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HOW SOCIAL CONSPICUOUSNESS AND QUALITY AFFECT THE LUXURY MARKET

By Qian Xiong, Xianglan Yan, and Yue Ma

ABSTRACT

Purpose—This paper was written with the intention of analyzing the interaction effect of social conspicuousness and quality on Consumer Satisfaction, Purchase Intention and Brand Equity. The main point to be considered in this paper, is whether social conspicuous and quality positively or negatively affect Consumer Satisfaction, Purchase Intention and Brand Equity.

Design/Methodology/Approach—Used Qualtrics to establish an online survey and sent the survey to the respondents. Used SPSS data tools to analyze the interaction of collected data.

Originality/value—Select concepts used in this research were borrowed from other academic studies, while other variables were original to this study.

Keywords—Social Conspicuousness, Quality, Consumer Satisfaction, Purchase Intention, Brand Equity.

Paper type—Research paper. There are many factors that can affect Consumer Satisfaction, Purchase Intention and Brand Equity. The purpose of this survey is to evaluate whether social conspicuousness and quality are two of those factors.

LITERATURE REVIEW

Quality has been defined as the consumer's judgment about a product's overall excellence or superiority. One of the factors associated with consumers' satisfaction is quality. (Tsotsou, 2006). Table 1 provides a literature review on the effect of product quality.

Quality and Satisfaction

Customer satisfaction has been extensively studied in marketing over the last few decades. Both academics and practitioners have shown a great interest in the concept of customer satisfaction (Tsotsou, 2006). Although various definitions are used to describe the satisfaction, Giese and Cote (2000) highlight the existence of three common elements:

- Satisfaction is seen as a cognitive or emotional response;
- It is focused on specific aspects related to expectations, product characteristics and so on;
- The response does not occur randomly but in specific moments as after consumption;

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Various authors showed that in the luxury domain, high quality is one of the reasons behind consumption (Wiedmann et al., 2007; Dubois et al., 2001), while others state that luxury consumers consider superior quality as an intrinsic attribute of all luxury products (e.g. Vigneron and Johnson, 1999; Kapferer and Bastien, 2009b; Atwal and Williams, 2009). Moreover, Amatulli and Guido (2011) pointed out that in the case of fashion luxury products, quality was the most mentioned attribute to describe the products. The quality of fashion products is constantly discussed in present studies, typically in relation to aspects such as fabric, cut, and craftsmanship.

There are some contradictory views regarding the existence of a so-called interaction effect between perceived quality and satisfaction (Tsiotsou, 2006), nonetheless many empirical studies confirm that quality is an antecedent of satisfaction (Anderson et al., 1994; Tsiotsou, 2006). The outcomes of the study show that quality plays a significant role in customer satisfaction (Raluca, 2013). The study by Cifci et al., 2016 also suggests that physical quality is the key antecedent of brand satisfaction in the retail industry.

Table 1. A Literature Review on the Effect of Product Quality

Dependent variable	Effect	Authors
<i>Effect of quality on:</i>		
Satisfaction	Mixed	Tsiotsou, et al., 2006
Satisfaction	Positive	Raluca, 2013
Purchase intention	Interaction effect	Taylor and Baker, 1994
Purchase intention	No interaction effect	Llusar et al., 2001
Purchase intention	Positive	Carman, 1990; Boulding et al., 1993; Parasuraman et al., 1996
Purchase intention	Positive	Tsiotsou, et al., 2006
Purchase intention	Positive	Silva, et al., 2016
Brand equity	Positive	Sanjeev et al., 2012
Brand equity	N.s	Cifci et al., 2016
Brand equity	Positive	Vukasovic, 2016

Quality and Purchase Intention

Purchase intention refers to the attempt to purchase a product or service. (Dodds et al., 1991). According to existing literature, the influence of the level of quality on customers' satisfaction is mixed. There are also contradictory findings on the influence of perceived quality on purchase intentions. In some studies, perceived quality has been found to have a positive, direct effect on purchase intentions (Carman, 1990; Boulding et al., 1993; Parasuraman et al., 1996), whereas others report an indirect effect through satisfaction (Cronin and Taylor, 1992; Sweeney et al., 1999). Moreover, there is no agreement on whether there is an interaction effect between perceived quality and satisfaction on purchase intentions. Some researchers have suggested that there is no interaction effect (Llusar et al.,

