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Cross Cultural Comparison of Factors Driving Luxury Consumption

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Cross Cultural Comparison of Factors Driving Luxury Consumption

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1

Abstract

The global luxury market continued to grow to $313-318 billion in 2018 and the market is estimated to reach about $442 billion in sales by 2025 (Arienti, Levato, Kamel, & Montgolfier, 2018). Despite the rapid growth of the luxury market, factors influencing consumers' perceptions and purchase intentions toward luxury brands remain under investigated. Researchers found consumers rely on extrinsic attributes such as country of origin (CoO) when purchasing luxury products. The mixed results of CoO effect in prior studies yield a need for further research. Therefore, the purpose of this study is to examine the effects of CoO and the attitudinal functions on purchase intentions towards luxury fashion brands across three countries. This study extends the "Functional Theories of Attitudes" by adding materialistic function to social-adjustive, value-expressive, hedonic, and utilitarian functions. A total of 970 online survey responses (US: 418, Chinese: 400, German: 152) were used to test proposed hypotheses. Results identified that the utilitarian function was not a reliable construct in the US and German groups, but it was a reliable variable in the Chinese group. In the US sample, results found that CoO significantly influenced social-adjustive and hedonic functions. In German and Chinese groups, CoO had positive impact on all functions. Hedonic function had the strongest impact on purchase intentions in the three groups. Value-expressive function significantly influenced purchase intentions in the Chinese and German groups. Additional analysis revealed that CoO had much stronger impact than the effect of hedonic function on purchase intentions across cultures. These findings provide theoretical and managerial implications.

Table of Contents

Chapter 1. Introduction

A luxury brand refers to "a brand associating with a premium quality and/or an aesthetically appealing design" (Hudders, 2012), which reflects expensiveness, exclusivity, and rarity (Okonkwo, 2007). Luxury brands are known for having the highest level of prestige brands and are perceived as conspicuous, unique, social, hedonic, and quality (Vigneron & Johnson, 1999). There are four categories of luxury goods--fashion and leather goods, fragrances and cosmetics, jewelry and watches, and a miscellaneous category that includes products such as writing instruments, eyewear, and home goods (O'Donnell, 2016). Due to differences in product numbers, operating scale, and the tendency of luxury companies to directly control the distribution in their markets, marketing within the sector becomes more complex (Fionda-Douglas & Moore, 2009).

As the luxury market is highly profitable, luxury consumption has become a prevalent sector in today's market. Sales revenue in the luxury market has seen growth not only in the US and EU, but also in emerging economies such as China, India, Brazil, and Russia due to their rapid economic expansion (Shukla, 2010; Tynan, McKechnie, & Chhuon, 2010). Globally, the market for luxury has grown by 6-8% or about $313-318 billion in 2018 and the market is estimated to reach $442 billion by 2025 (Arienti, Levato, Kamel, & Montgolfier, 2018). The average sales of each of the world's top 100 largest luxury goods companies (i.e., Compagnie Financiere Richemont SA, LVMH Moet Hennessy-Louis Vuitton SE, and The Estee Lauder Companies Inc.) is now $2.2 billion (Arienti, Levato, Kamel, & Montgolfier, 2018). Furthermore, the number of consumers buying luxury goods has grown from 140 million worldwide in 2000 to over 350 million (Kim & Joung, 2016).

Although middle-aged and older luxury consumers are known to be the highest purchasers in the luxury segment, the New York Times article (Paton, 2017) emphasized the importance of

young adult consumers as fast-growing luxury goods purchasers. Young adult consumers have increased their spending on luxury goods more than any other demographic group (Schade, Hegner, Horstmann, & Brinkmann, 2016). In addition, Bain & Company's annual report emphasized that "85% of the luxury market growth is fueled by the Generations Y and Z" (D'Arpizio, Levato, Kamel, & de Montgolfier, 2017). Further, Deloitte (Arienti et al., 2018) projected that 99 million millennials versus 77 million baby boomers currently make up the luxury market. This emergent phenomenon suggests that understanding the ways young adult consumers purchase luxury goods influenced by their perceptions is important to researchers and marketers.

Prior research revealed that country of origin (CoO) is one of the most widely studied factors in marketing and consumer behavior (Bloemer, Brijs, & Kasper, 2009; Papadopoulos & Heslop, 2003). Regardless of where the product or brand was actually manufactured, CoO is the country that consumers associate with it (Aiello et al., 2009.) In terms of purchasing luxury goods, the significance of CoO was different across countries (Godey et al., 2012). Whereas consumers rely on CoO in purchase decisions, the CoO effect was less important than intrinsic attributes such as reliability and performance (Piron, 2000). These mixed results in prior studies yield a need for further research that examines the impact of CoO on young consumers' attitudes and purchase intentions towards luxury brands.

The functional theories of attitudes (Schade, Hegner, Horstmann, & Brinkmann, 2016) were adopted as a theoretical framework. The theories suggest that individuals have certain attitudes due to the psychological benefits (Gregory, Much, & Peterson, 2002; Grewal, Mehta, & Kardes, 2004) and that attitudes serve various purposes that include value-expressive, social-adjustive, hedonic, and utilitarian functions in explaining an individual's purchase decision (Grewal et al., 2004).

The purpose of this study was to examine the impact of CoO and the attitudinal functions on purchase intentions towards luxury brands across three countries. This research sought to investigate similarities and differences in the influence of CoO and attitudinal functions on luxury brand purchase intentions among young adult consumers in the context of Western and Eastern markets. Factors leading to purchase decisions can differ based on cultural, social, and economic characteristics (Hofstede, 2003). Consumers purchase luxury goods for various reasons such as to symbolize affluence and power (Dubois & Duquesne, 1993; Tsai, 2005) or for the hedonic experience and self-pleasure (Tsai, 2005). Consequently, results of this study will uncover the motives behind luxury purchases and compare how these motivations vary across cultures.

Chapter 2. Literature Review

Theoretical Framework: Extended Functional Theories of Attitudes

The current study developed a theoretical framework by adopting the functional theories of attitudes (Schade et al., 2016). The functional perspective of attitudes suggest that attitudes held by individuals influence psychological functions. The attitudinal functions include social-adjustive, value-expressive, hedonic, and utilitarian functions (Grewal et al., 2004; Schade et al., 2016). These functions serve as motivation for purchasing luxury goods that influence consumption behaviors (Schade et al., 2016). In the context of luxury brand consumption, several researchers have confirmed the applicability of the functional theories of attitudes as a conceptual framework (e.g., Bian & Forsythe, 2012; Annie Jin, 2012; Schade et al., 2016; Wilcox, Kim, & Sen, 2009). For example, Wilcox et al. (2009) showed how different attitudinal functions affect consumers' counterfeit purchase likelihood and their preference for real luxury brands. Schade et al. (2016) revealed the relevance of attitudinal functions for luxury brand purchase differs among age groups.

An attitude is "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein & Ajzen, 1975, p. 6). Attitudinal functions are split into two groups: social functions and more personally oriented functions like hedonic and utilitarian (Shavitt, 1989). Social attitudes can be self-expression attitudes or self-presentation attitudes (Shavitt, 1989). A self-expression attitude toward luxury brands is defined as "an orientation to respond toward luxury brands so as to display individual identity and underlying values" (Shavitt, 1989). A self-presentation attitude toward luxury is a tendency to use luxury brands to convey social image (Wilcox, et al., 2009). Consumers may purchase luxury goods for self-expression reasons, to reflect their values and beliefs, or for self-presentation, to create an image they want to convey to others, or both (Shavitt, 1989, Wilcox et al., 2009).

Given that consumers purchase luxury goods to communicate their values and social status, researching how these attitudes differ across cultures is important (Bian & Forshythe, 2012).

The social-adjustive function is defined as purchasing and using brands to gain approval in social situations and to maintain relationships. This function is particularly relevant for consumers striving to gain approval in social settings (Bian & Forsythe, 2012; Grewal et al., 2004; Wilcox et al., 2009). A value-expressive function is defined as purchasing and using brands to communicate one's self-identity (beliefs, attitudes, values) to others (Bian & Forsythe, 2012; Wilcox et al., 2009). It is a way of self-expression (Wilcox et al., 2009). Consumers purchasing brands for hedonic reasons enjoy sensory pleasure, esthetic beauty, or excitement. Hedonic function relates to the gratification and sensory pleasure based on experience with the product (Dubois and Laurent, 1994). The utilitarian function relates to the quality of goods and is concerned with how a brand performs a desired product related function (Voss, K. E., Spangenberg, E. R., & Grohmann, B, 2003). The present study extends the scope of attitudinal functions by adding materialistic functions. Materialistic function reflects beliefs of the importance of possessions (Belk, 1995; Richins & Dawson, 1992), which is an important segment of luxury consumption behavior (Wiedmann, Hennigs, Siebels, 2009).

CoO and Attitudinal Functions

CoO refers to "the country that consumers typically associate with a product or brand, regardless of where it was manufactured" (Aiello et al., 2009). CoO is the stereotype, reputation, or representation of the country that the consumer associates with the product (Nagashima, 1970, 1977). Roth and Romeo (1992) defined CoO as "the overall perception consumers form of products from a particular country, based on their prior perception of the country's production and marketing strengths and weaknesses." The CoO consists of a series of dimensions that reflect innovative approach, design, prestige, and workmanship (Roth & Romeo, 1992).

Consumers associate the image created by the CoO with product design and quality (Aiello et al., 2009).

Due to a strong association between the CoO's reputation and brand evaluations (Aiello et al., 2008), CoO significantly influences product purchases (Piron, 2000). Consumers associate the CoO with a particular reputation, stereotype, or representation of a product or brand (Aiello et al., 2009). A number of previous studies examined the combined effect of brand and CoO (Bloemer et al., 2009; Usunier, 2006). Researchers found a significant impact of CoO on consumers' luxury brand loyalty and buying decisions (Esmaeilpour & Abdolvand, 2016; Godey et al., 2012). Whereas consumers generally tend to rely more on intrinsic cues (i.e., physical product attributes), consumers rely on extrinsic cues such as brand name, CoO, and price in certain circumstances (Srinivasan et al., 2004). When status or self-image expression is the reason for the luxury brand purchase, extrinsic attributes of CoO are considered (Piron, 2000; Quester & Smart, 1998). The CoO image has been acknowledged as a crucial factor in forming attitudes toward a certain product (Knight & Calantone, 2000). CoO may also influence consumers through a halo effect (Erickson, Johansson, & Chao, 1984; Johansson et al., 1985) in which feelings toward a specific country may be transferred to the product originated by a brand in the country (Erickson et al., 1984). Thus, this study proposes the following hypothesis:

Hypothesis 1: CoO will positively influence attitudinal functions towards luxury fashion brands.

