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ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

THE FACTORS AFFECTING LUXURY BRAND PURCHASE INTENTION IN TERMS OF RATIONAL AND EMOTIONAL IMPACT IN QATAR

THESIS

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(Y1612.130049)

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İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS TEZ ONAY FORMU

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ONAY

Prof. Dr. Ragıp Kutay KARACA
Enstitü Müdürü

DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis.

Mudallala MOHAMMED MOUSA

To my lovers,
Ibitsam Mousa,
Mohammed Mousa

FOREWORD

This thesis was one of the best things I have done in my life that's not because of the thesis itself but because of what I have learned of doing it. Reaching this point wasn't an easy thing but everything with practice becomes easier and easier. Looking at the top of the mountain from the bottom makes the person think it's impossible to get there but starting defeating its rocks one after one can carry you above the hills until you reach there. That's what I felt day after day, what looks impossible, get easier every day more than the one before. On the whole, the one who paved my way in life and supporting me all the time is God. I'm grateful for his abundant grace. Thanks to my lovely parents who helped me a lot to be the one who I wanted to be. Also, thanks to my supervisor Dr. Müge ÖRS who directed me very well to finish my thesis in a professional way.

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ABBREVIATIONS

AMOS   **:** Analysis of a Moment Structures
AOS   **:** Avoidance of Similarity
CC   : Creative Choice
CFA   **:** Confirmatory Factor Analysis
CONS   **:** Conspicuousness
DV   **:** Dependent Variable
EFA   **:** Exploratory Factor Analysis
ANOVA   **:** Analysis of Variance
HEDO   : Hedonism
LBRI   : Purchase Intention of Luxury Brands
MTRL   **:** Materialism
QLTY   : Quality
SPSS   **:** Statistical Package for Social Science

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THE FACTORS AFFECTING LUXURY BRAND PURCHASE INTENTION IN TERMS OF RATIONAL AND EMOTIONAL IMPACT IN QATAR

ABSTRACT

Even though many studies have undertaken the Luxury brands issue, still researchers find difficulty to identify the meaning of luxury and its brands. However, in an attempt to understand the consumer motivations behind consuming the luxury brands, several works have been conducted. With all those studies, there is still a lack of interpreting what trigger the interest of luxury brands. Nevertheless, this study continues what the researchers have established in the luxury brands field. This work meant to investigate the motivations of luxury brands consuming in Qatar in terms of rational and emotional effects. The research studied the effect of 5 dimensions (independent variables) which are the need for uniqueness, hedonism, and conspicuousness (emotional effect) and the other 2 are quality and materialism (rational effect) on the consumer purchase intention of luxury brands (dependent variable). The instrument was used in the study to collect the data is questionnaire sent via online. 251 questionnaires have been collected using convenient sampling method. To test the relations between the independent variables and the dependent variable, multiple regression analysis was used. The finding showed that 4 of the dimensions have a positive and significant effect on consumer purchase intention of luxury brands, the need for uniqueness, hedonism, conspicuousness, and quality. While materialism didn't show a statistically significant impact on purchase intention of the luxury brands. This research is an attempt to provide a deep insight into the motivations that affect the consumption of luxury brands in Qatar.

Keywords: *Luxury Brands, Purchase Intention, Emotional Effect, Rational Effect*

KATAR'DA RASYONEL VE DUYGUSAL ETKİ ŞARTLARINDA LÜKS MARKA SATIN ALMA GİRİŞİNİ ETKİLEYEN FAKTÖRLER

ÖZET

Lüks markalar konusunda birçok araştırma yapılmış olsa da, araştırmacılar lüksü ve markaları tanımlamakta zorluk çekmektedirler. Bununla beraber, lüks markaları kullanmanın ardındaki tüketici motivasyonlarını anlamak için birçok çalışma yapılmıştır. Tüm bu çalışmalarla birlikte, lüks markalara ilgiyi çeken şeyin izahı noktasında hala eksiklik vardır.Bu çalışma, lüks markalar alanında araştırmacıların neler tespit ettiğini göstermektedir.Çalışma, Katar'da kullanılan lüks markaların rasyonel ve duygusal yöndeki motivasyonlarını araştırmayı amaçlamaktadır. Araştırmada tüketicinin lüks marka satın alma niyetine etki eden 5 faktör (farklılaşma ihtiyacı, hazcılık, gösterişçilik, kalite ve materyalizm) incelenmiştir. Araştırmada veri toplama aracı olarak kullanılan anket formu online olarak gönderilmiştir. Kolayda örnekleme yöntemi kullanılarak 251 anket toplanmıştır. Bağımsız değişkenler ve bağımlı değişkenler arasındaki korelasyonu test etmek için çoklu regresyon analizi kullanılmıştır. Bulgular, faktörlerin 4'ünün lüks markaların tüketicinin satın alma niyetinde olumlu ve istatiksel olarak önemli bir etkiye sahip olduğunu göstermiştir. Bunlar farklılaşma ihtiyacı, hazcılık, gösterişçilik ve kalitedir. Bununla birlikte materyalizmin, lüks markaların satın alınmasında önemli bir etkisinin olmadığı görülmüştür. Bu araştırma, Katar'da lüks markaların tüketimini etkileyen nedenleri ampirik bir çalışmayla ortaya koymayı amaçlamaktadır.

Anahtar Kelimeler: *Lüks Markalar, Satın Alma Niyeti, Duygusal Etki, Akılcı Etki*

1. INTRODUCTION

1.1 Background of the Study

The luxury brand has its prominence among the other sectors of the markets in the world as it's preceding the competition of the century as it's the fastest growing segment of the market (Shukla, 2012; Vigneron & Johnson, 1999). All the segments of the luxury markets in 2014 recorded more than €850 according to (Bain & company 2014) report. while the personal luxury goods alone recorded €224 billion in 2014 (Bain & company 2015). In 2015 the number of luxury brands consumers worldwide has grown from 140 million to reach more than 350 million (Codignola & Elisa, 2016). However, 100 of the top international brands' list had 7 of these brands considered luxury goods such as Louis Vuitton, Gucci, and Armani (Friedman, 2010; Shukla, 2012). Stores (2005) expressed that 36 retailers from the 100 global goods have existed in the United States (knight & Kim, 2007). Recently, the luxury market has a new direction towards Asian countries as these countries shown a high percentage of luxury brands demand. As a result of many researches have studied this phenomenon and compare the attitude of consumers towards consuming the luxury brands in multi-culture (Dubois & Paternault, 1997). Even some luxury brands aren't new in Asia but the marketers of the new brands that appeared recently have realized the changing in the income for the middle class as they became a fine target for luxury brands strategies (Wu et al., 2015). The growth in the economy and the appearance of new consumers generations who are following the fashion and the luxury brands has increased brand awareness (Morton, 2002; Bryck, 2003).The growth of consuming luxury brands was a result of the consumer's wealth growth in emerging markets which make the luxury brands manufacturers in Europe expand their marketing areas toward these markets as the consumers in eastern countries represent a high passion to buy western luxury goods (Nueno & Quelch, 1998). So, the market for luxury brands is shifting the marketing process from

east to west and put great emphasis to reach the new emerging consumers (Duma et al., 2015). Thus, the luxury products aren't just restricted to the rich consumers in western societies but also consumers in the west are attracted to such products as they intentionally exhibit the luxurious products and consider them as part of their lifestyle (Ko & Megehee, 2012; Bain & Forsythe, 2012). Asia has a higher percentage of luxury brands consumers than any other part in the world, as a result, the demand for such goods is moving forward (Degen, 2009). Also, in the middle east, from 2011-2012 the luxury goods markets had growth from 10 to 15 percent that makes the region to be a beneficial target for luxury marketers and make them establishing the 10th largest markets of luxury brands in the area (Farrag, 2017). To narrow the emphasis of luxury markets toward our research area we move to the Gulf region. Gulf region is one of the richest areas which enable its residents to reflect the wealth of the region by their possessions. the changes and development of the region drove new investments, particularly, in the luxury brands section. For instance, Qatar has contributed to that business by investing in several global luxury brands like owning a 1% portion of the French brand, LVMH. Qatar also owns 38% of the British brand called Anya Hindmarch. The gulf prosperity helps the countries to move from investment to another by buying some and funding others. Another gulf country has invested in the luxury brand, Gucci, is Bahrain . also Dubai invested in Yoox Net-a-Porter which is an online retailer according to https://gulfnews.com/business/retail/high- fashion-business-is-a-a good-fit-for-qatar-1.1851781. Giving the lights to the smallest and the wealthiest country in the middle east refers to its development and prosperity that has been achieved in recent years. Qatar land enjoys the richness of natural resources as gas and oil (Peterson, 2006). Consequently, the country thrived economically as well as in the other sides like education as the country has been spending billions to improve its cultural infrastructure (Petcu, 2011). The changes in the environment of the consumer affect his/her behavior (Strauss & Howe, 1999). The prosperity of the country lead the consumers in Qatar to strive to purchase the best products and the most prestige ones which drove them to the phenomena of spreading the luxury brands in the country, especially for generation Y who brought up in the new era of richness according to https://gulfnews.com/business/retail/high-fashion-business-is-a-good-fit-for-

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qatar-1.1851781. The country witnessed a dramatic change that affects people lifestyle and their consumption, especially, after the discovery of the gas in the area. most of the consumers in Qatar are entangled in the consumption of the highly expensive products and the luxury goods (Sharif, 2016). That makes of Qatar an appealing target to establish or extend the segment of luxury brands markets (Jamal et al., 2006). Understanding this phenomenon caught and still do the scholars attention to explore the hidden reasons behind the gravitation of luxury brands consumption. Several of the studies have been done in this field but the studies are still limited as many scholars confirmed the need of more researches concerns about the luxury brands consuming in the east (Dubois et al., 2005; Truong, 2010; Wong & Hogg, 2008).

1.2 Research Problem

Even though, the world witnessed an increase in the luxury brands consumption, the researches in this domain still limited, especially in the middle east as most of the studies tended toward European countries and United estates (Chipp et al., 2011). Additionally, the researches concerned and aimed to study the luxury related matter in Qatar are limited as well (Farrag, 2017). As the consumption of luxury brands is increasing year after year in Qatar. This study concerns to study the emotional and rational motivations that lead consumers in Qatar to be attracted to International luxury brands. During the purchasing decision making, Consumers, generally, are stimulated either by their feelings or by their way of thinking. There are several studies that refer to how the consumers perceive the brand to a cognitive or an emotional base (Keller, 2001; Yoo et al., 2000; Morris et al., 2002). However, according to this study, the emotional effect includes the need for uniqueness, hedonism, and conspicuousness. While the rational effect has perceived quality and materialism. This research will study the effect of the 5 dimensions on luxury purchase intention. How these factors are connected to consumer intention of buying a Fendi dress, Gucci Sunglasses or Louis Vuitton handbag, etc? this is what the study is going to reveal by studying the motivations behind repeating the same experience of purchasing luxury brands. The scholars and the practitioners as well have found that senses have a strong

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influence on consumer purchasing the brand (Franzak et al., 2014). Also, (Bowden, 2009) studied the customer engagement to determine the relationship between the consumer and the brand and found that marketers should put a high emphasis on the consumer's emotions if they want to build a strong correlation between the consumer and the brand. For that, understanding the nature of consumer needs and know whether it is a need for uniqueness, hedonism or conspicuousness is a significant issue. On the other hand, the research carries the cognitive effects, Fishbein and Middlestadt implied that the consumer attitude refers to a practical belief, which is a kind of cognitive way, and based on those beliefs marketers could recognize the purchase intention of the consumer (Fishbein & Middlestadt, 1995). As quality and materialism could be the needs that satisfy the consumer practical mindset (Fiore & Kim, 2007). Nevertheless, there is a gap between the increasing consumption of international luxury brands in Qatar and realizing the hidden incentives that stand behind this phenomena. Therefore, this study is an attempt to reduces the gap between them.

1.3 Research Aim

Understanding the luxury brands domain still ambiguous and under-investigation (Berthon et al., 2009). For that, there is a need of studying this area as the scholars' knowledge about luxury brands still limited which make them unable to popularize the consumption operations (Arnould & Thompson, 2005; Lye et al., 2005). With the increasing demand for luxury brands and the growing of its market, many scholars are interested in studying the reasons behind this growth. However, many of the studied has been done, especially in the USA and China since they achieved the highest percentage of buying luxury brands according to Milan (2017). However, moving to middle east specifically to Gulf region as it is considered a good environment to study the motivations of buying luxury brands since it is a very popular phenomenon these days, particularly, in Qatar which is in 2013 was ranked as the fastest growing luxury market in the world (Zaryouni, 2013). So the aim of this study is to give an up-to-date insight related to luxury brands consuming in Qatar by determining the factors that affect consumer intention to purchase luxury brands and understand the nature of these variables among Qatari luxurious consumers. As

the luxury markets are growing rapidly in the Gulf region specifically in Qatar. Luxury brands marketing is growing very fast in Qatar and the competition is very high. Therefore, this study is essential to luxury brands marketers. The marketers of this segment have to understand what affects the consumer perception of buying luxury brands to motivate these factors and provide customer needs.

1.4 Research Objectives

The study has 2 types of objectives. The first one is related to specific objectives of the study which represent the research questions that the study is going to answer by investigating what stimulates consumers in Qatar to purchase luxury brands. The specific objectives:

- Objective 1: Is the consumer's purchase intention of luxury brands in Qatar affected by the emotional effects (The Need for Uniqueness, Conspicuousness, and Hedonism)?

- Objective 2: Is the consumer's purchase intention of luxury brands in Qatar affected by the rational effects (Quality and Materialism)?

- Objective 3: What are the motivations that influence consumers purchase intention in Qatar to buy luxury brands?

The second type is related to luxury literature which called general objectives and there are 2:

- Objective 4: the study contributes to the previous literature in the context of luxury brands to identify and examine the key aspects that shape consumer desire of having luxury brands.

- Objective 5: expanding the knowledge of consumer behavior in regard to luxury brands consuming.

2. LITERATURE REVIEW

2.1 Introduction

The study has started with a general idea of the luxury brands market in the world then narrowed it down to the subject area of the study. As it discussed the problem domain and represented the aim and the importance of the study for the marketers and finally set the objectives of the study which the research will answer them in a different part. Nevertheless, this chapter is discussing the literature that is related to the luxury meaning and its history then moving to the brands and luxury brands as it will discuss what features these brands enjoy and their classifications. Plus to examine consumers types and their motivations. Then the theoretical framework is conducted.

2.2 General Concept of Luxury

What do we mean by Luxury? It looks a simple question but actually, it is not. Luxury is the term that confused the experts. It has multiple faces that make experts wonder which one is the right one. There is an agreement on that the meaning of luxury can't be limited to a particular frame. Voltaire 1738 in his essay suggested that there is no specific concept that can summarize the meaning of luxury (Kim, 2012). Regardless of all attempts to define the luxury still there is no agreement upon one definition. And the concept of luxury still mysterious even though researchers identified a slight of it according to Dubois (1991) cited in (Barnier et al., 2012). With the increasing interest in the luxury field, the researchers became conscious of this gap in their studies and they are trying to establish the core of the luxury nature as it's an essential part of continuing the researches in this field (Barnier et al., 2012). However, authors referred luxury to a conceptual meaning (Matsuyama, 2002). And this meaning includes the community values that reflect the culture of the historic period that belongs to it. The subjective thought of the luxury lies on the exclusiveness of it (Barnier et al., 2012). Even though, the luxury itself still

obscure. Experts in the luxury world described luxury by saying luxury is what brings comfortable, enjoyment to the life to make it more fulfilling (Pam Danziger, consultant). While (Tom Ford, stylist) said luxury is what makes life easy. Another expert (Giorgio Armani, head and founder of the Armani group) said the luxury at its best stage is the meaning of exclusiveness and customization. As fashion designer of Coco Chanel described luxury as it's the high and uncommon taste (Brun & Castelli, 2013). Also, (Twitchell, 2003) implied that luxury is all the things that, according to his point of view, you shouldn't have cited in (Brun & Castelli, 2013) which mean they aren't necessary. However, the Oxford Latin Dictionary mentioned luxury origin. Luxury root came from the Latin word "luxus" which means comfort or lavish life and prosperity. The word origin as well as related to the word "luxuria" which refer to a lascivious and excessive life. It was connected to negative self-indulgence (Dubois et al., 2005). Later on, the luxury meaning was reformed and connected to the Latin root" lux" which means light and from this root, it can be clear it refers to precious objects like gold that decorated the kings and princes fashions (Brun & Castelli, 2013).

2.3 Examples of Luxury in History

Striving for a luxurious lifestyle isn't a new aspect. it is an aspect without a beginning and without an ending. Its existing connection with the human being existing (Brun & Castelli, 2013). Even though the luxury facets weren't the same all the time, its aspects evolved over time and differed according to the differentiation in each culture (Barnier et al., 2012). The idea of luxury was born since ancient time and kept growing till these days. the ancient civilization tied luxury goods with the meaning of wealth and power as it represents the exclusiveness (Brun & Castelli, 2013).

2.3.1 Ancient Egypt

In returning back in time to Egyptian civilization. We find that they appreciated the luxury that they buried the dead with all the things they were used in their life to use it in the second life. They didn't just bury food and drinks and the necessities but they also put with them the jewelry, weapons and

precious objects. The things that were buried with the dead reflect how much s/he worthwhile. The more valuable objects they put in the grave, the more worth the person has. Even in death, people used luxury goods as a symbol to show the dead's social position and their belonging class in society. The unique objects that have been found were buried in the tombs of people belonged to high social class like royal families or the pharaohs. The worthless objects the Archeologists have found buried in pyramids like pieces of jewelry, perfumes, swords, and many expensive goods are proof of that luxury was restricted to members belonged to the upper social class. However, Egyptians belief about the second life after death, their religious ceremonies and customs have participated in the formation of luxury concept in the ancient culture in Egypt. as well they contributed to developing this concept later through using the luxury good in many social occasions and religious rituals, particularly, in the burial ceremonies for royal family members as they considered using the luxurious fashion that was decorated with jewelry is a significant part of the ceremony. Since they used the skillful craftsmen to create the clothes and beautify the dead body (Okonkwo, 2007). The author also pointed out that in the ancient time of Egypt civilization luxury has been connected with appearance and it has appeared in the clothes as the women used very expensive materials to take care of their beauty. For that, luxury was prominent during that time of period in Egypt. Studying this time of history found that the using of accessories and precious items were used by the royal families as they used the gold in their crowns as well they used it in jewelers. However, the luxury wasn't reserved to only the personal lifestyle, it exceeded that to be reflected by the constructions which showed a very high standard of luxury. Pyramids which still stand to these days is obvious evidence of that, especially, the structure and the uniqueness that they have which speak the skillfulness of the ones who made it. Even the tombs and the walls inside them were designed with a cautious carve. Egyptian civilization was known for its luxury at that time (Jafar, 2013). However, later on of that time luxury extended its roots to reach other than upper classes. Luxury speared across society and became usable by all types of classes in Egypt. After the luxury became part of Egyptians life, they started to establish industries to promote luxury items and the munificent life.

2.3.2 Greek Civilization

Now let's turn the time to the Greek Antiquity period to see what luxury meant to them. During this era, luxury was a clear aspect of civilization. The fashion for Greeks represent the intellectual judgment of choosing the clothes as they also reflect the education levels of the individuals and his/her upbringing (Okonkwo, 2007).it's interesting to be able to know one's personality by looking at their clothes. That's mean the clothes speak the owner characteristics. However, lets continue with Okonkwo, there wasn't much difference between men and women dresses, but during this era, people started to distinguish the clothes by giving the men dresses a masculine attributes and they developed styles and designs that suit the ladies by adding femininity and elegance to women dresses (Jafar, 2013). Another indicator of luxury in this period was the dense use of jewelry which they used it as a symbol to reflect the wearer wealth. Greeks gave much importance to appearance and grooming. As a result, they worked on developing the beauty sector. Consequently, the use of make-up and cosmetics were highly used by Greeks women starting from lipstick and foundation. Even the application of the make-up method that is used today by experts was established in that period. Greeks paid high attention to external appearance and skin care. For example, the luxurious items that were used for body caring included moisturizers were made of local ingredients and use it during the day and night. Luxurious interest didn't stop at the cosmetics but also reached the perfumes which were made from the best essences and oils like violet and myrrh. Every type of perfumes was specialized and applied to a particular part of the body. As the women were the center of the beauty, they had a technic for removing body hair and had a special hairstyle. However, men also had a part of a luxurious lifestyle, both genders used therapeutic methods and massages plus to that, men used to exercise to keep a good shape of their appearance (Okonkwo, 2007). Luxury took an essential part of Greeks life. The evidence that proof Greek civilization was interested in luxury is the importance they gave to beautifying themselves.

2.3.3 Roman

Move on to the Roman Empire and explore how they dealt with luxury? The empire has a wealth of gold. Therefore, society expressed the meaning of luxury through the usage of gold. Romans opened the way to many concepts are using in today's luxury world. For example, in considering the fashion materials they were used in that time, especially the ones were created for the imperial families, we find them made of exceptional materials that can't be easily found. they as well invented the idea of seasonal fashion to adapt the change of the weather as to adapt the change of society taste. Men and women fashion were distinguished by using different materials and colors with dissimilar designs (Jafar,2013). Moving from clothes to another distinct luxurious item, Italian shoes. People in that time considered the shoes as a sign of distinguishing the social classes that the government specified what color and model of shoes should each class wear. This what inspire the gifted designers and craftsmen to make distinctive shoes in order to capture the attention of royal families and aristocrats (Jafar,2013). The superior manufacturing of Italian shoes was triggered by this rule as the target of the manufacturer is to satisfy the rich people who belong to the upper class. So the industry took fame in that period and continued to these days. Italian shoes are still known for their quality as the best in the world (Okonkwo, 2007). In that ancient time, shoes are considered a kind of luxury as not everyone was allowed to wear upper-class shoes (Okonkwo, 2007). Those Shoes were used to show the social status which is considered as one of the luxury functions. Nevertheless, Roman exhibited luxury by using a private thermal bath plus to saunas (Okonkwo, 2007). This explains the luxurious lifestyle and the society richness as it's not possible to have such kind of baths if they weren't affluent. They showed a high interest in personal care by using special ingredients that nurture the body and benefit the mind. This idea of baths was exported to England where Roman had a private baths there. That contributes to speared this kind of baths in England. Additionally, they had an interest in sports and exercises to keep in shape. Cosmetics products had a portion of women concern as they related to well-being. women also represent a significant role in defining the style by inventing a new style of their clothes, jewelry and makeup (Okonkwo, 2007). The women of aristocrats intentionally

displayed their social status by wearing heavy jewelry. Cosmetics and make-up also had an interesting portion of their lives. In Roman culture, people spent much attention on their appearance.

