.
5.2 Reliability Test

Table 5.20 Summary of Reliability Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Alpha Test</th>
<th>No. of Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional dimension</td>
<td>.654</td>
<td>4</td>
</tr>
<tr>
<td>Experiential dimension</td>
<td>.706</td>
<td>5</td>
</tr>
<tr>
<td>Symbolic dimension</td>
<td>.701</td>
<td>3</td>
</tr>
<tr>
<td>Novelty lovers</td>
<td>.706</td>
<td>6</td>
</tr>
<tr>
<td>Perceived quality</td>
<td>.717</td>
<td>5</td>
</tr>
<tr>
<td>Conspicuous value</td>
<td>.713</td>
<td>4</td>
</tr>
<tr>
<td>Status value</td>
<td>.722</td>
<td>3</td>
</tr>
<tr>
<td>Hedonism</td>
<td>.725</td>
<td>3</td>
</tr>
<tr>
<td>Materialism</td>
<td>.753</td>
<td>3</td>
</tr>
<tr>
<td>Repurchase intention</td>
<td>.705</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>.705</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

The result of reliability test showed in Table 5.20 presents Cronbach’s coefficient alpha value of ten variables: functional, experiential, symbolic, perceived quality, novelty lovers, conspicuous value, status value, hedonism, materialism, and repurchase intention. Which all of them are greater than 0.6. Therefore, all questions would be considered reliable according to Malhotra (2000) to be applied in this study.

5.3 Inferential analysis

Hypotheses testing

In this part the inferential analysis of this study will be presented. Zikmund (2013) stated that the process of inferential analysis is a statistical analysis or a hypotheses testing tool, which would provide the study with results showing significances or insignificances of the variables' relationships in the study. This study has been built on five hypothesis to investigate the factors affecting luxury brands repurchase intention of Iranian customers.
The first hypotheses will be tested by the simple linear regression and the hypothesis 2, 3, 4, and 5 will be tested by multiple linear regression method.

**Hypothesis 1**

**H1 o:** Novelty lovers variable has no influence on perceived quality towards repurchase intention.

**H1 a:** Novelty lovers variable has an influence on perceived quality towards repurchase intention.

**Table 5.21** The result of analyzing the influence of novelty lovers on perceived quality

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.139a</td>
<td>.019</td>
<td>.017</td>
<td>39211</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Mean quality

**ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1</td>
<td>1.281</td>
<td>8.329</td>
<td>.004a</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>421</td>
<td>.154</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>422</td>
<td>66.011</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanNov
b. Dependent Variable: MeanPRCQ

As indicated in Regression ANOVA’ s table above, the result shows that the significance is equal to .004 which is less than .05 (.004 < .05). It means the null hypothesis is rejected. Therefore, there is a significant influence of novelty lovers on perceived quality towards repurchase intention.
Coefficients'

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.437</td>
<td>.199</td>
<td>17.232</td>
</tr>
<tr>
<td></td>
<td>MeanNOV</td>
<td>.141</td>
<td>.049</td>
<td>.139</td>
</tr>
</tbody>
</table>

a. Dependent Variable: MeanPRCQ

Based on the result in Regression Coefficient table, the t-statistics showed that the significance is equal to .004, which means that perceived quality is influenced by novelty lovers. Moreover, beta of perceived quality is very insignificant, .141 which again support the truth of previous interpretation. As a result, it is proved that there is a significant influence and relation between novelty lovers and perceived quality towards repurchase intention. Therefore, the equation of regression is as follows:

\[ y = \beta_0 + \beta_1 x \]

\[ y = 3.437 + .141 x \]

Where:
- \( y \) = perceived quality
- \( x \) = novelty lovers
- \( \beta_0 \) = coefficient of regression

According to the equation, as the novelty of a product increases by 1 unit, perceived quality similarly increases by .141 unit.
Hypothesis 2

H2₀: Luxury brand perception in terms of functional, experiential, and symbolic value has no influence on luxury brands repurchase intention.

H2ₐ: Luxury brand perception in terms of functional, experiential, and symbolic value has an influence on luxury brands repurchase intention.

Table 5.22 The result of analyzing the influence of luxury brand perception in terms of functional, experiential, and symbolic value on repurchase intention.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.358a</td>
<td>.128</td>
<td>.122</td>
<td>.31329</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanLBSV, MeanLBFV, MeanLBEV

**ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>60.055</td>
<td>3</td>
<td>20.565</td>
<td>.000a</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>41.125</td>
<td>419</td>
<td>.098</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>47.180</td>
<td>422</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanBSV, MeanLBFV, MeanLBEV

b. Dependent Variable: MeanREPI

According to the ANOVA table the result of analyzing multiple regression the sig is .000 and it is less than .05 (.000 < .05) which means that the null hypothesis number two is rejected and at least one of the independent variables is related to the dependent variable.
Based on the table above showing the coefficient of regression, the sig for functional, experiential, and symbolic dimensions are .020, .000 and .011 respectively which all three sigs are less than .05 meaning that there is a significant influence from these three independent variables on the dependent variable which is repurchase intention. Therefore, the result of this multiple regression analysis shows that luxury brand perception in terms of functional, experiential, and symbolic dimension has a significant influence on repurchase intention. The equation for this analysis is as follows:

\[ y = \beta_0 + 131 x_1 + 132 x_2 + 133 x_3 \]

\[ y = 3.031 + 0.094 x_1 + 0.147 x_2 + 0.072 x_3 \]

Where:

- \( y \) = repurchase intention
- \( \beta_0 \) = coefficient of regression
- \( x_1 \) = functional dimension
- \( x_2 \) = experiential dimension
- \( x_3 \) = symbolic dimension

Based on the equation show, as functional, experiential, and symbolic dimension increases by 1 unit, repurchase intention similarly increases by .094, .147, and .072 unit respectively.
Hypothesis 3

H3₀: Perceived quality and novelty lovers have no influence on luxury brands repurchase intention.