Attitudinal Functions and Purchase Intentions toward Luxury Brand Consumption

The theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) explained that an attitude toward a behavior predicts the behavioral intention when consumers make decisions. The attitude is a degree to which an individual likes to perform a behavior (Ajzen & Fishbein, 1980). Numerous studies have empirically confirmed such a positive

relationship between attitude and purchase intention across products (e.g., Bellman, Teich, & Clark, 2009; Bian, 2010; Bian & Forsythe, 2012; Fitzmaurice, 2005; Pavlou & Fygenson, 2006; Smith et al., 2008; Yoo & Lee, 2009; (Kim & Zhang, 2013). For example, Bellman et al. (2019) found that young female shoppers' attitudes towards purchasing fashion accessories affect their buying intentions. Yoo and Lee (2009) showed that there is a positive connection between consumers' attitudes toward purchasing counterfeits and intentions to buy counterfeits. Bian (2010) discovered that, among Chinese consumers, luxury brand purchase intention is positively influenced by affective attitude. Bian and Forsythe (2012) found that consumers' purchase intentions are positively influenced by the consumers' social-function attitudes towards luxury brands. Kim and Zhang (2013) found that social-function, self-presentation, and affective attitudes have a positive impact on purchase intentions for luxury brands. Thus, the following hypothesis is proposed in this study:

Hypothesis 2: Young adult consumers' attitudinal functions will positively influence on purchase intentions toward luxury fashion brands.

Chapter 3. Method

This chapter discusses the sampling, survey instrument development, data collection procedure, and data analyses used to accomplish the purpose of this research. A quantitative research was used to examine relationships between variables: CoO, attitudinal functions, and purchase intention.

Sample

A convenience sample of college students over 18 years of age in the US and Germany was recruited to conduct an online survey. The sample was drawn from students enrolled in spring 2018 at a major Mid-Southern university in the US and students enrolled in summer 2018 at a major Western university in Germany. A sample of Chinese data was collected by a professional survey firm. This sample was appropriate because the purpose of this study is to examine important factors that influence purchase intentions towards luxury brands among young adult consumers. The online survey was distributed to 520 US students, 300 German students, and 400 Chinese young adults during a two-week period.

Survey Instrument

A self-administered survey was distributed online through email to test hypotheses in the proposed model. To measure the variables, reliable and valid scale items were adapted from existing literature and modified to relate to the topic of luxury consumption (see Table 3.1). The survey questionnaire contained eight sections: (1) social-adjustive function, (2) value-expressive function, (3) hedonic function, (4) utilitarian function, (5) materialistic function, (6) country-of-origin, (7) purchase intentions towards luxury fashion brands, and (8) demographic information including age, gender, ethnicity, and household income. All scale items except demographic information were measured using a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7). At the beginning of the survey, participants were asked to indicate one luxury

brand name that immediately came to mind. Next, a definition of luxury products was provided: "Luxury products are defined as those providing highest level of craftsmanship, exclusivity, and prestige to the owner beyond functional benefits. Luxury products are usually characterized by a premium price, brand reputation, and rarity, which are available in upscale department stores (e.g., Neiman Marcus, Saks Fifth avenue, Dillards) and official brand boutiques (e.g., Cartier, Chanel, Gucci, Hérmes, Louis Vuitton, Prada, Tiffany & Co., etc.)."

Six items measuring social-adjustive function and six items measuring value-adjustive function were adopted from Schade et al. (2016). Six items measuring hedonic function and five items measuring utilitarian function were adopted from Babin, Darden, & Griffin (1994). The reliability of the scale was above .85 (Schade et al., 2016). A four-item materialistic function was adopted from Wiedmann et al. (2009). The Cronbach's *alpha* value for the scale was .80. Seven items measuring CoO were adopted from Mohd Yasin, Nasser Noor, & Mohamad (2007). The reliability of the scale was .93 (Mohd Yasin et al., 2007). A four-item purchase intention was adopted from Bian and Forsythe (2012). The Cronbach's *alpha* value for the scale was .90 (Bian & Forsythe, 2012).

[Insert Table 3.1 Here]

Data Collection

After receiving approval for the use of human subjects from the Institutional Review Board (IRB) of the university, the current study collected data in spring and summer 2018. The online survey was developed using Qualtrics software. Participants were recruited from undergraduate classes in the US and Germany. The Chinese young adults were recruited with the assistance of a survey firm in China. All participants in the three countries received an email invitation explaining the purpose of the study, survey procedures, benefits, confidentiality, and a link to the online survey.

The first page of the survey was composed of a consent form and description of procedures, benefits, compensation, confidentiality, and participant rights. The participants were asked to continue to the next page if they agreed to voluntarily participate in the present study through clicking the "Next" button located on the bottom of the web page. Participants were given 14 days to follow the email link and complete the survey.

Data Analyses

Data was collected from the Qualtrics online survey and analyzed using Statistical Package for the Social Sciences (SPSS). First, descriptive statistics (e.g. means, variances, and standard deviations) were used to summarize data from demographic variables. Second, exploratory factor analysis (EFA) was performed as data reduction techniques for the seven variables (i.e., five attitudinal functions, CoO, and purchase intention). Third, a Cronbach's *alpha* coefficient for each of the seven measures was calculated to ensure reliability. Fourth, a Pearson correlation coefficient was calculated to investigate the relationship between variables. Finally, regression analyses were conducted to test hypotheses proposed in the model.

Chapter 4. Results

This chapter presents the sample characteristics and results of EFA, reliability, and regression analysis. This chapter discusses correlations and causal effects between the variables by testing proposed hypothesis presented in Figure 1.

[Insert Figure 1 about here]

US Results

Sample characteristics.

The convenience sample at a major Mid-Southern university was comprised of students over the age of 18. A total of 520 college students in the five different colleges participated in the online survey. After discarding incomplete data, 418 responses were usable to test the proposed model. The majority of participants (84%) were female students between the age of 18-24. The highest ethnic group was Caucasian (83%) followed by Hispanic (5%), African American (4%), Biracial (4%), Asian (2%), Native American (2%), and Asian American (.5%). The top three annual incomes reported were over $200,000 (28%), followed by $100,000-$149,000 (20%), and $150,000-$199,999 (18%). Majority of students (40%) have monthly flexible income of $100-$299. Participants' majors were diverse. Among participants, 212 students are in the College of Agricultural, Food, and Life Sciences, 35 students in the College of Arts and Sciences, 82 students in the College of Business, 85 students in the College of Education and Health Professions, 3 students in the College of Engineering, and 4 students with undeclared majors. Demographic characteristics of participants are presented in Table 4.1.

[Insert Table 4.1 about here]

When asked to indicate one luxury brand name which immediately comes to mind, the top five responses were Gucci, Louis Vuitton, Chanel, Michael Kors, and Apple. 81% of survey participants said they had purchased and/or own luxury products. 35%, or 148 participants,

selected purchasing 5-10 products. 5%, or 22 participants, selected purchasing 10-15 products. 12%, or 49 participants, selected purchasing over 15 products. When asked to indicate a brand name of luxury products that they owned or would purchase in the near future the top five responses were Gucci, Louis Vuitton, Michael Kors, Kate Spade, and Ray Ban. One hundred and sixteen participants, 28%, prefer shopping at the official offline brand store. One hundred and nine participants, 26%, prefer shopping at the official online brand store. One hundred and seventy five participants, 42%, prefer shopping for luxury products in a department store. Eighteen participants, 5%, prefer shopping online on social networking sites. Luxury consumption experiences results are represented in Table 4.2.

[Insert Table 4.2 about here]

EFA.

EFA using principal axis factoring was conducted with varimax rotation to extract one factor for each construct (i.e., CoO, social adjustive, value-expressive, hedonic, utilitarian functions, and purchase intentions). An eigenvalue measuring greater than 1.0 determined the number of factors extracted for each construct. Items were retained on one factor when demonstrating standardized factor loadings of .50 or higher on one factor and factor loadings of .30 or lower on the other factor (Nunnally & Bernstein, 1994). As shown in Table 4.3, one factor was extracted for each variable (factor loading ≥.50). Reliability of each construct was tested by calculating Cronbach's alpha coefficient. Except utilitarian function, reliability of each construct demonstrated satisfactory internal consistency with a Cronbach's alpha value above .73. Therefore, utilitarian function was excluded in further analysis.

CoO.

All seven CoO items were retained based on factor loadings above the .5 criterion. The seven-item CoO has an eigenvalue of 4.90 and explained 65% of the variance for the items. Cronbach's *alpha* for this factor was .93.

Attitudinal functions.

Three of the six social-adjustive items were retained based on factor loadings above the .5 criterion. The three-item social-adjustive had an eigenvalue of 1.94 and explained 47% of the variance for the items. This factor had a Cronbach's alpha of .73.

All six value-expressive items were retained based on factor loadings above the .5 criterion. The six-item value-expressive had an eigenvalue of 3.58 and explained 52% of the variance for the items. This factor had a Cronbach's alpha of .86.

All six hedonic items were retained based on factor loadings above the .5 criterion. The six-item hedonic had an eigenvalue of 3.73 and explained 55% of the variance for the items. This factor had a Cronbach's alpha of .88.

Three of the four materialistic items were retained based on factor loadings above the .5 criterion. The three-item materialistic had an eigenvalue of 2.11 and explained 56% of the variance for the items. This factor had a Cronbach's alpha of .79.

Two of the five utilitarian items were retained based on factor loadings above the .5 criterion. The two-item utilitarian had an eigenvalue of 1.45 and explained 45% of the variance for the items. This factor had a Cronbach's alpha of .62. Because the reliability was lower than the acceptable value (.70), this variable was removed in the further analysis.

Purchase intentions.

All four purchase intention items were retained based on factor loadings above the .5 criterion. The four-item purchase intention had an eigenvalue of 3.54 and explained 85% of the variance for the items. This factor had a Cronbach's alpha of .96.

[Insert Table 4.3 about here]

Correlations between the variables.

A Pearson correlation coefficient was calculated to measure the strength of a linear association between two variables. The results showed that CoO is moderately correlated with social adjustive function and strongly correlated with hedonic function and purchase intentions. Purchase intentions was moderately correlated with social adjustive, value expressive, materialistic, and hedonic functions and strongly correlated with CoO (See Table 4.4).

[Insert Table 4.4 about here]

Regression analyses.

Regression analyses were conducted to test hypothesized relationships proposed in Figure 1. The results of simple linear regression analysis indicated that CoO significantly influenced on American young adult consumers' social adjustive ($\beta = .11$, $p < .05$) and hedonic functions ($\beta = .37$, $p < .001$) that partially support H1. Table 4.5 shows the results of the regression analysis between CoO and the four attitudinal functions.

[Insert Table 4.5 about here]

Multiple regression analysis was conducted to test H2 which proposed that attitudinal functions positively influence on purchase intentions toward luxury fashion brands. The results showed that hedonic function positively affected American young adult consumers' purchase intentions toward luxury fashion brands ($\beta = .34$, $p < .001$), partially supporting H2. Table 4.6 shows the results of multiple regression analysis between the four attitudinal functions and purchase intentions. In addition, a direct relationship was tested between CoO and purchase intentions. The results indicated that CoO positively affected American young adult consumers' purchase intentions toward luxury fashion brands ($\beta = .41$, $p < .001$). Interestingly, the impact of CoO was much stronger than the impact of hedonic function on purchase intentions.