2.3.4 Byzantine Empire

Byzantine Empire was located between Asia and Europe. The capital of the empire called Constantinople. The capital was known as the richest and the largest position of trading and fashion in that period. This significance the city had influenced the culture prosperity. In comparing the Byzantine Empire with the Roman Empire in regarding luxury concerns. Byzantine Empire possessed an exceeding level of taste that the consumption of luxury goods was higher (Okonkwo, 2007). The emperor, Justin I, and his wife, Theodora, were interested in luxury goods which reflect a distinctive taste. The importance of luxury they gave was reflected by the dresses they wore and the lavish activities and ceremonies they organized. Empress Theodora, was stylish in an extraordinary way and she was the first women who utilized fashion as a symbol of a power source (Jafar,2013). Her taste in clothes was infallible and she had a tendency for possessing the most expensive clothes which were made of silk, adorned and brocade. her clothes were decorated with embroidery made of gold and pearl. Her jewelry as well was very luxurious and made by the most skillful craftsmen. They were made of the rarest and most precious gems. Byzantine Empire didn't impose people to wear specific items, unlike the Roman Empire, every individual had the right to choose what they want to wear. This freedom given to people allowed women to imitate the Empress clothes style with normal materials. Even though, Fashion and appearance kept its function as a display of wealth and social status (Okonkwo, 2007).

2.3.5 Renaissance Era

This period included the prosperity of culture in the whole of Europe. This era was an era of discoveries and inventions. Even the discovery of America was in the Renaissance Era. It has been distinct with growth and development in several domains. However, in this period raised the greatest Italian artists like Leonardo Da Vinci and Sandro Botticelli. Literature prospered as well in Italy, France, and other European countries to join the success of art. That is

inspired people to mix Art with luxury which allowed women to take advantage of that mix to use it for beauty reasons. Since the women of this era had an obsession with being beautiful and they were ready to do anything to achieve that goal. In the Renaissance era, enormous of Aristocratic families has appeared. The existing of those families in that period affected society greatly (Jafar, 2013). People considered them as celebrities these days and tried to imitate their nobleness habits. The women of this class had private clubs to preview the latest fashion of those days and beauty products. The same example of these days is pre-collection shows that are organized by Fendi or other luxury brands. Also, jewelry got fame as the trade and production of jewelry centered in the Italian city, Florence, at that time. Italy was prominent and the most influencing country in Europe (Jafar, 2013). For that, when the Renaissance Era is mentioned Italy should attend. Moreover, Italy produced the best textile made of silk which contributes to the prosperity of luxury.

2.3.6 Baroque Era

The baroque era was the French era. France popularity took place because of its influence in Europe. In the Baroque era, the French lifestyle spread not just in Europe but in the whole world as well. This impact returns to France king, Louis XIV, who featured a sophisticated and elegant taste in his lifestyle choices. His taste was reflected by his interest in art and literature in addition to fashion. The king's luxurious taste had an influence on the upper class especially the royal families and aristocrats. He admired the luxury life and gave it his interest as well he was interested in fashion (Jafar, 2013). For that, he supported the craftsmen and designers financially which contributed to the growth of the fashion industry in France. Furthermore, he encouraged fashion export and minimize fashion goods imports. By this rule made France become the prominent country in the world in supplying fashion goods with a luxury aspect. Later on, people connected the sophisticated lifestyle and education to the name of France, so the country became a reference for elegance. The developing of the country contributed in emerging of new technics in personal life like the use of fork and knife as well the formal dance. France in the Baroque era became an indicator of the upper class in Europe. Also, in France people belonged to the middle class emulated who belonged to the upper class by dressing similar

clothes (Okonkwo, 2007). A luxurious lifestyle is always an attraction and people imitating each other is one of the attraction reasons since the old days to recent days. Another attribute of France luxurious life is the common use of jewelry and pearl by women. Also in this era women used diamonds to reflect their taste in jewelry and to show their states. Regarding men, they didn't pay much to their personal care. As a result of the bad smell and the less use of bathing, perfumes took a wide range of popularity (Okonkwo, 2007). The high demand for fragrances spread them much among the country.

2.4 The Modern Luxury

The modern luxury industry started to take roots in the 19th century in Europe. This period witnessed the development of industry which caused the industrial revolution. With the increasing of the competitors, companies strived to produce creative and innovative goods to target the upper social class (Jafar, 2013). That time considered the birth of the luxury goods industry using a modern technics, as the earlier times the luxury goods were handmade by local craftsmen. However, this industry has been expanded to reach countries outside of Europe. From this point, luxury products companies established a good base in countries around the world which was the foundation of the international luxury corporations that we have in today's world (Antoni et al, 2004). Consequently, the luxury goods witnessed high growth and a refine reputation in the 20th century. What gave the products that reputation and the luxurious touch is the quality of materials used in manufacturing them and the durability of the product itself plus to other performance aspects and design (Brun & Cecilia, 2013). If we returned back to the previous half of the century, we find the luxury products was limited to a specific group of people. However, this practice has evolved in the recent days, as everyone has the accessibility to buy luxury brands if they can afford them regardless of the class and status (Räisänen et al., 2014). This caused significant growth in the second half of the century in the industry. the demand for luxury goods didn't stay reserved for European and US markets but even it expanded to a new emerging market (Catry, 2003; Silverstein & Fiske, 2003; Dalton, 2005). The

ability to purchase luxury goods by anyone wants is considered as luxury democratization (Brun & Castelli, 2013).

2.5 Brands

The brand may mean a name, it could be expressed by a term, may represent a sign, or a distinctive logo, also may embody a symbol, or a design belong to its own character. all these attributes together or separately define the concept of a brand (Okonkwo, 2007), brand attributes give the brand a character that differentiates the brand from another. What features a brand display can affect how the consumer behaves towards the brand and influence his/her decision about making the purchase (Gilaninia et al., 2012). And from here came the idea of the brand origin, the secret that brought the brand concept to the surface is the need for differentiation (Gorp et al., 2012). hundreds of years ago, the cattle-rearing men needed to distinguish their cattle from others. Therefore, they came with the idea of stamping their cattle by burning a mark of the owner"s name on the cattle. This way allowed people to recognize the good quality of the cattle easily by the name (Okonkwo, 2007). These days, the brand indicates entities that including organizations, people, concepts and also it could refer to the processes that strive to add life and meaning to the products (First, 2009). This how the concept moved to the trade market and evolved into the image of brands logos and names that we see in our world today (Okonkwo, 2007). So the brand doesn't come to life just by giving the product a name, branding process should add some uniqueness to the brand identity and build a strong reputation for it. That"s what establishes brand history. Nevertheless, the name and the logo of the product are material signals of the brand which doesn't have a meaning by standing by itself. They mean what the history of brand grants them. so without history, they lose the meaning of their existing. Therefore, the strongest brand, the one that has a good history (Holt, 1995). And this history comes from consumer experience and their satisfaction. With the time the brand becomes more trustable and build a strong image in the consumer's mind. As a result, the brand would have strong brand equity. (Kay, 2006) suggested that the brand strength doesn't depend on any difference is creating in consumer perception, but it lies in the meaning that the brand creates. For that, he

stressed that focusing on giving a brand meaning is a significant base if you want to build a strong brand with a successful mission. The meaning of the brand is a picture drawn in the mind of the consumer. This picture has consisted of the experience the consumers get from the brand when they deal with it in different situations and different psychological states. Therefore, brand meaning differs according to the consumer experience. Even the same consumer may not use the brand, in the same way, all the time.so s/he has a different experiment every time they use the same brand (First, 2009). Consequently, one brand has several meanings for consumers. However, regardless of the differences in the meanings, all of them should reflect a positive meaning in order to keep the brand in a good image for the consumer (Krishnan, 1996). The perception of the brand is associated with the consumer perception of the aspects the product has as well it's related to production values and personality (Veloutsou, 2008), brand perception being based on the consumer perception is giving the brand identity some complicity.

2.6 Luxury Brands

Many consumers strive to own luxury brands even if having one of these products costs them to save for it for several months (Wu et al., 2015). So, what is the luxury brands and what the essence that lay behind it? And how it starts? The next part is going to reveal the cover upon these questions. Authors and experts have defined the luxury brands based on their experience, but even part of these definitions are true (Barnier et al., 2012), they didn't cover the whole idea of luxury. The difficulty of finding a specific definition of luxury brands return to its wide field. Many domains of science are interested in understanding the nature of luxury and its products. The scientist of each domain looks at luxury brands with different eyes. For example, economist looks at the luxury brands from the price side while sociologists see the luxury brands as products used in the social environment to display the consumer position plus to psychologists who try to understand the motivations that construct the consumer needs for the luxury brands (Barnier et al., 2012). (Vigneron & Johnson, 2004) defined the luxury brands as the products that have practical and psychological benefits for the consumer. However, This research

is studying the luxury brands from the psychologist's side as it is aimed to explore the nature of the motivations that affect consumer personality to consume luxury brands. Therefore, the research will study luxury brands from psychological insights as it concerns about the motivations of purchasing these brands. This benefit could be embodied by high quality or aesthetic attribute. Mostly the desire of consuming the luxury brands refer to psychological needs and this psychological benefit is what distinguish the luxury brands from others (Novak & MacEvoy, 1990; Mason, 1992; Vigneron & Johnson, 1999; Vickers & Renan, 2003). According to (Wordiq, 2004) Luxury product is the product that has superior quality and the highest price, cited in (Teimourpour & Hanzaee, 2011). the consumer"s here defining the luxury brands by the magnificent quality the product has. others defined them as the one which achieves the highest level of prestige (Phau & Prendergast, 2000). In this definition, the consumer is stimulated to by the luxury brands because of the conspicuous prestige the product has. While (Nueno & Quelch, 1998) defined Luxury brands as the goods that their intangible characteristics cost more than the tangible ones. According to this definition, the consumer is triggered to buy luxury brands for hedonism reasons. However, until now there is no agreement about the definition of luxury neither by experts nor academicians. Even if there are close definitions but still they are different. This difference came from various cultures and beliefs. However, luxury goods are usually connected to brand name or logo represents the brand strength, also it's related to high performance that reflects the talented craftsmen and designers (Quelch, 1987). The characteristics of luxury brands according to (Phau & Prendergast, 2000) are summarized in the following points : Every brand must have a different and popular identity and the customer should have awareness about these brands and the brand should enjoy a quality of refining materials also luxury brand feature should include customer loyalty and commitment to keep the percentage of the sales high. based on that the luxury brands have been divided into groups. First one includes the brands that have symbolic values that consumer buys them for symbolic reasons more than paying attention to its utility like Louis Vuitton. And the other group have the brands that have functional aspects like Porsche vehicles (Reddy & Terblanche, 2005).In other words, some consumer buys luxury brands for displaying their status in the society while others care about

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the quality and the performance of the luxury brand. In addition to luxury symbolic and functional features, the luxury brands don't have a limited time for its use as it is considered modern and growing rapidly with increasing its profitability (Wetlaufer, 2001).

2.7 Characteristics of Luxury Brands

luxury brands are differentiated from other brands by possessing sumptuous features. The products to be classified under the category of luxury brands should have specific characteristics. These characteristics, according to (Nueno & Quelch, 1998), should include remarkable quality and have a heritage of magnificent craftsmanship, usually, it is returned to the original founder who designed and established the brand. Also, the luxury brands should have a distinguished design with incredible style, plus to that, the product should be exclusive and the product promotion has to attract consumer feelings. Additionally, the product should enjoy with refining reputation universally, mostly the luxury brands reputation comes from its country of origin as the excellence of the product is connected to its origin country. furthermore, each product should have its own uniqueness (Kim,2012). The results of studies conducted in the luxury field confirmed the previous characteristics of luxury brands. For instance, the study was made by Dubois et al (2001) found out that six dimensions of Nueno and Quelch (1998) luxury brands features were recognized in their study. The study was an attempt to understand the consumer's attitude in the luxury context. The study was two phases based, in the first one the researchers conducted qualitative research through making in-depth interviews with 14 consumers. In the interviews, people were asked to explain their perception about luxury and to talk about their experience in dealing with luxury products or services. However, based on the analysis of the content of the interviews, the researchers could identify the several facets that shape consumer attitudes toward luxury. The six dimensions were identified of luxury characteristics were the superior quality, scarcity and uniqueness, high price, aesthetics, heritage, and personal history Superfluousness. And based on these features they continued the second phase through collecting data by the quantitative method through a survey. (Fionda & Moore, 2009) conducted a

qualitative study in order to recognize the constructs of luxury fashion brands. They interviewed 12 retailers of global fashion and came out with nine crucial attributes of the luxury brands fashion. According to the retailers' experience, the success of luxury brands lied in these attributes which are Premium Prices, Heritage, Exclusivity, Brand Signature, Product Integrity, Marketing Communications, Clear Brand Identity, Culture, Environment, and Service. According to the previous studies, the price of the luxury brands depends on the products subjective value rather on the real cost (Gorp et al., 2012). Also, the brand should have a long history as this feature add authenticity to the product value and increase its credibility (Fionda & Moore, 2009), consumers linked the brand credibility to the country of origin. For example, Switzerland is linked to excellent watches (Kim,2012). As well, the amount of the product should be limited to a specific number as exclusiveness is an important characteristic of the product to be classified as luxury products (Gorp et al., 2012). The product as well should be recognizable and have a special style (Fionda & Moore, 2009) as consumers striving to represent the brand name of their possession and make it obvious for others to notice (Cheah et al., 2015). The quality of the luxury product should be flawless and achieve a high level of consumer expectations or exceed them (Keller, 2009). Luxury markets should have a mean to communicate their luxury brands. This mean could be by using public relations also fashion shows could be considered as another tool also marketers could employee celebrities to promote the luxury brands and take the advantage of the press also personal communication make a part of marketing communication (Ghodeswar, 2008). The brand identity should be clear in order to be considered a luxury brand as (Gorp et al., 2012) stated the clarity of the brand value can differentiate the luxury brand from other brands. The culture, here according to (Fionda & Moore, 2009), is related to the company as the company culture contributes to developing the brand. The brand culture is derived from the company culture. For that, the brand culture reflects expertise in producing the brand. While the brand store environment should be connected to an excellent service according to the authors.

2.8 Luxury Brands Position and Classification

However, in general goods, Copeland pointed out that goods are classified into 3 categories: the first one includes the basic products and called convenience goods, the second layer includes the products that consumers compare their quality, price, and style with other goods and called shopping goods, the last category is the specialty goods which include products have spectacular attributes that attract consumers (Copeland, 1923). Usually, marketers take advantage of this classification while setting advertising or sales. Convenience goods are the available goods for normal customers like basic needs such as products in the grocery. Once the consumer realizes the need for the product, product demand becomes obvious in the consumer mind and usually, the consumer has an immediate intention to purchase them. As their prices are relatively small. The second type which is shopping goods, in this level the consumers tend to make a comparison between the goods in regard the price, style and the quality and the products belong to this level are mostly bought by women. The centers that have shops sell this kind of products often need a trip to visit it as it may not be close to the consumers as grocery. The shopping products may not be clear in the consumer mind in advanced as the convenience goods. Therefore, this type of shopping isn't occurring at the same time of thinking. It may be postponed. as the need isn't clear in the mind and the location may not be near. For that, marketers should consider the location that can attract many consumers from different areas. The third classification goes to special goods. the goods that belong to this category should have distinct attributes that induce the consumer to purchase the good without any plans for shopping. But, of course, the consumer would have a previous idea about the product to be bought and the place of its existence. The products here attract the consumer to buy them without any comparison because of their uniqueness, unlike the shopping goods that make the consumer make comparisons. The ones who purchase the most of these goods are men. Not just men clothes and shoes are bought here but also for furniture. Even though women buy from this category also but not as much as men. The brand of the manufacturer or the retailer of this category products or even when the store reputation are known for its quality all of that are attendant in consumer mind

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and play a good role to purchase them (Copeland, 1923). The pyramid classification is shown in figure 2.1.

Figure 2.1: Goods Classification according to (Copeland, 1923)

All the 3 classes of the products could be with a brand or without one. With giving a brand to these goods then there must be a connection between the Copeland classification and the luxury brands classification. However, according to Kapferer the brands have 3 levels starting with the brands level at the bottom which have a mass of production and goods and enjoy the competence of the price moving up to the middle- level which has the upper-range brands, these brands are made in a factory and have fine quality and at the top, the luxury brands take a place which produces a limited collection with emphasizing the talented craftsmanship made in a workshop (Kapferer, 1997). This classification is shown in figure 2.2.
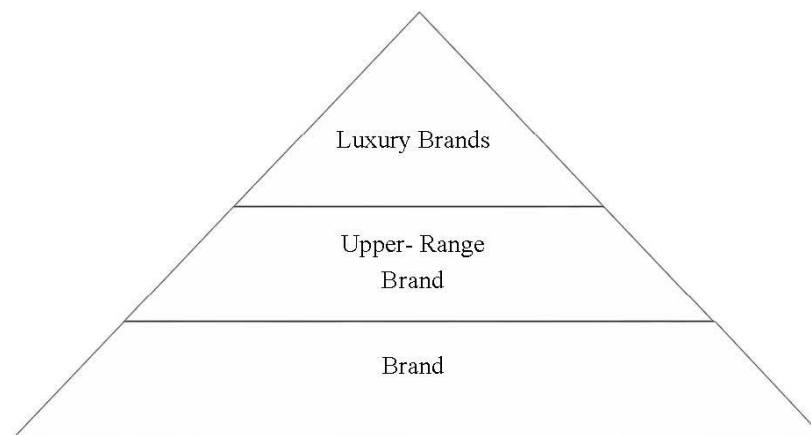
Figure 2.2: Brands Classification according to (Kapferer, 1997)

Nevertheless, regarding the classification of luxury brands themselves. the difficulties the practicians and scholars face in luxury domains were not restricted to the definition of the luxury but also the complexity exceeded this age of luxury birth and reach the luxury classification stage. As The researchers of the luxury domain found that there is a confusion in identifying or limiting the area that surrounds the luxury goods, expensive goods and the upmarket goods (Barnier et al., 2012). Regardless of this confusion, there were attempts to set the classification boundaries of each category by several studies. For instance, (Vigneron & Johnson, 1999) have classified the brands according to their expressing of the prestige value as an upmarket brand which has the less prestigious brands, the second brands are premium brands which have an acceptable level of prestige and the last one is the luxury brands which contains the most prestigious brands. the classification of brands according to their prestige is represented in figure 2.3.

Figure 2.3: The levels of prestige according to (Vigneron & Johnson, 1999)

However, Alleres,1991 stated that the luxury has 3 classifications: occupied the base of the pyramid the accessible luxury, intermediate- luxury and accessible luxury, cited in (Barnier et al., 2012). Alleres classification is represented in figure 2.4.
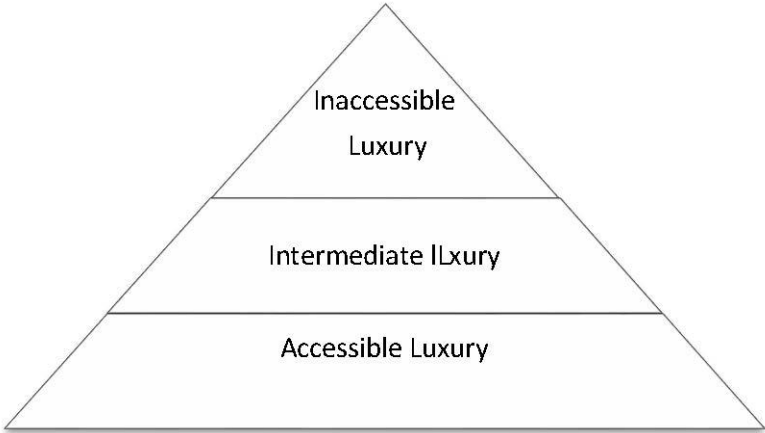
Figure 2.4: Luxury classification according to Alleres,1991

Based on the mentioned classification and from the previous studies, it is obvious that the most luxurious brands occupy the top of all classification and belong to a high-class family of the brands which distinguish them from the normal brands (Vigneron & Johnson, 2004). Furthermore, products in the luxury category represent the luxury degree of each brand (Vigneron & Johnson, 2004; Kapferer, 1997; Barnier et al., 2012). When marketers mix the luxury with the name of the brand that reflects the products category. For that, the brand of the product may be perceived as luxurious in one category and is not in another category (Barnier et al., 2012).

2.9 Consumers Segmentation in the Context of Luxury

The luxury brand consumers are divided into three main segmentation: the first group of this segmentation comprises of the Elitist consumers, while the second group of the segmentation occupied by Democratic consumers, besides these two groups comes to the last and third group which is the one that belongs to Distant consumers (Dubois et al., 2005). The classification of the three segmentations was constructed on what attitudes the luxury consumers enjoy. The consumers in each segment share the same attitudes. For example, the consumer belongs to the first group have a classical concept about luxury which says luxury goods are reserved for few people who belong to the high class- level. While democratic consumers have a different point of view as a modern attitude about the notion of luxury. They believe luxury goods could be owned by many people. However, the distant consumers aren't just far away of the other two segments but also they are far away of the luxury itself as they don't think to buy luxury goods are something interested or attractive activity (Dubois et al., 2005).