H₃ₐ: Perceived quality and novelty lovers have an influence on luxury brands repurchase intention.

Table 5.23 The result of analyzing the influence of novelty lover and perceived quality on repurchase intention

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.295a</td>
<td>.087</td>
<td>.083</td>
<td>.32026</td>
</tr>
</tbody>
</table>

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>2</td>
<td>2.051</td>
<td>19.992</td>
<td>.000a</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>420</td>
<td>.103</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>47.180</td>
<td>422</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the ANOVA table as a result of hypothesis three testing which was Multiple Regression, the sig shows .000 which is less than .05 (.00 < .05) meaning the null hypothesis three is rejected. Thus, at least one of the independent variables which are: novelty lovers and perceived quality has an influence on dependent variable which is repurchase intention.
Based on the result of analysis showing in the Regression Coefficient table above, the sig for both independent variables is .000 which is less than .05 (.00 < .05). Also, the coefficient for each independent variable is shown in the B column. It indicates that there is a significant influence from novelty lovers and perceived quality on repurchase intention. As a result, the equation of linear regression between variables are as follows:

\[ y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 \]

\[ y = 2.971 + 0.181x_1 + 0.150x_2 \]

Where:

- \( y \) = repurchase intention
- \( x_1 \) = novelty lovers
- \( x_2 \) = perceived quality
- \( \beta \) = coefficient of regression

According to the equation, as novelty and perceived quality increases by 1 unit, similarly, repurchase intention increases by .181 and .150 unit respectively.

**Hypothesis 4:**
H4a: Social value in terms of conspicuous value and status value has no influence on luxury brands repurchase intention.

H4b: Social value in terms of conspicuous value and status value has an influence on luxury brands repurchase intention.

Table 5.24 The result of analyzing the influence of social value in terms of status value and conspicuous value on repurchase intention

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.200a</td>
<td>.040</td>
<td>.035</td>
<td>.32839</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanSVCV, MeanSTV

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>2</td>
<td>944</td>
<td>8.754</td>
<td>.000a</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>420</td>
<td>1.108</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>422</td>
<td>1.180</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanSVCV, MeanSTV
b. Dependent Variable: MeanREPI

Based on the ANOVA table as a result of analyzing Multiple regression, the sig is presenting .000 which is less than .05 (.000 < .05). It indicates that one of the two independent variables in hypothesis four has a significant influence on the dependent variable. And therefore, the null hypothesis four is rejected. Independent variables are: conspicuous value and status value, and the dependent variable is: repurchase intention
Based on the result of multiple regression presented in the Regression Coefficient table above, the sign for status value is more than .05 (.120 > .05). Therefore, there is no influence from status value on repurchase intention. However, in the case of conspicuous value, it has a significant influence on repurchase intention because the sign shows .005 which is less than .05 (.005 < .05). Therefore, there is a significant influence from social value in terms of conspicuous value on repurchase intention. In addition, the table also presents the coefficient of regression for each independent variable. Therefore, the equation for the relation between repurchase intention and social value in terms of status value and conspicuous value is as follows:

\[ y = \beta_0 + \beta_1 x \]

Where:
- \( y \) = repurchase intention
- \( x \) = conspicuous value
- \( \beta \) = coefficient of regression

According to the equation, as conspicuous value increases by 1 unit, repurchase intention increases by .075 unit accordingly.
Hypothesis 5

H5.0: Personal value in terms of hedonism and materialism has no influence on luxury brands repurchase intention.

H5.a: Personal value in terms of hedonism and materialism has an influence on luxury brands repurchase intention.

Table 5.25 The result of analyzing the influence of personal value in terms of hedonism and materialism on repurchase intention

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.384a</td>
<td>.148</td>
<td>.144</td>
<td>.30944</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanPRVH, MeanPRVM

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>2</td>
<td>3.482</td>
<td>36.369</td>
<td>.000a</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>420</td>
<td>.096</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>47.180</td>
<td>422</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanPRVH, MeanPRVM

b. Dependent Variable: MeanREPI

Based on the ANOVA table as a result of analyzing Multiple regression, the sig is presenting .000 which is less than .05 (.000 < .05). It indicates that the null hypothesis is rejected and one of the two independent variables has a significant influence on the dependent variable. Independent variables are: hedonism value and materialism value, and the dependent variable is: repurchase intention.
Based on the result of multiple regression presented in the Regression Coefficient table above, the significance for materialism is .015 and it is less than .05 (.015 < .05). This means that materialism has an influence on repurchase intention. Moreover, in terms of hedonism, the significance is showing .000 which means that there is a significant influence of hedonism on repurchase intention. In addition, the table also presents the regression coefficient for each independent variable. Therefore, the equation showing the relation between repurchase intention and personal value in terms of hedonism and materialism is as follows:

\[ y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 \]

\[ y = 3.496 + 0.67x_1 + 0.154x_2 \]

Where:
- \( y \) = repurchase intention
- \( x_1 \) = materialism
- \( x_2 \) = hedonism