[Insert Table 4.6 about here]

Chinese Results

Sample characteristics.

A professional Chinese survey firm collected data from Chinese college students over the age of 18 using an online survey. A total of 400 participants (50% female and 50% male) completed the survey. Most of the sample indicated them as college students between the ages of 17-24. The top three household income category reported were 120,001- 150,000 yuan, 150,001- 200,000 yuan, and more than 200,000 yuan. Majority of students (34%) have monthly flexible income of 301-500 yuan. Participant characteristics of the sample are presented in Table 5.1.

[Insert Table 5.1 about here]

When Chinese participants were asked to indicate one luxury brand name which immediately comes to mind, the top five brand names were Chanel, Louis Vuitton, Dior, Gucci, and Hermes. Majority of participants (68%) indicated that they had purchased and/or own luxury products. Among them, 240 participants (60%) have purchased 1-5 products and 45 participants (11%) have purchased 10-15 products. When the participants were asked to indicate a brand name of luxury products that they owned or would purchase in the near future the top five brand names were Chanel, Louis Vuitton, Gucci, Dior, and Prada. In regards to preferred retailing format, almost half of participants (45%) reported that they prefer shopping at the brick and mortar brand store. Nearly 19% participants indicated that they prefer shopping at the official online brand store. Also, 19% participants reported that they prefer shopping for luxury products in a department store. Results showed that 16% participants who prefer shopping at a multi-brand store. Five participants mentioned that they prefer shopping online on social networking

sites. Results of luxury consumption experiences among Chinese participants are represented in Table 5.2.

[Insert Table 5.2 about here]

EFA.

EFA using principal axis factoring was conducted with varimax rotation to extract one factor for each construct (i.e., CoO, social adjustive, value-expressive, hedonic, utilitarian functions, and purchase intentions). An eigenvalue measuring greater than 1.0 determined the number of factors extracted for each construct. Items were retained on one factor when demonstrating standardized factor loadings of .50 or higher on one factor and factor loadings of .30 or lower on the other factor (Nunnally & Bernstein, 1994). As shown in Table 5.3, one factor was extracted for each variable (factor loading ≥.50). Reliability of each construct was tested by calculating Cronbach's alpha coefficient. Reliability of each construct demonstrated satisfactory internal consistency with a Cronbach's alpha value above .73.

CoO.

All seven CoO items were retained based on factor loadings above the .5 criterion. The seven-item CoO had an eigenvalue of 5.10 and explained 68% of the variance for the items. Cronbach's *alpha* for this factor was .94.

Attitudinal functions.

All six social-adjustive items were retained based on factor loadings above the .5 criterion. The three-item social-adjustive had an eigenvalue of 4.54 and explained 71% of the variance for the items. This factor had a Cronbach's alpha of .94.

All six value-expressive items were retained based on factor loadings above the .5 criterion. The six-item value-expressive had an eigenvalue of 4.48 and explained 70% of the variance for the items. This factor had a Cronbach's alpha of .93.

All six hedonic items were retained based on factor loadings above the .5 criterion. The six-item hedonic had an eigenvalue of 4.15 and explained 63% of the variance for the items. This factor had a Cronbach's Alpha of .91.

All four materialistic items were retained based on factor loadings above the .5 criterion. The four-item materialistic had an eigenvalue of 2.73 and explained 58% of the variance for the items. This factor had a Cronbach's Alpha of .84.

All five utilitarian items were retained based on factor loadings above the .5 criterion. The two-item utilitarian had an eigenvalue of 2.94 and explained 49% of the variance for the items. This factor had a Cronbach's Alpha of .82.

Purchase intentions.

All four purchase intention items were retained based on factor loadings above the .5 criterion. The four-item purchase intention had an eigenvalue of 3.28 and explained 76% of the variance for the items. This factor had a Cronbach's Alpha of .93.

[Insert Table 5.3 Here]

Correlations between the variables.

A Pearson correlation coefficient was calculate to measure the strength of a linear association between two variables. The result showed that CoO was strongly correlated with social adjustive, value expressive, hedonic, materialistic, and utilitarian attitudes and strongly correlated with purchase intention. Purchase intention was strongly correlated with social adjustive, value expressive, hedonic, materialistic, and utilitarian attitudes with value expressive and hedonic having the strongest relationship. Purchase intention was strongly correlated with CoO (see Table 5.4).

[Insert Table 5.4 about here]

Regression analyses.

Regression analyses were conducted to test hypothesized relationships proposed in Figure 1. The results of simple linear regression analysis indicated that CoO significantly influenced on Chinese young adult consumers' social adjustive (β = .63, p <.001), value expressive (β = .66, p <.001), materialistic (β = .68, p <.001), Hedonic (β = .70, p <.001, and utilitarian (β = .57, p <.001) functions that supports H1. Table 5.5 shows the results of the regression analysis between CoO and the four attitudinal functions.

[Insert Table 5.5 about here]

Multiple regression analysis was conducted to test H2 which proposed that attitudinal functions positively influence purchase intentions towards luxury fashion brands. The results showed that value expressive (β = .26, p < .05) and hedonic (β = .29, p < .001) functions positively affected Chinese young adult consumers' purchase intentions toward luxury fashion brands partially supporting H2. Table 5.6 shows the results of multiple regression analysis between the four attitudinal functions and purchase intentions. Finally, a direct relationship was tested between CoO and purchase intentions. The results indicated that CoO positively affected Chinese young adult consumers' purchase intentions toward luxury fashion brands (β = .74, p < .001).

[Insert Table 5.6 about here]

German Results

Sample characteristics.

The convenience sample at a German university was comprised of students over the age of 18. An online survey was distributed to students at a university in Germany. There were 152 college student responses that were used to test the proposed model. Participants were 82% female and 16% male. The participants were mostly comprised of German nationality (95%).

51% of the sample were students between the ages 18-24. 28% of students had monthly flexible income of 100 € - 300 € and 28% had 300 € - 500 €. Participant characteristics of the sample are presented in Table 6.1.

[Insert Table 6.1 about here]

When asked to indicate one luxury brand name which immediately comes to mind, the top five responses were Gucci, Chanel, Louis Vuitton, Rolex and Prada. 56% of survey participants said they had purchased and/or own luxury products. 55 participants (36%) selected purchasing 1-5 products. 29 participants (19%) selected purchasing 5-10 products. 10 (7%) participants, selected purchasing 10-15 products. 15 participants (10%) selected purchasing over 15 products. When asked to indicate a brand name of luxury products that they owned or would purchase in the near future the top five responses were Chanel, Michael Kors, Louis Vuitton, Gucci, and Prada. 64 participants (42%) prefer shopping at the official offline brand store. 18 participants (12%) prefer shopping at the official online brand store. 39 participants (26%) prefer shopping for luxury products in a department store. 17 participants (11%) prefer shopping at a multi-brand store. 2 participants (1%) prefer shopping online on social networking sites. Luxury consumption experiences results are represented in Table 6.2.

[Insert Table 6.2 about here]

EFA.

EFA using principal axis factoring was conducted with varimax rotation to extract one factor for each construct (i.e., CoO, social adjustive, value-expressive, hedonic, utilitarian functions, and purchase intentions). An eigenvalue measuring greater than 1.0 determined the number of factors extracted for each construct. Items were retained on one factor when demonstrating standardized factor loadings of .50 or higher on one factor and factor loadings of .30 or lower on the other factor (Nunnally & Bernstein, 1994). As shown in Table 6.3, one factor

23

was extracted for each variable (factor loading ≥.50). Reliability of each construct was tested by calculating Cronbach's alpha coefficient. Reliability of each construct demonstrated satisfactory internal consistency with a Cronbach's alpha value above .76 except utilitarian function. Therefore, utilitarian function was excluded in further analysis.

CoO.

Five of the seven CoO items were retained based on factor loadings above the .5 criterion. The five-item CoO has an eigenvalue of 3.22 and explained 56.29% of the variance for the items. Cronbach's *alpha* for this factor was .86.

Attitudinal functions.

Four of the six social-adjustive items were retained based on factor loadings above the .5 criterion. The four-item social-adjustive had an eigenvalue of 2.42 and explained 48.78% of the variance for the items. This factor had a Cronbach's alpha of .76.

All six value-expressive items were retained based on factor loadings above the .5 criterion. The six-item value-expressive had an eigenvalue of 3.79 and explained 55.93% of the variance for the items. This factor had a Cronbach's alpha of .87.

All six hedonic items were retained based on factor loadings above the .5 criterion. The six-item hedonic had an eigenvalue of 3.49 and explained 51.43% of the variance for the items. This factor had a Cronbach's alpha of .84.

Three of the four materialistic items were retained based on factor loadings above the .5 criterion. The three-item materialistic had an eigenvalue of 2.23 and explained 62.76% of the variance for the items. This factor had a Cronbach's alpha of .82.

None of the five utilitarian items was retained based on factor loadings above the .5 criterion. This variable was removed in the further analysis.

Purchase intentions.

All four purchase intention items were retained based on factor loadings above the .5 criterion. The four-item purchase intention had an eigenvalue of 3.20 and explained 73.77% of the variance for the items. This factor had a Cronbach's alpha of .91.

[Insert Table 6.3 about here]

Correlations between the variables.

A Pearson correlation coefficient was calculated to measure the strength of a linear association between two variables. The results showed that CoO is moderately correlated with social adjustive, value expressive, and materialistic functions and strongly correlated with hedonic function and purchase intentions. Purchase intentions was strongly correlated with CoO and the four attitudinal functions (see Table 6.4).

[Insert Table 6.4 about here]

Regression analyses.

Regression analyses were conducted to test hypothesized relationships proposed in Figure 1. The results of simple linear regression analysis indicated that CoO significantly influenced on German consumers' social adjustive (β = .23, p <.001), value expressive (β = .27, p <.001), materialistic (β = .17, p <.05), and hedonic functions (β = .36, p <.001) that partially supports H1. Table 6.5 shows the results of the regression analysis between CoO and the four attitudinal functions.

[Insert Table 6.5 about here]

Multiple regression analysis was conducted to test H2 which proposed that attitudinal functions positively influence on purchase intentions toward luxury fashion brands. The results showed that value-expressive (β = .24, p < .001) and hedonic function (β = .32, p < .001) positively affected German young adult consumers' purchase intentions toward luxury fashion

25

brands, partially supporting H2. Table 6.6 shows the results of multiple regression analysis between the four attitudinal functions and purchase intentions.

Additionally, a direct relationship was tested between CoO and purchase intentions. The results indicated that CoO positively affected German young adult consumers' purchase intentions toward luxury fashion brands ($\beta = .39$, $p < .001$).

[Insert Table 6.6 about here]

Chapter 5. Discussion and Implications

This chapter discusses a summary of research and interpretations of the findings. Theoretical and practical implications are presented in this chapter.