2.10 The Type of Luxury Brand Consumers Characteristics

Following the previous classifications we can classify consumers of luxury brands according to their motivations which give us five types:

The vablenion type: vablenions are consumers who are motivated by manifestations and show off who may have an arrogant character. (Sedikides et al

2007 and Hung et al, 2011) have stated the relationship between consumers who tend to be arrogant and their expenditure on high prestige products. They found that these consumers keep wanting to consume high prestige products to satisfy their ego and self-esteem.

The snob type: consumers of this type could have leading character as "The most innovative member of a system is very often perceived as a deviant from the social system" this aspect could be a mirror of consumer characteristics. Since they like to have products before others and being different, this gives them a leading personality and being opinion leader as they may enjoy a high level of socioeconomic status (Rogers, 1983).

The bandwagon type: the consumers who care much about the norms and the social concerns are pointed as socially followers and are looking for opinion leader to direct them or looking for people who have higher social status to imitate them (Rogers, 1983).

The hedonist type: the hedonist consumers tend to be adventurers and shop for personal arousal (Jamal et al., 2006). It can be concluded from these reasons that the hedonist consumer enjoys a funny character and have a sense of humor.

The perfectionist type: the perfectionist consumers try to keep their personality in the perfect image by consuming the best type of products they purchase. Based on that perfections may have a very strict personality.

2.11 Motivations

Motivations have a great effect on consumer behavior and in shaping their actions. motivations exist when there is a need the individual wish to satisfy and represents itself by taking an action (Martínez-López et al., 2016). Motivations in the luxury brands field are the impulse that encourages consumers to buy these products. consuming luxury brands could be motivated by the need of satisfying personal or social need (Tauber, 1972). According to the same author, personal inducement is pushed by the need of getting some entertainment or enjoying themselves by following the latest trends. On the whole, these kinds of motivations are directed to satisfy self-gratification. While the social inducement is derived by the need of satisfying the consumer image in

the world s/he lives in to support some idea about the consumer personality like status. The consumer behavior towards purchasing luxury brands is affected by several motivations (Mamat et al., 2016). One of these motivations is the perceived value of luxury products (Salehzadeh & Pool, 2017). The perceived value is the customer's point of view and beliefs of the benefits s/he can attain from the product (Yoo & Park, 2016; Kim et al., 2008). That confirms the notions of value that divided the meaning of value based on exploratory research to four groups (Zeithaml, 1988), some consumers the good value meant to them the low price, other consumers perceived the value as the quality they get in an exchanging process of paying money. others see the value as giving and take procedure like what they can attain for what they give. The fourth group measures the product based on their purpose of it. For that, the perceived value can be described as a structure of multi-dimensions (Kahyari et al., 2014). So, in order to understand the consumer motivation for having an intention to purchase luxury brands, marketers should understand first how consumer perceive the luxury brands and its value (Ko et al., 2011) which help them predict the consumer behavior (Choo et al., 2012). For this purpose, many studies have investigated how consumer perceived the value of luxury brands or products. (Vigneron & Johnson, 1999) in their study emphasized five perceived value (unique value, social value, quality value, conspicuous value, and emotional value) which are resulted from five motivations (Veblenian motivation, Snob motivation, Bandwagon motivation, Hedonist motivation, Perfectionist motivation). These motivations and the perceived value of consumers are shown in Table 2.1.

Table 2.1: The Perceived Values and Their Motivations According to (Vigneron & Johnson, 1999).

Values	Motivations and Type of Consumer
Conspicuous	Veblenian
Unique	Snob
Social	Bandwagon
Emotional	Hedonist
Quality	Perfectionist

The perceived value is affected by the following motives:

Veblen Motive or Veblen Theory: refers to conspicuous consumption. The theory of conspicuous consumption takes its popularity from the theory of the leisure class which was composed by Veblen in1899 (Visser, 2015). For that, the theory has his name even though he wasn't the first one to write about conspicuous consumption as John Rae in 1834 wrote about the conspicuous consuming (Leibenstein 1950). However, the idea of conspicuous consumption says that wealthy people tend to demonstrate their wealth by purchasing goods that are very conspicuous to others to gain social status (Bagwell & Berneim, 1996). scholars defined the conspicuous consumption as an ostentatious show of wealthy people in order to display their affluence to keep their prestige or social position or even use this kind of consumption to gain a new social status (Vigneron & Johnson, 1999; Truong et al., 2010). Nevertheless, Veblen pointed out that people consciously display their richness by the goods they buy. Furthermore, the theory stated that people try to emulate the upper social class in purchasing goods (Truong, McColl & Kitchen 2010). Socialists also studied the phenomena of conspicuous consumption (Leibenstein 1950), as the reason for buying conspicuous goods is to be exposed to others.

The Snob Motives: this effect refers to the uniqueness and it combines between the personal and interpersonal effects which make it complicated (Leibenstein, 1950). This kind of motives affects consumer behavior when purchasing the luxury brands either by an internal desire coming of a personal need or by external influence brought by consumer environment like his/her friends, family, peers (Mason, 1992). Snob motive usually appears in two situations: first, when new luxury brands are launched, the snob consumers are directly intended to have it to take advantages of the exclusivity of the products. The second status that shows the snob effect on consumers is when the consumers reject specific luxury brands because most of the people used the same products (Mason, 1981). Also, there is a third situation that reflects the third type of uniqueness is when the consumer intention of buying the product is to represent a creative choice (Tian et al., 2001). However, these concepts of snob consumers are proved by psychologists studied the consumers need for uniqueness (Snyder & Fromkin, 1977). They

found the need for uniqueness is a result of a comparison between people in society (Festinger, 1954), which reflect the consumer desire of being different from others. So the origin of the snob concept came from producing innovative brands with a new design (Rogers, 1983) which reflect the individual distinction of others.

The Hedonic Motives: it refers to emotions and it was established by Dichter (1960). The idea of this effect says the motivation of consumer purchase isn't always referred to logical impulse, sometimes the consumer choices refer to her/his feelings with ignoring to the consciousness behind it. Some luxury brands attract consumer feelings as the degree of brand likeability could be higher than their functionality (Hirschman & Holbrook, 1982; Sheth et al., 1991). Studies about luxury brand consuming have shown that luxury brands provide consumers with insensible and subjective utility. As (Dubois & Laurent, 1994) pointed out the product value that is acquired from emotions is a core attribute for the luxury products. The consumer's response that is based on her/his emotion is related to the feeling of pleasure and excitement when consuming a particular type of products (Alleres 1990; Benarrosh-Dahan 1991; Fauchois and Krieg 1991; Roux and Floch 1996) cited in (Vigneron & Johnson, 1999).

The Perfectionism Motives refers to quality. One of the attributes that distinguish luxury brands is its possession of extraordinary quality (Garfein, 1989). Quality effect or perfectionism effect appeared when the consumer appreciates the value of the product based on the superior quality of the brand and its functionality. Some consumers measure their prestige with high quality. As luxury brands display a unique quality of the products, they are a target for people looking for the best prestige (Vigneron & Johnson, 1999).

The Bandwagon motives refers to the value perceived from the social aspect. (Belk, 1988) considered consumers who care about their prestige in the social environment fall under the effect of Bandwagon. consumers who tend to own prestigious brands to use the brand as a symbol that represents their belonging to specific groups are motivated by the Bandwagon Effect. (Festinger, 1954)pointed out that people attitude usually is built based on the opinion the majority of the group they belong to. For example, the person may use the prestigious brand during the workdays to confirm his/her position in the job

while in the weekend they wear a normal brand to match the stander of his/her neighborhood (Vigneron & Johnson, 1999). For that, people are influenced by the Bandwagon Effect could be stimulated by the concept of extended-self value through consuming luxury brands. Also, an earlier study conducted by (Leibenstein, 1950) also recognized 3 types of the previous motivations which are snob motivation, Veblenian motivation, and Bandwagon motivation as the author used these motivations to extend the researches of the consumer demand theory.

The perceived values that affect consumer intention to purchase luxury brands according to (Vigneron & Johnson, 1999) are five values three of them are caused by interpersonal effects which the perceived conspicuous value, the perceived value of uniqueness and the last one is the social value. While the other two dimensions are considered as personal effect and they are the perceived value of hedonism and the perceived value of quality.

The perceived value of uniqueness: consumer perceived the product as unique if they can describe it as an exclusive product with a gorgeous design in additional to enjoy a functional attribute (Dubois et al, 2001)

The perceived social value: this value is related to what consumer wants to show others or what s/he wants people to think about him/her. In another meaning, luxury brands speak the consumer status and his/her position in society.

The perceived value of hedonism: this value is related to how the product could fulfill the consumer need for entertainment and pleasure.

The perceived value of quality: (Zeithaml, 1988) defined the perceived quality as what is consumer opinion about the product material in general.

The perceived value of conspicuousness: this one is related to how the product can deliver a message of consumer richness which is the purpose of purchasing. Nevertheless, (Wiedmann et al., 2007)in their research considered 9 perceived values (prestige value, conspicuousness value, price value, quality value, uniqueness value, usability value, materialistic value, hedonic value and self-identity value). They added four more values to the ones used in (Vigneron & Johnson, 1999) study.

The perceived value of price: the price of the product usually is connected with its quality. There are several studies that found the price could influence the consumer perception positively as they consider the high price is an indicator of high quality (Lichtenstein et al., 1988; Tellis & Gaeth, 1990). other authors found that the expensive goods doesn't mean the products only have excellent quality but also they represent high status as they show the consumer prestige according to (McCarthy & Perreault 1987; Wiedmann et al., 2007).

The perceived value of prestige: this value is related to the product ability to reflect how prestigious is the consumer.

The perceived value of materialism: this value returns to consumer interest in possession goods as buying many goods achieve his/her goal.

The perceived value of product usability: the consumer linked the product according to its function of use as the consumer purchase a specific product to satisfy a need (Wiedmann et al., 2007).
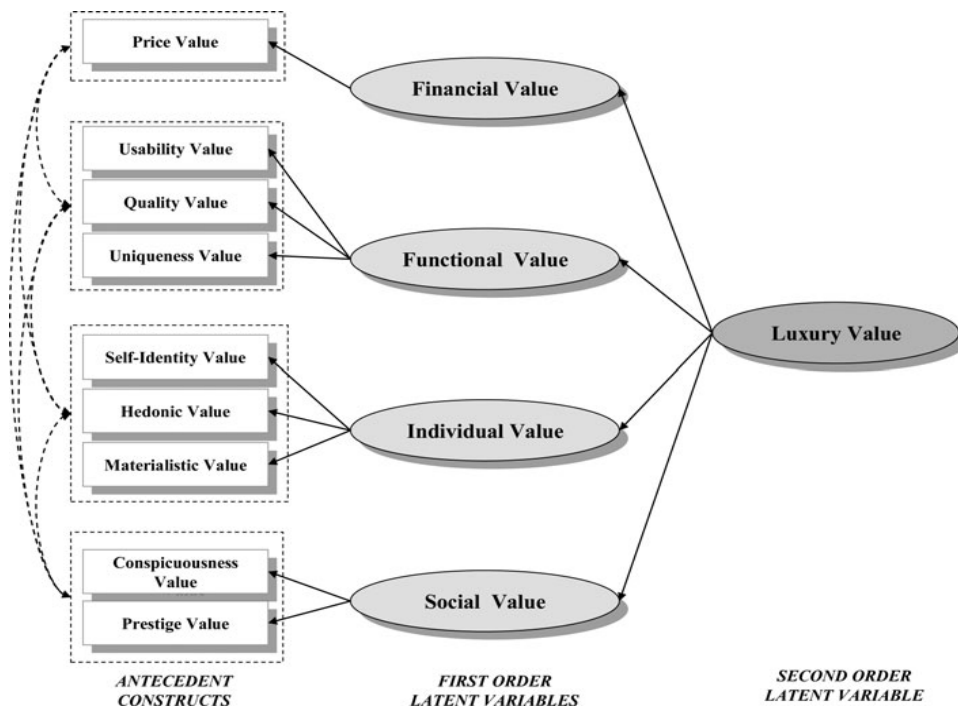
Figure 2.5: Dimensions of luxury value perceptions according to (Wiedmann et al., 2007)

However, (Wiedmann et al., 2007; Wiedmann et al., 2009) pointed out that the nine perceived values are antecedent values of the perceived luxurious value.

The antecedent values are directed by 4 main latent values which are social value, individual value, financial value, and functional value.

The 4 latent values:

The Financial Value: according to this value the consumer measures the luxury value based on the monetary features of the product or service like its price, sales or discount in the seasonal periods for example. In other words, this value explains how much of money consumer should sacrifice in order to gain the luxury product (Ahtola,1984; Chapman, 1986; Mazumdar, 1986; Monroe & Krishnan, 1985) cited in (Nadine et al., 2012). The more expensive the luxury product is the more desirable will be (Groth & McDaniel, 1993). So, consumers who consider the financial value, evaluate the product based on its price.

The Functional Value: the functional value is related to what the consumer can benefit from the product and to the product utility. This value is embodied in the uniqueness and quality value, also the usability value of the product comes under the functional value as well the durability (Sheth et al., 1991). The functionality of a product in the context of luxury brands consists of the superiority of materials used in producing the products plus to the professionalism in the craftsmanship and performance. This value is highly linked to the physical attributes of the products (Cheah et al., 2015).

The Individual Value: luxury brands consumption here is related to personal motivations. For that, it contains the values that are connected to the individual personality and his/her preferences regarding the consuming of luxury brands like materialism and hedonism (Nadine et al., 2012).

The Social Value: according to this value the purpose of consumer purchasing luxury brands is to use the product as a recognizable sign by their peers and others in the society. This value can be presented by prestige and conspicuousness value (Nadine et al., 2012). Table 2,2 demonstrates international studies about the factors that have an influence on consumer consumption of luxury goods.

Table 2.2: The Summary of Earlier Studies Related to the Luxury Consumption Factors Conducted by (Hennigs et al., 2015)

Study	Determinant	DV	Main Results
Dubois & Laurent (1993)	Nationalities (socioeconomic indicators, geographic indicators)	Perceptions of 30 international luxury brands	In the luxury context, the power of segmentation showed a greater extent than the country affiliation
Tidwell & Dubois (1996)	Nationalities	Consumer attitudes toward the concept of luxury (Dubois–Laurent Scale)	The consumers in Australia have a negative attitude toward the luxury notion more than the consumers in France. France represented a positive correlation between the self-concept and the luxury concept.
Vigneron (2000)	Nationalities	Brand Luxury Index scale of Vigneron/Johnson	The study affirmed that the scale is reliable and valid but the result can't be generalized because of its limitation. For consumers in New Zealand, quality pointed the most of the variance while consumers in Australia showed a high tendency toward the variables of hedonism and conspicuousness.
Dubois, Laurent, & Czellar (2001)	Quality, hedonism, scarcity, superfluousness, time incorporation, and high price	Consumer attitudes toward luxury	The attitudes of consumers aren't clear. However, the study could recognize three main types of consumer attitudes which: elitism, democratization, and distance. The study considered the consumer's attitude in 20 countries.
Dubois, Czellar, & Laurent (2005)	National culture	Consumer Attitudes toward luxury	The findings of the study supported the findings of Hofstede"s four-dimensional.
Tsai (2005)	-	Personal determinants of luxury consumption behavior	The findings pointed out the personal orientation influence consumer behavior toward repeating the purchasing process.
de Barnier, Rodina, & Valette-Florence (2006)	Nationalities	Consumer perceptions of luxury	The study findings were recognized 4 variables of luxury facets in 3 different cultures. The facets were of premium quality, personal product history, aesthetics, and expensiveness. As well they found that consumers in France appreciate the conspicuousness and aspiration of the goods, in UK consumers, considered functionality more and luxury atmospherics and in Russia consumers are loyal to Superfluousness and uniqueness of the products. Nevertheless, the research found a new variable which is related to the consumers of the 3 countries. It's the hedonism

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Table 2.2: (con) The Summary of Earlier Studies Related to the Luxury Consumption Factors Conducted by (Hennigs et al., 2015)

Study	Determinants	DV	Main Results
Li &Su (2007)	-	"Face"	The study found the consumers in China are behaving in regarding consumption based on their reference groups to protect their face more than the American consumers . as well they consider the conspicuousness of the goods.
Shukla (2010)	Socio-psychological , brand & situational antecedents	Status consumption	Consumers in England and India are trying to fulfill a social need by consuming the products that indicate social status. But their behavior varies in achieving this goal.
Podoshen, Li, & Zhang (2011)	National culture	Materialistic values and conspicuous consumption	The most important dimensions the Chinese consumers consider during purchasing the goods are materialism and conspicuousness.

2.12 The Summaries of the Previous Studies

The researcher of the current study has summarized studies related to the luxury motivations in the following years of the previous schedule which are :

In 2010, Truong et al studied the impact of four intrinsic aspirations and three extrinsic aspirations on the priority of choosing luxury brands product. The intrinsic aspiration includes the personal variable, relationship variable, community variable and the variable of self-esteem. The extrinsic aspiration has the wealth variable, popularity variable, and the image variable. As a result of studying the impression that these variables have on the preference of luxury brands, the researchers found out that the intrinsic variables have a reverse effect on brand preference while the extrinsic variables have a positive impact on the preference of luxury brand (Truong et al., 2010).

In 2011, Hung et al. worked on studying the antecedents that affected consumer intention to consume luxury brands. In their research, they considered the consumer perception toward the luxury brand, the influence of society and vanity in both types of physical and achievement as factors that affect the purchase intention. As well the study used vanity as moderator with perception and intention of buying and with social influence and consumer intent. However, only the achievement vanity that showed a moderator impact on how consumer

understands the luxury brands. While social influence and vanity has a positive impact on consumer intent, the luxury brand perception has a weak impact on purchase intention (Hung et al., 2011).

In 2012, Choo et al considered expanding the previous studies that concerned the perceived value of the luxury goods as the research aimed to determine the factors of this value by studying 4 perceived values and their correlation with the brands and how this relationship affects the consumer purchase intention. The main values were considered in the study are the utilitarian value which has two perceived values and the second one was the hedonic value and included three values while the third one which is symbolic value has just two value and at the end of the model was the economic value (Choo et al., 2012). However, the result of their studies showed a positive effect of the 4 values.

In 2013, Zhang & Kim studied three basic dimensions to measure the correlation between them and the consumer attitude toward buy goods related to fashion. The three are: dimension reflect the brand consciousness, and another reflect social comparison and one more represent fashion innovativeness. However, the study has explored 2 more dimensions that showed materialism and Fashion involvement. All the five dimensions have shown the same influence on consumer attitude which is a positive influence as well this correlation of the Chinese consumer attitude and the mentioned dimensions influenced the purchase intention of the consumer in regarding the purchase of luxury brand fashions in China (Zhang & Kim, 2013).

In 2014, Franzak et al worked on studying design benefits which include functional value, hedonic and symbolic is associated with the involved with the brands. The study used the emotional effect as a mediator in this relationship. The findings showed that the consumer has a low attraction to the functional value of the product design and as a result the consumer engagement with the brand is low. However, with moving to the next value of the design, the hedonic one, the attraction is increasing as well the brand engagement. while the last value, the symbolic one, has achieved the highest level of consumer's attraction to the product design which caused the highest level of brand involvement (Franzak et al., 2014).

In 2015, Hennigs et al conducted a study that concerned about the impact that the values of sociality, functionality and financial value leave on the consumer mind in regard of how consumer understand the luxury value which is the mediator of the study as the author studied the relationship of consumer perception and other three factors that included the intention of buying luxury goods, the recommendation of using the product plus to the consumer willingness to buy the luxury good even if it cost him/her a lot. The result of this study showed that the 3 values support the consumer understanding of luxury brands which increase the consumer intention to buy the product as well encourage the consumers to recommend the product for others. Also, it has a positive mark on the readiness of paying a high cost to get the product (Hennigs et al., 2015).

In 2016, Siu published a study that concerned to research how emotions affect consumer attitudes in regarding the luxury consuming with including the brand equity effect on safe face value. Nevertheless, brand loyalty and brand knowledge plus to the perceived quality have an affirmative impact on the effective attitude. As a consequent of this correlation, the affective attitude influenced positively the consumer readiness to pay a high price to purchase luxury brands. However, the moderator that affect the relationship between the emotional attitude and the consumer intention to pay an exceptional price to purchase luxury brands was saving the face value. The research found that the luxury brands consumers who pay much attention about saving their face have a high tendency to pay an extraordinary price to buy luxurious products in order to reach their goal (Siu et al., 2016).

In 2017, Liang et al have studied how Chinese consumers perceive the luxury value based on self-perception and social perception. According to (Liang et al., 2017) the self-perception contains the perceived value of hedonic, uniqueness and vanity while the social perception includes the perceived value of conspicuous, status, conformity and face-saving. when they asked the consumers what is the main reason that concern their personality for purchasing luxury brands, some of them returned the consumption of luxury products to the hedonic reasons as this kind of consumption brings them pleasure and amusement. As well other consumers pointed out their need for uniqueness to

support their self- appearance. Also based on the responses of their participants in the focus group, they could identify a new value affect the luxury brands perception which is the value of vanity. In this study, the Chinese consumers of luxury brands showed a tendency to purchase these products to show off and exhibit their richness. For that purchasing, the luxury brands must be well-known brands. This is related to the status value which allows the consumer to display luxury products that speak their positions in the society or their social status. The research also found the consumers' purchase behavior in China is influenced by social groups. As well the findings came out with another new value which saves- facing value as consumers appreciate the products that are accepted by others and save their faces.