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2001), whereas some have reported an interaction effect between the two constructs on purchase intentions (Taylor and Baker, 1994). What's more, a company can have a certain degree of control over perceived quality. Thus, it is suggested that 'when perceived quality and satisfaction are regarded as overall assessments, perceived quality is understood as an antecedent of satisfaction and therefore precedes it' (Llusar et al., 2001, p. 721). Further studies confirmed that perceived product quality had a direct positive effect on purchase intentions (Tsotsou, 2006). Furthermore, when they were informed of the high quality of the product, consumers' purchase intention increased. (Silva, et al., 2016)

Quality and Brand Equity

Perceived quality is a key dimension of brand equity. Perceived quality refers to the perception of the overall quality or superiority of a product or service (Keller, 2003). Brand equity is the utility or value that a brand name gives to a product (Farquhar, 1989). However, Aaker (1991) and Keller (1993) developed the new foundation for consumer-based brand equity research. Aaker (1991, p. 15) used a cognitive psychology approach to define brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers." These assets are brand awareness, perceived quality, brand associations, brand loyalty, and other proprietary assets. Keller (1993) develops an alternative view and thinks brand equity is the combination of brand awareness and the strength, favorability, and uniqueness of brand associations that consumers hold in mind (Buil et al., 2013).

Assessing brand equity in global markets becomes a complex task (Hsieh, 2004). There are some mixed views regarding quality's impact on Brand Equity. Studies show the effects of perceived quality on overall brand equity are not statistically significant. (Cifci et al., 2016). Studies also show that brand loyalty, perceived quality, and brand associations all have a positive effect on brand equity. Although these factors were found to enhance brand equity, brand loyalty actually has a dominant effect on brand equity. (Vukasic, 2016). Moreover, another study in the Indian pharmaceutical industry also shows that emphasized perceived quality does help in increasing perception for branded products. (Sanjeev et al., 2012)

Social Conspicuousness and Satisfaction

Thorstein Veblen coined the term "conspicuous consumption" in his book, *Theory of the Leisure Class* (1899), which is widely regarded as a seminal inquiry into the origins and motives of luxury goods consumption. Veblen made an astute observation about conspicuous consumption, which was overlooked by his contemporaries steeped in the tradition of utilitarian economics. He argued that one's satisfaction from consuming conspicuously stemmed from the audience's reaction to the wealth being spent rather than to the attributes of the good itself (Mason, 1981; Veblen, 1899/1965). Similar opinions were made recently, stating that conspicuous consumption involves the overt display of possessions that denote wealth and status, to communicate a distinctive self-image to others. Here, satisfaction is often derived from audience reaction as opposed to utility from product use. (Daly et al., 2016). No existing studies involve the effect of social conspicuousness on customer satisfaction, and that's why our study seeks the connection between those two variables.

Social Conspicuousness and Purchase intention

Another definition states that individuals tend to acquire some goods not for their intrinsic value but to obtain particular social status, thereby demonstrating a type of behavior that Veblen (1994[1899]) labeled “conspicuous consumption.” Scholars found out that social function attitudes (eg. exhibit their social standing) toward luxury brands positively influence a consumers’ purchase intention through affective attitude. (Ko, et al., 2012). Both self-expression and self-presentation attitudes can affect one’s feelings or emotions - a powerful predictor of behavior. Affective attitude plays an important mediating role between social function attitudes toward luxury brands and purchase intentions (Batra et al., 2000). Moreover, according to a study by Mohd Noor Mamata (2016), social influence is considered very important to Malaysian luxury product consumers, but doesn’t have a direct effect on purchase intention. However, it’s confirmed that there is a significant correlation between impulse purchasing of luxury goods and conspicuous consumption (Sonny, 2014). But no studies have specifically found out the relationship between social conspicuousness and purchase intention, and that’s why our study seeks to discover that connection.