According to the equation, as materialism and hedonism increases by 1, repurchase intention similarly increases by .67 and .154 respectively.
<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Statistical treatment</th>
<th>Significant Value</th>
<th>Beta Coefficient values</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1o: Novelty lovers variable has no influence on perceived quality towards repurchase intention.</td>
<td>Simple linear regression</td>
<td>.004</td>
<td>.141</td>
<td>Rejected H1o</td>
</tr>
<tr>
<td>H2o: Luxury brand perception in terms of functional, experiential, and symbolic value has no influence on luxury brands repurchase intention.</td>
<td>Multiple regression</td>
<td>.020</td>
<td>.094</td>
<td>Rejected H2o</td>
</tr>
<tr>
<td></td>
<td>-Functional</td>
<td>.000</td>
<td>.147</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Experiential</td>
<td>.011</td>
<td>.072</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Symbolic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H3o: Perceive quality and novelty lovers have no influence on luxury brands repurchase intention.</td>
<td>Multiple regression</td>
<td>.00</td>
<td>.150</td>
<td>Rejected H3o</td>
</tr>
<tr>
<td></td>
<td>-Perceived quality</td>
<td>.00</td>
<td>.181</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Novelty lovers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H4&lt;sub&gt;0&lt;/sub&gt;: Social value in terms of conspicuous value and status value has no influence on luxury brands repurchase intention.</td>
<td>Multiple regression</td>
<td></td>
<td>Rejected H4&lt;sub&gt;0&lt;/sub&gt;</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>-Conspicuous</td>
<td>.005</td>
<td>.075</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Status</td>
<td>.120</td>
<td>.034</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H5&lt;sub&gt;0&lt;/sub&gt;: Personal value in terms of hedonism and materialism has no influence on luxury brands repurchase intention.</th>
<th>Multiple regression</th>
<th></th>
<th>Rejected H5&lt;sub&gt;0&lt;/sub&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Hedonism</td>
<td>.000</td>
<td>.154</td>
<td></td>
</tr>
<tr>
<td>-Materialism</td>
<td>.015</td>
<td>.067</td>
<td></td>
</tr>
</tbody>
</table>
Chapter 6
Summary, Conclusion, and Recommendations

This chapter is aimed at focusing on the summary of study's findings, then its conclusion and appropriate recommendations based on the analysis which have been done by the statistic software in chapter five. In the first section of this chapter, the researcher summaries demographic analysis of respondents including elements such as gender, age, monthly revenue, level of education, marital status, the number of purchasing luxury brands products per year, the most favorite luxury brand product, and the yearly amount spent on luxury brands products. The next section of this chapter contains implications and discussions leading to the conclusion of this study. And finally in the last part, the researcher recommends some recommendations to the luxury brand products producers according to the results of this study.

6.1 Summary of research findings
This part consists of the summary of the study findings. The findings will beginning to present from the summary of demographic analysis of participants followed by the results of descriptive analysis of both dependent and independent variables. The purpose of presenting the outcomes of these analysis is to examine the factor influencing luxury brands repurchase intention of Iranian customers in luxury shopping malls of Tehran.

6.1.1 Summary of demographic analysis of the population
In the first part of this section, the summary of demographic analysis will be summarized based on the highest frequency and percentage. The all results which presenting in following tables have been obtained from 423 respondents who were found in three top shopping malls in Tehran, Iran where the most luxuries products are found.
Table 6.1 Summary of the highest percentage and frequency of demographic analysis

<table>
<thead>
<tr>
<th>Demographic elements</th>
<th>Characteristics</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>270</td>
<td>63.8</td>
</tr>
<tr>
<td>Age</td>
<td>20 to 30</td>
<td>234</td>
<td>55.3</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>260</td>
<td>61.5</td>
</tr>
<tr>
<td>Education</td>
<td>Bachelor</td>
<td>220</td>
<td>52.0</td>
</tr>
<tr>
<td>Income</td>
<td>2,000,000 to 2,500,000 Toman</td>
<td>136</td>
<td>32.2</td>
</tr>
<tr>
<td>The amount spent on purchasing luxury brands</td>
<td>1,100,000 to 1,600,000 Toman</td>
<td>146</td>
<td>34.5</td>
</tr>
<tr>
<td>The most favorite luxury product</td>
<td>Handbag</td>
<td>140</td>
<td>33.1</td>
</tr>
<tr>
<td>Number of times purchasing</td>
<td>Under 3 times</td>
<td>170</td>
<td>40.2</td>
</tr>
</tbody>
</table>

Table 6.1 shows the demographic elements and the highest percentage and frequency for each. As shown in the table, females make up the majority of participants in this study 270 people and 63.8 percent who are between 20 to 30 years old (234 respondents, 55.3 percent) and have the monthly revenue between 2,000,000 to 2,500,000 Toman (136 respondents, 32.2 percent). They spent between 1,100,000 to 1,600,000 on purchasing luxury brand products per year (146 respondents, 34.5 percent) and their most favorite product is handbag (140 respondents, 33.1 percent). In addition, the majority of the people involved in this study often purchase less than three times per year (170 respondents, 40.2 percent).
6.1.2 Summary of hypotheses testing

Testing the hypotheses of this research was done by using Simple linear regression and Multiple linear regression in order to examine influential factors to luxury brand repurchase intention including luxury brand perception in terms of functional, experiential, and symbolic dimensions, perceived quality and novelty lovers, personal value in terms of hedonism and materialism, social value in terms of status, and conspicuous value. The results of the hypotheses testing revealed that all five null hypotheses are rejected. The rejection of null hypotheses were found based on the fact that the significance of their value levels were less than 0.05. Findings of this study are as follows:

**Hypothesis 1:** Novelty lover has a significant influence on perceived quality towards repurchase intention.

**Hypothesis 2:** Luxury brand perception in terms of functional, experiential, and symbolic dimension has a significant influence on repurchase intention.