In 2018, Jiang & Shan conducted a study also in China to investigate the correlation between the Confucian propriety, Confucianism considered as an aspect of Chinese culture, and the consumer intention to buy a luxury brand with using the three perceived value which was used in (Wiedmann et al., 2007) research as mediating effect. The findings of (Jiang & Shan, 2018) study was that the social and functional value influence the purchase intention of luxury brands of the older consumers in China more than influencing the purchase intention of younger people. In regards to the individual value, the hedonic and self-identity value have shown a strong influence on the young individuals purchase intention more it has on the older individuals purchase intention. Table 3 states the previous studies that meant to investigate the consumer motivations of the increasing interest in having the luxury brands which were conducted in the following years of studies in table 2.3

Table 2.3: The Factors that Influence Luxury Brands Consumption in Recent Years

Author	Variables	DV	Key Findings
(Truong et al., 2010)	Intrinsic value: Personal Relationship Community Self-esteem Extrinsic value: Wealth Popularity Image	Luxury brand preference	The intrinsic aspiration affects the consumer preference of luxury brands negatively, while extrinsic aspiration has a positive effect on luxury brand preference.
(Hung et al., 2011)	The perception of luxury brands Social influence Vanity	Moderator: vanity Dependent: the intention of buying luxury brands.	The finding affirmed that there is a positive relationship between (Social influence, vanity in both types) and purchase intention of luxury brands. While consumer perception did not support its correlation with consuming intention. The moderating effect of achievement vanity was only reflected in consumer perception.
(Choo et al., 2012)	Utilitarian value: Excellence Functional Hedonic value: Aesthetics Pleasure Experience Symbolic value: Self-expressive Social Economic value	The brand correlation as a mediator and behavioral intention as a dependent.	The results of studying the 4 perceived values: utilitarian value, hedonic value, symbolic value, and the economic value indicate that the 4 values have a positive impact.
(Zhang & Kim, 2013)	Brand consciousness Materialism Social comparison Fashion innovativeness Fashion involvement	Mediator: Consumer attitude toward consuming fashions DV: purchase intention of fashions	The brand consciousness as it's indicated in the study following by social comparison and Fashion innovativeness have a positive impact on consumer attitude which presented the same impact on consumer intention. As the research explored two more dimensions have the same impact. They are Materialism and Fashion involvement

Table 2.3: (con)The Factors that Influence Luxury Brands Consumption in Recent Years

Author	Variables	DV	Key Findings
(Franzak et al., 2014)	design benefits functional value hedonic value: aesthetic experiential symbolic value: social expressive terminal	Emotional arousal as mediator Brand engagement as dependent	The consumers are less attracted to functional benefits while attracted more to the symbolic value of product design. The hedonic value has an accepted satisfaction by consumers.
(Hennigs et al., 2015)	Financial Value Functional Value Social Value	Mediator: Individual Luxury Value Perception The dependent variables: Purchase Intention Recommendation Behavior Willingness to Pay a Price Premium	All of the antecedent variables affected the mediator positively and the mediator influence the outcome variables in a desirable way.
(Siu et al., 2016)	Brand Loyalty Perceived Quality Brand Knowledge	Mediator: Affective Attitude Moderator: Face-Saving Dependent: readiness to pay an exceptional price to gain luxurious goods	Brand equity and emotional attitude of purchasing luxury goods with high price represented a positive result as well the save face value has the same impact on purchasing willingness of these goods even if they had to pay a higher price.
(Liang et al., 2017)	Self-perception: Hedonic Uniqueness Social- perception: Conspicuous Social Conformity	The luxury value perception	Their model was inspired by (Wiedmann et al., 2007; Vigneron & Johnson, 2004) works but in studying the consumer perception in China the research came out with two new values weren't mentioned in those works which are vanity value as it belongs to self-perception and save-facing value which belongs to social perception.
(Jiang & Shan, 2018)	Functional Individual: Self-identity value Hedonic value Social	purchase intention of luxury brands	The study found that functional value and social value affect old people while individual vale affect young people

Furthermore, other studies that concerned what affect consumer buying decision of luxury brands is the study of Liu et al (2012) who considered 2 international luxury brands (CK and Chanel) when they linked the self-congruity to the luxury brand attitude and loyalty in order to investigate the relationship between them. In the study, the self- congruity has 3 dimensions: Brand personality congruity, brands user imagery congruity and brand usage imagery congruity. The research study each one of them in connection with brand attitude and loyalty. They found that the brand user imagery congruity and brand usage imagery congruity influence consumer's attitude toward luxury brands and loyalty more than product personality does. Although, there are many sides affect consumers attitude toward buying luxury brands, this research reflects the sides that are related to how consumer perceive the luxury products and the usage of them. The location of the sample conducted in the research in Australia. Collecting data by 264 questionnaires. The limitation of the study is that the research considers just 2 products (CK and Chanel) which is not enough to measure the brand attitude and loyalty. Also, there are other factors connected to the intention of buying luxury goods such as the influence of friendship, neighborhood, and mates. This is proven in the study of (Wu et al., 2015) who investigated what influence consumer behavior and trigger them to buy luxury fashion brands. The study used a qualitative research method, face to face semi-structured interviews, to collect the data. The sample included 23 female aged 18- 32 years. The research was conducted to explore females perspective toward buying fashion luxury brands in Taiwan. The findings were the discovery of the tight relationship between the young generation influencing by their peers, friends, family, and social class and purchasing luxury brands. The environment and people around the consumer have a great influence on guiding the consumer steps toward the luxurious land. Especially girls when it comes to shopping they become all ears and give the floor to their experience to speak about the latest fashion trend to enrich their knowledge and imitate each other. But the limitation of this study was the size of the sample which is too small (23) interviews and that can't be generalized to the whole population in Taiwan as well it's limited to the female aged (18-32) years. However, the current study is meant to measure 5 motivations that affect luxury purchase intention in Qatar. Before moving to the theoretical framework of the

study to understand the background of these motivations, a brief idea about the origin of the sample units used in the study should be given.

2.13 Qatar

To understand what affects the consumer consumption in Qatar in regard to the luxury brands we have to take a look at the nature of the country and its economy.

Qatar has witnessed dramatic changes and development in recent years (Peterson, 2006). The luxury in Qatar isn't limited to fashions, accessories, cars, furniture. Luxury takes place even in constructions, the architecture of the buildings speaks the luxurious of the country. The country embodies an encaustic portray. as one of the luxurious features the country enjoys is building a clamorous island called Pearl Island (Petcu, 2011). the location of the island and the pearl name came from the old activity that was used in that area which is diving for pearl as it was rich with pearls. also, it called the Rivera of the gulf. This name came from Rivera beach in France which they followed its pattern to build the island in Qatar (Al-Saleh, 2016). However, the island was made to communicate luxury brands consumption in Qatar. The luxury extended from the island structure to the shops it contains as the island has the majority of international luxury brands such as Gucci, Hermes (Petcu, 2011). This island represented the affluence of the country and considered as a city of luxury as it has luxurious Hotels, resorts, and buildings (Al-Saleh, 2016). Another legend of luxury shows the country exhibited by building the highest and largest meandrous towers in the world for that they called it the zigzag towers or the dancing towers (paramo, 2018). The luxury of the country didn't stop with that also it has been reflected in the architecture of museums as Qatar has the largest Islamic art museum in the world (Sharif, 2016). According to the previous literature about the nature of Qatar. We can conclude that the consuming of brands especially the luxury of them is a normal issue amongst people lives in a country such as Qatar. However, let's pay closer attention to luxury consumption and consumer behavior toward expensive brands. Considering Qatar as the richest land with a small number of population which is 2.05 million may help to understand the nature of spending. Nevertheless, this number of the

population has 57,000 millionaires plus to 4000 deca – millionaires. Furthermore, Qatari people have the highest GDP ($97,967) per capita (Farrag, 2017; Zaryouni, 2013). Increasing disposable income has contributed to the increasing consumption of luxury brands in the country (Al-Serhan et al., 2014). The GDP in Qatar is the highest in comparing it with the other countries in the middle east which affected the purchasing decisions and consumer behavior (Sobh & Belk, 2011), specifically, in buying goods that have a symbolic status like luxury brands. Nevertheless, in 2012 the luxury goods consuming of Qatar achieved 0.2 percent of luxury market share (Kharpal, 2013). According to Ledbury Research's in 2013, Qatar has the biggest number of luxury brands consumers in the Middle East (Zaryouni, 2013). While this percentage increased by 7 percent in 2014 which kept Qatar occupying the first position in the fastest growing markets for luxury brands then came UAE and Saudi Arabia as the Ledbury Research found (Kharpal, 2013). According to a study mentioned by (Farrag, 2017), in 2015 consumers in Qatar spent an average of $ 4000 monthly to purchase luxury brands or services which is constitute twelve percent of the consumer income according to https://www.iloveqatar.net/news/general/luxury- is-a-priority-for-people-in-qatar Having luxury brands is so popular amongst Qatari people. Buying that much of luxury brands caused in making the country to be ranked as the fastest growing markets of luxury brands in the world (Farrag, 2017). This evidence that the market of luxury in Qatar is a very active segment (Sharif, 2016).

3. THE CONCEPTUAL FRAMEWORK AND HYPOTHESIS

3.1 Introduction

(Deli-Gray et al., 2010) in their research came out with that consumers in the 21st century build the purchase decision making not just based on cognitive reasons but it could be emitted from the consumer's sensation. For that, the marketers are trying to merge the aspects of the products to be able to contact the mind and the heart at the same time (Schmitt, 1999). The hedonic products are emulating the feelings and the purpose of purchasing such goods is to have fun or because of fantasy and the pleasure the products bring while the functional products are contacting the logic and the goal of consuming such products is instrumental (Holbrook & Hirschman, 1982). As well products are purchased based on their function and usability. Nevertheless, this research has 5 factors that have an influence on consumer purchase intention. 3 of them which are the need for uniqueness, hedonism, and conspicuousness are emotional effect based and 2 are rational effect based. This foundation was built based on the previous studies which will be explained next.

3.2 Definitions of the Variables

3.2.1 Purchase intention (Dependent Variable)

This study emphasized the concern about purchase intention of luxury brands due to its wide application as well to the positive impact that purchases intention has on consumer decision making to buy the goods (Pierre et al., 2005; Schlosser et al., 2006). Purchase intention is a reflection of consumer satisfaction. The definition of the purchase intention clearly manifests this idea by considering it as a promise the consumer gives to him/herself to buy the same product when shopping again (Tariq et al., 2013). It is obvious that this promise of having the same product is built on a significant foundation. This foundation is what

motivates the consumer to have such an intention. There are many features play a significant role in shaping the consumer desire to purchase a specific product. These features could be related to the function of the product like quality or related to the value the product provides like social value (Wiedmann et al., 2007). So, marketers should focus on the features that increase consumer purchase intention. If the consumer has a high intention to purchase specific goods or brands, that would increase the purchasing percentage (Babin & Babin, 2001). The motivation for consuming luxury brands is what increases the consumer intention of repeating the same experience (Husic & Cicic, 2009). However, considering the purchase intention in the context of luxury brands gives a concept of how much they are connected. That connection is related to why the consumer wants to purchase a specific brand rather than another. The tight connection of purchase intention and why consumers buy luxury brands is supported by many studies (e.g. Yoo & Lee, 2009; Dubois & Paternault, 1995). According to this study, the purchase intention of buying luxury brands in Qatar is affected and stimulated by 5 dimensions (The Need for Uniqueness, Hedonism, Conspicuousness, Quality, and Materialism). These motivations represented the factors that affect customers in Qatar and increase consumer intention to buy international luxury brands. Nevertheless, this study is going to prove the correctness of this connection by conducting an empirical study.

3.3 The Five Dimensions (Independent Variables)

3.3.1 The need for uniqueness

Usually, when a consumer goes shopping, start looking for something unusual. S/he wants something unique, especially, if the purpose of purchasing the good is to attend an occasion or event. This is what's called the looking for uniqueness. So what's that thing that called uniqueness? And why we are as consumers looking for it? Well, uniqueness is the pursuing of goods that consumers could use to differentiate themselves from others, another purpose of these goods is to impress others (Tian et al., 2001). Those kinds of customers

have a need for uniqueness and their need comes from 3 basic types of uniqueness (knight & Kim, 2007).

- Avoidance of similarity

- Unpopular choice counter-conformity

- Creative choice counter-conformity

3.3.1.1 Avoidance of similarity

Consumers who tend to avoid similarity putting aside the common goods and moving away from following other steps in having the same items in order to have a special item which may be designed only for them. Consumers here also may tend to customization to avoid the duplication of goods. However, the consumers belong to avoiding similarity category may discontinue using the good they have, if somebody else owned a similar one. These consumers differentiate themselves by buying products that can't be owned by everyone. For that, they are watching people possessions around them in order to avoid the like acquisition (Tian et al., 2001).

3.3.1.2 Unpopular choice counter-conformity

Most of the strange products that society may not accept or see them as weird goods are produced for this type of consumers. Consumers who belong to unpopular choice counter-conformity are less to concern about social acceptance of their purchasing behavior (Bhadur & Stanforth, 2016). They tend to force their taste amongst the community which may don't harmonize with their norms and customs. Nevertheless, this kind of consumers risk the society disapproval just to be unique regardless of this uniqueness is positive or negative. Even though the products may not be accepted at the first show, but later on in the future, they may be accepted by the social surroundings (Tian et al., 2001). The goal of uniqueness in this dimension is to be different from others, mostly by being against the customs. Consumers here try to rebel against the normality to reach the up normal of uniqueness. interestingly, the result of unpopular choice counter-conformity behavior is increasing the consumer self-image (knight & Kim, 2007).

3.3.1.3 Creative choice counter-conformity

Consumers whose consuming behavior is derived from creative choice counter-conformity are seeking uniqueness by differentiating themselves from others through creating a unique and creative personal style. This style is usually represented by the material display and to reach the goal of such behavior, the purchase of materials should be original and distinctive (Tian et al., 2001) like luxury brands. Creative choice requires the consumer to think creatively, for example, the consumer may purchase a new collection of apparel but the idea of creativity here is how to use them together, how to arrange the colors in a harmonic way that show the consumer unique style. However, even the consumers want to distinguish themselves from others, but also they want their new idea to be a good one in their social surroundings (Bhadur & Stanforth, 2016; Tian et al., 2001). Because even consumers strive to be unpatrolled, they also try to catch other interest in their style and materials as well as impressing them. Consumers who are looking for a creative object intend to enhance their self-image and social image through buying goods that have a symbolic concept as brands in order to satisfy their need for uniqueness (Tian et al., 2001). McAlister and Pessemier (1982) suggested that the passion which pushed by the need to be distinct socially by purchasing unusual goods, inspire marketers to be more inventive while designing for a new collection of products, cited in (Tian et al., 2001). Therefore, the brands that have innovative characteristics like exclusivity and prestige are targeted to this type of consumers (knight & Kim, 2007). Consuming action which is affected by this type of consumer behavior reflect the idea of Creative choice counter-conformity. Luxury brands are used to fulfill the consumer's need for uniqueness as luxury brands have an important characteristic that has a tight connection with the need for uniqueness which is scarcity (Park et al., 2008). The rarity of luxury brands fit much into the model of uniqueness idea as it allows people to differentiate themselves easily from others. It has been found that the consumers who have a high need for uniqueness appreciate their possessions which happen to be scarce more (Park et al., 2008). The limited edition of the luxury brands collections that are produced seasonally or annually meet uniqueness seekers expectations (Wu et

al., 2015). The exclusivity of luxury goods gives them an aspect to be different from the non-luxury ones (Park et al., 2008). Therefore, luxurious brands represent the exact target for who is interested in being a unique person. However, Dubois and Paternault have found through a study in 1995 that luxury brands consumers were influenced positively by brands awareness and negatively by brands diffusion (Park et al., 2008). In other words, the diffusion of the brands reduces the consumer intention to buy the brand. We can conduct that people who are looking for uniqueness are looking for scarcity, rarity, and exclusivity. Therefore, the need for uniqueness is the cornerstone that constructs the consumer desire to having luxury products. In a study, researchers have argued that the more unique the product is, the more value it has (Tian et al., 2001). Accordingly, how consumer perceived uniqueness is related to his/her perception of exclusiveness and rareness of the luxury brands as the limited collection of the products boosts the consumer"s desire of possessing the product and its preference (Lynn, 1991) which mean the product value depends on its degree of uniqueness. The product that enjoys more unique attributes, has more valuable meaning to the consumer (Verhallen & Robben, 1994). This study has hypothesized all the 3 types of uniqueness in order to understand which one influence the purchase intention of luxury brands.

H1.a: avoidance of similarity has a positive and significant influence on the purchase intention of luxury brands in Qatar.

H1.b: unpopular choice has a positive and significant influence on the purchase intention of luxury brands in Qatar.

H1.c: Creative choice has a positive and significant influence on the purchase intention of luxury brands in Qatar.

3.3.2 Hedonism

Hedonism constructs an essential foundation in influencing consumer desire to purchase luxury brands as it was clear in the previous studies (Wiedmann et al., 2007; Vigneron & Johnson, 2004; Shukla, 2012). Therefore, the influence of hedonism aspects on consumer behavior contributes greatly to the scientific researches in marketing review (Kazakeviciute & Banyte, 2012). Hedonism

consumption is the consumption that is stimulated by sentimental effects and connected to the feelings the consumer get from using the products, this definition was established by (Holbrook & Hirschman, 1982). (Wiedmann et al., 2007) pointed out that luxury products could carry intangible advantages such as sensory pleasure or aesthetic aspects. Researchers found out hedonic characteristic of the product has more than satisfying a normal need because the reason for buying the product is to delight the consumers (Chitturi et al., 2008). (Hagtvedt & Patrick, 2009) presented that the pleasure that accompanies the consuming of the luxury brand differentiate it from the value brand that carries functional benefits. Based on that we can assume the hedonist consumers prefer the luxury brands even if they had the choice to select another brand that has utilitarian benefits. So, luxury products are more connected to hedonism and pleasure while the value products are connected to functional purposes (Dubois & Paternault, 1995). (Hagtvedt & Patrick, 2009) suggested that the assessment of luxury brands is built based on hedonic reasons or the pleasure they may promise. However, academicians put a great effort in trying to understand the motivations of hedonic goods (Hirschman & Holbrook, 1982; Vigneron & Johnson, 2004). However, (Martínez-López et al., 2016) return the hedonic motivations to 11 reasons explained next. First one is exploration and curiosity the reason for hedonism consumption here is the curiosity. According to Silvia (2012), the curiosity of the consumer is stimulated by internal motivation which encourages him/her to explore and learn more about the products or services. For example, the consumer may purchase the products to have more knowledge about it like phenomena of purchasing iPhones. Consumers according to the second reason prefer to be exposed to situations that provide them with new emotions and entertainment (Kim et al., 2010). The consumers who have a tendency of being an adventurer and like to experience a different sensation would be stimulated by the desire of having fun (Arnold & Reynolds, 2003). So, consumer spending time in purchasing the luxury brand, would increase the positive feelings and improve his/her mood as that would meet consumer satisfaction (Wolfinbarger & Gilly, 2001).Visual attraction is another reason of hedonism lies in the attributes that attract the eye like the product design or its prettiness thus the visual attraction is stimulated

by the physical attractiveness of the product (Holbrook, 1994). It has been proven that the visual appearance of the products has a positive impact on consumer pleasure (Kim et al., 2007). Escaping the reality also is a reason for hedonism refers to the consumer desire of escaping the stress or problems s/he faces in her/his daily life (Babin et al., 1994). For that, the consumer takes the products consuming as a tool to get rid of all the things that irritate him or her (Huizinga, 2003). (Michon et al., 2007) used intrinsic enjoyment as a motivation referred to the activities that include enjoyment which encourages the consumer to get involved in it. As a result, this kind of activities enhances the consumer decision making to purchase the good that provides them with such activity (Kim et al., 2010). Hang out could also push hedonist to go shopping. Usually, the consumers hanging out for hedonism consumption purpose is to spend their free time and doing something interesting (Seo & Green, 2008). Some consumers use shopping as an approach to relieve the stress they have or the depression, so they consume luxury brands as a way for relaxation. (Jamal et al., 2006) defined relaxation as "stress relief, to alleviate a negative mood and as a special treat to oneself. Others buy products for Social shopping. Visiting the markets with accompanying friends or individuals who have the same interest could increase the pleasure for the consumer (Martínez-López et al., 2016). Role shopping refers to consumer pleasure which is motivated by purchasing goods for others. For example, consumers here may express their love by buying gifts for their lovers (Otnes & McGrath, 2001). Also, (Arnold & Reynolds, 2003) pointed out that visiting markets to get something for somebody supports internal happiness and positively affect the spirit. Self-expression is related to expressing the consumer's self – image with connecting this image not only with the person himself but with society. As consumers tend to express themselves by consuming goods that differentiate them to increase their self-esteem (Martínez-López et al., 2016). Some consumers want to stay involved with a product/service. For that, consumer pleasure here is attained by keeping a track with the latest trends in fashions and styles. Therefore, they keep searching about innovative products of a particular brand (Kang & Park-Poaps, 2010). Table 3.1 summarizes the 11 motivations of hedonism.

