THE INFLUENCE OF LUXURY VALUE ON PURCHASE REPETITION – A STUDY WITH SPECIAL REFERENCE TO SELECT LUXURY FASHION BRANDS

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Introduction

India's access to international effort to integrate all the economies of the world to bring all the countries of the world under a common umbrella through the Liberalization, Privatization and Globalization (LPG) process which enabled the corporate entities to cut across the national barriers not only to establish their production facilities but also to establish marketing infrastructure to entice the global consumers. In the globalised scenario, the Indian luxury fashion brands market had to undergo the frequent changes and the marketers of luxury fashion brands are forced to witness the tremendous challenges posed by the multinational companies to the domestic luxury fashion brands in terms of severe competition, technology driven products with a service edge. This drift in the trend provided the Indian luxury fashion brand consumers with huge spectrum of choice of luxury fashion brands. The manufacturers and the marketers found very difficult to gauge the changing behavior and attitude of the luxury fashion brand consumers.

Besides, today, consumers have unlimited choices in luxury goods, shopping channels and price levels, so that the modern and highly competitive market leads to consumers who aim to own special, unique and valuable products. Therefore, luxury brands play an integral role in capturing consumers´ attention. When we think of brands we believe that we receive certain amount of quality, value and performance -both tangible and intangible. But in reality, those brands that possess higher levels of quality, taste and aspiration are considered as luxury products. These products are often priced higher than other brands in order to make their brands distinct. Due to the fact that brands identify the source of products, people try to define themselves through the purchase of different brands where much is known about purchase intentions of mass products but a few researches have been carried out on the factors that influence the consumers´ intentions to buy luxury fashion brands. Considering that luxury fashion brands are high-involvement products that are not bought out of impulsiveness or spontaneity, it is in both companies´ and marketers´ interest to have a clear understanding of the factors that influence consumers in their buying intentions and re-purchase intention . Previous researches clearly reveal that the high quality perception of luxury fashion brands have always been a key considerations for the luxury fashion brands buyers. According to the Boston consulting group (BCG) FIT Global Luxury Customer Survey (2015) conducted in US, China, and India, the present day luxury consumers are shifting away from the traditional hallmarks of the luxury value and becoming focused on core personal values. The concept of modern luxury is indeed, closer to the aristocratic way of spending than it is to the way the bourgeoisie began to squander money at the pinnacle of their opulence. Today, in fact, the outlay incurred in grooming one's body, form and fitness matches (in monetary terms) that of luxury fashion brands. Hence, the hallmark of real new luxury is the prevalence for the immaterial (e.g. hyper-personalized services, the frivolous, the eccentric), for rarity and uniqueness.

Need and Importance of the Study

The luxury fashion market has been experiencing a new consumer emerge. The understanding of personality dimensions and consumption motivations of these consumers would help retail companies to understand how to target this demographics that is relatively new to the luxury market **(Jackson, 2011).** The objective is to gain a better understanding and insight into what the luxury value motivates luxury consumption. As India is one of the largest and highly fragmented retail markets across the globe with the huge market potentialities and luxury brand outlets in the world which account for five per cent market share. The Indian consumer market has also witnessed a significant growth in the number of modern-day shopping centers, popularly known as 'Malls'. This is due to rapid growth and development areas like education, communication, information technology and transportation which created a sense of freedom in the minds of people. Consumers are seeking convenience at their door steps for regular purchases, but are willing to travel to exclusive destination for valuable items, which impacted on improvement in income dynamics, favorable demographics, propensity to consumer rather than save and spend patterns as India has witnessed an unprecedented consumption of luxury brand goods. The attritional shift of the Indian consumer in terms of 'choice preference', 'value for money' and the emergence of purchase in physical store format and virtual store format have transformed the face of retailing in India. Increase in disposable income of the Indian middle class, growth in private consumer spending, growing working women population, adoption of nuclear family culture, baby boomer effect, growth in urban population, plastic money becoming a greater pie of credit, internet driving awareness and online purchases, increasing technology are the demand drivers in the luxury brand market in India. Therefore, the need arises to study the behaviors of luxury brand consumers in all shopping outlet which are helpful in designing an appropriate marketing strategy for satisfying consumer of luxury fashion brands.