METHODOLOGY

Experimental Designs

The purpose of the study is to explore the interaction effect between social conspicuousness and quality on Consumer Satisfaction, Purchase Intention and Brand Equity. To test the research hypotheses, we created a two by two experimental design - high quality, high social conspicuous; high quality, low social conspicuous; low quality, high social conspicuous; low quality, low social conspicuous.

We selected a Chanel flap bag as our luxury item, and we described the bag in two different materials – lizard, representing high quality, and synthetic, representing low quality. In two of these four scenarios, we stated “Brings your social status to a higher level”, implying that the bag brings a high level of social conspicuousness. In the other two scenarios, we did not mention that buying the bag would bring the respondent’s social status down or at the same level. When we created the experimental design, we did not state this negative effect on survey takers’ social conspicuousness because it might confuse the survey takers since the bag is a Chanel product.

Measures

Independent Variables

Quality contains three items and social conspicuous contains four items. All items are measured using a 5-point Likert scale anchored at 1= “strongly disagree” and 5= “strongly agree”.

Dependent Variables

In the item-generation phase, a pool of 23 scale items is generated based on the literature review and is then reduced to 12 items after a screening by the researchers. Each of the dependent variables -- customer satisfaction, purchase intention and brand loyalty-

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contains four items. All questions are generated and developed based on past research. Answers to all these measures are reported on 5-point Likert scales.

Sampling Descriptive Analysis

According to our demographic questions, our random factors include gender, educational level, income level, job status and age. We collected 122 data samples and 69% of them have a Master's or higher degree and 31% of them have a college degree. Most of them are students and a few are employed full-time. In order to ensure our two by two, high-low experimental design was well tested, we randomly distributed our survey. So that means, when our audience takes the survey, they are only presented with one of the four scenarios on the questionnaire. The possibility of seeing any of these scenarios is equal.

We tested our demographic factors by using Chi-Square. From our result, the significance (two sided) of most of the factors are higher than 0.05, which means there is no significant relationship between those random factors and Xs. However, the p-values of linear-by-linear association for (income level towards social conspicuous) and (job status towards quality) is lower than 0.05 which is 0.038 and 0.037 respectively. In other words, it can be inferred that income level and job status will affect our variables as random factors.

Data Analysis of the Measures

Manipulation Check of Independent Variables

We used independent-samples t-test on our independent variables. *High quality* had a mean of 3.52 and a standard deviation of .75; *low quality* had a mean of 3.39 and a standard deviation of .71. It also has a *t* value of .962 ($-1.96 < t \text{ value} < 1.96$) and a *p*-value of .338 (*p* value > 0.05). As the data revealed, there are no significant differences between the two manipulations.

The detailed result also shows that *high social conspicuousness* has a mean of 3.34 and a standard deviation of .87; *low social conspicuousness* has a mean of 3.13 and a standard deviation of .90. It also has a *t* value of -1.269 ($-1.96 < t \text{ value} < 1.96$) and a *p*-value of .207 (*p* value > 0.05). As the result revealed, there are no significant differences between the two manipulations.

The reason that the study failed in the manipulation of *quality* is because what we chose as our display model item was the Chanel flat bag. Since it is Chanel, a well-known luxury brand, people find it hard to accept it as low quality, even though our research design tried to differentiate the bag material.

The reason that the study failed in the manipulation of *social conspicuousness* is because people buy luxury brand products for the purpose of increasing their social conspicuousness. Therefore, it is hard to make people accept or believe that the Chanel flat bag can decrease social conspicuousness.

In the scenario presented to respondents, *low social conspicuousness* is not mentioned. Thus, since it is a Chanel product, people already think it will increase social conspicuousness.

Even though the researchers failed to manipulate the independent variables *quality* and *social conspicuousness*, the result of the regression model showed that there was a significant interaction effect of *social conspicuous* and *quality* on Consumer Satisfaction, Purchase Intention and Brand Equity.