Table 3.1: The Motivations and the Causes of Hedonism According to (Martínez- López et al., 2016)

The motivation	The cause
Exploration/curiosity	Consumer desire to gain knowledge about the product
Sensation seeking/entertainment	The consumers desire to entertain themselves by trying something new
Visual attraction	The product has physical attractiveness
Escape	The consumer wants to get away from problems in reality
Intrinsic enjoyment	The consumer is looking for enjoyment activities
Hang out	Consumers want to spend their free time
Relaxation	Shopping is a way to relive the tension
Social shopping	The consumer desire is to go shopping with friends
Role of shopping	The consumer wants to buy something for others
Self-expression	The consumer wants to build a good self-image
Stay involved with a product/service	The consumer wants to stay in touch with the latest trends

For all these reasons, hedonists intend to consume luxury brands as a reward to satisfy an inner need for pleasure (Vigneron & Johnson, 2004). For that, the perceived hedonism of luxurious consuming is completely emotional decision-based for the joy lover. And according to that hedonism hypothesis was conducted.

H2: Hedo0nism has a positive and significant influence on the purchase intention of luxury brands in Qatar.

3.3.3 Conspicuousness

3.3.3.1 Conspicuous consumption theory

The theory of conspicuous consumption was established by Veblen in 1899, that's what some studies stated (Visser, 2015), but that's not the real case. According to (Leibenstein 1950) even the conspicuousness theory gained its popularity because of vablen, there were earlier studies about it. John Rae in

1834 wrote about the conspicuous consumption in regarding the fashion and other related subjects (Leibenstein 1950). And according to the same author, the conspicuous idea existed before this time as it was mentioned in Roman poet Horace. So, thinking about consuming products conspicuously not a recent issue nor a new phenomenon. Nevertheless, the intention of purchasing conspicuous products has a substantial influence in shaping the consumer preferences, especially, if the product is to be exposed in public (Vigneron & Johnson 2004; Wiedmann, Hennigs & Siebels 2009; Shukla 2012; Braun & Wicklund 1989; Hong & Zinkhan 1995). However, what gives the conspicuous good a value is its job of showing how much the owner is rich (Shukla, 2012). Using Luxury brands are the perfect tool to explain such a thing without using a single word, as they speak the status.

3.3.3.2 Social influence

The conspicuous consumption of luxury products was part of sociologists interest a long time ago (Leibenstein 1950). As conspicuous consumption is triggered by social influences (Visser, 2015). That's mean the reason lies behind consumer intention of buying conspicuous goods, which indicated in this study by luxury brands, is because of the social environment. People surrounded by consumer play an essential part in the decision making process regarding buying luxury goods. Especially in Qatar which follows the collectivism culture steps. It has been considered East as a collectivist culture and West as individualistic (Nguyen, Chang & Simkin 2014; Wu et al. 2015).The difference between these cultures is that the people in western countries tend to be self-centered and the individual concerning her/his own interests and needs regardless of others, while the eastern communities embody the other side of the coin as people there focus on others and even their actions and way of thinking are related to others (Escalas & Bettman 2005; Wu et al. 2015). Accordingly, Qatar has a collectivist nature. And as it has been studied this environment by other scholars it can be concluded from their literature the importance of relationships in such a community. According to a study, it has been concluded that the brand markets who are targeting consumer in the collectivism community should develop a message about the brands that include the

occasions and ostentatious attitude (Shukla 2010). As it's a common influence of the nature of collectivist culture. Consequently, consumers in this culture considerably strive to meet other expectations. In Qatar, since people have the ability to afford luxury brands products, then their expectation will be very high. Therefore, buying luxury products in the country is kind of a competition between Qatari people which assist the luxurious lifestyle to spread across the country and become a phenomenon. It becomes a competition to show off their social status. And this status can be easily acquired by consuming brands that are conspicuously luxurious to be recognizable by consumer's peers (Han, Nunes & Dre`ze 2010). So, buying luxurious objects to fulfill the status reasons are conspicuous more than privet (Bearden and Etzel, 1982). Luxury brands also refer to prestige which is ranked to social aspects (Cheng et al., 2013; Esmaeilpour 2015). Since the nature of Qatar is a collectivist environment, then social group perception about the one who belongs to them is highly considered by this one during the buying process. These stimulus shape the culture of Qatar which in return forcing the consumer to look for their prestige in front of others. According to (Vigneron & Johnson 1999) consuming the prestigious products could be an indicator not just for wealth but also for power. The consumption for prestige purpose is considered as consumption for conspicuousness purpose, as these kinds of products have a noticeable mission. Consequently, the consumer is ready to pay a price premium if s/he believes the product has a high prestigious style (Visser, 2015). Plus the visibility of luxury brands doesn't convey just prestige, but also it has an impact on the buyer's identity and self-image (Husic & Cicic 2009; Räisänen et al. 2014). Consumers prefer the brands that are related to how they perceive themselves and how they want others to perceive them (Hogg et al., 2000), which mean the consuming of luxury brands is affected by how the consumer want others to look at him. For example, if the group thinks the expensive and ostentatious possessions of someone are appropriate socially, then s/he should be part of their group and join the display of wealth (Wong & Ahuvia 1998; Wu et al. 2015). So, consumers are looking for conformity with others in regard to their consumption. And in research related to fashion products (Rose et al., 1994), researchers have found that consumers who have higher conformity give a high

value to emphasize the brand name during representing their clothes. For that, consumers also use status consumption to take advantage of the luxury brands which have a positive social impact to reflect their identity (Phau & Cheong 2009; Phau & Leng 2008). (Ahuvia 2005; Wu et al. 2015) implies purchasing luxury goods is considered as a mean to reinforce social identity. In addition, many consumers using luxury goods to construct their social presence. (Belk, 1985, 1999; Shukla,2012). As a result, researchers have considered luxury purchasing as a social statement (Amatulli & Guido 2011; Räisänen et al. 2014). Therefore, the reason for buying conspicuous products is for external reason in addition to signaling wealth (Amaldoss & Jain,2005). Arab consumption in the Gulf region is related to social issues as they wish to show their status by the clothes they are wearing or other goods used in front of others (Jamal et al. 2006). Qatari consumers enjoy a wealthy lifestyle. So, to represent this lifestyle they tend to consume the conspicuous and status goods which are exhibited by consuming luxury brands to demonstrate that feature of the lifestyle they have (Sobh & Belk 2011). In such a case, the consumption aims to gain social status. And luxury brands are the best choices to achieve this purpose.They have considered luxury purchasing as a social statement (Amatulli & Guido, 2011). However, based on the previous literature review the conspicuousness hypothesis was developed.

H3: Conspicuousness has a positive and significant influence on the purchase intention of luxury brands in Qatar.

3.3.4 Quality

One of the characteristics that differentiate luxury brands from non-luxury brands is the superior quality. For that, the consumers, who are looking for perfectionism, find their passion in consuming luxury brands as they believe luxury brands enjoy a more magnificent quality and reassurance than the other brands (Vigneron & Johnson, 2004). The researches in luxury brands domain had emphasized the importance of quality as it plays a leading role in the perception of luxury (Quelch, 1987). In marketing literature, quality is referred to as an instrumental aspect, (Fiore & Kim, 2007), which means it is affected by rational

influence. However, the area related to quality is broad. Consequently, its definition varies from specialist to another and from product to another (Abu Hassan & Shaharudin, 2011). According to (Sebastianelli & Tamimi, 2002) there is no identified definition of quality globally. But in the attempt of defining the construct of quality, researches established alternative definitions based on five tactics:

- The transcendent approach: the meaning of quality according to this approach is embodied in instinctive excellence. This is what quality meant according to philosophers.

- The product-based approach: the meaning of quality here refers to the manipulating in the ingredients or the attributes of the product which results in a difference in the product quality (Garvin, 1984; Abbott, 1955). This is how economists look at quality.

- The user-based approach: quality could be identified according to which degree the product or service satisfies the consumer (Sebastianelli & Tamimi, 2002). This is the quality according to marketers. For example, if the product met the consumer's expectation or exceeded them, then the product has a high-quality level and vice versa (Abu Hassan & Shaharudin, 2011).

- The manufacturing-based approach: the quality here refers to which extend the products meet a creation specification or standards. This how the production and operation department identify the quality.

- The value-based approach: the quality refers to the product performance with achieving a reasonable price. This approach joins the product based approach in regard to the economist perspective.

However, in general meaning of quality, quality meets the meaning of luxury brands. Some consumers believe quality means luxury brands and luxury brands mean quality according to Dubois et al (2001). That's usually returned to the production process of the luxury brands which is hand-made as this way provide the product with superior quality and performance (Quelch, 1987; Vigneron & Johnson, 2004). This is another reason why consumer

perceived the luxury brand value as a superior quality which makes the connection between the quality and the luxury product very tight. As a result, the consumer perceived the quality value of luxurious goods as extraordinary. According to (Brunso et al., 2005) Quality can be analyzed according to two various perspectives:

- The perceived quality which is the consumer judgment about product attributes as a whole and its excellence (Zeithaml, 1988).

- The objective quality which is based on the measuring of the quality according to the internal and external aspects of the products (Abu Hassan & Shaharudin, 2011).

As many researchers are trying to understand the consumer perception about the products or services in order to develop their marketing strategies to meet the consumer expectations, they are strongly considering understanding the concept of perceived quality. For that, the marketing researches literature that concerns about consumer behavior in the context of luxury brands consumption focus on the importance of the perceived value of the product quality which reflects the perception of luxury value (Quelch, 1987; Groth & McDaniel, 1993; Garfein, 1989). As well, the researcher didn't ignore studying the objective quality (Zeithaml, 1988). Based on that the nex hypothesis was developed

H4: Quality has a positive and significant influence on purchase intention of luxury brands in Qatar.

3.3.5 Materialism

The originality of materialism return to a philosophical concept which says nothing exists but matter and its movement. Materialism usually refers to the deduction of interest to objective needs with ignoring the subjective needs (Richins & Dawson, 1992). It has been considered the materialism as a life curriculum, belief or interest which based completely on materials as well as it could adopt the notion of gaining and spending (Richins & Dawson, 1992). However, Materialism also represents the relationship that connects the consumer with her/his possessions and to which extent s/he is related to them

(Belk, 1995). Thus, the possessions and gaining them are considered the essence of understanding the meaning of materialism (Du Bois, 1955). Accordingly, the most important thing for materialists is how to acquisition more and more possessions. Fore that they give all their energy and resources to purchase materials (Segev et al., 2015), even if they have to borrow money from others to get what they want. Materialism is influenced by the purpose consumers wish from their possessions and the type of goods that fulfill their needs (Chan et al., 2015). As the largest part of the luxury brands segmentation in the market goes to materialistic consumers (Chan et al., 2015), it can be clear the type of products materialists desire. According to (Wiedmann et al., 2009) materialism is one of the most essential factors that impact the consumers' attitude toward purchasing luxury brands. However, even the concept of materialism is related to consumer behavior caught the attention of researchers since the late 1950s (Wiedmann et al., 2007), but they still didn't refer it to a single definition (Richins & Dawson, 1992), as they comprehend it from different angles (Wiedmann et al., 2007). These angles are connected to consumer perspectives. The materialists are looking at possessions from three distinguished perspectives: the Success perspective, the happiness perspective, and the centrality perspective (Richins & Dawson, 1992).

3.3.5.1 Possession- defined success

Materialists measure the success of themselves and others by the accumulated numbers of the possessions they have. Additionally, to the possession number, they assess the quality of those possessions to determine how much they are successful (Richins & Dawson, 1992). For this reason, Materialist belief the well-being of the material could be a confirmation of success and right-mindedness (Du Bois, 1955). Materialists think of themselves as successful people based on how many products they could purchase.

3.3.5.2 Acquisition as a path for happiness

Consumers here think of possession as a mean of happiness. It has mentioned in a previous study that materialism is an orientation which focuses on possessions and money to measure their happiness and social

progress (Richins & Dawson, 1992). As the same study says the purpose of a high level of consumption is to get pleasure and self-satisfaction. Materialists are connected with luxury brands by thinking that the possession of luxurious goods brings them happiness (Hudders & Pandelaere, 2012).

3.3.5.3 Acquisition centrality

Acquisition centrality includes the materialists who replace materials and possessions at the center of their lives (Chan et al., 2015). Daun in 1983 explains materialism by considering it as a lifestyle that pushes consumers to achieve a high level of consumption materials which is an aim for them plus to consider it as a process of the plan. For that, materialism isn't just a part of the personal life but it means the life itself for centrality consumers that materialists worship the possessions of objects and they take a place of religion in directing their behavior. Materialism can be prominent in someone's life when the reason of consumption is only for consumption which becomes like an addiction that steals all the energy of the person and directs him/her to the matters (Richins & Dawson, 1992).

According to these 3 perspectives, it can be inferred that the consumer‟s interest in gaining numerous materials is a result of adopting positive beliefs about this notion (Wiedmann et al., 2007). Materialists are possessive consumers and they are stimulated by attracting the attention of others to their social status (Chan et al., 2015). As another definition of materialism says that materialism is a culture system controlled by materials prominence as the material self – interest occupy the top of consumer interest (Richins & Dawson, 1992). So, the cultural background has a role in affecting the consumer's mindset regarding acquiring many possessions. Even the western cultures used to think this way (Richins & Dawson, 1992), but this culture isn't limited to them as it has been extended to east. Nevertheless, the culture of the Arab world, particularly, in the Gulf region are much concerning about showing the materials and possessions they have as they embedded their richness (Jamal et al., 2006). As Qatar culture follows the pattern of collectivist cultures, the importance of their image in the society play a huge role in materialism consumption (Sobh & Belk, 2011). As they consider materials as an essential part of showing how much they

are wealthy and indicate the status they enjoy. Based on the previous literature, the more consumer purchasing possessions, the more materialism tendency enjoying (Wiedmann et al., 2007). Nevertheless, this study hypothesized materialism in general to confirm the literature.

H5: Materialism has a positive and significant influence on the purchase intention of luxury brands in Qatar.

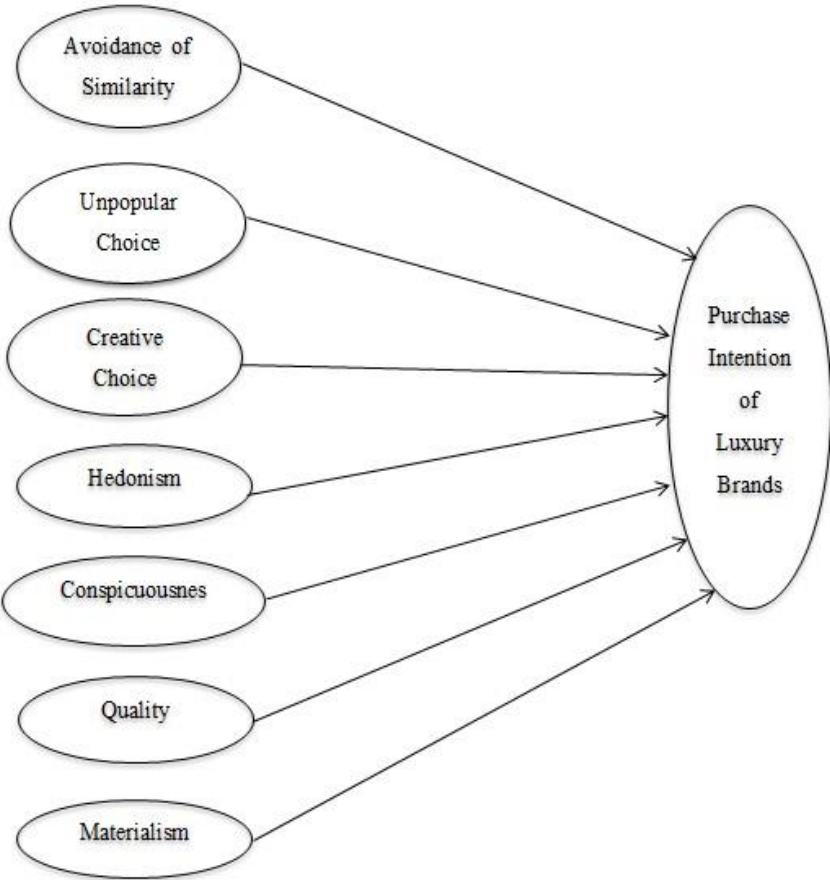The proposed model was developed based on the previous literature is shown in figure 3.1.

Figure 3.1: The proposed model

4. RESEARCH METHODOLOGY

4.1 Introduction of Research Design

The purpose of conducting this study is to understand the reasons of consuming international luxury brands in Qatar with considering 3 factors of the independent variables are affected by emotional decision based to purchase luxury brands (The Need for Uniqueness, Hedonism, and Conspicuousness) and 2 other factors are affected by rational decision based (Quality and Materialism). However, this study considered the 5 independent variables as emotional and rational based on the literature review while the current study is aimed to measure how the 5 factors affect the dependent variable which is luxury brands purchase intention and what kind of relationships link them together. In order to measure these variables, a quantitative method should be conducted. The quantitative approach includes collecting numerical data from a large number of participants who are involved in the phenomenon the research wants to study to test and verify the hypothesis empirically (Saunders et al, 2009).

4.1.1 Sampling

As it is difficult to collect data from every single person in the population, the sampling method should be followed. The sampling includes selecting items of the population then the results that are provided by the sample can be generalized among the population (Sekaran & Bougie, 2016). This study used a convenient sampling method which is a non-probability sampling method. The researcher has sent the link of the questionnaire to her friends plus to posted it on social media.

4.1.2 Sample size and population

The purpose of the research is to study consumers motivations of international luxury brands in Qatar to achieve the objectives of the study. Qatar has a population of 2.5 million capital. Since it is difficult to specify the frame of the

sample which includes all the targeted consumers of the population (Sekaran & Bougie, 2016). And even if they are known the study can‟t include all of them. Fore that the researcher takes a sample of 251 of them to conduct the study. 251 questionnaires were collected by the mentioned methods and that is what called sample size.

4.1.3 The sample unit

The sampling units are the units that construct the sample and which are available of the population to choose (Sekaran & Bougie, 2016). Nevertheless, the units that construct the study sample are individuals who concern about and purchase luxury brands in Qatar.

4.1.4 The Measuring instrument

In this study, the survey methodology was used. The survey is defined as a system that its purpose is collecting data from individuals in order to study their behavior or attitudes (Sekaran & Bougie, 2016). However, the tool that is used in the research is a questionnaire. There are many reasons and advantages of choosing the questionnaire to collect the required data such as consider it an easy way to be distributed and reach a large number of respondents also this method is a low-cost method and flexible to fill the questionnaire at the same moment (Zikmund, 2003). Therefore, a Self-administered questionnaire was used in the study to collect the data. The questionnaire has 2 main parts first one includes demographic data and the next part includes that the scales of the 7 factors (the avoidance of similarity, unpopular choice, creative choice, conspicuousness, hedonism, quality, and materialism). The scales measurement that was used in the study represented in table 4.1.

Table 4.1: The Summary of Measurement Scale

Variable	Measurement	Author
Uniqueness	**Avoidance of similarity** I stop wearing fashions when they become popular with the general public. I dislike brands bought by everyone. When a clothing brand becomes too popular, I wear it less. **Unpopul**ar **choice** I look for one-of-a-kind products to create my own style The things that I buy shape a more unusual personal image I buy unusual brands to create a more distinctive personal image **Creative choice** I often combine possessions in such a way that I create a personal image that cannot be duplicated. I often try to find a more interesting version of run-of-the-mill products because I enjoy being original. I actively seek to develop my personal uniqueness by buying special products or brands. Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.	(knight & Kim, 2007)
Hedonism	I can enjoy luxury brands entirely on my own terms no matter what others may feel about them Buying things gives me a lot of pleasure On the whole, I may regard luxury brands as gifts I buy for treating myself Purchasing luxury brands can be seen as giving me gifts to celebrate an occasion that I believe significant to me	(Jiang & Shan, 2018)
Conspicuousness	Product prestige is my major reason for buying a luxury brand It is important for me that the luxury brand I buy improves my image The luxury brand I purchase must be a status symbol The luxury brand I purchase must be a status symbol	(Truong, 2010)
Quality	Luxury brands have consistent quality Luxury brands have rich workmanship Luxury brands last a long time	(Hennigs et al., 2013)
Materialism	My life would be better if I owned certain things I don"t have. I'd be happier if I could afford to buy more things. It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like. I have all the things I really need to enjoy life	(Wiedman an n et al., 2009)
Purchase Intention	I have a strong possibility to purchase Luxury Brand X's product I'm likely to purchase Luxury Brand X's product I have a high intention to purchase Luxury Brand X's Product	(Hung et al., 2011)

The questionnaire was designed in a way that facilitates the answering process and includes 27 questions (Appendix A). The researcher was restricted to this number in order to reach as large as possible of consumers as longer questions could bore the respondents which could affect the number of respondents. The questionnaire contained items of Likert scale. This scale is an interval scale which is based on five anchors explains to what extent the respondent agree with the scale item. However, they consist of strongly disagree, disagree, neutral, agree, and strongly agree (Sekaran & Bougie, 2016). Nevertheless, to make sure that there is no ambiguity and irrelevance of the items used in the questionnaire a pretest was conducted to measure the stability and consistency of the scales. In other words the pretest measure the reliability of the questionnaire to check to which extent the items in the scale are convenient to measure the dimension. However, Cronbach"s coefficient alpha that is used to measure the reliability should be 0.7 or more to accept the results (Hair et al, 1998). However, less than that means the scale inconvenient to measure the dimension due to ambiguity in the items which means respondents couldn't understand the questions. The result of this study pretest showed acceptable feedback on the avoidance of similarity, unpopular choice, creative choice, conspicuousness, hedonism, and materialism. While the quality dimension gave unsatisfied result due to the mentioned reasons. The result of dimensions Cronbach's alpha is shown in table 4.2.

Table 4.2: Cronbach's Alpha Results

Dimension	Cronbach's Alpha
Avoidance of Similarity	0.847
Unpopular Choice	0.778
Creative Choice	0.825
Hedonism	0.758
Conspicuousness	0.815
Materialism	0.814
Quality	0.584
Purchase Intention	0.819

For that, the researcher had to change the scale of quality which is shown in table 4.3 and use another scale which shown in table 4.1.