Summary of Research

The luxury market is a rapidly growing sector in today's market. Luxury sales revenue has grown across the world including the US, EU, China, India, Brazil, and Russia. Because the luxury industry is so varied, marketing within this sector is complex. Young adult consumers continue to make up more of luxury market consumers and are becoming even more important for brands to consider when marketing luxury goods. Therefore, understanding how and why young adult consumers purchase luxury goods is important. In the marketing literature, CoO has received much attention as an important factor in consumer buying decision. However, mixed previous findings yield a need for further research that examines the impact of CoO on young adult consumers' attitudes and purchase intentions towards luxury fashion brands. To fill addressed research gap, this study sought to investigate the effects of CoO and the attitudinal functions on purchase intentions towards luxury fashion brands across three countries.

College students from three different countries (i.e., the US, China, and Germany) were recruited to participate in an online survey. To measure the different constructs, reliable and valid scale items were adapted from existing literature. A total of 988 college students (418 US, 400 Chinese, and 170 German students) participated in the survey. The majority of the US sample (84%) were female Caucasian American students between the ages of 18 and 24 years old. The Chinese sample was 50% male and 50% female with the majority from the North region between the ages of 18 and 24 years old. The majority of the German sample (82%) were female German students between the ages of 18 and 24. Most participants indicated that they have purchased luxury fashion goods (81% of the US, 68% of the Chinese, and 80% of German

sample). The official offline luxury fashion brand store was the most preferred shopping channel for each data set. Descriptive statistics, EFA with varimax rotation, and reliability were assessed to ensure single factor of each measure and internal consistency. The results of this study indicated that the two hypotheses were partially supported. This study additionally found a strong direct path between CoO and purchase intentions.

Discussion of Findings

Findings of the present study revealed similarities and differences in the proposed relationships across three countries. In the EFA analysis of attitudinal functions, the results showed that the utilitarian function construct was not extracted as one single factor in the US and German sample. In contrast, the construct was reliable and valid in the Chinese sample. Results of the study indicated that the effect of CoO was significantly positive on social-adjustive and hedonic functions in the US group. In the Chinese group, the effect of CoO was significantly positive on social-adjustive, value-expressive, materialistic, hedonic, and utilitarian functions. In the German group, the effect of CoO was significantly positive on social-adjustive, value-expressive, materialistic and hedonic functions. In the US and German group, CoO had strongest impact on the hedonic function, whereas the impact of CoO was strong on the materialistic and hedonic functions comparably. These findings supported H1 partially.

The results indicated that hedonic function positively affected young adult consumers' purchase intentions towards luxury fashion brands in the US. In the Chinese and German group, the results showed that value-expressive and hedonic functions positively affected young adult consumers' purchase intentions towards luxury fashion brands. These findings partially supported H2. Further analysis found a direct relationship between CoO and purchase intentions in all three groups. Additional analysis revealed that CoO had much stronger impact than the

effect of hedonic function on purchase intentions across cultures. Findings suggest that CoO could be an important factor that leads young adult consumers to purchase luxury fashion brands.

In conclusion, these findings suggest that marketers should take CoO into consideration when marketing luxury fashion products to young adult consumers in the US, Germany, and China. Luxury goods marketing should strongly emphasize the hedonic function in US and as well as value-expressive in Chinese and German groups. To emphasis the hedonic function, marketers should focus on making the shopping experience enjoyable and exciting for young adult consumers. To emphasis the value-expressive function, luxury brands should show consumers how their products can be used as self-expression and can make consumers feel good about themselves. Because CoO has a much stronger impact than the attitude functions on purchase intention, it should be the first priority when marketing luxury goods.

Chapter 6. Limitations and Future Research

Chapter 6 summarizes limitations for the present study and discusses recommendations for future research. First, the sample may not represent the US and German populations accurately because it was limited to college students. In the US group, the majority of the population consisted of Caucasian females from a Mid-Southern university. In Germany, the majority of the population was also female. This may not include individuals from diverse backgrounds and other regions of the countries; therefore the samples were not representative of the general population of each country. The study could be extended to other regions of the US and Germany to more fully understand how CoO and attitude functions effect on purchase intention among young adult consumers in these countries.

Another limitation is the relatively small sample size of the German group. A larger German sample would show more accurate results. The lifestyle of the participants and their previous experiences with luxury goods may affect the findings of this study. Previous experiences in purchasing luxury goods may have effected purchase intention or attitudes toward luxury goods. Future research could examine other contributing factors on luxury brand purchase intentions in a multicultural context.

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Figures and Tables
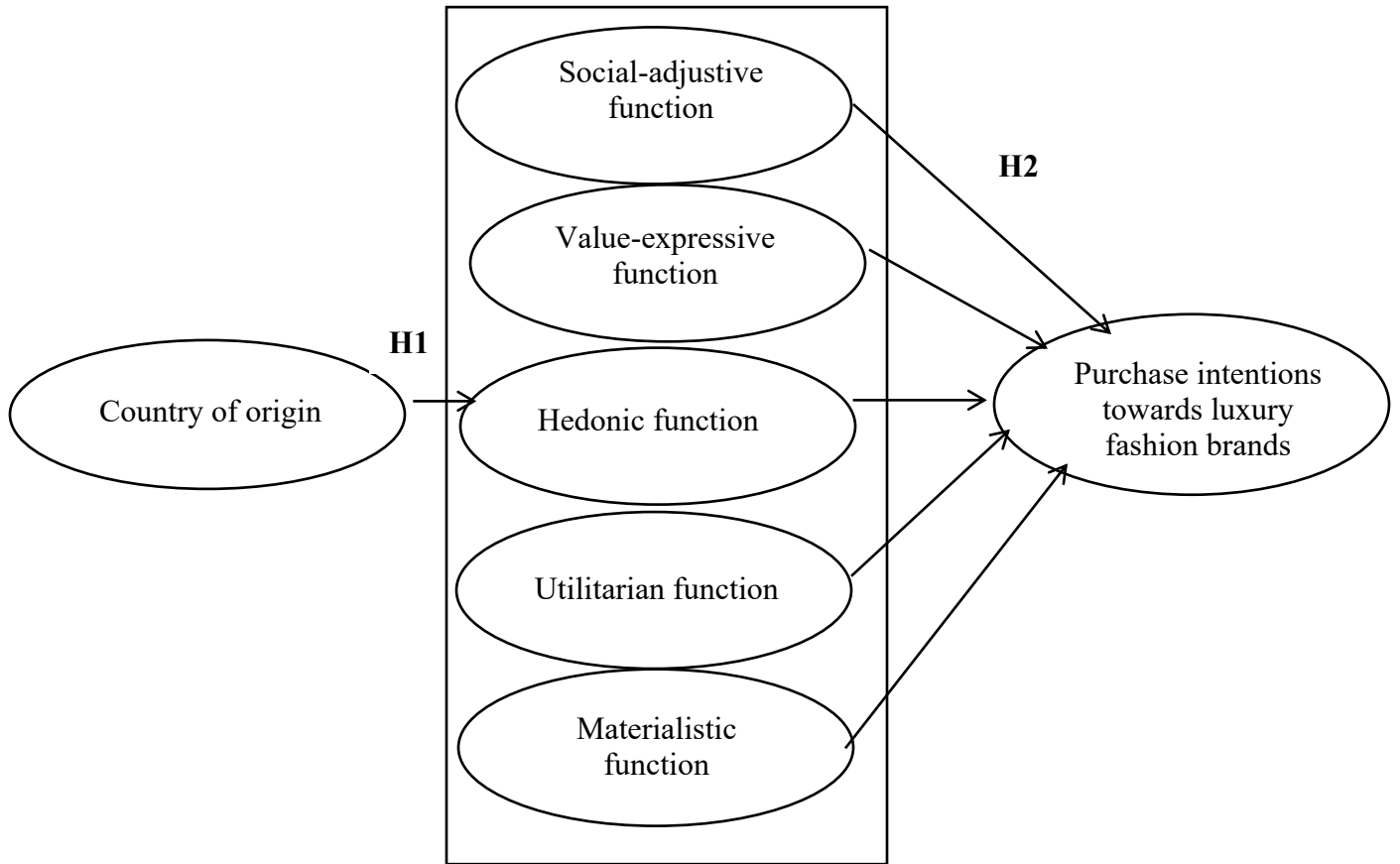
Attitudinal functions

Figure 1. A proposed research model showing the hypothesized relationships among the variables.

Table 3.1. *Instruments for Online Survey*

Constructs	Items	Source
CoO	The country from which this brand originates is a country that: • Is innovative in manufacturing. • Has high level of technological advance. • Is good in designing. • Is creative in its workmanship. • Has high quality in its workmanship. • Is prestigious. • Has an image of advanced country.	Mohd Yasin et al. (2007)
Attitudinal functions	*Social-adjustive function* • It is important for my friends to know the luxury brands I possess. • Luxury brands are a symbol of social status. • Luxury brands help me in fitting into important social situations. • I like to be seen with my luxury brands. • The luxury brand that a person owns, tells me a lot about that person. • My luxury brand indicates to others the kind of person I am. *Value-expressive function* • Luxury brands reflect the kind of person I see myself to be. • Luxury brands ascertain my self-identity. • Luxury brands make me feel good about myself. • Luxury brands are an instrument of my self-expression. • Luxury brands play a critical role in defining my self-concept. • Luxury brands help me to establish the kind of person I see myself to be.	Schade et al. (2016)
	Hedonic function • The shopping trip for luxury products is truly a joy. • I continue to shop for luxury products not because I have to, but because I want to. • Compared to other shopping experiences I could have done, the time spent shopping for luxury products is truly enjoyable. • I enjoy the shopping trip for its own sake, not just for the products I may have purchased. • During the shopping trip for luxury products, I feel the excitement of the hunt. • While shopping for luxury products, I feel a sense of adventure	Babin et al. (1994)

Table 3.1. *Cont.*

Constructs	Items	Source
Attitudinal functions	*Utilitarian function* • The shopping trip for luxury products is not a very nice time out. • I accomplish just what I want to on the shopping trip for luxury products. • I could not buy what I really needed. • While shopping for luxury products, I find just the item(s) I am looking for. • I am disappointed because I have to go to another store(s) to complete my shopping for luxury products. *Materialistic function* • My life would be better if I owned certain luxury products I do not have. • I would be happier if I could afford to buy more luxury products. • It is sometimes bothers me quite a bit that I can't afford to buy all the luxury products I'd like. • I have all the luxury products I really need to enjoy life.	Babin et al. (1994) Wiedmann et al. (2009)
Purchase intentions	• If I were going to purchase a luxury product, I would consider buying this brand. • If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high. • My willingness to buy this luxury brand would be high if I were shopping for a luxury product. • The probability I would consider buying this luxury brand is high.	Bian and Forsythe (2012)