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Factor Analysis and Reliability for Independent Variables

After deleting the cross loadings and weak loadings, each independent variable – *quality* and *social conspicuousness*-- was measured by 3 items. The result is shown in Table 2.

Loading values for the independent variable – *quality*, all exceeded .6 (with a minimum of .643). The main reason to keep the loading which has .643 is because there is no cross loading on this item. *Quality* has a reliability of .701. All 3 items for *quality* were not deleted because *Cronbach Alpha* (.701) exceeds *Cronbach's Alpha if Item Deleted* (.548, .576 and .699), meaning if the item is deleted the result will decrease the reliability of the independent variable, *quality*.

Loading for our other independent variable – *social conspicuousness*, all exceeded .8 (with a minimum of .841). *Social conspicuousness* has a reliability of .880. All 3 items for *social conspicuousness* were not deleted because *Cronbach Alpha* (.880) exceeds *Cronbach's Alpha if Item Deleted* (.809, .861 and .822), meaning if the item is deleted the result will decrease the reliability of the independent variable, *social conspicuousness*.

Table 2. Factor Analysis for Independent Variables**Table 2. Factor Analysis for Independent Variables**

Variable	Item	Loading	Cronbach's Alpha if Item Deleted
Quality	• The quality of the bag is very good.	.837	.548
	• The quality of the bag is somewhat good.	.828	.576
	• The quality the bag meets my needs.	.643	.699
Social	• It will increase my social status.	.906	.809
Conspicuous	• Others will admire me when seeing me wear this Bag.	.885	.861
	• It will influence my social status in some level.	.841	.822

Note: Data of loading is from the result of Rotated Component Matrix. Cronbach's alpha if Item Deleted is from the result of Item-Total Statistics

Factor Analysis and Reliability for Dependent Variables

The factor analysis result as shown in Table 3 indicates that we can delete one of the items of *Purchase intention* which has cross loading of .403, .407 and .640. However, the score of .640 is considered high and we did not find any reason to delete the item. Also the result indicates that we can delete one of the items of *Customer satisfaction* which has a loading score of .549. However, there is no cross loading and we did not find any reason to delete the item, so we decided to keep that as well.

Loading results for *brand loyalty* all exceeded .7 (with a minimum of .757). *Brand loyalty* has a reliability of .894. All 4 items for *brand loyalty* were not deleted because *Cronbach Alpha* (.894) exceeds *Cronbach's Alpha if Item Deleted* (.844, .844, .879 and .885).

Loading results for *customer satisfaction* all exceeded .5 (with a minimum of .549). *Customer satisfaction* has a reliability of .835. The result for *Cronbach's Alpha if Item Deleted* shows, 3 items are supposed to be kept because *Cronbach Alpha* (.835) exceeds *Cronbach's Alpha if Item Deleted* (.759, .768 and .764). Aside from these three items, the remaining item could be deleted (*Cronbach Alpha if Item Deleted*, .858, exceeds *Cronbach's*

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Alpha, .835) to increase its reliability, however, as was explained above, we decided to keep the item.

Loading for purchase intention all exceeded .6 (with a minimum of .640). *Purchase intention* has a reliability of .908. The result for *Cronbach's Alpha if Item Deleted* shows, all 4 items for *brand loyalty* are supposed to be kept because *Cronbach Alpha* (.908) exceeds *Cronbach's Alpha if Item Deleted* (.868, .895, .869 and .892).

Finally, each dependent variable – *brand loyalty*, *customer satisfaction*, and *purchase intention*, is measured by 4 items. Loading results for the three dependent variables all exceeded .5 (with a minimum of .549).