Table 4.3: The Old Quality Scale

The variable	The scale	Author
Quality	Product quality superiority is my major reason for buying a luxury brand. I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand. A luxury brand preferred by many people that do not meet my quality standards will never enter into my purchasing considerations.	Yann Truong (2010)

4.1.5 Data collection

The study required a large number of respondents. As these respondents should be luxury brands consumers and understanding what is the meaning of this kind of brands. A large number of responses is needed to test the hypothesis as well considering the validity and reliability in the first place. To collect the required number of the sample, the link of the questionnaire was distributed in a large number as well it was a self- administered questionnaire. The link explained the purpose of the study and asked people to complete it online also asked them to send it to their friends. This was the easiest way to collect the information as it could reach a large number of people in the fastest way. Even though the researcher followed the fastest approach to reach as much as possible of people, the process of collecting the data took a long time. It needed approximately 2 months, December and January of 2018, to get 251 responses.

5. DATA ANALYSIS

5.1 Introduction

The analysis of this study is divided into descriptive statistics and inferential statistics. The descriptive statistics include a descriptive analysis of demographic data which help the study to understand the nature of respondents characteristics. While inferential statistics include the analysis of the study factors which analyze the reliability and validity of the dimensions, EFA (Exploratory Factor Analysis), CFA (Confirmatory Factor Analysis) and multiple regression analysis. The study used exploratory factor analysis to analyze the 3 factors of the need for uniqueness dimension which are avoidance of similarity, unpopular choice and creative choice. However, according to this analysis unpopular choice was removed. Then the researcher conducts a confirmatory factor analysis to all dimensions to check their validity and reliability. To improve the validity and reliability some questions were removed. Then the assumption of multiple regression was done. Finally, to test the hypothesis, multiple regression analysis was conducted. These types of analysis are parts of the structural equation model (SEM) which is meant to explain the relationships between the variables through conducting quantitative analysis for the proposed model. SEM is constructed to measure the different types of models as well as the complex ones (Schumacker & Lomax, 2010).

5.2 Descriptive Statistics of Demographic Data

The first category in demographic data was identifying the gender of the respondent. The collected data has shown that most of the respondents were females which represent 63% of the total answered surveys, while the answered surveys by male achieved just 37%. In other word, females were

accounted for 155 respondents and males 91 respondents as is shown in figure 5.1.
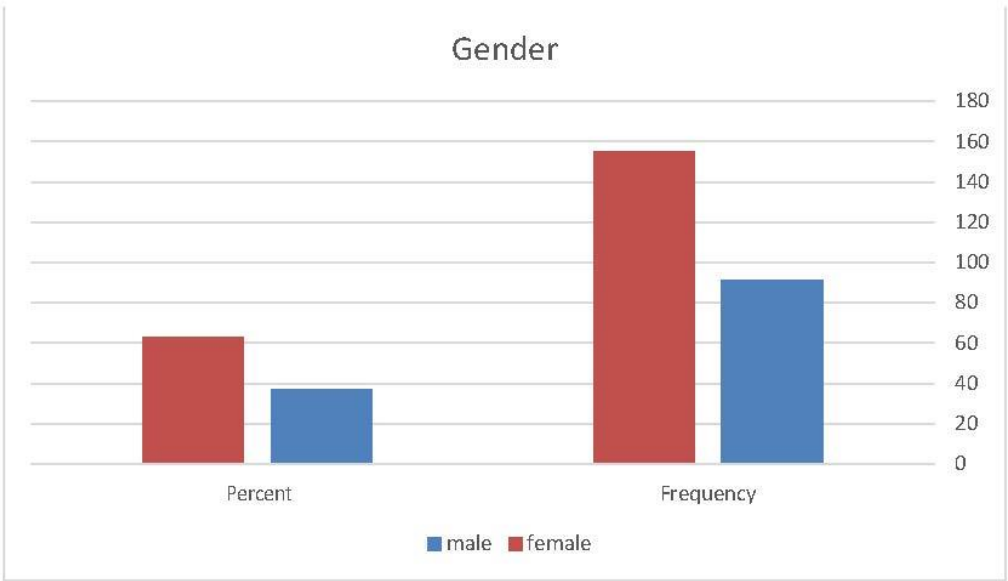
Figure 5.1: The Frequency of Respondents Gender

After gender comes the age of the respondent. The dominant age of respondents was for individuals between 25-34 which have a percentage of 35.8 of total respondents as they exhibited 88 respondents. following by people whose age between 35-44 that shaped 28.9% of respondents and in numbers they stated 71 individual. The third biggest portion of respondents goes to the young age that falls between 19-24. As they represented 21.1% of the respondents and they have been accounted for 52 people. While the old age that above 45 years old came next. As people belong to this age gathered just 10.6 % and their number was 26 respondent. However, the last and youngest age of all respondents in the survey goes to individuals that are less than 18 years old. Figure 5.2 represent these results.
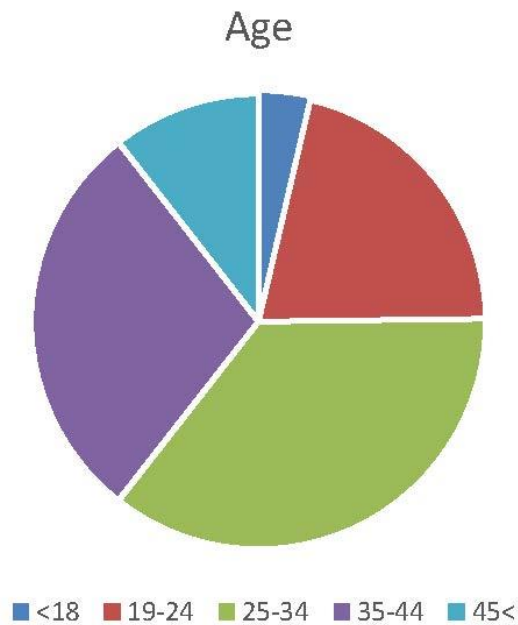
Figure 5.2: The Frequency of Respondents Age

The next question set to identify the marital status which has 2 types of status, single and married. However, the married respondents exceeded the percentage of single ones. 59.8% of respondents were married that represented 147 individuals and 40.2% consisted of single respondents which in numbers are 99 respondents as it's clear in figure 5.3.
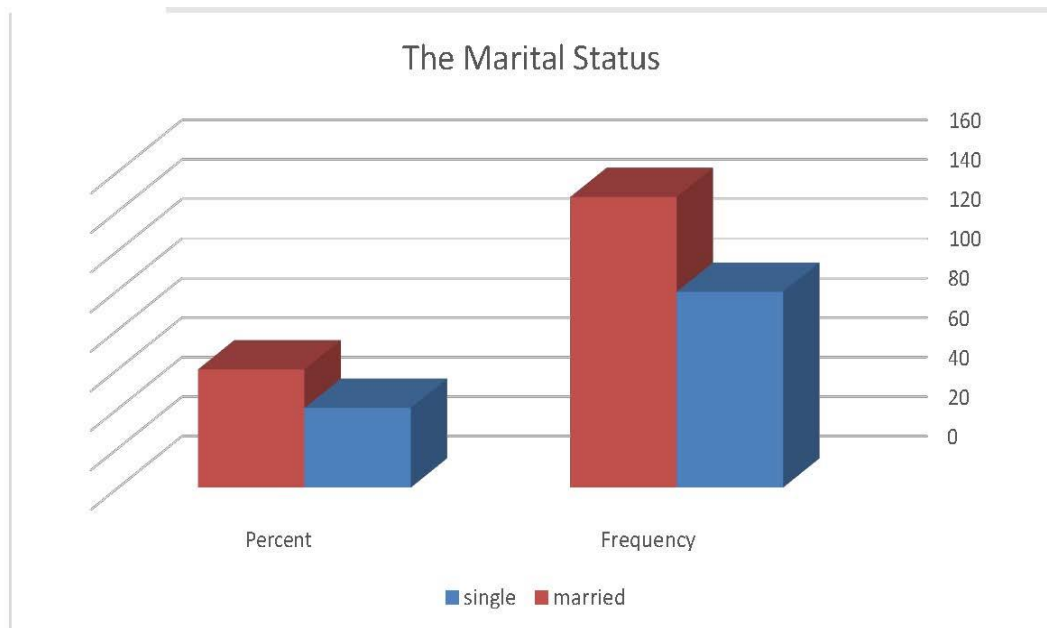
Figure 5.3: The Frequency of Respondents Marital Status

65

Also, the survey measured the educational level of the respondents and found that most of the respondents are graduated from the university as they achieved the highest percentage which is 49.6% this percentage belong to 122 respondents. Then comes the high school educators which have 26.4% of total respondents as they represent 65 people. Following by the post graduated respondents which they contributed to 22.8% of total respondents they have a number of 56 one. The less percentage of participants goes to individuals have elementary school education which represents 1.2 in percentage and 3 in numbers. Figure 5.1 represents the frequency of respondents education level
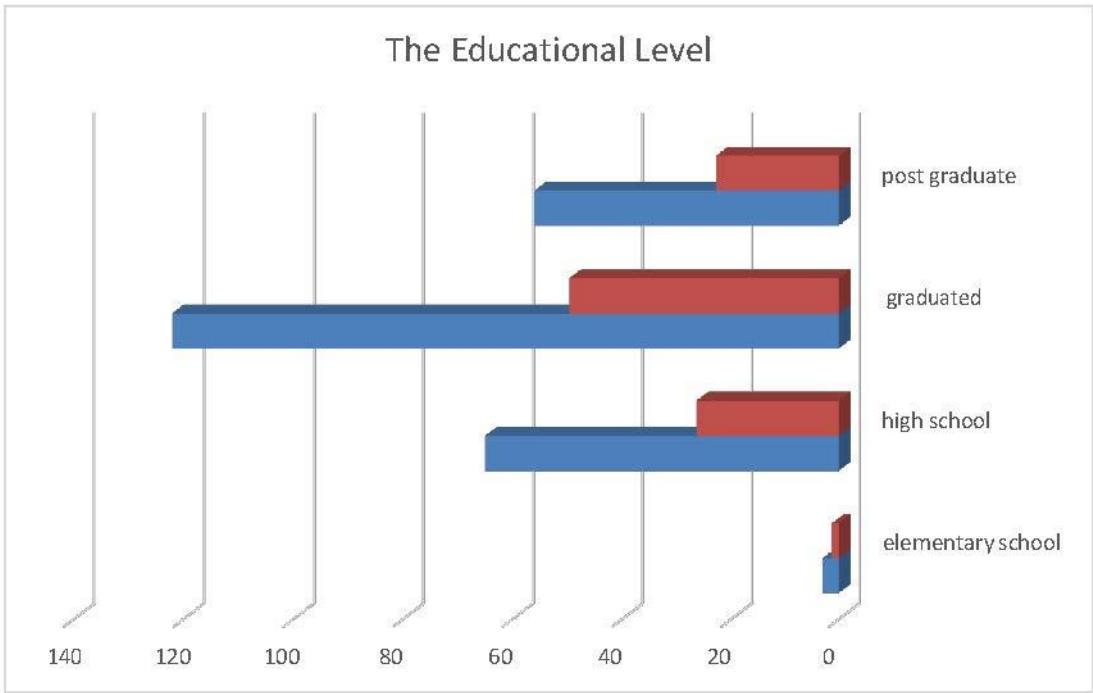
Figure 5.4: The Frequency of Respondents Education Level

The monthly income of respondents according to the survey ranged between 2000$ and 6000$. The majority of respondents have income less than 2000$. They achieved 32.9% of respondents which is accounted for 81 people in numbers. The second largest portion belongs to the salaries from 2000-4000$. As 26.4% of respondents ticked next to this income which represented 65 respondents. The third portion goes to salaries from 4000- 6000$. 22% of respondents have a salary in this range, they are 54 respondents. The lens portion is for people who have the highest salary in these categories which is

more than 6000$. As they represent 18.7%   which counted 46 individuals. Figure 5.6 shows the frequency of respondents monthly income
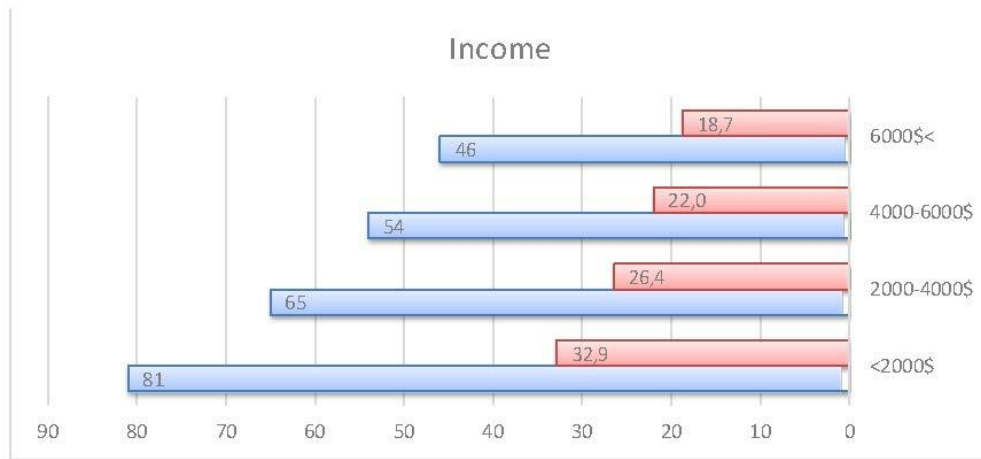
Figure 5.5: The Frequency of Respondents Monthly Income

Next question in the survey was about the occupation the respondent has. The highest percentage of all sectors was for occupations belongs to the public sector which achieved 32.1 %. this percentage embodied 79 respondent. The following highest portion goes to private sector occupations as 20.7% of respondents worked in this sector which consists of 51 people. While 42 of them were students which contributed to 17.1% of the total respondents. Homemakers were less than that as they were 26 persons and their percentage was 10.6. the unemployed respondents were 16 people, they were just 6.5%. the retired people were 3.3% which accounted for 8 respondents. The last category in occupations belongs to any occupation not listed in the mentioned categories. This group achieved 9.8% which is mean they were 24 people as it's clear in figure 5.6.
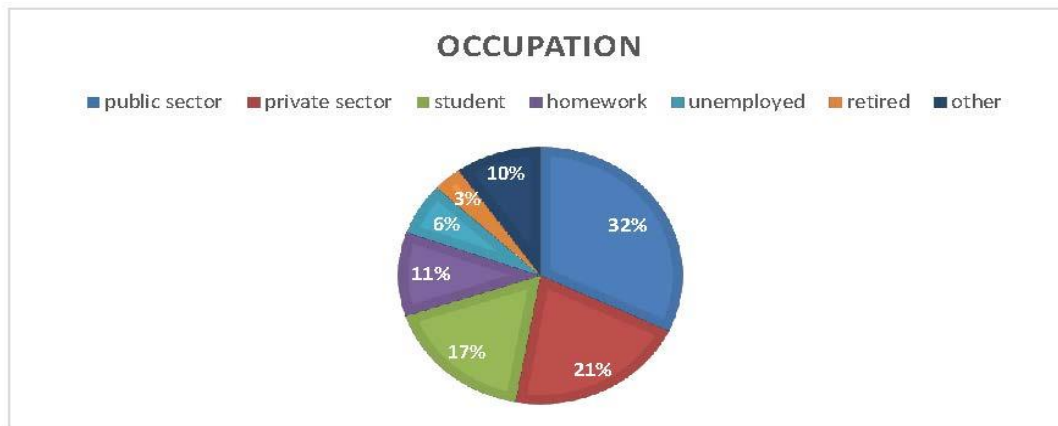
Figure 5.6: The Frequency of Respondents Occupations

5.3 Inferential Statistics

5.3.1 Removing the unengaged data:

Before starting the process of analyzing the researcher should clean the collected data. First thing in this process, missing data should be treated. But in this research, all the questions were compulsory. So, there is no need for this step as the missing data is 0. Therefore, the researcher moved on to the next step which is removing the unengaged data from the collected sample. For example, when a person answers all the questions with the same number as 1 for all of them. Then such responses should be deleted from the data set and that is what is called unengaged response. The researcher has collected 251 surveys but after removing the unengaged ones. 5 surveys have been removed and 246 were kept and used in the research analysis.

5.3.2 Exploratory factor analysis

EFA is an abbreviation for Exploratory Factor Analysis which is a statistical method used to identify the correlation between the variables. EFA in this study is used to classify the observed variables (10 questions) of the need for uniqueness according to the appropriate latent variable (Field, 2005). This approach is based on a factor structure. In other words, this analysis is grouping the items of the scales into specific factors based on the strong correlation. This analysis is a kind of cleaner. As it cleans the data and prepares them to be used in CFA. However, the researcher used EFA to analyze the need for

uniqueness factors which are avoidance of similarity, unpopular choice and creative choice. The perfect result of EFA should indicate that items used to measure avoidance of similarity variable should be correlated as well the items of unpopular choice and creative choice which represents that those variables measure the same construct (Field, 2005). Based on EFA the uncorrelated items should be deleted. However, after running EFA of the three variables, the first problem appeared in this analysis was in Q9 that belongs to the unpopular choice variable. The question appeared in the pattern matrix under 2 factors. So the researcher had to remove it to solve that. After repeating the analysis the same problem appeared with Q8 which belongs as well to the same variable. For that, the researcher had to delete it. After removing 2 questions of the unpopular choice variable, the grouping issue has been solved but another related problem has appeared. In order to be able to conduct the CFA, each factor must have at least 2 items (Klein, 2011). But as the unpopular choice variable has just 3 items and 2 of them has been deleted, the researcher couldn't use it in CFA and had to remove the whole variable. The final analysis of EFA is explained next. The most important issue in EFA is to check the appropriateness of data by looking at KMO and Bartlett's Test which is shown in table 5.1. The KMO result indicates that there is a harmony between the variables which means the factor analysis can provide reliable factors (Hutcheson & Sofroniou, 1999).

Table 5.1: KMO and Bartlett's Test

Test		Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	623.285
	Df	21
	Sig.	.000

According to table 5.1, KMO is .821 which is very acceptable. Accordingly, the factors are reliable as the KMO result could be understood as the following (Gaskin, 2016):

- Marvelous: .90s

- Meritorious: .80s

- Middling: .70s

- Mediocre: .60s

- Miserable: .50s

- Unacceptable: <.50

Bartlett's Test showed that Sig. is .000 which means that the variables are related enough to do the analysis. This is the case when the Sig. < 0.05 in this test.

In the final analysis of EFA, the output has met the requirements. To understand the factor analysis of avoidance of similarity and creative choice, the table of total variance should be checked. The condition of retaining the factors here is that the factor eigenvalues should be greater than .7 (Kim, 2012). As it is shown in table 5.2 the factors have achieved the threshold. As the table represent the extracted variance from each factor.

Table 5.2: Total Variance Explained

| | Initial Eigenvalues | | Cumulative | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadingsa |
Factor	Total	% of Variance	%	Total	% of Cumulative Variance	%	Total
1	3.410	48.713	48.713	2.970	42.427	42.427	2.613
2	1.359	19.409	68.122	.924	13.196	55.623	2.304
3	.562	8.035	76.157				
4	.500	7.141	83.298				
5	.432	6.167	89.465				
6	.398	5.681	95.146				
7	.340	4.854	100.000				

The output of EFA is shown in table 5.3 indicates the factor loading of creative choice and avoidance of similarity. Researchers considered factor loading that is .40 or above have a significance (Hair et al, 1998). Based on table 5.3, the factor loading ranged from .622 to .803 which means all of the factors achieved their

threshold. Based on EFA results the need for uniqueness factors are ready to conduct the CFA.

Table 5.3: Pattern Matrix

	Factor	
	1	2
creative13	.803	
creative11	.751	
creative12	.740	
creative10	.622	
avoidence4		.788
avoudenc6		.747
avoidence5		.728

5.3.3 Confirmatory factor analysis

5.3.3.1 Validity and reliability

After cleaning the data and conducting EFA by using the SPSS software, the researcher moved on to CFA using the AMOS software. CFA is an abbreviation for Confirmatory Factor Analysis. In this step, the study used CFA to measure validity and reliability. Validity and reliability complete each other. As validity is meant to measure the accuracy of the scales used in the study. Reliability is meant to measure consistency and steadiness (Smith and Albaum, 2005). If the scale gives constant results when it's repeated then it can be reliable. Therefore, before proceeding on to the empirical analysis, the results of the data collected must be evaluated because if variables measurement, for instance, wasn't appropriate, any further analysis would have no meaning (Muijs, 2010). Measuring validity and reliability is preceding the actual analysis and enables the researcher to adjust anything could influence them negatively. It"s kind of preparing data for the next analysis. However, in this study 2 types of validity has been conducted.

- Convergent validity

- Discriminant validity

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Both of them are types of construct validity which is a test designed to measure the construct of the variables. For example, in convergent validity, the researcher is taking 2 measures, supposed to be correlated, that belong to the same construct to prove they are correlated. While Discriminant validity is the converse which means this test is concerned to prove that the measures that supposed to be unrelated, they are unrelated indeed according to (Smith and Albaum, 2005, Gaskin, 2016). Reliability, the other approach to measure the quality of the instrument, is used to make sure that the result is free of error. Also here if the data were unreliable, it would cause an insignificant relationship among the variables (Muijs, 2010). Nevertheless, there are several types of reliability but the one that is used in the study is composite reliability which is called also McDonald's coefficient. This type of reliability is concerned to assess the internal consistency of the scale. To achieve the best result of validity and reliability the threshold of them should be as the following, according to (Hair et al., 2010),:

- For Reliability:

CR (Composite Reliability) > 0.7

- For Convergent Validity:

AVE (Average Variance Extracted) > 0.5

- For Discriminant Validity:

MSV (Maximum Shared Variance) < AVE Square root

AVE > inter-construct correlations

However, after validity and reliability have been done in this research, several problems appeared in both types of validity:

Problems in Convergent Validity:

- Convergent Validity: the AVE for Hedonism is less than 0.50.
- Convergent Validity: the AVE for Materialism is less than 0.50.