**Hypothesis 3:** Novelty lovers and perceived quality have a significant influence on repurchase intention.

**Hypothesis 4:** Social value in terms of conspicuous value has a significant influence on repurchase intention.

**Hypothesis 5:** Personal value in terms of hedonism and materialism has a significant influence on repurchase intention.

6.2 Discussion and Implications

This part contains the demographic discussion of participants and factors including luxury brand perception in terms of functional, experiential, and symbolic dimension and also, novelty lovers, perceived quality, social value in terms of conspicuous and status value as well as personal value in terms of hedonism and materialism which influence repurchase intention of luxury brand products in Tehran, Iran.
Discussion of demographic factors of participants

The research in this study found that the number of female luxury brand products is greater than the number of male, which is along with the study conducted by Esmaeilpour (2015) about the role of functional and symbolic brand associations on brand loyalty: A study on luxury brands in Iran. And also their most favorite branded product is handbag. The majority of the respondents in this study have bachelor degree. It indicates the fact that those who have bachelor degree and are in the ranges of between 20 to 30 years old, pay more attention to the luxury brand products and have the intention to repurchase them again. Moreover, the results show that the majority of the participants are single. It corresponds to the fact that those Iranian people who are single are more interested in repurchasing luxury brand products and they choose to buy such a kind of product at least one or two times per year.

Discussion of hypothesis

Concerning the results obtaining from the analysis of hypothesis one, in this study it appeared that there is a significant influence of novelty lovers on perceived quality towards repurchase intention of luxury brand products. This result is consistent with the finding by Yaslioglu et al. (2013) who found that innovation and novelty affects perceived quality. Fernandez and Gomez (2005) also reported that novelty is related to perceived quality by giving an example regarding some retailers that try to increase innovation and novelty in their products or services aimed at enhancing their perceived quality to the customers. Levy and Guterman (2012) also reported that novelty seeker customers who are interested in new products would evaluate the quality of a product according to the degree of its novelty or innovativeness. This means that Iranian customers expect to perceive quality in the products on the basis of being of a new edition. According to the analysis results, it appeared that despite the fact that there is a significant influence of novelty a product on its perceived quality but the level of this influence is low based on its ($R^2$). It means that Iranian customers while shopping luxury products do not consider any new designs and models of products as the sign of being of a higher quality. They tend to judge the quality of a product based on other criteria as
well not solely based on its new design or model. This kind of the perception was observed in the purchasing behavior of Iranian customers as well which is reflected in the result of hypothesis three.

Regarding functional dimension of luxury brand perception which is in hypothesis two, the researcher in this study found that there is significant influence of functional value on repurchase intention. This finding is supported by Hung et al. (2011) who studied about the Antecedents of luxury brand purchase intention and they found that functional value has an influence on purchase intention and had a positive relation with repurchase intention. Moreover, Vigneron and Johnson (1999) mentioned that luxury products consumers purchase these kinds of products because they are interested in the sense of derived pleasure of using luxury products based on their expected quality and performances and consider less the prices. Referring to the definition of functional value: functional value speaks for the perceived usefulness of an item which comes from its innate capacity and ability to fulfil its intended objectives (Berthon et al., 2009; Smith and Golgate, 2007), the researcher in this study found that Iranian luxury brands buyers perceive functional value through the production procedure which presents a careful way of producing them as the usefulness of luxury products. Moreover, Ervynck et al. (2003) stated that functional value perceived through the usage of a product is interpreted as the quality of it. As a result, Iranian luxury brands customers would consider the carefully made products with the best quality as the intended innate capacity of luxury brand products which is supposed to be obtained through the process of consumption. This quality might refer to color, size, and raw material used in such products.

Based on the findings through the analysis of hypothesis two, in this study the researcher found that experiential dimension of luxury brand perception has a significant influence on repurchase intention. Based on the definition of experiential value which is what the consumers can get from the experience of consuming luxury brand products such as beautiful pleasure, mental joy from imagery factors of their uniqueness, rareness, and attractiveness (Berthon et al., 2009; Holbrook and Hirschman, 1982), Iranian luxury products consumers care about the kind of attractiveness and uniqueness that they can get though the usage of such products. Dimitrius and Mazzarella (2001) described beauty and
attractiveness as the accepted norm in society in which both men and women consider it as a factor providing fortune and success in their life. This particular finding in this study is supported by Berry (1994) who stated the essence of consumption is the experience of some feelings such as self-indulgance, personal rewards, ownership, and satisfaction that can be provided by luxury goods. And also, it is supported by Rouex and Floch (1996) who have identified repeatedly the sense of gratification, excitement, and beauty which make up functional value perceived through the consumption of luxury brand products. Furthermore, this finding is also supported by Jones and Suh (2000) who found the experience of purchasing with satisfaction coming from enjoyable feelings of consumption of a specific product has a key role in forming future repurchasing behaviors. In other words, it can be interpreted that the luxury products Iranian customers repurchase with the intention of experiencing mental joy and beautiful pleasure which are derived from the consumption of luxury products.