Table 4.1. *Demographic Characteristics of US Participants (n=418)*

Participant characteristics	Frequency	Percent (%)
Gender		
Male	58	14
Female	353	84
Age		
18-24	396	95
25-29	2	.5
30-34	2	.5
Ethnicity		
Native American	8	2
Black or African American	18	4
Asian American	2	.5
Asian	8	2
Hispanic or Latino	19	5
Native Hawaiian or Pacific Islander	0	0
White or European	347	83
Two or more races	15	4
Other	0	0
Annual Income		
Less than 24,999	32	8
$25,000-49,999	20	5
$50,000-74,999	38	9
$75,000-99,999	49	12
$100,000-149,999	83	20
$150,000-$199,999	74	18
$200,000 or more	118	28
Monthly flexible income		
$100-299	168	40
$300-499	94	22
$500-699	50	12
$700-899	26	6
$900-1,999	31	7
$2,000 or more	418	11

Table 4.2. *Luxury Consumption Experiences among US Participants (n=418)*

	Frequency	Percent (%)
Top 5 luxury brands that come to mind		
Gucci	140	34
Louis Vuitton	80	19
Chanel	48	12
Michael Kors	15	4
Apple	11	3
Purchased and/or own luxury products		
Yes	340	81
No	78	19
Amount of luxury goods purchased/owned		
5-10	148	35
10-15	22	5
Over 15	49	12
Preferred Luxury brands to be purchased		
Gucci	95	23
Louis Vuitton	94	23
Michael Kors	47	11
Kate Spade	38	9
Ray Ban	21	5
Preferred shopping channels		
Official offline brand store	116	28
Official online brand store	109	26
Department store	175	42
Multi-brand store	0	0
Online on social networking sites	18	5

Table 4.3. *Results of EFA and Reliability Test for Variables (n=418)*

Constructs	Scale items	Factor loading	α
CoO	The country from which the brand originates is a country that…		.93
	• Is innovative in manufacturing.	.75	
	• Has high level of technological advance.	.69	
	• Is good in designing.	.88	
	• Is creative in its workmanship.	.88	
	• Has high quality in its workmanship.	.87	
	• Is prestigious.	.82	
	• Has an image of advanced country.	.75	
Attitudinal functions	*Social-adjustive function*		.73
	• It is important for my friends to know the luxury brands I possess.	.67	
	• Luxury brands help me in fitting into important social situations.	.67	
	• I like to be seen with my luxury brands.	.75	
	Value-expressive function		.86
	• Luxury brands reflect the kind of person I see myself to be.	.73	
	• Luxury brands ascertain my self-identity.	.79	
	• Luxury brands make me feel good about myself.	.61	
	• Luxury brands are an instrument of my self-expression.	.64	
	• Luxury brands play a critical role in defining my self-concept.	.73	
	• Luxury brands help me to establish the kind of person I see myself to be.	.80	
	Hedonic		.88
	• The shopping trip for luxury products is truly a joy.	.81	
	• I continue to shop for luxury products not because I have to, but because I want to.	.68	
	• Compared to other shopping experiences I could have done, the time spent shopping for luxury products is truly enjoyable.	.73	
	• I enjoy the shopping trip for its own sake, not just for the products I may have purchased.	.62	
	• During the shopping trip for luxury products, I feel the excitement of the hunt.	.83	
	• While shopping for luxury products, I feel a sense of adventure	.75	

Table 4.3. *Cont.*

Constructs	Scale items	Factor loading	α
Attitudinal functions	*Utilitarian*		.62
	• I accomplish just what I want to on the shopping trip for luxury products.	.67	
	• I am disappointed because I have to go to another store(s) to complete my shopping for luxury products.	.67	
	Materialistic		.79
	• My life would be better if I owned certain luxury products I do not have.	.79	
	• I would be happier if I could afford to buy more luxury products.	.78	
	• It is sometimes bothers me quite a bit that I can't afford to buy all the luxury products I'd like	.67	
Purchase intentions	• If I were going to purchase a luxury product, I would consider buying this brand.	.91	.96
	• If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	.93	
	• My willingness to buy this luxury brand would be high if I were shopping for a luxury product.	.93	
	• The probability I would consider buying this luxury brand is high.	.92	

Table 4.4. *Results of Correlation Coefficients between the Variables*

	COO	Social	Value	Material	Hedonic	Purchase intentions
CoO	1					
Social	.113[*]	1				
Value	0.09	.57[**]	1			
Material	0.09	.52[**]	.58[**]	1		
Hedonic	.37[**]	.34[**]	.42[**]	.34[**]	1	
Purchase intentions	.41[**]	.18[**]	.15[**]	.15[**]	.36[**]	1
Mean	5.51	3.74	3.61	3.76	4.82	5.51
SD	1.02	1.20	1.20	1.44	1.18	1.42

[*]$p < .05$, [**]$p < .01$

Table 4.5. *Regression Analysis between CoO and Attitudinal Functions*

Dependent variables	Independent variable	β	t	R^2	Adjusted R^2	F
Social-adjustive	CoO	.11[*]	2.26	.01	.01	5.11
Value-expressive	CoO	.09	1.812	.01	.01	3.28
Materialistic	CoO	.09	1.85	.01	.01	3.42
Hedonic	CoO	.37[***]	7.98	.14	.14	63.73

*p<.05, **p<.01, ***p<.001

Table 4.6. *Regression Analysis between Four Attitudinal Functions and Purchase Intention*

Model	Model 1	Model 2	Model 3	Model 4
Dependent variable / **Independent variables**				
Purchase Intentions / Social-adjustive	.18	.14	.12	.08
Value-expressive		.07	.04	-.06
Materialistic			.07	.03
Hedonic				.34***
R^2	.03	.03	.04	.13
Adjusted R^2	.03	.03	.03	.12
F	11.91	6.62	4.79	13.81

*$p<.05$, **$p<.01$, ***$p<.001$

Table 5.1. *Demographic Characteristics of Chinese Participants (n=400)*

Participant characteristics	Frequency	Percent (%)
Gender		
Male	200	50
Female	200	50
Age		
17-24	395	99
25-29	5	1
Region		
North	100	25
East	124	31
Mid	61	15
South	32	8
West	83	20
Household Income		
Less than 80,000 yuan	62	16
80,001- 120,000 yuan	74	19
120,001- 150,00 yuan	86	22
150,001- 200,000 yuan	96	24
More than 200,000 yuan	82	21
Monthly flexible income		
Less than 300 yuan	33	8
301- 500 yuan	137	34
501-1,000 yuan	37	9
1,001-1,500 yuan	66	17
1,501- 2,000 yuan	59	15
More than 2,000 yuan	68	17

Table 5.2. *Luxury Consumption Experiences among Chinese Young Adults (n=400)*

	Frequency	Percent (%)
Top 5 luxury brands that come to mind		
Chanel	116	29
Louis Vuitton	71	18
Dior	36	9
Gucci	32	8
Hermes	22	6
Purchased and/or own luxury products		
Yes	273	68
No	127	32
Amount of luxury goods purchased/owned		
1-5	240	60
6-10	45	11
11-15	4	1
Over 15	9	2
Preferred Luxury brands to be purchased		
Chanel	95	24
Louis Vuitton	57	14
Gucci	56	15
Dior	36	9
Prada	28	7
Preferred shopping channels		
Official offline brand store	179	45
Official online brand store	77	19
Department store	76	19
Multi-brand store	63	16
Online on social networking sites	5	1

Table 5.3 Results of EFA and Reliability Test for Variables (n=400)

Constructs	Scale items	Factor loading	α
CoO	The country from which the brand originates is a country that…		.94
	• Is innovative in manufacturing.	.77	
	• Has high level of technological advance.	.87	
	• Is good in designing.	.86	
	• Is creative in its workmanship.	.85	
	• Has high quality in its workmanship.	.87	
	• Is prestigious.	.80	
	• Has an image of advanced country.	.76	
Attitudinal functions	*Social-adjustive function*		.94
	• It is important for my friends to know the luxury brands I possess.	.85	
	• Luxury brands are a symbol of social status.	.85	
	• Luxury brands help me in fitting into important social situations.	.78	
	• I like to be seen with my luxury brands.	.87	
	• The luxury brand that a person owns, tells me a lot about that person.	.85	
	• My luxury brand indicates to others the kind of person I am.	.84	
	Value-expressive function		.93
	• Luxury brands reflect the kind of person I see myself to be.	.84	
	• Luxury brands ascertain my self-identity.	.85	
	• Luxury brands make me feel good about myself.	.84	
	• Luxury brands are an instrument of my self-expression.	.86	
	• Luxury brands play a critical role in defining my self-concept.	.79	
	• Luxury brands help me to establish the kind of person I see myself to be.	.81	

Table 5.3. Cont.

Constructs	Scale items	Factor loading	α
Attitudinal functions	*Hedonic*		.91
	• The shopping trip for luxury products is truly a joy.	.80	
	• I continue to shop for luxury products not because I have to, but because I want to.	.82	
	• Compared to other shopping experiences I could have done, the time spent shopping for luxury products is truly enjoyable.	.84	
	• I enjoy the shopping trip for its own sake, not just for the products I may have purchased.	.73	
	• During the shopping trip for luxury products, I feel the excitement of the hunt.	.85	
	• While shopping for luxury products, I feel a sense of adventure	.73	
	Utilitarian		.82
	• The shopping trip for luxury products is not a very nice time out.	.70	
	• I accomplish just what I want to on the shopping trip for luxury products.	.63	
	• I could not buy what I really needed.	.64	
	• While shopping for luxury products, I find just the item(s) I am looking for.	.75	
	• I am disappointed because I have to go to another store(s) to complete my shopping for luxury products.	.76	
	Materialistic		.84
	• My life would be better if I owned certain luxury products I do not have.	.83	
	• I would be happier if I could afford to buy more luxury products.	.77	
	• It is sometimes bothers me quite a bit that I can't afford to buy all the luxury products I'd like.	.75	
	• I have all the luxury products I really need to enjoy life.	.68	
Purchase Intentions	• If I were going to purchase a luxury product, I would consider buying this brand.	.88	.93
	• If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	.87	
	• My willingness to buy this luxury brand would be high if I were shopping for a luxury product.	.87	
	• The probability I would consider buying this luxury brand is high.	.87	

Table 5.4. *Results of Correlation Coefficients between the Variables*

	COO	Social	Value	Material	Hedonic	Purchase intentions
CoO	1					
Social	.6278*	1				
Value	0.658**	.904**	1			
Material	0.676**	.747*	.809**	1		
Hedonic	.699**	.725**	.788**	.845**	1	
Utilitarian	.569**	.502**	.551**	.656**	.663**	
Purchase intentions	.736**	664**	.706**	.683**	.704**	1
Mean	5.63	4.80	4.95	5.03	5.01	5.53
SD	1.21	1.53	1.49	1.34	1.35	1.26