Problems in Discriminant Validity:

- The square root of the AVE for Creative Choice variable is less than one the absolute value of the correlations with another factor.

- The square root of the AVE for Hedonism is less than one the absolute value of the correlations with another factor.
- The AVE for Creative Choice is less than the MSV.
- The AVE for Hedonism is less than the MSV.

In order to solve the problems in the discriminant validity question, 14 of the hedonism variable was deleted. And to solve Convergent Validity problem question 27 of the materialism variable was deleted. In the end, the required result has been achieved in table 5.3.

Table 5.4: The Result of Validity and Reliability Tests

	CR	AVE	MSV	MaxR(H)	QLTY	LBRI	AOS	CC	HEDO	CONS	MTRL
QLTY	0.790	0.557	0.077	0.791	0.746						
LBRI	0.784	0.548	0.489	0.789	0.278	0.740					
AOS	0.799	0.571	0.391	0.804	0.083	0.541	0.756				
CC	0.824	0.540	0.537	0.830	0.156	0.636	0.522	0.735			
HEDO	0.789	0.557	0.537	0.803	0.225	0.699	0.491	0.733	0.746		
CONS	0.855	0.663	0.413	0.858	0.217	0.643	0.625	0.617	0.629	0.814	
MTRL	0.803	0.579	0.397	0.835	0.179	0.570	0.484	0.593	0.625	0.630	0.761

The last version of validity and reliability tests after removing Q14 and Q27 shown in table 5.3. According to this table, CR (Composite Reliability) values are ranged from 0.784 – 0.855 which means all the variables were > 0.7. Therefore, all the variables in this study are reliable. The most reliable factor which achieved the highest CR value is conspicuousness as its value is 0.855 while the least reliable one is luxury brands purchase intention as its value is 0.784. However, AVE (Average Variance Extracted) as well exceeded the required threshold in all values. As AVE of all variables is> 0.5 which are ranged between 0.540 and 0.663. In AVE the most variable achieved the convergent validity is conspicuousness at 0.663 while the least one was a creative choice at 0.540. Moving to discriminant validity, to perform this type of validity MSV should be less than AVE and as it"s represented in table 3.5 this condition has been accomplished. The second condition is that AVE must

be more than inter-construct correlations. According to the table quality value which is 0.746 > 0.557. Luxury brands purchase intention value is 0.740 > 0.548. Avoidance of similarity value is 0.756 is more than 0.571. Creative choice value is 0.735 > 0.540. Hedonism value is 0.746 >

0.557. Conspicuousness value is 0.814 > 0.663. Materialism value is 0.761 > 0.579. According to these results, the second condition of discriminant validity has been achieved.

5.3.3.2 Factor loading:

Factor loading represents a significant part of factor analysis as it is used to demonstrate the relationships between the observed and latent factors. This idea explained in the CFA Factor loading table 5,4. This table shows that significant relationships tight the observed factors with their latent ones. As p in all correlation is less than 0.001 (*** refers to p < 0.001). While the estimates in the table show that when the latent variable increase by 1, the observed one increase by the estimated number. For example, when LBRI which is luxury brands purchase intention increases by 1, Q2 which is the second question increase by .957 and so on. However, S.E. shows the standard error of the variable as it's as an example from table 5.4 regression weight estimate, .957, has a standard error of about .098 while regression weight estimate, 1.206, has a standard error of about .117 and so on. Nevertheless, these results show that the scales in each variable are accurate and suitable to measure the hypothesis.

Table 5.5: CFA Factor Loading

			Estimate	S.E.	P
Q1	<---	LBRI	1.000		
Q2	<---	LBRI	.957	.098	***
Q3	<---	LBRI	1.206	.117	***
Q4	<---	AOS	1.000		
Q5	<---	AOS	.851	.084	***
Q6	<---	AOS	.965	.088	***
Q10	<---	CC	1.000		
Q11	<---	CC	1.087	.114	***
Q12	<---	CC	1.327	.129	***
Q13	<---	CC	1.234	.122	***
Q15	<---	HEDO	1.000		
Q16	<---	HEDO	1.249	.126	***
Q17	<---	HEDO	1.240	.128	***
Q18	<---	CONS	1.000		
Q19	<---	CONS	1.087	.081	***
Q20	<---	CONS	1.214	.093	***
Q21	<---	QLTY	1.000		
Q22	<---	QLTY	.981	.104	***
Q23	<---	QLTY	1.019	.109	***
Q24	<---	MTRL	1.000		
Q25	<---	MTRL	1.242	.109	***
Q26	<---	MTRL	.948	.098	***

The outcomes of CFA were the estimates that resulted from building the CFA model in figure 5.8.
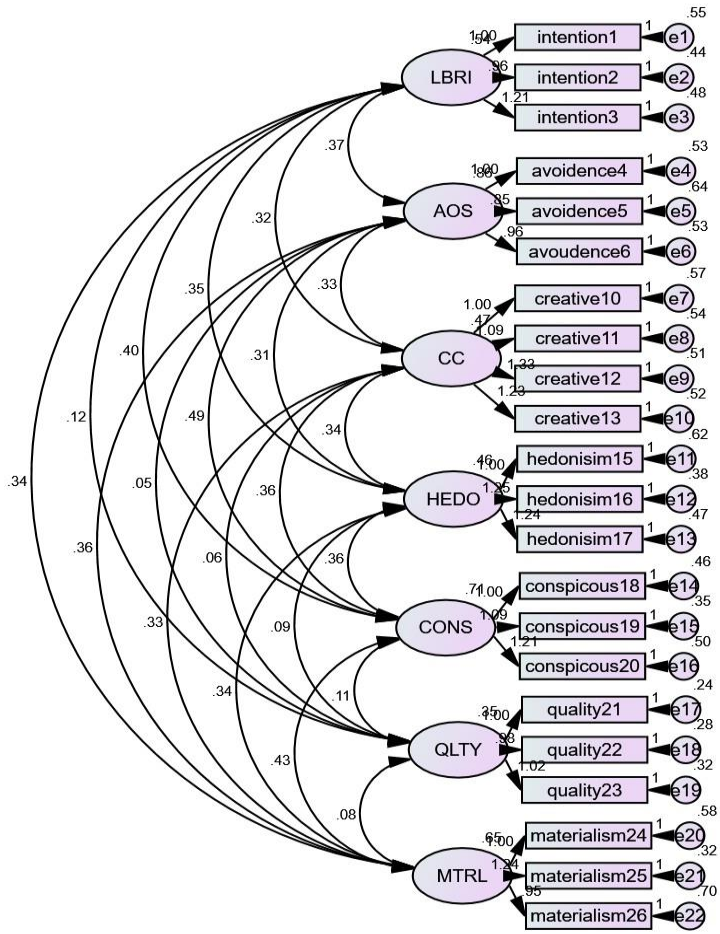
Figure 5.7: The Model of CFA

5.3.3.3 The Model Fit of CFA

In order to know if the proposed model of the study is well fit or not. The researcher must understand the model fit which indicates the goodness of fit for the model that explains to which extent the suggested model is well fitted as well as it helps to understand the correlations between the suggested factors in the model and predict the future outcome. the summery of the study model fit is exhibited in table 5.6 following by the explanation of its indices.

Table 5.6: The Model Fit Summary of CFA Analysis

Indices	Value	Threshold
Chi-square/ df (CMIN/DF)	1.572	<3
Goodness-of-fit index (GFI)	.906	>0.90
adjusted goodness-of-fit index (AGFI)	.874	>0.80
Comparative Fit Index (CFI)	.955	≥0.95
Root Mean Square Error of Approximation (RMSEA)	.048	<0.05
Closeness of Fit(PCLOSE)	.593	>0.05

The indices of model fit:

Chi-square: one of the most important values that are used to measure the goodness-of-fit is Chi-square value. However, the sample size is connected to Chi-square and in order to reduce the sensitivity between them, $\chi2/df$ evaluation method is used (Hooper et al., 2008). Chi-square value in this study is equal to 295.567 when it's divided by df which is 188 the result would be

1.572 which is <3 (Hu & Bentler, 1999). As the result was less than the threshold it means the goodness-of-fit is good. Also, the p-value was significant which was.000

Adjusted goodness-of-fit index (AGFI) and Goodness-of-fit index (GFI): both of them are used to calculate the nonconformity. But AGFI has the advantage of being able to be adjusted based on the freedom degree (Byrne, 2010). According to the same author, when (GFI) and (AGFI) values are close to 1, it is an indicator of that the model enjoys a good fit. According to that as (GFI) equal to .906 which is near to 1 (Byrne, 2010). And (AGFI) equal to .874 > 0.80 (Hu & Bentler, 1999) the model goodness of fit is acceptable.

Comparative Fit Index (CFI): CFI is another value used to indicate to what extent the model is fit. It considers the latent variables uncorrelated and contrasts the proposed model with the null model (Byrne, 2010). However, as CFI is .955 in the study and threshold says its value should be ≥0.95 (Schreiber et al., 2006) then the model goodness of fit is acceptable.

Root Mean Square Error of Approximation (RMSEA): RMSEA is used to treat the unrelated issues in the sample size (Byrne, 2010). The threshold of RMSEA is <0.05 (Hu & Bentler, 1999) as its result in the study is .048 means the model's goodness of fit is good.

The closeness of fit (PCLOSE): PCLOSE represents the RMSEA level within the population (Byrne, 2010). In the research the PCLOSE value is.593 which achieved the required threshold which is > 0.05 (Byrne, 2010). That is another sign of model goodness. The summary of the model fit is indicated in table 5.6.

However, CMIN/DF, GFI and AGFI, and RMSEA are considered as incremental fit indices while CFI is Incremental fit indices. There is another type of fit indices which is called Parsimony (Hooper et al., 2008) but it is not mentioned in the summary table above. Based on the previous results of the model fit, it is clear that the model represented a good fit. Nevertheless, a further analysis to test the proposed hypothesis will be done by conducting multiple regression analysis.

5.3.4 The assumption of multiple regression

Before conducting multiple regression analysis there are some assumptions should be done. An important one of them is the multicollinearity test. This test is used in the multiple regression model to detect if there is a correlation between the independent variables. Because if there is a correlation between them that would make the estimation of the regression coefficients unattainable (Sekaran & Bougie, 2016). In the multicollinearity test, the tolerance value should be more than 0.1 and VIF < 3 according to (Gaskin, 2016). Getting these results mean there is no collinearity between the variables and the assumption of multiple regression has been achieved. According to the

results of multicollinearity test of this study, as it is shown in table 5, 7 all the independent variables have tolerance values more than .1 and VIF less than 3 which mean the regression assumption that requires no correlation between the independent variables has achieved its goal in the research.

Table 5.7: Tolerance and VIF of Collinearity Statistics

Variable	Tolerance	VIF
Avoidance of Similarity	.687	1.456
Creative Choice	.560	1.785
Hedonism	.541	1.847
Conspicuousness	.533	1.875
Quality	.953	1.050
Materialism	.622	1.607

Dependent Variable: purchase intention of consuming luxury brands

5.3.5 Testing the hypothesis

To test the hypothesis there are 2 ways could be done either by using path analysis in AMOS software or using multiple linear regression in SPSS software. However, the researcher conducted multiple linear regression using SPSS software to measure the hypothesis correlation. In order to support the hypothesis, the researcher should take into consideration some criteria which referred to as global or local tests. The global test begins by checking the goodness of the model fit. Next, R-squared comes which explains the variance between the variables. Then P-Value is considered as the local test as it is exhibited in figure 5.8. However, both tests are connected to each other. For example, even if the p-value has been met, it can't have meaning until the model fit and R-square met. Likewise, if the relationship in the hypothesis has a poor model fit, then even if P-value is significant still has no meaning. So, if the model fit and p-value are good, but R-square is bad then the relationship of the variables are meaningless (Gaskin, 2016). Therefore, all of them must match the threshold in order to be able to support the hypothesis.
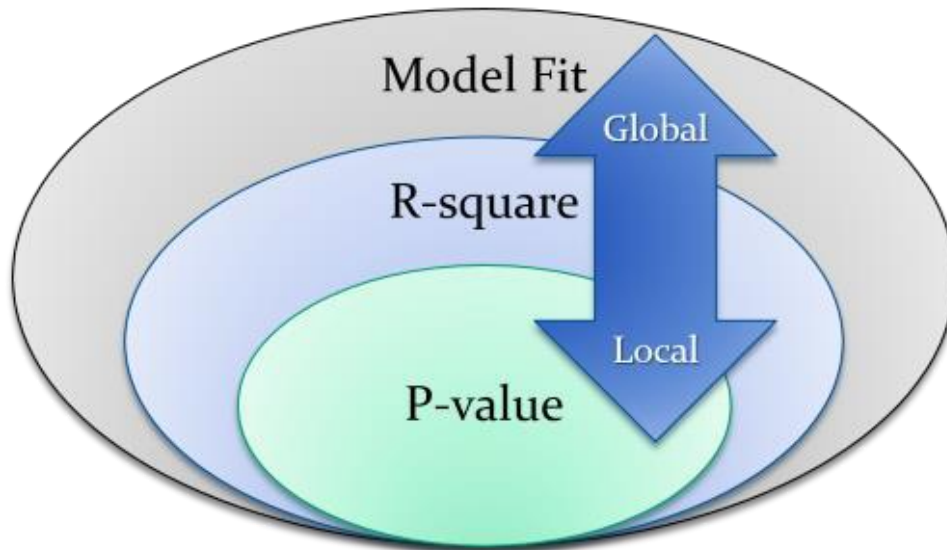
Figure 5.8: The Global and Local Tests According to (Gaskin, 2016).

The model fit has been explained earlier in the study in table 5.6 and it was well fit. Now moving to R-square and P-value puls to other important values in multiple regression analysis.

R-square value is good when it falls between 0 and 100%. As it has represented .435 which is 43% in this study according to the multiple regression outcomes then the result is good and acceptable. Even though the higher value of R-square, better but it is still in the range. See table 5.8, this percentage represented by R-square shows the variance level that is reflected by the independent variables. According to the outcome "It is estimated that the predictors of LBRI explain 43 percent of its variance. In other words, the error variance of LBRI is approximately 57 percent of the variance of LBRI itself". So, in this study, the variance of the dependent variable which is luxury brands purchase intention is reflected by the effect of avoidance of similarity, creative choice, hedonism, conspicuousness, quality, and materialism. Another value should look at in the table5.8 is Durbin-Watson value which is 1.912. This value is accepted as the range of it should be between 1.5 and 2.5 (Norusis 1995).

Table 5.8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.659[a]	.435	.420	1.996	1.912

- Predictors: (Constant), avoidance of similarity, creative choice, hedonism, quality, materialism

- Dependent Variable: purchase intention of consuming luxury brands

The Significant Value and F-value

These values are taken from ANOVA test which measures the difference between the means of 2 independent variables. However, ANOVA provides the significance of the test. As it is presented in table 5.9 sig. =.000. As this value is less than 0.05 then it is accepted (Visser, 2015). While the F-value range from 0 to positive infinity. And as it is shown in table F- Value is 30.613 and that proves there is at least one independent variable has a significant effect on the dependent variable.

Table 5.9: ANOVA

Model	Sumof Squares	Df	Mean Square	F	Sig.
1Regression	731.465	6	121.911	30.613	.000[b]
Residual	951.787	239	3.982		
Total	1683.252	245			

- Dependent Variable: purchase intention of consuming luxury brands

- Predictors: (Constant), avoidance of similarity, creative choice, hedonism, quality, materialism

P-value

After knowing there is a relationship between an independent variable and the dependent one, the researcher moved to P-value to detriment the significance of the hypothesized correlation between the independent and the dependent variable. Nevertheless, if P- value is less than 0.05 then the correlation is strong and the hypothesis is supported. While if P- value is more than 0.05 then the correlation is weak and the hypothesis isn't supported. It"s clear in table 5.10 all

P- values are < 0.05 except one of them. That means there is a significant correlation between (avoidance of similarity, creative choice, conspicuousness, quality, and hedonism) and the luxury brands purchase intention while there is no significant correlation between materialism and luxury brands purchase intention. That is the result of coefficients of multiple regression analysis as it is shown in table 5.10.

Table 5.10: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.678	.524		1.293	.197
Avoidance of Similarity	.115	.053	.128	2.188	.030
Creative Choice	.132	.048	.177	2.727	.007
Conspicuousness	.174	.058	.200	3.000	.003
Quality	.149	.066	.113	2.263	.025
Hedonism	.239	.065	.242	3.657	.000
Materialism	.047	.056	.051	.829	.408

a.Dependent Variable: Purchase intention of consuming luxury brands

The final result indicates that all the independent variables except materialism variable influence the dependent variable significantly.

5.4 Findings

To test the proposed model and the hypothesized correlations between the independent variable and the dependent variable, multiple regression analysis was conducted. The hypothesis supposed that there is a significant correlation link each one of the independent variables with the dependent variable. The model of the study consists of 6 independent variables which are avoidance of similarity(X1), creative choice(X2), hedonism(X3), conspicuousness(X4), quality(X5) and materialism(X6) and 1 independent variable which is the luxury brands purchase intention(Y). This model represents several independent variables and just 1 dependent. This kind of models measures by multiple regression analysis since it meant to measure many to one relationship

(Hair et al. 2005).To support these correlations the model fit, R-square, P- value and other significant values were revealed from multiple regression outcomes. However, the equation of regression (Irantaj, 2018) says that

$Y = α + β1X1 + β2X2 + β3X3 + β4X4 + β5X5 + β6X6 + €$

Which Y refer to the dependent variable and X to the independent variable. The values of α and β are represented in table 5.10 based on these values the equation becomes as the following:

$Y = .678 + .115X1 + .132X2 + .239X3 + .174X4 + .149X5 + .047X6 + €$

This equation is suggesting that all the independent variables are constant at 0 which means the equation is testing the six hypotheses.

The Sub-dimensions of the need for uniqueness hypothesis:

H1.a: Avoidance of similarity has a positive and significant influence on purchase intention of luxury brands in Qatar.

To test this hypothesis and figure out the correlation between the avoidance of similarity and the luxury brands purchase intention, the researcher should go back to the outcome of multiple regression values in table 5.10. From the table t-value equal to 2.188 and p-value is .030 (p<0.05) which means there is a significant correlation between avoidance of similarity and LBRI. while B value is .115 which means that avoidance of similarity has 11% effect on the purchase intention of luxury brands. That proves the correctness of the hypothesis. So the first hypothesis is accepted. The avoidance of similarity has the least percentage of influencing luxury brands purchase intention amongst the other variables.

H1.b: Unpopular choice has a positive and significant influence on purchase intention of luxury brands in Qatar.

The second dimension of the need for uniqueness wasn't hypothesized due to deleting 2 items of its scale and 1 question stayed in the dimension which wasn't enough to conduct the analysis and prove that there is a correlation between unpopular choice and luxury brands purchase intention. Since CFA

requires at least 2 items to conduct the analysis. For these reasons, the hypothesis wasn't tested. That was explained in the data analysis chapter.

H1.c: Creative choice has a positive and significant influence on purchase intention of luxury brands in Qatar.

The third dimension of the need for uniqueness is the creative choice to see if there is a correlation between this dimension and luxury brands purchase intention, the values from table 5.10 should be checked. Since the t-value = 2.727 and p-value .007 (p<0.05) then there is a significant correlation between the independent and the dependent variable as well it is a positive one. That means the hypothesis is correct and it is accepted. And as B is .132 that means creative choice has a 13% impact on consumer intention of buying luxury brands. As it takes the fourth place of the variables that influence the purchase intention in this study.

H2: Hedonism has a positive and significant influence on purchase intention of luxury brands in Qatar.

The fourth hypothesis supposed there is a positive relationship between hedonism and luxury brands purchase intention. In returning to table 5.10, the values tell that t- value is 3.657 and p-value is .000 (p< 0.05). As a result, there is a significant correlation between hedonism and the luxury brands purchase intention as well it is a positive one. B value is .239 which mean hedonism influence the intention of consumer's to buy luxury brands by 23%. In a comparison of the other variables influencing percentage, hedonism is the highest factor that has an impact on luxury purchase intention. That means the hypothesis is correct and the hypothesis is accepted.

H3: Conspicuousness has a positive and significant influence on purchase intention of luxury brands in Qatar.

The fifth hypothesis has suggested that a positive relationship is existing between conspicuousness and the luxury brands purchase intention. Based on the values from table 5.10 t-value is 3.000 and p-value is .003 (p<0.05). That supports the correctness of the hypothesis and it is true that conspicuousness influence the purchase intention of the luxury brands positively and significantly.

As B value is .174 that means conspicuousness has 17% impact on luxury purchase intention and this indicates conspicuousness has the second highest percentage of influencing the purchase intention. These results indicate that the hypothesis is accepted.

H4: Quality has a positive and significant influence on purchase intention of luxury brands in Qatar.

The sixth hypothesis has suggested that quality has a positive impact on consuming luxury brands intention. Since the t-value is 2.263 and p-value is .025 then what is suggested is true and quality affects the intention of purchasing luxury brands positively and significantly. Table 5.10 also represents B as .149 which means quality has 14 % of affecting the consumer purchase intention of luxury brands. Quality took the third place of variables that have an influence on LBRI. These results indicate that the hypothesis is accepted.

H5: Materialism has a positive and significant influence on purchase intention of luxury brands in Qatar.