Regarding the analysis of symbolic value in hypothesis two, the researcher also found that there is significant influence of symbolic value perception on repurchase intention of Iranian customer of luxury brand products. This part of the analysis result is also supported by Doss and Robinson (2013) suggested that consumers purchase luxury brand goods not only on the basis of their usefulness but also because of self-expressive, social, and symbolic value. Otnes et al. (1993) emphasized that community, social class and other structures have a systematic influence on consumption and therefore consumers conceive that they enact social roles Moreover, Sirgy (1982) believed the willingness of the individuals to purchase luxury brand products is often on the basis of the fact that consumption of these kinds of products indicates their wealth and is a symbol of belonging to a group's membership aiming at conforming to a wealthy lifestyle. Based on the definition of symbolic value which is the advantage of being highly approved through the perception of luxury brand products which displays wealth, expensiveness, and conspicuousness (Berthon et al. 2009; Keller, 1993), Iranian luxury brand buyers consider consumption of these products specifically for the rich. It means that Iranian luxury brands buyers would like to express that their products consumption is conspicuous, expensive which in turn can enable them to feel being as a part of a particular category in society.
Regarding the analysis of perceived quality and repurchase intention which is in hypothesis three, the findings revealed that there is significant influence of perceived quality on repurchase intention. As the finding in this particular part of study shows, Iranian luxury brand customers purchase such luxury brand product because they perceive quality through such products consumption. Based on the finding in this analysis and also the question related to this variable in the questionnaire, Iranian luxury brand customers believe that they can find durability, reliability, perfection, good fabric used, and overall quality in such products. Iranian luxury brand products buyers believe they can meet their quality needs in luxury brand. These needs can be durability of a product in terms of color, size, perfection of the producing process and so forth. This finding is also supported by Tsiotsou (2006) who proved that purchase intention and perceived quality had a direct and positive correlation therefore he suggested using perceived quality as an indicator to predict purchase intention, Jacoby and Olson (1985) who studied cue utilization in the quality perception process, and Chaudhuri (2002) who proved that those customers who perceive a higher level of quality, have a stronger purchase intention. Based on the finding in this part, it is important for luxury brand customers to find quality in such products as it is one of the influential factors leading to repurchasing.

Based on the result found from the analysis of novelty lovers in hypothesis three, the researcher found that novelty lover has a significant influence on repurchase intention of Iranian luxury brand customers. According to the definition of novelty lovers, novelty lovers is the innovative trend that can be defined as the predisposition not to remain with the previous choice and being willing to buy different and new products (Steenkamp et al., 1999) it appears that Iranian luxury brands customers prefer to keep themselves up-to-dated to the newest models of products. They believe to find innovativeness and new designs in the luxury brands. Due to the fact that there is a close competition between luxury brand companies in terms of differentiation and innovativeness and they are the ones who lead the trend and fashion in the world, Iranian customers rely on these kinds of branded products with the intention of fulfilling their novel and innovative interest through possessing them. This finding is supported by Gleim et al. (2015) who studied An Examination of Consumer Perceptions of Innovation and found that innovation has a
significant influence on purchase intention. Also, Zhou et al. (2005) who found that customer-oriented companies try to offer newly designed products, which reflect novelty and innovation in products, in order to increase the number of their customers.

The results regarding the analysis of conspicuous value in hypothesis four showed that there is significant influence of conspicuous value on repurchase intention. This finding in this study is also already proved and supported by Phau and Prendergast (2000) who found that the popularity of the brand, which here can be interpreted as its conspicuousness, yields preferences that in turn would generate purchase intention. Furthermore, Johnson and Vigneron (1999) stated consumption of luxury products has an important perceived value in terms of conspicuousness, meaning that the trait of having conspicuous value found in luxury products, is the one that influences purchase intention. According to the definition defined by (Sheth et al., 1991; Mason, 1993), conspicuous value is a perception of attracting others attention through the usage of prestigious products or displaying wealth. Looking at the descriptive analysis of conspicuous value questions in chapter five, it appeared that the highest mean is for the question "Using luxury brand products attract others attention". It means that it is very important for Iranian luxury brand customers to attract others attention by using prestigious and luxurious products. Iranian luxury brands customers believe that those who use these kinds of products, recognize others products brands and try to attract more attention through possession of higher ranked brands. In other words, there is an invisible completion to gain higher conspicuousness in such a fashion-conscious community in Iran.

The results of analysis regarding status value in hypothesis four showed that there is no influence of status value on repurchases intention in this study. This finding is not consistent with the results of other studies. Based on the definition of status value, it is the kind of value which is connected with the purchaser’s desire to get esteem, and acceptance from society, and also to increase their social status through the consumption of highly prestigious products (Sheth et al. 1991; 0’ Cass and McEwen, 2004), Iranian luxury brand users claim not to seek social status or the self-esteem through the usage of such prestigious products.
The result of analysis concerning hedonism from hypothesis five revealed that there is significant influence of hedonism on repurchase intention in this study. This finding is also similar to the result of study conducted by Shukla (2012) who found that the intention of purchasing luxury goods is influenced by hedonism value in the Western developed markets. Moreover, Olsen et al. (2012) concluded that the intention of purchasing organic wine is influenced by its hedonism value which leads to a hedonistic life style. It appeared in this study that Iranian luxury brands buyers enjoy shopping such products and it can boost their moods. Pine (2009) stated that women would regulate and manage their emotion by shopping. Shopping provides shoppers with such a situation in which they can feel a sense of accessibility of their specific needs to be fulfilled. Customers while shopping can experience a sense of new accomplishment and can overcome their annoying problems' thoughts. Excitement of shopping includes searching, comparing the same products but in different brands, and trying new products that a customer is interested in. Pooler (2003) believed that when people are shopping it means they are fulfilling a higher level of human needs therefore, the higher level of satisfaction and enjoyment is experienced.