Scope of the Study
Purchase and repurchase intention of the consumers of luxury fashion brands are associated with very many factors. Identifying all the factors that influence the repurchase intention is a complex phenomenon involving consumers' consumption motivations explaining why the consumers make the purchases. Specifically, understanding the social and self-consumption motivations of consumers explain the driving factors behind their purchasing of luxury fashion products. Luxury retailers can use these motivations as strategies for implementing new marketing approaches. These motivations explain the factors that drive consumers to make certain purchases, and can be for self or social attainment. The overall purchase and the repurchase intention of the respondents towards the luxury fashion brands are investigated through this piece of research.

Objectives of the Study
- To study, identify and analyze the effect of independent variables i.e., financial value, functional value, individual value, social value that determine the luxury value using confirmatory factor analysis as a measurement mode.
- To examine the influence of mediating variables such as customer satisfaction, habit, shopping satisfaction, word of mouth and brand trust across the dependent variable i.e., re-purchase intention as an outcome.
- To analyze the direct and indirect mediating effect across the independent and dependent variable(s).
- To examine the effect of demographic characters of the respondents viz gender, age, marital status, income qualification, occupation and the frequency of purchase towards the repurchase intention of the sample luxury fashion brands under this study.
- To develop a composite structural research model that combines the independent and dependent variable(s) to review the overall impact on the repurchase intention.

Limitations of the Study
- This study is focused on the multi product category of luxury i.e.., clothing, cosmetics, footwear, accessories etc, meant for both men and women.
- The variables that influence the luxury value and the repurchase intention may be large, in reality, as every variable has some role in the determination of the repurchase intention. Incorporating all such variables in a single research is practically impossible; therefore, the present researcher is restrained to incorporate only the standard variables that are in use, in the purchase and repurchase intention.
- As the study mainly focuses on the core variables that determine the luxury value and the outcome variables that influence the repurchase intention only, hence, the exclusion of brand wise analysis in this research can be reasonably disregarded.
- This study had its focus on the responses based on recall and not during the process of shopping the luxury fashion brand products in the e-buying and in-store buying.
- The area of the study is restricted to Chennai metro only.

Review of Literature
Huge number of literary evidences is available in the subject of research pertaining to financial value, functional value, individual value, social value, word of mouth, habit, shopping satisfaction, customer satisfaction, brand trust and repurchase intention. To name a few,

Wiedmann et al., 2009. Dhar & Wertenbroch (2000) and Tynan et al (2008) reported that the hedonic value of luxury brands in emerging economies like India and China have a rapidly rising class of new-rich people who want to purchase luxury brands. They want to be identified with the so called high status group and show off their newly acquired wealth.They want to purchase luxury brands which express their individuality, are unique and put them in a different league as compared to the middle classes. Their purchase of luxury brands is influenced by all the dimensions of luxury value such as financial value, functional value, social value and individual value.

This part of literary review focuses on the first outcome variables such as word of mouth, customer satisfaction, habit, shopping satisfaction and brand trust and the second outcome variable i.e., repurchase intention.

Morschett, et al. (2005) found the shoppers' satisfaction is an outcome of the physical environment of the store, various procedures and operations, personnel and the core offer of the retailer. This evaluation of the total retailer's offer in the consumers mind is defined by Martineau (1958) as "store image" (which later has been replaced by positioning). Shoppers evaluate the whole retailer offer by combining all the attributes described above in order to decide their degree of satisfaction.

Research Paper
Impact Factor: 3.029
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Parridon, Carraher, and Carraher (2006) analyzed the effect of income on personal shopping value (i.e., hedonic and utilitarian value), consumer self confidence, and information sharing (i.e. WOM communication). The authors finally concluded that self confidence mediated the effects of hedonic and utilitarian experiences on word of mouth communication. Besides, they also found inconclusive evidence of the effects of personal confidence upon WOM communication.

