

Effect of Luxury Attitude on Purchase Intention among the Consumers of Chennai

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Abstract:

Background: The present study is done to investigate the relationship between the attitude of the luxury product with the purchase intention of the consumers. The study is done among the consumers of luxury products in Chennai. The sample population is selected with the help of convenience sampling and the sample size is 100. The data needed for the study is gathered with the help of a questionnaire and analysis is carried out using regression. The findings of the study show that the luxury products' purchasers were highly influenced by the luxury attitude.

Materials and Methods: Pubuddi Shamila (2018) had examined the impact of the nation of origin on the brand equity. It was an empirical research on the products of luxury brands of fashion. The study was done among the products of Italy. Reza Salehzadeh & Javad Khazaei Pool (2017) had studied the perceived value, purchase intention and brand attitude regarding the global brands of luxury products. Santi Budiman (2012) had analysed the attitudes of consumers towards purchase intention of the counterfeiting bag products in Indonesia.

Results: The above table revealed a positive coefficient, which means that among all the statements, were influence on the purchase intention of luxury product purchasers in Chennai. There was a positive relation found between luxury attitude and purchase intention. R value of this study was 0.595 and significant value of the study was 0.00. Findings show that the luxury products' purchasers were highly influenced by the luxury attitude.

Conclusion: As the level of wealth and income of the individuals have increased, the consumption of luxury products has also increased globally. The attitude of a person regarding luxury determines and influences the purchase intention of consumers towards the luxury products. Findings show that the luxury products' purchasers were highly influenced by the luxury attitude.

Keyword: luxury attitude, purchase intention

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I. Introduction

The traditional production and marketing of rare pieces of clothes were done only for powerful and rich persons. This type of production and marketing took its evolution several years ago. But after the period of industrial revolution, the consumption pattern of luxury products saw a change. The individuals made the purchase from the factories and not from craftsmen (Quickenden & Kover, 2007; Balathandayutham, 2018ab). At present, the products of luxurious nature are available to most of the groups of individuals and also, they are bought by many at the global market (Balathandayutham, P. (2020ab).

The term luxury has got several meanings. Many scholars had defined the concept in different ways. Some of them had said it as a term related with beauty and some had related it with the term high price (Grossman & Shapiro, 1988; Balathandayutham, and Anandanatarajan, 2020; Balathandayutham, 2021). In general, the concept of luxury is related with high price, beauty, exclusivity and rarity. When the term exclusivity and rarity are considered, Berry (1994) had presented the argument that image of a luxury product is a trickery term which is used by the producers to improve the consumption of their products. The author had also reported that, for a product to be luxurious, rarity and price alone are not enough. Additionally, this author had also stated that, the products of luxurious nature comes under any one of the categories given below:

- Sustenance (food or drinks),
- Shelter (home or hotel),
- Clothing (apparel and accessories) and
- Leisure (entertainment and sporting goods).

The term attitude is very complex to describe about. It comprises of the feelings, beliefs, actions and perceptions of an individual. It also can be used to explore the behavior of a person as the attitude of a person affects the

person's intention directly through his/her behavior (Ajzen & Fishbein, 1980). According to Solomon (2011), the term attitude is referred to as the everlasting evaluation of the issues, objects and persons. Attitude had been defined as the prominent belief regarding a behavior and also the assessment of such beliefs. This form of evaluation lasts for a long period of time (Shim, Morris, & Morgan, 1989). The optimistic attitudes of the consumers regarding the products of luxury brands are influenced by the psychological and social experiences with the luxuries which paves the way to positive behaviors and as result positive intentions to purchase.

The term purchase intention is the individual's willingness to purchase a thing or a product. It is the point where the purchase behavior and the attitude of a person connects with each other (Sangyoung & Sungyoung, 1999). Purchase behavior is predicted more effectively by the purchase intention as the consumers get more experience from purchase intention when compared with attitude (Koh, 2013). As per the model of attitude regarding purchasing, the final step is the purchase intention. This evaluates the attitude of a person regarding the buying process rather than the attitude regarding the product (Solomon, 2011). The attitude of a person regarding the luxury concept is an important fact to be considered for determining the intention of the consumers regarding luxury brands.