$^*p < .05$, $^{**}p < .01$

Table 5.5 *Regression Analysis between CoO and Attitudinal Functions*

Dependent Variables	Independent variable	β	t	R^2	Adjusted R^2	F
Social-adjustive	CoO	.63***	16.06	.39	.39	256.78
Value-expressive	CoO	.66***	17.43	.43	.43	303.71
Materialistic	CoO	.68***	18.32	.46	.46	335.70
Hedonic	CoO	.70***	19.52	.49	.49	381.17
Utilitarian	CoO	.57***	13.79	.32	.32	190.06

*p<.05, **p<.01, ***p<.001

Table 5.6 *Regression Analysis between Four Attitudinal Functions and Purchase Intentions*

Model		Model 1	Model 2	Model 3	Model 4	Model 5
Dependent Variables	Independent variables					
Purchase intentions	Social-adjustive	.66***	.14	.11	.11	.11
	Value-expressive		.58***	.35***	.26*	.26**
	Materialistic			.32***	.13	.11
	Hedonic				.32***	.29***
	Utilitarian					.06
	R^2	.44	.50	.54	.56	.56
	Adjusted R^2	.44	.50	.53	.56	.56
	F	313.02	199.98	152.89	126.73	102.02

*$p<.05$, **$p<.01$, ***$p<.001$

Table 6.1. *Demographic Characteristics of German Participants (n=152)*

Participant characteristics	Frequency	Percent (%)
Gender		
Male	25	16
Female	124	82
Do not want to disclose	3	2
Age		
18-24	78	51
25-29	48	32
30-34	26	17
Nationality		
Asian	1	.6
Spanish or Latin American	1	.6
German	144	95
Two or more races	3	2
Other	3	2
Monthly flexible income		
100 € -300 €	42	28
300 € - 500 €	42	28
500 € - 700 €	24	16
700 € - 900 €	15	10
900 € - 2.000 €	17	12
Above 2.000 €	8	5

Table 6.2. *Luxury Consumption Experiences among German Participants (n=152)*

	Frequency	Percent (%)
Top 5 luxury brands that come to mind		
Gucci	39	26
Chanel	25	16
Louis Vuitton	22	14
Rolex	12	8
Prada	10	7
Purchased and/or own luxury products		
Yes	85	56
No	67	44
Amount of luxury goods purchased/owned		
1-5	55	36
5-10	29	19
10-15	10	7
Over 15	15	10
Preferred Luxury brands to be purchased		
Chanel	13	9
Michael Kors	13	9
Louis Vuitton	9	6
Gucci	8	5
Prada	5	3
Preferred shopping channels		
Official offline brand store	64	42
Official online brand store	18	12
Department store	39	26
Multi-brand store	17	11
Online on social networking sites	2	1

Table 6.3 *Results of EFA and Reliability Test for Variables (n=157)*

Constructs	Scale items	Factor loading	α
CoO	The country from which the brand originates is a country that…		.86
	• Is innovative in manufacturing. [†]		
	• Has high level of technological advance. [†]		
	• Is good in designing.	.84	
	• Is creative in its workmanship.	.79	
	• Has high quality in its workmanship.	.82	
	• Is prestigious.	.71	
	• Has an image of advanced country.	.57	
Attitudinal functions	*Social-adjustive function*		.76
	• It is important for my friends to know the luxury brands I possess.	.64	
	• Luxury brands are a symbol of social status. [†]	.88	
	• Luxury brands help me in fitting into important social situations.	.68	
	• I like to be seen with my luxury brands.		
	• The luxury brand that a person owns, tells me a lot about that person. [†]		
	• My luxury brand indicates to others the kind of person I am.	.56	
	Value-expressive function		.87
	• Luxury brands reflect the kind of person I see myself to be.	.73	
	• Luxury brands ascertain my self-identity.	.74	
	• Luxury brands make me feel good about myself.	.64	
	• Luxury brands are an instrument of my self-expression.	.77	
	• Luxury brands play a critical role in defining my self-concept.	.80	
	• Luxury brands help me to establish the kind of person I see myself to be.	.81	

Note: [†]Scale items removed due to low factor loading (< .50).

Table 6.3. *Cont.*

Constructs	Scale items	Factor loading	α
	Hedonic		.88
	• The shopping trip for luxury products is truly a joy.	.81	
	• I continue to shop for luxury products not because I have to, but because I want to.	.63	
	• Compared to other shopping experiences I could have done, the time spent shopping for luxury products is truly enjoyable.	.83	
	• I enjoy the shopping trip for its own sake, not just for the products I may have purchased.[†]		
	• During the shopping trip for luxury products, I feel the excitement of the hunt.	.77	
	• While shopping for luxury products, I feel a sense of adventure	.82	
	Materialistic		.82
	• My life would be better if I owned certain luxury products I do not have.	.66	
	• I would be happier if I could afford to buy more luxury products.	.90	
	• It is sometimes bothers me quite a bit that I can't afford to buy all the luxury products I'd like.	.80	
	• I have all the luxury products I really need to enjoy life.[†]		
Purchase Intentions	• If I were going to purchase a luxury product, I would consider buying this brand.	.86	.91
	• If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	.91	
	• My willingness to buy this luxury brand would be high if I were shopping for a luxury product.	.91	
	• The probability I would consider buying this luxury brand is high.	.74	

Note: [†]Scale items removed due to low factor loading (< .50).

Table 6.4. *Results of Correlation Coefficients between the Variables (n=157)*

	COO	Social	Value	Material	Hedonic	Purchase intentions
CoO	1					
Social	.23**	1				
Value	.27**	.72**	1			
Material	.17*	.57**	.63**	1		
Hedonic	.36**	.59**	.70**	.55**	1	
Purchase intentions	.39**	.37**	.47**	.41**	.56**	1
Mean	4.94	2.16	2.38	2.59	3.29	4.91
SD	1.29	1.12	1.23	1.59	1.58	1.40

$^*p < .05$, $^{**}p < .01$

Table 6.5. *Regression Analysis between CoO and Attitudinal Functions (n=157)*

Dependent variables	Independent variable	β	t	R^2	Adjusted R^2	F
Social-adjustive	CoO	.23**	2.89	.05	.05	8.37
Value-expressive	CoO	.27***	3.36	.07	.07	11.29
Materialistic	CoO	.17*	2.06	.03	.02	4.26
Hedonic	CoO	.36***	4.61	.13	.12	21.27

*p<.05, **p<.01, ***p<.001

Table 6.6. *Regression Analysis between Four Attitudinal Functions and Purchase Intentions*

	Model	Model 1	Model 2	Model 3	Model 4
Dependent variable	Independent variables				
Purchase intensions	Social-adjustive	. 38***	.07	.02	-.04
	Value-expressive		.43***	.35**	.24*
	Materialistic			.18	.06
	Hedonic				.32***
	R^2	.13	.22	.23	.28
	Adjusted R^2	.13	.21	.21	.26
	F	23.74	21.19	15.05	14.76

*$p<.05$, **$p<.01$, ***$p<.001$

APPENDICES

APPENDIX A: IRB APPROVAL

UNIVERSITY OF
ARKANSAS

To:	Katherine Claire Williams
From:	Douglas James Adams, Chair
	IRB Committee
Date:	01/16/2018
Action:	**Exemption Granted**
Action Date:	01/16/2018
Protocol #:	1711084599
Study Title:	Cross-cultural Comparisons of Factors Driving Luxury Brand Consumption

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.

cc: Eunjoo Cho, Investigator

APPENDIX B: EMAIL INVITATION

Dear Students,

We are conducting a research study to better understand young consumers' opinions about luxury product purchase. Eligible participants will be individuals who are at least 18 years of age, with Internet access. Participation is voluntary. Your answers will be anonymous, and you will be asked to provide your name and instructor's name at the end of the study ONLY if your instructor is providing extra credit for participation in this study. Participation is completely voluntary and all instructors who are offering extra credit for participation in this study will offer a comparable alternative extra credit assignment. Entering your information to receive extra credit is completely voluntary, and all personal information you provide will be deleted following the end of the recruitment process. All responses are kept confidential to the extent allowed by law and University policy, and participants' identity will be protected for all published work. The survey will take approximately 15 minutes. If you choose to participate, the survey is entirely online at

[Hyperlink will be inserted here]

Please feel free to forward this information to fellow students who may be interested in learning more about this study. If you have additional questions about the study, please feel free to contact the co-researchers. Thank you for your time!

Sincerely,
Katherine Claire Williams
118 HOEC
University of Arkansas
Phone: 870) 530-3552
Email: kcw008@uark.edu

Eunjoo Cho, PhD
205B HOEC
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Compliance Contact Information
Ro Windwalker, CIP
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Research Compliance
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Fayetteville, AR 72701-1201
479-575-2208
irb@uark.edu

Informed Consent Document

Title of Study: Cross-cultural comparisons of factors driving luxury brand consumption
Investigators: Katherine Williams and Dr. Eunjoo Cho

This is an academic research project. Please take your time in deciding, if you would like to participate. Your answers are very important to this research, focusing on consumer experiences with luxury brands. The purpose of this research is to understand opinions and experiences about young consumers' buying luxury products. You are invited to participate in this research as an adult consumer ages 18 years or older. We appreciate your willingness to participate in this survey. Please feel free to ask a question at any time.

If you agree to participate in this study, you will be asked to complete an online survey that will take approximately 10-15 minutes. The questions will consist of seven parts asking your opinions and experiences about buying luxury products. The last part will ask you to provide your general background information including age, gender, ethnicity, etc. All the questionnaires will use numeric codes for analytical purpose. You will indicate your response by clicking the number from 1 (*strongly disagree*) to 7 (*strongly agree*) that best describes your opinions and experiences for each question.

As compensation for participating in this study, each participant will receive extra credit points (5 points) to their course grade. All instructors who are offering extra credit for participation in this study will offer a comparable alternative extra credit assignment. Participants who choose to receive extra credit points will need to provide their names and course name. However, all responses will be kept confidential to the extent allowed by law and University policy because the information will be separate from the surveys. There will be no direct association of completed surveys with the participant names, student ID number, and course names. The participant names and course names will be deleted from all files after the extra credit points are given. All survey data will be saved on password protected computers with access limited to the researchers. If results are published, summary of data will be reported rather than individual responses.

Your participation in this study is completely voluntary and you have the right to refuse to participate or leave the study at any time without any penalty. If you decide to not participate in the study or leave the study early, it is up to your discretion. You can skip any question if you do not feel comfortable answering. There are no risks from participating in this study.

If you have questions or concerns about this study, you may contact Katherine Williams at (870) 530-3552; kcw008@uark.edu or Dr. Eunjoo Cho at (479) 545-4599; ejcho@uark.edu. For questions or concerns about your rights as a research participant, please contact Ro Windwalker, the University's IRB Coordinator, at (479) 575-2208 or by e-mail at irb@uark.edu.

Your answers to survey questions indicate that you voluntarily agree to participate in this study. Thank you for your participation.