Table 3. Factor Analysis for Dependent Variables

Variable	Item	Loading	Cronbach's Alpha if Item Deleted
Brand loyalty	• Even if other brand has same features as Chanel bag I still prefer to buy the Chanel.	.901	.844
	• If there is another brand as good as Chanel Bag, I prefer to buy Chanel.	.851	.844
	• It makes sense to buy Chanel Bag instead of any other brand, even if they are the same.	.764	.879
	• If another brand is not different from the Chanel bag, it seems smarter to purchase Chanel.	.757	.885
Customer satisfaction	• The quality and durability of this product will encourage my high satisfaction feelings.	.857	.759
	• I feel I will be very satisfied with my purchase after I make it.	.827	.768
	• The quality and characteristics of this product meets my basic needs and wants as a fashion consumer.	.776	.764
	• I feel the purchase of this item will increase my satisfaction level regarding my social status needs and wants.	.549	.858
Purchase intention	• It is likely that I will purchase Chanel Bag in the near future.	.875	.868
	• I might purchase Chanel bag in the near future.	.832	.895
	• I intend to purchase Chanel Bag in the near future.	.738	.869
	• I will definitely purchase Chanel Bag in the near future.	.640	.892

Note: Data of loading is from the result of Rotated Component Matrix. Cronbach's alpha if Item Deleted is from the result of Item-Total Statistics

GLM Analysis

For our research, we used the Univariate ANOVA test and a general linear regression model to test our dataset separately. From our summary table, the p-value of all the variables are larger than 0.05, which means there is no significant interaction between them. So, there is no significant interaction between quality and social conspicuousness according to our Univariate ANOVA test. However, after testing the data again via regression, we got some very interesting and useful results.

The Pooled Sample

We divided our analysis into two directions: First, we ran a 'stepwise' regression to test our data set as a whole sample group to see the general relationship among our audiences;

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The second one we ran was an 'enter' regression to test our data set by genders to check for any differences between females and males in regards to the manipulations being tested.

For the whole sample group, we found out that when the dependent variable is consumers' satisfaction, the model $SAT=F(X)(QLXSC)$ is the best model to use, and the two independent variables quality and social conspicuousness have a very significant effect on satisfaction (See Table 4). The P value of this model is 0.000 which means the effect is very obvious. The R square is 0.478 which is larger than 0.3 and means the model is well fitted. From the line graph, we see that there is a significant interaction between quality and social conspicuousness. More specifically, as shown in Figure 1, when social conspicuousness is high, quality will have a negative effect towards satisfaction; when social conspicuousness is low, quality will have a positive effect towards satisfaction.

Table 4 Regression Analysis Result (Pooled)

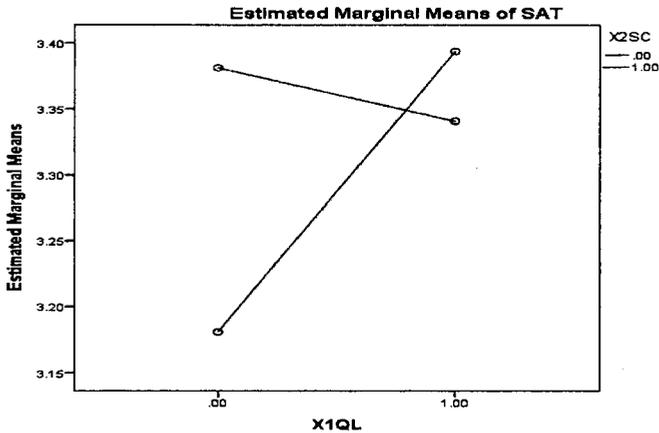
<i>Variables</i>	<i>Satisfaction</i>	<i>Loyalty</i>	<i>Purchase Intention</i>
(Constant)	0.042	0.000	0.001
Product Involvement	0.134	0.000	0.000
Independent Attributes			
<i>Quality</i>	0.686	0.000	0.364
<i>Social Conspicuousness</i>	0.686	0.292	0.364
<i>Quality*Social Conspicuousness</i>	0.000	0.292	0.000
Demographics Factors			
<i>Gender</i>	0.278	0.904	0.187
<i>Educational Level</i>	0.298	0.967	0.238
<i>Age</i>	0.504	0.306	0.443
<i>Income Level</i>	0.517	0.648	0.242
<i>Job Status</i>	0.519	0.253	0.319
F-value	109.947	50.838	33.331
R²	0.478	0.679	0.289

*p<0.1; **p<0.05; ***p<0.01; ****p<0.001; *****p<0.0001

Additionally, we also found that the random factor---income level-- also affects loyalty. From the line graph below, we can see that regardless of whether social conspicuousness is high or low, quality will have a positive effect towards consumer's loyalty. The two factors, Quality and Social Conspicuousness, and the demographic, Income level, work together to affect loyalty. From this, we can infer that consumers who have higher income will be more loyal when a luxury product increases its quality. Moreover, we can also infer from Table 3, our regression summary, that product involvement is very significant towards loyalty and purchase intention.