Park and Hwang (2005), product quality empirically proved to have an indirect influence on customer satisfaction through the medium of value. Fornell, et al., (1996) considered three variables i.e., perceived quality, perceived value and consumer expectation as the factors of customer satisfaction. The variables as an indicator of the satisfaction level were used to demonstrate the direct effect of perceived quality on customer satisfaction and the indirect effect through perceived value as confirmed by the study conducted by Hume and Sullivan (2010) which showed the positive effect of perceived value on customer satisfaction.

Rajput and Khanna (2014) investigated the buying shopping habits, brand preference and awareness among the young consumers in the fashion clothing sector across different genders. The study was grouped into five factors i.e., Store Attributes, Product attributes, reference groups, consumer characteristics and promotional factors to identify the shopping habit. Hence, the results stated that taking the gender as the key aspect, female respondents are considered to be more significant than the male respondents. However, the behavioral pattern for shopping seems to be equally significant and is vibrant in choosing color while shopping.

Hess and Story, (2005) point out that satisfaction is necessary but is not sufficient for the formation of brands and not all satisfied consumers trust the brand. Additionally, research demonstrates that brand trust can reduce the consumer's uncertainty, because consumers not only know that brand can be worth trusting, but also they think that dependable, safe and honest consumption scenario as well.

Repurchase intention indicates an individual's willingness to make another purchase from the same company, based on his or her previous experiences (Hellier et al. 2003). The competitive advantage of an Internet business is obtained from customer loyalty and retention for repeat purchases (Hellier et al. 2003, Tsai and Huang 2007). Thus, the identification of determinants of repurchase intention is of critical importance to both researchers and practitioners. However, Hellier and his colleagues (2003), in their previous research works on consumer repurchase intention, have been largely fragmented, and few studies have tested a structural model based on a verified framework. This research attempted to explain the relationship between Internet shopping businesses and consumers by testing the model incorporating the mechanisms of quality, value, attitude, and behavior (repurchase intention).

Wiedmann et al. (2009) reported that women value a multitude of aspects when purchasing luxury brands. More specifically, female consumers dominate segments that represent quality, uniqueness and social value as primary drivers for luxury brand consumption. As women are more responsive to different kinds of values which luxury brands confer to their owners, they should have a more positive attitude towards luxury brands than men.

Ming Wei Sun (2011) indicated that there is no significant difference on consumers" luxury consumption based on demographic variables like age, gender, education, income and city. It was observed that income i.e., financial ability was an essential factor for luxury consumption.

Research Methodology
A research design lays the foundation for conducting the project. This research adopts descriptive, exploratory and analytical methodologies. It enabled the present researcher to identify the exogenous (independent) and endogenous (dependent) variable(s). In order to establish reliability and validity of the adapted measures, confirmatory factor analysis (CFA) has been performed using AMOS version 21.0, followed by multiple regression analysis using SPSS version 21.0 and mediation analysis with five parallel mediators using Hayes Process MACROS. Due to the covariate nature of the proposed research model, structural equation modeling (SEM) has been employed to evaluate the research hypotheses.

Data and Sample Size
The data source for this study is primary, collected both directly and via mail from the sample respondents by serving them a structured questionnaire covering the various aspects to pursue the various objectives set for this study. In addition, the use of secondary data has also been made in this research, wherever necessary, supplemented by text books, journals published in and outside India pertaining to the purchase of some select luxury fashion brands.