Informed Consent Document Translated into Chinese

知情同意书

课题名称: 奢侈品消费因素的跨文化研究

问卷发起人: Katherine Williams 、Eunjoo Cho 博士

这是一个关于奢侈品牌消费体验的研究，感谢您参于本课题的调查，您的参与对于我们的研究非常重要。本研究致力于更好地了解年轻消费者购买奢侈品的意见和经验。作为 18 岁以上的消费者，您被邀请参加这项研究，我们感谢您参与本次调查，如果您有任何问题请随时向我们提出。

如果您同意参加这项研究，您将完成一项在线调查，大约需要 10-15 分钟。这些问题将由七个部分组成，关于您购买奢侈品的意见和经验。最后一部分将要求提供您的一般背景信息，包括年龄，性别，种族等。所有问卷都将使用数字代码进行分析。您将通过点击从 1（非常不同意）到 7（非常同意）中最能描述您对每个问题的看法和经验的数字来表明您的回答。

参加这项研究没有风险或者报酬，所有的调查数据将保存在受密码保护的计算机上，仅限研究人员访问。如果研究结果作为论文发表，调查所收集的汇总数据将被公开，受调查者的个人信息不公开。

您参加这项研究是完全自愿的，您有权在任何时间拒绝参加或退出研究而不受到任何处罚。如果您决定不参加或退出研究，请自行决定。如果您对问题的答案感到不舒服，您可以跳过任何问题，参加这项研究的调查没有任何风险。

如果您对这项研究有任何疑问或者担心，请联系 Katherine Williams 和 Eunjoo Cho 博士，Katherine Williams 的联系电话：(870) 530-3552，邮箱：kcw008@uark.edu。Eunjoo Cho 博士的联系电话：(479) 545-4599，邮箱： ejcho@uark.edu。如果您对作为研究参与者的权利有疑问或担心，请联系阿肯色大学的科研管理人员 Ro Windwalker，联系电话：(479) 575-2208 ，邮箱：irb@uark.edu。

您对调查问题的回答表明您自愿同意参加这项研究，感谢您的参与。

Informed Consent Document Translated into German

Einverständniserklärung

Titel der Studie: Interkulturelle Vergleiche von Faktoren, die den Konsum von Luxusmarken begünstigen

Liebe Teilnehmerin, lieber Teilnehmer,

wir führen zurzeit eine Forschungsstudie durch, um das Meinungsbild junger Konsumentinnen und Konsumenten über den Kauf von Luxusprodukten besser zu verstehen. Sie sollten mindestens 18 Jahre alt sein und einen Internetzugang haben, um teilzunehmen. Die Teilnahme ist freiwillig.

Sämtliche Antworten werden vertraulich behandelt und Ihre Identität wird zu keiner Zeit offen gelegt werden können.

Die Umfrage wird ca. 15 Minuten dauern. Wenn Sie sich entschließen, teilzunehmen, klicken Sie bitte auf den nachfolgenden Link:

Leiten Sie diese Informationen und den Studienlink gern an Kommilitoninnen und Kommilitonen weiter. Falls Sie Fragen zur Studie haben, wenden Sie sich gern an das Forschungsteam, in Deutschland an Frau Sabrina Heix: sabrina.heix@tu-dortmund.de

Danke für Ihre Zeit!

APPENDIX D: SURVEY INSTRUMENT

1. Please indicate **one luxury brand name**, which immediately comes to your mind when you think of luxury products.

   _____

Luxury products are defined as those providing highest level of craftsmanship, exclusivity, and prestige to the owner beyond functional benefits. Luxury products are usually characterized by a premium price, brand reputation, and rarity, which are available in upscale department stores (e.g., Nieman Marcus, Saks Fifth avenue, Dillards) and official brand boutiques (e.g., Cartier, Chanel, Gucci, Hérmes, Louis Vuitton, Prada, Tiffany & Co., etc.).

Part I. Please think of all *your experiences and opinions about luxury products* for a few seconds before looking at the questionnaire. Please click on the answer that best describes your opinions for each question.

2. Have you purchased and/or owns luxury products?
   _____ Yes _____No

3. [THIS QUESTION FOR THE PARTICIPANTS WHO ANSWERED <u>YES</u> to the QUESTION 1]
   Please check all product categories that you have purchased. If not, please check the luxury product category you would like to purchase near future.
   _____ Apparel
   _____ Handbags
   _____ Wallets
   _____ Belts
   _____ Jewelry (bracelets, charms, necklaces, and rings)
   _____ Shoes
   _____ Sunglasses
   _____ Watch
   _____ Car
   Other_____ (Please specify)

4. [THIS QUESTION FOR THE PARTICIPANTS WHO ANSWERED <u>NO</u> to the QUESTION 1]
   Please check all product categories that you are interested in making purchases in the near future.
   _____ Apparel
   _____ Handbags
   _____ Wallets
   _____ Belts
   _____ Jewelry (bracelets, charms, necklaces, and rings)
   _____ Shoes
   _____ Sunglasses
   _____ Watch
   _____ Car
   Other_____ (Please specify)

5. Please indicate how many luxury goods you have purchased or owned.

   _____

6. Please indicate a brand name of luxury products that you have purchased or you will purchase near future.

   _____

7. Which of the following transactional channels do you most prefer when shopping for luxury products? Please check one.
   _____ Official offline brand store (e.g., Chanel, Gucci, etc.)
   _____ Official online brand store (e.g., gucci.com, louisvuitton.com)
   _____ Department store (e.g., Saks Fifth Avenue, Neiman Marcus, etc.)
   _____ Multi-brand online store (e.g., intermix.com, Dover Street Market, etc.)
   _____ Online on social networking sites (i.e., Facebook, Instagram)

Part II. Please click on the number that best describes *your thoughts and opinions about the luxury brands you indicated above* for each question.

Strongly Disagree—Disagree—Disagree Somewhat—Neither Agree nor Disagree—Agree Somewhat—Agree—Strongly Agree
　　　　1　　　　　2　　　　　3　　　　　　　　　4　　　　　　　　5　　　　6　　　　7

1. It is important for my friends to know the luxury brands I possess.
2. Luxury brands are a symbol of social status.
3. Luxury brands help me in fitting into important social situations.
4. I like to be seen with my luxury brands.
5. The luxury brand that a person owns, tells me a lot about that person.
6. My luxury brand indicates to others the kind of person I am.
7. Luxury brands reflect the kind of person I see myself to be.
8. Luxury brands ascertain my self-identity.
9. Luxury brands make me feel good about myself.
10. Luxury brands are an instrument of my self-expression.
11. Luxury brands play a critical role in defining my self-concept.
12. Luxury brands help me to establish the kind of person I see myself to be.
13. My life would be better if I owned certain luxury products I do not have.
14. I would be happier if I could afford to buy more luxury products.
15. It is sometimes bothers me quite a bit that I can't afford to buy all the luxury products I'd like.
16. I have all the luxury products I really need to enjoy life.
17. The shopping trip for luxury products is truly a joy.
18. I continue to shop for luxury products not because I have to, but because I want to.
19. Compared to other shopping experiences I could have done, the time spent shopping for luxury products is truly enjoyable.
20. I enjoy the shopping trip for its own sake, not just for the products I may have purchased.
21. During the shopping trip for luxury products, I feel the excitement of the hunt.
22. While shopping for luxury products, I feel a sense of adventure.

23. The shopping trip for luxury products is not a very nice time out. (Reversed)
24. I accomplish just what I want to on the shopping trip for luxury products.
25. I could not buy what I really needed. (Reversed)
26. While shopping for luxury products, I find just the item(s) I am looking for.
27. I am disappointed because I have to go to another store(s) to complete my shopping for luxury products. (Reversed)

Part III. Please click on the number that best describes *your thoughts and opinions about the luxury brands you indicated above* for each question.

The country from which this brand originates is a country that:
1. is innovative in manufacturing.
2. has high level of technological advance.
3. is good in designing.
4. is creative in its workmanship.
5. has high quality in its workmanship.
6. is prestigious.
7. has an image of advanced country.

Part VI. Please click on the number of that best describes *your opinions about the luxury brands you indicated above* for each question.

Strongly Disagree—Disagree—Disagree Somewhat—Neither Agree nor Disagree—Agree Somewhat—Agree—Strongly Agree
       1   2   3   4   5   6   7

1. If I were going to purchase a luxury product, I would consider buying this brand.
2. If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.
3. My willingness to buy this luxury brand would be high if I were shopping for a luxury product.
4. The probability I would consider buying this luxury brand is high.

Part V. The questions below ask about *your general background information*. Please check the appropriate information.

1. What year were you born? _____

2. What is your gender?
      _____ Male
      _____ Female
      _____ Do not want to disclose

3. What is your ethnicity? Please check one.
      _____Asian
      _____Asian American
      _____Black or African-American
      _____Hispanic or Latino
      _____Native Hawaiian or Pacific Islander
      _____German

_____Other European
_____Two or more races
_____Other (Please specify _____)

4. What is your annual household income level? (If you are a dependent student, please list your parent's income.)
   _____less than $24,999
   _____$25,000-$49,999
   _____$50,000-$74,999
   _____$75,000-$99,999
   _____$100,000-$149,999
   _____$150,000-$199,999
   _____$200,000 or more

5. What is your monthly flexible income that is left for spending after paying taxes and paying for your necessities?
   _____$100-299
   _____$300-499
   _____$500-699
   _____$700-899
   _____$900-1,999
   _____$2,000 or more

6. What is your major? _____

7. If you would like to receive **extra credit points**, please provide the course number and name, your first and last name, and student ID#.

   Course number and name: _____
   First and last name: _____
   Student ID# _____

Thank you very much for your participation.