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Figure 1. Interaction Graph (Pooled Sample)



The Female Sample

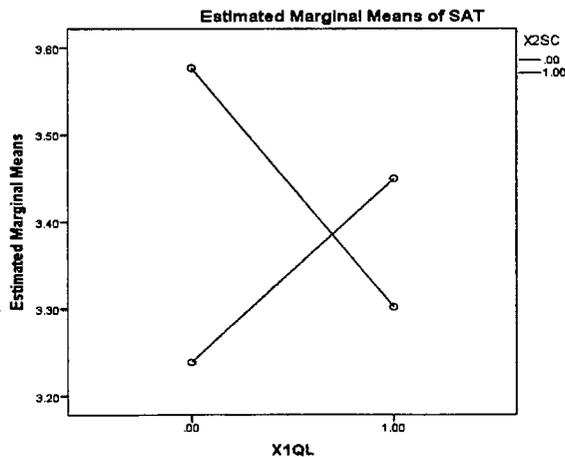
We tested the female group by using an ‘enter’ regression model. According to our output, the model $SAT = F(X) (QL, QLXSC)$ had the best result. From Table 5, we can see that the p value is 0.000, which is very good and that there is a significant interaction between quality and social conspicuousness, which supports our hypothesis. Also, R square for this model is 0.451, which is larger than 0.3, thus proving this model is well fitted. From Figure 2, we can see that when social conspicuousness is high, quality will have a negative effect towards satisfaction; when social conspicuousness is low, quality will have a positive effect towards satisfaction. Which means, females who have high social conspicuousness will be unsatisfied even when the product quality is increasing. It is assumed that there are many other factors that could affect female consumers’ satisfaction.

Table 5 Regression Analysis Result (The Female Sample)

<i>Variables</i>	<i>Satisfaction</i>	<i>Loyalty</i>	<i>Purchase Intention</i>
(Constant)	0.059	0.004	0.029
Product Involvement	0.158	0.000	0.000
Independent Attributes			
<i>Quality</i>	0.000	0.003	0.000
<i>Social Conspicuousness</i>	0.000	0.085	0.993
<i>Quality*Social Conspicuousness</i>	excluded	excluded	excluded
Demographics Factors			
<i>Educational Level</i>	0.667	0.213	0.612
<i>Age</i>	0.945	0.347	0.196
<i>Income Level</i>	0.308	0.957	0.291
<i>Job Status</i>	0.955	0.563	0.632
F-value	10.318	5.770	9.158
R²	0.451	0.315	0.421

*p<0.1; **p<0.05; ***p<0.01; ****p<0.001; *****p<0.0001

Figure 2. Interaction Graph (The Female Sample)



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The Male Sample

For males, we also used an 'enter' regression model and we observed that Model: $LO=F(X)(QL, QLXSC)$ got the best result. The p-value is 0.000 which means there is a significant interaction between quality and social conspicuousness. According to the regression summary Table 6, R square of this model is 0.615. That is way larger than 0.3 which is very good, and proves yet again that the model is well fitted. From the graph, we see that when social conspicuousness is high, quality will have a positive effect towards loyalty; when social conspicuousness is low, quality will have a negative effect towards loyalty. This result is the absolute opposite of the result in the female group toward consumer's satisfaction. In other words, males who have high social conspicuousness will be more loyal when the product quality is increasing.