As the result of hypothesis five analyzing materialism, it appeared that there is a significant influence of materialism on repurchase intention of luxury brand products in this study. This finding in this study is along with the findings of other studies. Teik et al. (2013) who studied about purchase intention and materialistic and ethical values as influential variables found that materialistic value and ethical value were significantly related to purchase intention. Darian (1998) also reported that materialistic parents have a kind of personal trait and motivation to spend more money on buying luxury goods for their children. Shukla (2012) demonstrated that materialism value is an influential factor and more significantly important in Western developed markets compared to emerging markets. Based on the definition, materialism value is a kind of a particular attention or interest that a person has towards owning more worldly precious goods or properties in his or her life (Hirschman and Holbrook, 1982; Belk, 1985) and in this study it appeared that Iranian customers are materialistic towards purchasing luxury brands. They feel happier while purchasing such precious products and it is important to these luxury
buyers to possess such luxury brand products. They would also like to can afford buying all needed products in luxury brands.

6.3 Conclusions

This study aimed to investigate important factors influencing repurchase intention of Iranian customers towards luxury brand products in Tehran, Iran. The factors under this study include luxury brand perception in terms of functional, experiential, and symbolic dimension, also perceived quality, novelty lovers, social value in terms of conspicuous value and status value, personal value in terms of hedonism and materialism. The purpose of this research was to clarify influential factors affecting repurchasing intention of luxury brand products among Iranian customers. The researcher conducted this study under five hypotheses and applied data collection using Likert Scale method concerning hypotheses along with Alternative Scale regarding personal information questions. 450 questionnaires were distributed in September in the three top luxurious shopping malls in Tehran, Iran and 423 valid questionnaires were obtained. The respondents under this study were those who have the experience of purchasing luxury brands.

In this study 423 valid samples were analyzed with the help of a statistical software. Most of the respondents were female (63.8%) and the majority of the respondents in this study were in the age ranges of 20 – 30 years old (55.3%), single (61.5%), having bachelor degree (52.0%), and with the income in the ranges of 2,000,001 – 2,500,000 Toman. Their most favorite luxury product was handbag (33.1%) and also (40.20%) purchase them at least three times per year.

According to the result of hypotheses analysis, which was done with using simple linear regression and multiple linear regression, all five null hypotheses were rejected. In the case of hypothesis one the findings showed that perceived quality is influenced by novelty lovers. In addition, novelty lovers and perceived quality in hypothesis three appeared to have a strong influence on repurchase intention. Regarding hypothesis two, it appeared that luxury brand in terms of functional, experiential, and symbolic dimensions has a significant influence on repurchase intention. Social value only in terms
of conspicuous value in hypothesis four showed to be influential to repurchase intention. Lastly, in the hypothesis number five testing the result showed that there is a significant influence of personal value in terms on hedonism and materialism on repurchase intention.

6.4 Recommendations

The findings as a result of this study would help beneficially the businesses of luxury products in Iran to find what the influential factor to purchasing or repurchasing intention of such product are. This also can help them to pay attention and the keep those powerful aspects of their business regarding their luxury products popular and try to apply to proper strategy to improve their businesses.

The results of this study showed that most of the people with the intention of purchasing luxury brand products in Iran shopping malls were between 20 – 40 years old. This age group of people are more interested in luxury brand products compared to others. Therefore, they expect to find the products which match with their preferences. This range of ages is concerned with those who are either university students or office workers. Thus, concerned companies and businesses as a result need to focus more on these categories preferences regarding products which include enabling to consume such products not only in celebrating and gathering occurrences but also at their work places.

As this study reveals in the analysis of hypothesis number one and three, the Iranian luxury brand buyers are novelty and innovativeness lovers. They are eager to keep up-to-dated about new products as well as new technology information. Luxury brand customers in Iran respond very positively to new design and new models of products and would like to try them. In addition, based on comparing Iranian luxury customers’ eagerness to innovativeness and quality to their cultural and the country's geographical condition from one hand, and considering their interest specifically in products such as handbags, shoes, and perfume, on the other hand, the following recommendations are available to concerned businesses:

Iran is a four season's country in which people are used to enjoying walking in shopping malls and commercial streets areas as well as in the local parks as recreational
areas during four seasons. As a result, these products need to enable these luxury consumers to use them in a long time walking and commuting to different locations comfortably in each season. This can be in terms of having a proper weight and size which suits the walking lover consumers better, or having a multi-purpose application through the innovativeness in design and format according to different weather conditions of the country. As an example, luxury brands shoes consumers would like to use such a product in the winter protecting them from the rain and coldness as well as in the summer, equipped to be well- ventilated. Therefore, their desirable luxury shoes needs to meet their consumption's needs in the winter besides the summer.

Quality is a distinguishing factor that Iranian luxury products users seek to perceive while consuming such products compared to non-luxury products. And in most of the cases, these users interpret quality as durability. Iranian luxury products users expect that handbags and shoes under a luxury brand to be not only comfortable to use everywhere but also durable. They expect luxury brands perfumes not only to be of a new fragrance but also to linger in their clothes and bodies for a long time.

As the result of analyzing hypothesis number two and four, there are some recommendations to the concerned businesses:

Luxury brands buyers in Iran believe in differentiation which is perceived through the functionality of luxury brand from non-luxury brand products. They would expect to receive superiority through a product which is rare, carefully made, and precious under a luxury brand. According to the Iranian culture and lifestyle concerning commuting of people, the users of luxury products expect to obtain enough usefulness to meet their consumption's intended needs in addition to other aspects such as attractiveness. In particular, female luxury brand users in Iran, Tehran like their handbags to be spacious enough inside thus accommodating their daily needed belongings while the whole handbag size is easily and comfortably match the user's body to carry. Therefore, it is crucial to the luxury brand companies or business to come to understand the importance of differentiation and superiority of luxury products, which can be interpreted as the sufficient usability, compared to non-luxury products.
Furthermore, luxury brands customers care about beauty and attraction in such products. They pay attention to their appearance highly and would like to look attractive and beautiful through the usage of luxury products not specifically in the celebrating parties but also in their daily life usage. Based on the country culture and the market demands, the simplicity of the model of products in a classical style is desired more. This finding in this study highlights the importance of beauty and attractiveness of luxury brand products in a simple way, and easily usable in every situation such as work places and formal meetings to the concerned companies and businesses. Luxury brand products designers need to find a way to create stunning attractiveness which consumers can obtain through consumption of these kinds of products in order to capture more markets in this terms. The luxury brands users expect to look conspicuous trough the consumption of such a products. They like to show their consumption of popular brands which can be displayed through an easily visible brand name or style.