Instrument for Data Collection and Scaling Technique

The data collection method adopted for this study is a survey method, using an adopted and structured questionnaire covering the distinguished aspects of luxury value across the sample respondents comprising of different gender, age, marital status, educational qualification, occupation, income level, frequency of purchase. The above classifications have become imperative in this research as the purchase intention may differ significantly with respect to luxury value across the demographic characters of the respondents. In the above context the questionnaire was designed so as to meet the various requirements of the objectives set and pursued in this research

Luxury Value Dimension

To measure the underlying dimension of consumers luxury value perception, this study has used the existing measures developed and validated by Dubois, B. and G. Laurent, (1994); Widemann, K.P., N. Hennigs and A. Siebels, (2007). The scale used is a multi-dimensional measure. Luxury value dimension consisting of four main key dimensions to distinguish the relationship between value perception and luxury consumption across different consumers. The first dimension is the financial dimension in terms of price value with four items. The second factor is the functional dimension which includes usability value consisting of three items, quality value consisting of six items and uniqueness value consisting of four items. The third dimension is individual dimension comprising of hedonic value consisting of five items, materialistic value consisting of five items, self-identity value consisting of three items. The last dimension is social dimension comprising of prestige value consisting of six items, conspicuousness value consisting of seven items.

Customer Satisfaction

This study has adopted the measures suggested by Bhattacherjee (2001) for validating the uni-dimensional scale for customer satisfaction that comprises of three items whose composite reliability are found to be ranging from .80 to .92.

Brand Trust

Trust plays an important role in the establishment of a long-term relationship and partnership in business. Many researchers contend that beliefs, such as benevolence, integrity, and ability, can reflect one's trustworthiness (Doney and Cannon 199; Smith and Barclay 1997). In this research, we refer to trust as consumers' trusting beliefs toward a brand. A four item scale was adopted for the research context from Chaudhuri and Holbrook (2001), reported the coefficient alpha is over 0.77 and the scale is considered relevant.

Shopping Satisfaction

Shopping satisfaction comprises of five items that was adopted based on theories and previous study. The study by Gerbing and Anderson (1988) the 11 items were reduced to 6 and a model fit was obtained for the earlier study provided the present researcher to develop this instrument. Since the sixth item did not fit as the review of literature did not support. Therefore, only five items has been considered in this study.

Habit: The scale for habit has been developed and validated using Limayem and Hirt (2003), a uni-dimensional scale that suggested four items whose alpha coefficient were ranging from 0.804 to 0.805.

Word of Mouth: It was assessed using the scale developed and validated by Babin and Darden (1994). It is an uni-dimensional construct with three item scale. The research of the above author reported the alpha coefficient of 0.90. Therefore, this scale is considered relevant for this present research.

Repurchase Intention

There are many factors responsible for the behavioral deviations across the luxury brands. Both the satisfaction and dissatisfaction of purchase impacts on post purchase behavior which leads to either positive or negative repurchase. In this research, four items scale for repurchase intention was adopted from Khalifa and Liu (2007) and Zhou et al.(2009) whose alpha coefficient was found to be more than 0.84. Therefore, the above statement is considered relevant for this study also.

Frame Work for Analysis

The entire analytical processes of this research are arranged in three parts. The first part includes frequency distribution, testing of reliability and validity, skewness and kurtosis were examined so as to test the assumptions of normality. The data analysis was directed to investigate the existence of the proposed relationship. At first, confirmatory factor analysis (CFA) was performed to test the measurement model of the individual constructs and it further analyses the factor weights of independent variables that influence the luxury value followed by t.test, ANOVA and DRMT. The second part of analysis had its focus on the influence of dependent variables across the multiple independent variables using multiple regression, beta coefficients, supplemented by descriptive statistics for cross examination and mediation analysis. The third part of analysis

combines the independent and dependent variables to identify the composite effect of these variables on the repurchase intention through a new composite structural research model developed using a covariance based structural equation modeling (SEM) analysis with the maximum likelihood estimation that reviews the overall impact of independent and dependent variable(s) on repurchase intention using Statistical Package for Social Science (SPSS version 21.0), Process MACROS by HAYES and Analysis of Moment Structure (AMOS version 21.0).

Formulation of Null Hypotheses

The hypothesis is an unproved statement revolving around tentative generalization. After conducting extensive reviews of literature, the following hypotheses are predominantly in the null form are developed on line with the research problem and the objectives. Based on the research questions, the following hypotheses are formulated and tested in the present study as detailed below.