II. Materials and Methods

Review of Literature

Pubuddi Shamila (2018) had examined the impact of the nation of origin on the brand equity. It was an empirical research on the products of luxury brands of fashion. The study was done among the products of Italy. The term fashion refers to the concept which is regarded as to be going beyond the normal buying behaviour. Fashion has become a concept of attraction. The individuals of all classes are making efforts to take up and follow the changing and new trends of fashion products. Fashion is dependent on the people's choice of purchasing whether to buy cool, decent or funky products. When the concept of commercialization is considered, fashion depends on the attitude of consumers as the individuals try to express their own personality through the purchase and usage of branded fashionable products. The sample size of the study was 254. As per the findings of the correlation, it is described that there is a correlation amidst social comparison, brand consciousness, fashion involvement, online purchase intention and fashion innovativeness. The outcomes of the regression show that fashion innovativeness and social comparison seem to have an optimistic effect on the online purchase intention.

Reza Salehzadeh & Javad Khazaei Pool (2017) had studied the perceived value, purchase intention and brand attitude regarding the global brands of luxury products. The main aim of this study was to investigate the way in which the perceived value and brand attitude influence the purchase intention regarding the global brands of luxury. The authors had hypothesised and also tested the relation amidst perceived value, brand attitude and the purchase intention by reviewing the literatures related with consumer behaviour. For testing the relation among the variables of the research, a structural equation model test with likelihood estimation was made. The findings of the structural model show that the perceived value along with its 3 dimensions of social, functional and personal values are positively affected by the brand attitude. Additionally, it was also explored that the perceived values were the direct antecedents of the consumer's purchase intention. The authors had framed an integrated model regarding perceived value, brand attitude and purchase intention and had also tested the same among the luxury markets of Iran.

Santi Budiman (2012) had analysed the attitudes of consumers towards purchase intention of the counterfeiting bag products in Indonesia. The fashion handbags are referred to the products which hold the 3rd position among the eleven types of products which are frequently stolen. As per the United States Customs and Border Protection and European Commission (2006), in Asia, the 8th largest nation which is referred for its product piracy to the highest. This research evaluated the impact of factors of product cues, comprising if internal as well as external cues, religiosity, attitudes towards counterfeits, status of consumption and lawfulness attitudes on the purchase intentions. The study also described the process of establishing the purchase intention of pirated products of bags. This intention was regarded to be dependent on the main relationship of independent variables like attitudes towards counterfeit, lawfulness attitudes and consumption status of the intention to buy pirated products. A questionnaire with Likert-based statements were used to collect the information needed for the study. The authors had selected the employed ladies to be the respondents of the study. All the respondents belonged to Yogyakarta and the sample size of the study was 200. The findings of the study exhibited an optimistic effect on the consumer attitudes towards the product. This positive attitude towards the products will influence the purchase intention in a positive way.

Statistical analysis

The study is done among the consumers of luxury products in Chennai. The sample population is selected with the help of convenience sampling and the sample size is 100. The data needed for the study is

gathered with the help of a questionnaire and analysis is carried out using regression. Attitude scale adopted from Loureiro& Araújo, (2014). Purchase intention scale adopted from Shukla & Purani. (2012).

III. Result

R	R Square	Adjusted R Square	F	Sig.
.771(a)	.595	.578	34.843	.000(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.410	.186		7.573	.000
I buy clothes from this brand because I have many benefits (e.g., quality, designer, is fashion, status, etc..)	.180	.039	.328	4.588	.000
Luxury clothes of this brand satisfy my needs	.139	.039	.284	3.601	.001
This luxury brand helps to show my social status	.137	.035	.287	3.893	.000
In general, I am happy with the clothes of this luxury brand	.133	.044	.231	3.023	.003

a Dependent Variable: Purchase Intention

IV. Discussion

The above table revealed a positive coefficient, which means that among all the statements, were influence on the purchase intention of luxury product purchasers in Chennai. There was a positive relation found between luxury attitude and purchase intention. R value of this study was 0.595 and significant value of the study was 0.00. Findings show that the luxury products’ purchasers were highly influenced by the luxury attitude.

The main aim of this paper is to explore the influence of luxury attitudes on the purchase intention of the consumers. From the past several decades, there is a fast increase in the worldwide consumption of the products of luxury brands. several external and internal factors serve to be the motivators of the consumers to purchase the products of luxurious nature. The products of luxury brands are those whose ratio of functional usage to price is lesser than the ratio of situational and intangible usage to price.

V. Conclusion

As the level of wealth and income of the individuals have increased, the consumption of luxury products has also increased globally. The attitude of a person regarding luxury determines and influences the purchase intention of consumers towards the luxury products. Findings show that the luxury products’ purchasers were highly influenced by the luxury attitude.

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