As the analysis of hypothesis five reveals, people who are luxury brands buyers like search and find their desirable products while go on shopping as it can provide a way in which they are able to release their tension, forget their problems, and boost their mood. This stage of stepping in a shopping mall with the intention of purchasing would provide this kind of customers with a sense of excitement and hunting a precious item which they believe it is their desirable luxury brand item. Therefore, the businesses and marketers need to pay special attention to the environment of such canters leading to enabling them to impact the customers while shopping and enhance their satisfaction. Beauty of the environment's design of a center, diversity of products, and the concentration of variety of brands in the same shopping mall can be considered in this matter.
6.5 Further studies

There are some suggestions for the researchers who might like to proceed further studies in this field in order to enhance the level of information regarding luxury brands market.

The variables applied in this study were about different affective aspects that all were proved to be influential to purchasing or repurchasing luxury brand products. However, there is a room for future study to investigate the possible effect or influence revenue on this issue. Purchasing power is considered to be crucial to purchase intention and this financial states of residents is subject to change according to the economic situation of a country. Therefore, it can be a considerable issue to investigate whether those who have a higher income necessarily are luxury brand products buyers.

Collecting the data from the target population is also very important to the result of a study. In this researcher people who were found in shopping malls were questioned. However, it might be argued that there are many others who purchase their desirable luxury products while travelling abroad.

And finally, the word of mouth in terms of a brand’s fame can also be an interesting factor to be studied. Some people purchase a specific product in a specific brand simply for the reason that others do or they might observe it as a trend. Future study can be involved with the issue to investigate if luxury brand customers purchase a specific brand kind mostly based on its fame and high status regardless of the functionality or not.
References


Online Sources


Orion-Me. (2016, June). *Middle East*. [https://www.google.co.th/maps/place/Middle+East/@30.6258106,39.0685534,4z/data=!4m5!3m4!1s0x157ec4658106,39.0685534,4z/data=!4m5!3m4!1s0x157ec4658142fib7:0xa5b8320215ea72c!8m2!3429.2985278!4d42.5509603](https://www.google.co.th/maps/place/Middle+East/@30.6258106,39.0685534,4z/data=!4m5!3m4!1s0x157ec4658106,39.0685534,4z/data=!4m5!3m4!1s0x157ec4658142fib7:0xa5b8320215ea72c!8m2!3429.2985278!4d42.5509603).


APPENDIX A
QUESTIONNAIRE (English version)

Dear Sir / Madam,

This research is being done as a part of my study's requirements in order to complete my study in Master degree of Business, concentration of Marketing at Assumption university of Thailand. The purpose of this study and research is to examine the influences and relations of some elements or variables which might cause Iranian people buy well-known and famous brands that they would consider as the luxury products. This questionnaire acts as a tool to collect data and use the information given by you to conduct this research and also to help further studies later on. Moreover, the researcher would assure you that your answers in this study are only used in the academic fields and not for any other purposes.

Part 1: Purchasing Experience

Do you have the experience of purchasing and using any kinds of products under the brand names listed below?

- Louis Vuitton
- Hermes
- Gucci
- Chanel
- Rolex
- Cartier
- Prada
- Burberry
- Michael Kors
- Tiffany

☐ Yes  ☐ No

(If "No", please return the questions back and if "Yes" please continue)
1 = strongly disagree
2 = disagree  
3 = neither agree nor disagree / neutral  
4 = agree  
5 = strongly agree

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<td>3. Luxury brand products are sophisticated</td>
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<td>4. Luxury brand products are superior</td>
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<td>Experiential dimension</td>
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<td>5. Luxury brand products are precious</td>
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<td>6. Luxury brand products are rare</td>
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<td>7. Luxury brand products in clothing are attractive, and using them makes me look attractive.</td>
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<td>8. Luxury brand products in clothing are stunning, and using them makes me look stunning.</td>
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<td>9. Luxury brand products are unique</td>
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-Symbolic dimension
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<td>10.</td>
<td>Luxury brand products are conspicuous</td>
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<td>11.</td>
<td>Luxury brand products are expensive</td>
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<tr>
<td>12.</td>
<td>Luxury brand products are for the wealthy</td>
</tr>
<tr>
<td><strong>Perceived quality</strong></td>
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</tr>
<tr>
<td>13.</td>
<td>The products having luxury brands are of good quality</td>
</tr>
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<td>14.</td>
<td>The fabric used in these branded products is good</td>
</tr>
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<td>15.</td>
<td>It's design quality is good</td>
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<tr>
<td>16.</td>
<td>These products are flawless</td>
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<td>17.</td>
<td>These products are durable</td>
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<tr>
<td>18.</td>
<td>These products are reliable</td>
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<tr>
<td><strong>Novelty lovers</strong></td>
<td></td>
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<tr>
<td>19.</td>
<td>I always look for newly designed luxury brand products for myself</td>
</tr>
<tr>
<td>20.</td>
<td>I like to buy new arrival luxury brand products for myself</td>
</tr>
<tr>
<td>21.</td>
<td>When I see a new model of brand products, I buy it in order to try it</td>
</tr>
<tr>
<td>22.</td>
<td>I like to try new model of products of prestigious brand</td>
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<tr>
<td>23.</td>
<td>I try to keep myself informed about technological innovations and new products</td>
</tr>
<tr>
<td><strong>Social value</strong></td>
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<tr>
<td></td>
<td>- <strong>Conspicuous value</strong></td>
</tr>
<tr>
<td>24.</td>
<td>Luxury brand products indicate a symbol of achievement</td>
</tr>
</tbody>
</table>
25. Using luxury brand products indicates a symbol of wealth.