- Null Hypothesis (H_01): There is no significant difference between the demographics and the determinants of luxury value
- Null hypothesis (H_02): There is no significant difference between the demographics and the mediating variables.
- Null hypothesis (H_03): The determinants of luxury value do not significantly impact the luxury value.
- Null hypothesis (H_04): The direct and indirect mediating effects of luxury value towards the repurchase intention.
- Null Hypothesis (H_05): The luxury value and predictor variables do not significantly influence the repurchase intention.

Major Findings

- When each of the constructs individually analyzed in terms of path diagram of PV2 is found to be playing a predominant role (0.83) in predicting the financial value. Usability value, quality value and uniqueness value in predicting the functional value, the usability value (0.80) and uniqueness value (0.80) have emerged as the significant predictors. Self-identity value (0.91) plays a predominant role which is followed by, materialistic value (0.52), and hedonic value (0.40) in predicting the overall individual value. The conspicuousness value (0.67) is emerged as the predominant predictors of social value. WOM 2(0.85), CUS 2(0.84), HAB 2(0.80), SHS 5 (0.98), BRT 2(0.83) have emerged as the key determinants which significantly influence the predictor variables. REI 4 plays a predominant role (0.70) in predicting the repurchase intention.
- The female category has emerged as the most influential group that predicts the overall luxury value, while the married category are considered to be the most influential group in predicting the overall luxury value in the purchase of luxury brands. The age groups of below 25(149.88[c]) and 26-30 (148.07[bc]) are considered as the core groups in influencing the overall luxury value, The students' category (151.47[b]) show high curiosity and who significantly influence, the overall luxury value. The overall luxury value evidences the high influence among the professionals (149.10[c]) and post graduates (147.37[c]) in predicting the purchase of luxury brands. The income group of 75001-100000 as the most consistent group while the respondents who purchase once in a year (13.17) are found to be the consistent group.
- Materialistic value (0.541) and prestige value (0.172) have emerged as the most influential variables that significantly affect the word of mouth while, Quality value is emerged as the most influential variable that significantly affects the customer satisfaction. Price value is the foremost influential variable in predicting the habit and shopping satisfaction. The prestige value and conspicuousness value are playing the equitable role in predicting the repurchase intention.The mediating effect of luxury value (0.73) to customer satisfaction towards the repurchase intention (0.03) signifies the positive relationship. The luxury value on the repurchase intention indicates the existence of strong and positive relationship between the luxury value and repurchase intention (0.82).

Conclusion

The use of various statistical measures guided the present researcher to carry out the systematic analyses and to have a broad based inference and interpretations so as to narrow down the findings of this research. On analyzing the each of the individual determinants (independent variables) of luxury value the variable such as PV 2 of financial value, uniqueness value and usability value of functional value, self identity value of individual value and conspicuousness value of social value have emerged as the most influential variables in the determination of luxury value dimension. Similarly, on analyzing the individual influence of the predictor variables, variables such as materialistic value and prestige value of word of mouth, quality value of customer satisfaction, price value of habit and shopping satisfaction, prestige value and conspicuousness value of brand trust have emerged as the most influential variables in the determination of repurchase intention across the respondents of luxury brands. On verifying the influence of demographic characters, the classifications such as female respondents, respondents who are married, respondents belonging to the age group of below 25 years and 26-30 years, businessmen, professionals and post graduates, above Rs. 100,000 income level, frequency of purchase in less than three months and every six months have emerged as the most influential groups. On consolidating the combined impact of the

independent variables and predictor variables, factors such as luxury value, word of mouth, customer satisfaction, shopping satisfaction, habit and brand trust, significantly influence the repurchase intention of the luxury fashion brands among the respondents who participated in this research, all of which point to the need for research that continues to shed light on India as an emerging market and its increasingly brand-savvy consumer population, this study finally claims.

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