Table 6. Regression Analysis Result (The Male Sample)

<i>Variables</i>	<i>Satisfaction</i>	<i>Loyalty</i>	<i>Purchase Intention</i>
(Constant)	0.286	0.617	0.713
Product Involvement	0.544	0.098	0.669
Independent Attributes			
<i>Quality</i>	0.027	0.083	0.002
<i>Social Conspicuousness</i>	0.476	0.013	0.571
<i>Quality*Social Conspicuousness</i>	excluded	excluded	excluded
Demographics Factors			
<i>Educational Level</i>	0.119	0.405	0.253
<i>Age</i>	0.723	0.231	0.802
<i>Income Level</i>	0.437	0.337	0.285
<i>Job Status</i>	0.152	0.974	0.028
F-value			
R²	4.115	6.507	6.974
	0.615	0.717	0.731

*p<0.1; **p<0.05; ***p<0.01; ****p<0.001; *****p<0.0001

CONCLUSION AND MANAGERIAL IMPLICATION

For our male group, when our Y variable was loyalty, we came to two conclusions: when Social Conspicuousness is high, quality will have a positive effect towards loyalty; when Social Conspicuousness is low, quality will have a negative effect on loyalty. For the female group, when our Y is Consumer Satisfaction, we came to two conclusions: when Social Conspicuousness is high, quality will have a negative effect towards consumer satisfaction; when Social Conspicuousness is low, quality will have a positive effect towards

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consumer satisfaction. This study also confirmed that when Y is loyalty, income level will also be a factor that influences our regression model.

Based on our analysis of the three groups, we would advise a luxury company such as Chanel to target and market specifically to consumers who value and have achieved high social status, income levels and education levels. It is evident from the findings that both male and female groups were effected in one way or another by Quality and Social Conspicuousness. By marketing a bag's potential to fit into a luxurious lifestyle, consumers of that group are more likely to support the brand long term.

Ex: Chanel perfume commercials: They feature popular models/actresses such as Gisele Budchen, Nicole Kidman, and Charlize Theron living lavish, mysterious, high end lifestyles which portrays the idea that the perfume is for those who live high end, luxurious lives.

Our group would also suggest that a brand like Chanel should concentrate on marketing major brand value associated with the product, so that the consumer doesn't just concentrate on quality but also on what the product can represent for them in regard to personal values.

Ex: Stella McCartney Bags: This company is a very high end bag company that puts an emphasis on how high quality their bags are, based on the value that the bag brings. They pitch their brand as "Sustainable luxury fashion". The bags are synthetic leather bags that look like real leather but are made of recycled items such as water bottles. Since many consumers are now moving towards animal cruelty free products, these bags absolutely appeal to a consumer's personal values, and thus, a consumer would be more likely to buy a bag like this due to the resonance with his/her personal values.

Limitations and Future Research

In our study, certain limitations exist. First, this study failed to manipulate its two independent variables and that's the reason why our research relies on regression models. Therefore, future research should put more focus on how to manipulate social conspicuousness and quality. The reason why we fail to manipulate the social conspicuousness and quality is because the luxury product is actually a specified high-level product, when we design our two by two manipulations (see scenario table below). The challenge here is we can control the quality of Chanel bag by saying it's lizard leather (high quality) and synthetic leather (low quality), but we can't not say that if you buy this Chanel bag, it will decrease your social conspicuousness. Thus, in this research we choose not to mention that the Chanel bag will decrease consumers' social conspicuousness. For future studies, marketing researcher should figure out how to manipulate the social part better. Also, our demographics show that over half of our responses are students. When researching a luxury product, we should spread our survey by covering all age groups and levels of employment, especially people who work full-time.

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Table 7. Experimental Scenarios Table (2 x 2)

S1

CHANEL
FLAP BAG

MATERIAL
Lizard Leather



CHANEL
FLAP BAG

S3

MATERIAL
Synthetic Leather



CHANEL
FLAP BAG

S2

MATERIAL
Lizard Leather



CHANEL
FLAP BAG

**Bring your
Social status
to a HIGH LEVEL**

S4

MATERIAL
Synthetic Leather



**Bring your
Social status
to a HIGH LEVEL**

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