

Abstract

During 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 field. Therefore, it appears necessary for the businesses in this field to study the intention of concerned consumers in order to obtain sale 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.