This hypothesis suggested that materialism have a significant impact on consumer purchase intention. However, the table shows that t-value is .829, the p-value is .408 (it is more than 0.05). These values show a reverse of the hypothesis suggestion since the values haven't met the needed requirement to accept the hypothesis. Based on that there is no significant correlation between materialism and purchase intention of buying luxury brands and the hypothesis is not supported. As a result, the hypothesis is not accepted. These results are summarized in table 6.1

Table 6.1: The Hypothesis Results

H	Relation			Status
H1.a	LBRI	<---	AOS	Accepted
H1.b	LBRI	<---	UNPP	Not Tested
H1.c	LBRI	<---	CC	Accepted
H2	LBRI	<---	HEDO	Accepted
H3	LBRI	<---	CONS	Accepted
H4	LBRI	<---	QLTY	Accepted
H5	LBRI	<---	MTRL	Not Accepted

6. DISCUSSION AND CONCLUSION

Understanding luxury brands and what attract people to their world isn't an easy task., Since its meaning varies from marketer to another and from consumer to another, researchers are still facing difficulty in defining the term of luxury. This difficulty led to more obstacles in identifying the boundaries of each category of luxury classifications. The researchers of the luxury domain found that there is a confusion between the relationship that could identify the idea of the luxury goods, expensive goods and the upmarket goods (Barnier et al., 2012). Regardless of that, many studies have been conducted in order to understand the consumer motivation of addicting such brands. There are reasons related to the nature of the product like its functionality and financial value (Wiedmann et al., 2007) and other reasons are related to the person him/herself like getting a social or individual value of the product (Wiedmann et al., 2007). However, this study is meant to consider the rational and emotional effect on purchasing luxury brands. The research has considered the need for uniqueness, hedonism, and conspicuousness have an emotional foundation and quality and materialism have a rational foundation. The five dimensions meant to measure and test how they affect the consumer purchase intention in the context of luxury brands consuming in Qatar. The aim of the research was to pay more emphasis on international luxury brands consuming in Qatar as to provide a deep insight of consumer motivations that trigger the need of purchasing Louis Vuitton which is considered the dominated brand in the market of luxury brands, Fendi which is a luxury fashion house and has an Italian origin, Chanel which has French origin http://essentialhome.eu/inspirations/lifestyle/fashion-luxurious-brands-2016/ Gucci, Prada, Burberry, and the other international luxury brands.

Nevertheless, the research focused on the consuming of luxury brands in general without testing the preference of specific brands. The findings of this research met specific objectives. The first objective which asks: Is the consumer's

purchase intention of luxury brands in Qatar affected by the emotional effects (the need for uniqueness, conspicuousness, and hedonism)? was met b y hypothesis H1.a, H1.b, H1.c, H2, H3. The n e e d for u n i q u e n e s s was hypothesized by the 3 types of uniqueness. However, 2 of them were tested which are avoidance of similarity hypothesis and Creative choice hypothesis and both of them were supported and showed that they affect the purchase intention of luxury brands positively and significantly. That supports what (Tian et al., 2001) stated, it has been expected that the consumers with a high need for uniqueness tend to engage in product consumption due to a classification purpose rather than experience or joyful. The same work has found that the need for uniqueness could identify how important possessions enhance social differences. However, the unpopular choice hypothesis couldn't be tested due to the analysis issue explained in data analysis chapter. The next dimension of emotional influence which is hedonism as well was supported by the result of the study which showed positivity and significance that hedonism has on the purchase intention of luxury brands consumer. This finding is an extent to (Hagtvedt & Patrick, 2009) finding that stated the hedonic features of luxury brands enhance consumer evaluation of the brand. The third dimension of emotional effect which shows conspicuousness as an aspect of consuming luxury brands was supported as the result represented a positive and influential impact on consumer"s intention to purchase luxury brands. That means the conspicuous consumption which has been connected with luxury goods by using the goods to show off the owner"s wealth as well as a show of his/her status economy (Mason, 1998), occupy a space of consumer intention to buy luxury brands and can stimulate the consumer desire to have such brands. On the other hand, Objective 4 which inquire if the consumer"s purchase intention of luxury brands in Qatar is affected by the rational effects (quality and materialism)? was met by H4 and H5. The effect of quality on purchase intention of buying luxury brands was supported by the finding of the study. As this result is confirmed with what (Farrag, 2017) said which is that the opinion of the managers of luxury stores, who she had interviewed in Qatar, emphasized that the Qatari consumers used quality as an indicator of their luxury consumption. Nevertheless, even though, some studies stated that Asian countries are more materialistic than European ones (Li and Zhang, 2011; Wong and Ahuvia, 1998),

but this wasn't the case in Qatar as the findings of this study showed that materialism didn't have a significant impact on the consumer intention of buying luxury brands in Qatar. Even though, the result supports (Farrag, 2017) research which conducted research about what affect young consumers in Qatar to purchase luxury brands. (Farrag, 2017) excluded materialism of her study factors based on exploratory research.

As she concluded that based on the interviews she conducted with experts materialism doesn't have an effect on consuming luxury brands in Qatar. While the current result of the study counters the finding of another study that concerned to test the relationship of materialism and having the intention of buying luxury brands of fashions among Arab and American. As the findings of the study represented a positive influence of materialism in both samples Kamal *et al.* (2013). However, regardless of the contrary, the findings of this study showed that the first dimension of rational effect which is quality has an impact on consumer"s purchase intention of luxury brands while the other dimension which is materialism didn't represent an impact on consumer"s purchase intention in Qatar.

Finally, based on the findings of the study, it can be concluded that there are 4 dimensions that influence and motivate consumers in Qatar to have an intention to buy luxury brands which are the need for uniqueness (avoidance of similarity and creative choice), hedonism, conspicuousness, and quality. In this way, the study fulfills objective number 3 that says What are the motivations that influence consumers purchase intention in Qatar to buy luxury brands?. Based on the study findings consumers in Qatar are mostly affected by hedonism to have the intention of luxury brands consuming then by conspicuousness then by quality after that comes creative choice and the least one has an effect on purchase intention of luxury brands is avoidance of similarity. In the whole, the five dimensions of consuming luxury brands intention are likely to be correlated. Even though consumers may be affected by all of them to purchase the luxury brands, they would tradeoff the less outstanding factor for the more outstanding ones (Vigneron & Johnson, 2004).

6.1 Implications Of The Study

This work could be beneficial for academic purposes plus to the marketers" strategies. For academicians, they can develop other empirical studies based on the findings of the study. For marketers, understanding the phenomena of consuming luxury brands in Qatar help marketers in analyzing the nature of consumer purchasing intention and how they can affect it. Influencing consumer decision making of purchasing the luxury brands positively by marketers can increase the sales which accordingly increase their profits. Therefore, the significance of understanding what influence consumer purchasing choices and how to affect them returns to those reasons. The success of any firm comes from understanding consumer needs and the ability to fulfill those needs. As a way of understanding consumer behavior, many kinds of research have been conducted and they found that the decrease of products supply, increase the consumer desire and brand demand (Verhallen, 1982; Lynn, 1991). It's clear that the limited number of products gives the products high value and make it more desirable than those that are available everywhere and all the time. In addition to that, the rarity of the brands symbolizes the prestige of the consumer as mentioned by (Solomon, 1994). Also, another research states that scarcity in producing products influence the consumers to demand greatly. In other words, if people believed that the brands are unique and expensive, the demand for those brands will increase (Verhallen & Robben, 1994). This is a significant finding for marketers in general and marketers of luxury brands in specific. For that, this study meant to contribute to the previous literature in the context of luxury brands to identify and examine the key aspects that shape consumer desire of having luxury brands (objective 4). To achieve this goal the researcher tested the influence of 5 factors that motivate the consumer to have a purchase intention of luxury brands. As well, this goal included achieving another objective which is expanding the knowledge of consumer behavior in regard to luxury brands consuming (objective 5).

6.2 Limitation Of The Research And Future Studies

6.2.1 Introduction

Every study encounters some challenges during conducting the research that makes its findings far away from reality. However, in an attempt to perform the highest quality of the research, the researcher tried her best to reduce the study limitation and conduct a study that measures the phenomena of increasing the luxury brands demand in Qatar to be as near as possible of the reality. Regardless of this effort, the study couldn't cover all the limitations. As every single idea of limitation considered a key for further studies. Here is the study mention the limitation of the study and the possible future researches in the luxury domain.

6.2.2 The limitation and future studies

The first limitation of the research that it didn't identify a specific international luxury brand instead of the research test the hypothesis based on general luxury brands. Therefore, a future study could use known brands to identify which luxury brands exactly that influence consumer purchase intention more in Qatar. Also, an exploratory study could be made about what perceived values are preferred in each brand of luxury goods. For example, what is the perceived value that the consumer gets of buying Fendi or the perceived value of consuming Louis Vuitton? Another limitation in this research that it was a quantitative method based. However, mixed methods of the qualitative and quantitative method are more beneficial to be used in a further study to have a more in-depth view about understanding the consumer motivation of buying luxury brands in Qatar. Even though there is a study has been conducted, following the mixed method about this topic in Qatar (Farrag, 2017), but the field still needs more studies to know exactly what affect consumers in Qatar to addict the international luxury brands consumption. Nevertheless, this study considered the need for uniqueness, hedonism, and conspicuousness as an emotional representation and quality and materialism as a rational representation based on a previous literature review. However, a further study could be conducted to test the 3 dimensions if they have an emotional base and the 2 other have a rational base in Qatar. Another limitation the research face is that the

questionnaire was sent online. And the disadvantage of using the questionnaire via the online channel is that it can"t reach the low educated people who have limited knowledge of internet usage and that is considered as an obstacle of generalizing the findings. Also, another disadvantage is that most people ignore the questionnaire sent via the internet. An example of that a marketing research firm distributed 10,000 questionnaires to get 200 responses (Visser, 2015). So, to void this problem in the future the researcher can use another type of questionnaire besides the online questionnaire such as using paper and pencil to gather the information. Even though this type of questionnaires will cost the researcher more money, efforts and time but it will make the findings more eligible to be generalized. Also, there is a limitation in the gender of respondents, as most of them were female which is represented by 63% of the respondents and that, of course, affect the results of collected data analysis. This is another reason for the inability to generalize the findings among the whole population. A future study could make sure of having both genders approximately equally in order to have neutral findings. Also, a study of multiple group comparisons like male and female could be conducted. Or a comparison of generation like what affect consumers purchase intention of luxury brands of generation y (individuals who were born from 1980-2000) and what motivation affect consumers of generation x (individuals who were born from 1961-1980). As the structure of the country has changed, the income has increased from the old generation to the new generation which of course will affect consuming of luxury brands positively000, as more people would be able to afford to buy luxury brands. So, the study of the consuming of luxury brands among the different generation in Qatar adds new insight to luxury brands marketers. That leads us to the next limitation in the study which is the lack of diversity in the age. As most of the respondents belong to generation y. approximately, 65% of respondents age was between 25 and 44 years old. The following limitation is related to education, approximately 50% of respondents were graduated which mean the findings of the study were affected mostly by this group and that is another limitation related to the lack of diversity. So in both cases, age and education, a further study need to consider the diversity of respondents. Also, this study focused on consumers in Qatar. Other studies could make a comparison between 2 or more countries or comparison between 2

cultures like east and west to understand if the motivations of consuming luxury brands are affected by the cultural differences and vary from culture to another. Nevertheless, this research studies luxury brands from a psychological point of view. Other researchers could study luxury brands from an economic or sociological point of view in order to understand luxury brands from different perspectives with diverse contexts. Also, a future study could measure the tangible and intangible features of luxury brands to know which influence the consumers more. The tangible features of the product may be related to the heritage of product craftsmanship, its excellent quality, exclusivity, design or country of origin while the intangible characteristics are related to the emotional appeal, brand reputation and the recognizable style of the brand (Brun & Castelli, 2013). It would be a good idea as well to study the history of each luxury brand and how it changed across time with emphasizing the consumer changing taste. This study stated the vablenion consumer could be arrogant, snob consumer may be a leader, bandwagon consumer a follower, hedonist consumer a funny person and perfectionist is a strict person. However, a future study could study the characteristics of each consumer type to understand what attributes distinct every group of them which help researchers comprehend how these attributes of consumer personality affect his/her behavior and taste which accordingly affect his/her decision making of purchasing goods and services. Also, this study mentioned that conspicuousness is one of the factors that affect consumer purchase intention of luxury brands. However, the study mentioned social influence as one of the reasons that push the consumer to conspicuous consumption. Further studies could research in more motivations of the conspicuous consumption in Qatar like vanity and self-esteem. Also as all dimensions in this study has a connection with social influence in somehow or another, a future study can use the same independent variables (the need of uniqueness, hedonism, conspicuousness, quality) which represented a positive effect on the dependent variable (consumer purchase intention of luxury brands) with using social influence as a moderator due to the collectivism nature Qatar enjoys.

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APPENDICES

APPENDIX A: Survey Questionnaire (English Version)
APPENDIX B: Survey Questionnaire (Arabic Version)
APPENDIX C: Etic Approval form

The Factors Affecting Luxury Brand Purchase Intention in Terms of Rational and Emotional Impact in Qatar

Luxury brands are the goods that achieve the highest level of prestige. They are part of consumer's lifestyle prestige. And there are many international Luxury brands that invade Qatari Market like Fendi, Louis Vuitton, Dior and so on. They aren˝t just about fashion but consumers also buy luxury brands furniture. In order to determine the factors that affect consumer behavior in regard to buying luxury brands and understanding the nature of these variables among Qatari consumers, this research was conducted. As well to fulfill the requirement of my master program in business administration at Istanbul Aydin University. The study is conducted by Mudallala M. Mousa.

This questionnaire will take from 5-10 minutes to be completed. To participate using the survey link shown below. Your response is completely anonymous and used only for academic research purposes. The survey doesn't have any questions regarding your personal identity. I sincerely appreciate your consideration.

Gender	Male ☐	Education level	Elementary School ☐
	Female ☐		High School ☐
			Graduate ☐

			Post-graduate ☐
Age	<18 ☐	Monthly Income	< 2000$ ☐
	19-24 ☐		2000-4000$ ☐
	25-34 ☐		4000-6000$ ☐
	35-44 ☐		6000$ < ☐
	45< ☐		
Marital States	Single ☐	Occupation	Public sector employees ☐
	Married ☐		Private sector employees ☐
			Students ☐
			Homemaker ☐
			Unemployed ☐
			Retired ☐
			Other ☐

Please think about your favorite luxury brand and rate the following information on a scale from "strongly agree" to "strongly disagree" according to your point of view. As Strongly Disagree 1, Disagree 2, Not Agree-Not Disagree 3, Agree 4 and

Strongly Agree 5.

		1	2	3	4	5
1	I have a strong possibility to purchase Luxury Brand product.					
2	I'm likely to purchase Luxury Brand product					
3	I have a high intention to purchase Luxury Brand product					
4	I stop wearing fashions when they become popular with the general public					
5	I dislike brands bought by everyone					
6	When a clothing brand becomes too popular, I wear it less					
7	I look for one-of-a-kind products to create my own style					
8	The things that I buy shape a more unusual personal image					
9	I buy unusual brands to create a more distinctive personal image					
10	I often combine possessions in such a way that I create a personal image that cannot be duplicated.					

11	I often try to find a more interesting version of run-of-the-mill products because I enjoy being original. .					
12	I actively seek to develop my personal uniqueness by buying special products or brands.					
13	Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.					
14	I can enjoy luxury brands entirely on my own terms no matter what others may feel about them					
15	Buying things gives me a lot of pleasure					
16	On the whole, I may regard luxury brands as gifts I buy for treating myself					
17	Purchasing luxury brands can be seen as giving me gifts to celebrate an occasion that I believe significant to me					
18	Product prestige is my major reason for buying a luxury brand					
19	It is important for me that the luxury brand I buy improves my image					

20	The luxury brand I purchase must be a status symbol					
21	Luxury brands have consistent quality					
22	Luxury brands have rich workmanship					
23	Luxury brands last a long time					
24	My life would be better if I owned certain things I don''t have.					
25	I''d be happier if I could afford to buy more things.					
26	It sometimes bothers me quite a bit that I can''t afford to buy all the things I''d like.					
27	I have all the things I really need to enjoy life					

العوامل المؤثرة على نية الشراء للعلامات التجارية الفاخرة من حيث التأثير العقلاني والعاطفي في قطر

العلامات التجارية الفاخرة هي السلع التي تحقق أعلى مستوى من البرستيج وتعتبر جزء من برستيج حياة المستهلك. وهناك العديد من العلامات التجارية العالمية الفاخرة التي تغزو السوق القطري مثل فندي ولويس فيتون وديور الخ. لا يقتصر الأمر فقط على شراء العلامات التجارية الفاخرة الخاصة بالموضة ولكن يتم اقتناء الأثاث الخاص بهذه العلامات التجارية. من أجل تحديد العوامل التي تؤثر على سلوك المستهلك فيما يتعلق بشراء العلامات التجارية الفاخرة وفهم طبيعة هذه المتغيرات بين المستهلكين في قطر. قد تم إجراء هذا الاستبيان لهذا الغرض وكذلك لتلبية متطلبات برنامج الماجستير في إدارة الأعمال .

سيستغرق هذا الاستبيان من 5-10 دقائق حتى يكتمل. للمشاركة باستخدام رابط استطلاع الرأي الموضح أدناه. ردك مجهول تمامًا ولا يستخدم إلا لأغراض البحث الأكاديمي. الاستبيان لا يتضمن أي أسئلة بخصوص هويتك الشخصية. أنا أقدر بصدق مشاركتك في هذا الاستبيان وأشكر لك مجهودك مقدما.

			المرحلة الاعدادية	☐
الجنس	ذكر	☐	المستوى التعليمي	المرحلة الثانوية ☐
	أنثى	☐		خريج/ة ☐
				دراسات عليا ☐
العمر	<18	☐	الدخل الشهري	$2000 > ☐
	19-24	☐		$2000-4000 ☐
	25-34	☐		$4000-6000 ☐
	35-44	☐		$6000 < ☐
	45<	☐		
الحالة الاجتماعية	أعزب	☐	الوظيفة	موظف/ة قسم عام ☐
	متزوج	☐		موظف/ة قسم خاص ☐
				طالب/ة ☐
				ربة منزل ☐
				غير موظف/ة ☐
				متقاعد/ة ☐
				أخرى ☐

يرجى التفكير في العلامة التجارية الفاخرة المفضلة لديك وتقييم المعلومات التالية على مقياس من "موافق بشدة" إلى " غير موافق بشدة" وفقًا لوجهة نظرك.

		غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
1	لدي إمكانية قوية لشراء منتج العلامة التجارية الفاخرة					
2	من المحتمل أن أشتري منتج العلامة التجارية الفاخرة					
3	لدي نية عالية لشراء منتج العلامة التجارية الفاخرة					
4	أتوقف عن ارتداء الأزياء عندما تصبح شعبية مع عامة الناس					
5	أنا لا أحب العلامات التجارية التي يشتريها الجميع					
6	عندما تصبح ماركة الملابس متداولة أرتديها بشكل أقل					
7	أبحث عن منتجات فريدة من نوعها لعمل الطراز الخاص بي					
8	الأشياء التي أشتريها تمثل صورة شخصية استثنائية					
9	أشتري العلامات التجارية غير العادية لإنشاء صورة شخصية أكثر تميزًا					
10	غالبا ما أدمج مقتنياتي لصنع صورة شخصية لا . يمكن تقليدها					
11	أحاول في كثير من الأحيان العثور على نسخة أكثر إثارة للاهتمام من المنتجات المصنعة بشكل متداول والمنتشرة لأنني أستمتع بكونها أصلية .					
12	أنا أعمل على تطوير تميزي الشخصي عن طريق . شراء الماركات التجارية المميزة					
13	يساعدني الاهتمام بالمنتجات المثيرة وغير العادية .					

في إنشاء صورة مميزة					
14	يمكنني الاستمتاع بالعلامات التجارية الفاخرة بالكامل وفقًا لشروطي الخاصة بغض النظر عما قد يشعر به الآخرون تجاههم				
15	يمنحني شراء الأشياء الكثير من المتعة				
16	يمكنني شراء الماركات التجارية الفاخرة كهدية تحفيزية لنفسي				
17	شراء الماركات العالمية ممكن أن يعتبر كهدية لي من أجل احتفالي بالمناسبات المهمة				
18	برستيج المنتج هو السبب الرئيسي لشرائي الماركات التجارية الفاخرة				
19	من المهم بالنسبة لي أن العلامة التجارية الفاخرة التي أشتريها تعمل على تحسين صورتي				
20	يجب أن تكون العلامة التجارية الفاخرة التي اشتريتها رمزًا للمكانة الاجتماعية				
21	العلامة التجارية الفاخرة تتمتع بجودة عالية				
22	العلامة التجارية الفاخرة تتمتع باحترافية في الصناعة				
23	العلامات التجارية الفاخرة تستمر لفترة طويلة				
24	ستكون حياتي أفضل إذا كنت أمتلك أشياء معينة لا أملكها .				
25	سأكون أكثر سعادة إذا تمكنت من شراء المزيد من الأشياء .				
26	يزعجني في بعض الأحيان أنني لا أستطيع شراء كل الأشياء التي أحبها .				
27	لدي كل الأشياء التي أحتاج حقًا للاستمتاع بها				

APPENDIX C: Etic Approval form

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : MUDALLALA M. A. MOUSA Etik
Onay Hk.

Sayın MUDALLALA M. A. MOUSA

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e-imzalıdır
Prof. Dr. Ragıp Kutay KARACA
Müdür

11/02/2019 Enstitü Sekreteri   NESLİHAN KUBAL

RESUME

Name Surname: Mudallala Mousa

Date of Birth: 11th January 1989

E-mail: mudallala9@hotmail.com

Education:

2009-2012 University of Kalamoon, Bachelor in Business Administration

2017-2019 İstanbul Aydın University, Master in Business Administration

Languages:

-Arbic: Native Language

-English: Advanced