26. Using luxury brand products indicates a symbol of prestige.

27. Using luxury brand products attract other's attentions.

- Status value

28. I buy luxury brand products because they have status and prestige.

29. Luxury brand products are important to me because they make me feel more acceptable in my work circle.

30. I purchase luxury brand products to gain and increase social status.

- Personal value

- Hedonism

31. While shopping for branded products, I feel the excitement of the hunt.

32. While shopping for luxury products, I am able to forget my problems.

33. When I am in a bad mood, shopping for luxury brand products change my mood.

- Materialism

34. Purchasing luxury brand products increases my happiness.

35. It is important to me to own really nice luxury brand products.

36. Sometimes I really wish I could afford to buy all kinds of luxury brand products that I like to have.

Repurchase intention
37. I have strongly possibility to repurchase luxury brand products.

38. I'm likely to rebuy luxury brand products.

39. I have high intention to repurchase luxury brand products.

40. In the near future, I would like to consider repurchasing these kinds of brands products.

### Part 3

**General information**

1. **Age**
   - Below 19
   - 20-30
   - 31-40
   - 41-50
   - Above 51

2. **Gender**
   - Male
   - Female

3. **Monthly Income**
   - Under 1,500,000 Toman
   - 1,500,001 - 2,000,000 Toman
   - 2,000,001 - 2,500,000 Toman
   - 2,500,001 - 3,000,000 Toman
   - Over 3,000,001 Toman

4. **Your Latest Level of Education**
   - Below Bachelor degree
   - Bachelor degree
   - Master degree
   - Doctoral degree

5. **Marital Status**
   - Single
   - Married
   - Divorced
   - Widowed
6. How much do you often spend on luxury brand products annually

- Under 600,000 Toman
- 600,000 – 1,000,000 Toman
- 1,000,000 – 1,600,000
- above 1,700,000

7. What kinds of product do you often buy in luxury brands?

- Handbags
- Shoes
- Perfume
- Others:

8. How many times do you buy such branded products annually?

- Under 3 times
- Between 4 – 7 times
- Between 8 – 10
- More than 11 times

Thank you so much for spending time to answer the questionnaires!
APPENDIX B

QUESTIONNAIRE (Persian version)

آقای با چی از از 1,1

با آماده کردن که من یاد کردم

لیست کلخانه لوکس، لی درج

نحوه: من نویسنده خواش یکتای کرد.

در اطلاعات زیر فقط

جای از استفاده

Live.sky.hamid@gmail.com

آدرس

• Louis Vuitton
• Hermes
• Gucci
• Chanel
• Rolex
• Cartier
• Prada
• Burberry
• Michael Kors
• Tiffany
الطفا برگه 1، به فرمانده و "4" 61 U به الاته

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<td>3. این کالاها مطلوبانه به‌استاد</td>
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<td>4. این کالاها ممتاز برتر هستند</td>
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- از مشهورترین 

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در کارزار اجتماعی

1- استفاده از کالاها با برندهای لوکس نماد ادم حیات باوقار و موفقیت آمیز اند.
2- استفاده از کالاها برندهای لوکس نشان از اعتبار و پرستاری محصولات دارد.
3- امکان از کالاها برندهای لوکس و یا لوکس مورد نظر (BLA) تهیه کنند.

وزر حیات‌پرور

4- سپاس و پر رز سازی ننم، که پژوهشگاه اردکانی
5- استفاده کالا برندهای لوکس برای جایگزینی بسیاری از افراد که در محیط کار یک ترومین رندهای لوکس می‌شود.
6- این کالاها برای مصرف کنندگان رندهای لوکس می‌باشند.

خوره به دلیل اینکه به عنوان جایگزین حیات‌پرور اجتماعی از Le شود.
الأشخاص

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<td>روضة خوبي تا. تان ب. ز. بندل. وكس</td>
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ملاحظات:
- في عام 34- خرب جهادية لوكس شادي من ر.و. راك. هن.
- في عام 35- إن ر.ا. م. مهم است كر. كا. بندل. لوكس أ. ك. مح.
- في عام 36- م. ر.ا. ر. من ك.ك. بندل. لوكس ت. ت. مح. مح.

توجهات موردننا:
- في عام 37-1234 ر.ا. بندل. لوكس علاله و huyện.

نطاق و حدود الدور:
- في عام 38- من احتما. د. د ن. ك. بندل. لوكس ن. بندل. لوكس موردن.
اطلاعات شخصی فردی

1- سن شما ؛ بین 30-40 تا 41-50

2- 50 سال، الی...

3- درآمد ماهانه شما

- بر 000/000/000/000/000 تومان
- بر 200/000/000 تومان
- بر 500/000/000 تومان
- بالای 000/000 تومان
- بالای 800/000 تومان
- بالای 3/000 تومان

4- تحصیل شما

- کمتر از لیسانس
- لیسانس
- فوق لیسانس
- دکترا