Survey Questionnaire Translated into Chinese

1.请写您第一时间想起的一个奢侈品牌的名称。
   _____

奢侈品是一种质量最高档、小众、象征身份地位、超出人们基本需要范围的消费品。
它具有独特、稀缺、珍奇、溢价等特点，一般在高档百货商场（萨克斯第五大道、迪拉斯
等）与官方品牌精品店（卡地亚、香奈儿、古驰、路易威登、普拉达等）销售。

第一部分：回答以下问题前，请先花几秒钟回忆您对奢侈品的见解与经历，再选择最适合的答案。

2. 您购买或者拥有过奢侈品吗？
   _____ 有 _____没有

3. [如果您在第2题中选择"有"，请回答第3题，选择"没有"的请跳过此题]
   请在以下选项中选择您购买过的奢侈品的种类。（可以多选）

   _____服装
   _____手提包
   _____钱包
   _____皮带
   _____珠宝 (手镯、宝石, 项链、戒指)
   _____鞋子
   _____太阳镜
   _____手表
   _____汽车
   其它_____（请举例）

4. [如果您在第2题中选择"没有"，请回答第4题，回答过第3题的请跳过此题]

   请在以下选项中选择您在不久的将来有可能会购买奢侈品的种类。（可多选）

   _____服装
   _____手提包
   _____钱包
   _____皮带
   _____珠宝 (手镯、宝石, 项链、戒指)
   _____鞋子
   _____太阳镜
   _____手表
   _____汽车

其它_____（请举例）

5. 请写下您已经购买或者拥有过奢侈品的数量。

_____

6. 请写下您已经购买过或者不久将要购买的奢侈品牌。

_____

7. 请选择您最喜欢的购买奢侈品的购物方式？（单选）

_____ 官方实体店 (Chanel、Gucci等)
_____ 官方网站 (gucci.com, louisvuitton.com等)
_____ 百货商场 (太古汇、王府井等)
_____ 多品牌的购物网站 (天猫、京东等)
_____ 社交网络(微信等)

第二部分：本部分有 27 个关于您对奢侈品认识的问题，请在 1-7 中选择您对该陈述的认可程度。

非常不同意— 不同意—部分不同意—不同意也不反对—部分同意—同意—非常同意
1   2   3   4   5   6   7

1. 让我的朋友知道我所拥有的奢侈品牌非常重要。
2. 奢侈品牌是一种身份与社会地位的象征。
3. 奢侈品牌能帮助我融入一些重要的社交场合。
4. 我喜欢别人看到我拥有奢侈品牌。
5. 奢侈品牌能透露出拥有者更多的个人信息。
6. 通过我所拥有的奢侈品牌，别人可以知道我是怎么样的人。
7. 我所拥有的奢侈品牌能够反映我对自己的认知。
8. 我所拥有的奢侈品牌能彰显我的个人身份。
9. 我所拥有的奢侈品牌能让我自我感觉良好。
10. 奢侈品牌是一种表达自我个性的工具。
11. 奢侈品牌在表达自我个性的过程中很重要。
12. 奢侈品牌能帮助我成为自己想成为的那种人。
13. 如果我能拥有一部分我目前还没有的奢侈品，我的生活将会更美好。
14. 如果我有能力购买更多的奢侈品，我会更开心。
15. 有时候没有能力购买自己喜欢的所有奢侈品，我会因此感到有些沮丧。
16. 我拥有自己喜欢的所有奢侈品，因此现在我需要好好地享受生活。
17.购买奢侈品的旅途是令人愉快的。

18.我购买更多的奢侈品不是因为它们是必须的，而是我自己想拥有更多。

19.相比于其它的购物经历，我更享受购买奢侈品的时光。

20.我喜欢购物是一种个人爱好，而不是为了可能购买的产品本身。

21.我在购买奢侈品的旅途中会有一种狩猎般的兴奋感。

22.我在购买奢侈品的时候有一种探险的感觉。

23.奢侈品的购物之旅并不是一种好的消磨时光方式。

24.我在购买奢侈品的旅途中买到了自己想要的东西。

25.我没有能力购买自己想要的奢侈品。

26.在购买奢侈品的过程中我只会关注自己想要购买的那种产品。

27.我感到有点失望因为这里买不到我想要的东西，我必须得去另一家奢侈品店才能买到。

第三部分：本部分包括 7 个关于您对奢侈品认知的问题，请在 1-7 中选择符合您对该陈述的认可程度。（本部分中提到的"这个奢侈品牌"特指您在问卷第一部分第六个问题中写下的那个奢侈品牌）

非常不同意— 不同意—部分不同意—不同意也不反对—部分同意—同意—非常同意
　　1　　　　2　　　3　　　　　4　　　　5　　　6　　7

您认为这个奢侈品牌能形成的原因是因为这个品牌所在国家的
　　1.生产的创新能力强。
　　2.具有高水准的技术能力。
　　3. 设计能力强。
　　4.工艺创新能力强。
　　5.工艺水准高。
　　6.声望高。
　　7.有先进的国家形象。

第四部分：部分包括9个问题，请在1-7中选择符合您对该陈述的认可程度。（本部分中提到的"这个奢侈品牌"特指您在问卷第一部分第六个问题中写下的那个奢侈品牌）

非常不同意— 不同意—部分不同意—不同意也不反对—部分同意—同意—非常同意
　　1　　　　2　　　3　　　　　4　　　　5　　　6　　7

　　1. 如果我打算购买奢侈品，我会考虑选择购买这个奢侈品牌。
　　2. 如果我要购买奢侈品，选择这个奢侈品牌的可能性最高。
　　3. 在购物过程中，我购买这个奢侈品牌的意愿非常高。
　　4. 我考虑购买这个奢侈品牌产品的可能性很高。

第五部分：以下的问题是一些关于您个人的教育背景及其它信息，请正确填写您的这部分个人信息。

1、您是在哪一年出生的？ _____

2、您的性别？
　　_____ 男
　　_____ 女
　　_____ 不方便透露

3、您是什么种族？（单选）
　　_____美洲原住民
　　_____黑人或非洲裔美国人
　　_____亚裔
　　_____亚洲人
　　_____西班牙裔或拉丁裔
　　_____夏威夷原住民或太平洋岛民
　　_____白人或者欧洲人
　　_____混血儿
　　_____其它 (请指明 _____)

4. 您的家庭年收入是多少? (如果您是学生，请选择您父母的家庭年收入)
　　_____少于80,000元
　　_____80,001-120,000 元
　　_____120,001-150,000 元
　　_____150,001-200,000 元
　　_____超过200,000 元

5、扣除食品等生活必需品的开支后您每个月能自由支配钱是多少？
　　_____少于300元
　　_____301-5000元
　　_____501-1000元
　　_____1001-1500元
　　_____1501-2000元
　　_____超过2000元

6、如果您是学生，请问您的专业是什么? _____

Survey Questionnarie Translated into German

1. Bitte nennen Sie **eine Luxusmarke,** die Ihnen spontan einfällt, wenn Sie an Luxusprodukte denken. _____

Luxusprodukte werden als solche Objekte definiert, die dem Besitzer über die funktionalen Eigenschaften hinaus das höchste Maß an Handwerkskunst, Exklusivität und Ansehen vermitteln. Luxusprodukte lassen sich üblicherweise durch einen Premiumpreis, ein Markenimage und durch Rarität beschreiben. Sie sind in gehobenen Kaufhäusern (z.B. Neiman S Marcus, Saks Fifth Avenue, Dillards) oder offiziellen Geschäften (z.B. Cartier, Chanel, Gucci, Hérmes, Louis Vuitton, Prada, Tiffany & Co., etc.) erhältlich.

Block I. Bitte denken Sie an _Ihre Erfahrungen und Meinungen über Luxusprodukte_ für einen Moment nach, bevor Sie sich den Fragebogen anschauen. Bitte klicken Sie die Antwort an, die Ihre Meinungen bei der jeweiligen Frage am besten beschreibt.

2. purchase luxury Haben Sie ein Luxusprodukt gekauft und/oder besitzen Sie Luxusprodukte?

- ○ Ja (1)
- ○ Nein (2)

3. Bitte markieren Sie alle Luxus-Produktkategorien, in denen Sie einen Kauf getätigt haben bzw. in welchen Sie in der nächsten Zeit einen Kauf planen.

- ☐ Kleidung (1)
- ☐ Handtaschen (2)
- ☐ Brieftaschen (3)
- ☐ Gürtel (4)
- ☐ Schmuck (5)
- ☐ Schuhe (6)
- ☐ Sonnenbrillen (7)
- ☐ Uhren (8)
- ☐ Autos (9)
- ☐ Andere (10) _____

4. Bitte geben Sie an, wie viele Luxusprodukte Sie besitzen oder gekauft haben.

	0 10 20 30 40 50 60 70 80 90 100
Anzahl Luxusprodukte ()	
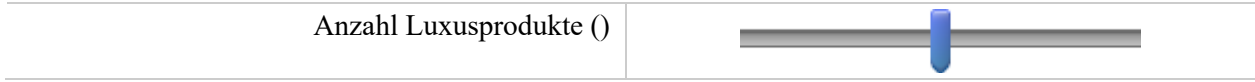
5. Bitte nennen Sie den Namen einer Marke eines Luxusprodukts, das Sie gekauft haben oder in der nächsten Zeit kaufen wollen.

_____

6. Welche dieser Möglichkeiten ziehen Sie beim Kauf von Luxusprodukten vor? Bitte wählen Sie eine aus.

○ offizieller **offline** Markenstore (z.B. Chanel, Gucci, etc.) (1)

○ offizieller **online** Markenstore (z.B. gucci.com, louisvuitton.com) (2)

○ Kaufhaus (z.B. Saks Fifth Avenue, Neiman Marcus, etc) (3)

○ online Multimarkenstore (z.B. intermix.com, Dover Street Market, etc.) (4)

○ online auf Social Media Seiten (z.B. Facebook, Instagram) (5)

Block II. Bitte bewerten Sie die folgenden Aussagen bezogen auf Ihre Gedanken und Meinungen über die Luxusmarke, die Sie zuletzt gekauft haben oder in Zukunft kaufen werden.

	Stimme überhaupt nicht zu (1)	Stimme nicht zu (2)	Stimme teilweise nicht zu (3)	Weder noch (4)	Stimme teilweise zu (5)	Stimme zu (6)	Stimme voll zu (7)
1. Für meine Freunde ist es wichtig zu wissen, welche Luxusmarken ich besitze. (1)	○	○	○	○	○	○	○
2. Luxusmarken sind ein Zeichen des sozialen Status. (2)	○	○	○	○	○	○	○
3. Luxusmarken helfen mir, mich im sozialen Miteinander besser einzufügen. (3)	○	○	○	○	○	○	○
4. Ich werde gerne mit Luxusmarken gesehen. (4)	○	○	○	○	○	○	○
5. Die Luxusmarke, die eine Person besitzt, sagt viel über diese aus. (5)	○	○	○	○	○	○	○
6. Die Luxusmarke sagt viel über mich aus. (6)	○	○	○	○	○	○	○

7. Luxusmarken spiegeln die Person wider, die ich gerne sein möchte. (7)	○	○	○	○	○	○	○
8. Über Luxusmarken stelle ich meine eigene Identität her. (8)	○	○	○	○	○	○	○
9. Luxusmarken geben mir ein gutes Gefühl. (9)	○	○	○	○	○	○	○
10. Luxusmarken sind ein Mittel, um mich selbst auszudrücken. (10)	○	○	○	○	○	○	○

	Stimme überhaupt nicht zu (1)	Stimme nicht zu (2)	Stimme teilweise nicht zu (3)	Weder noch (4)	Stimme teilweise zu (5)	Stimme zu (6)	Stimme voll zu (7)
11. Luxusmarken spielen eine wichtige Rolle, um mein Selbstbild zu schaffen. (1)	○	○	○	○	○	○	○
12. Luxusmarken helfen mir dabei die Person zu werden, die ich gerne sein möchte. (2)	○	○	○	○	○	○	○
13. Mein Leben wäre besser, wenn ich bestimmte Luxusmarken besitzen würde, die ich bislang nicht besitze. (3)	○	○	○	○	○	○	○
14. Ich wäre glücklicher, wenn ich mir mehr Luxusmarken leisten könnte. (4)	○	○	○	○	○	○	○
15. Manchmal stört es mich etwas, dass ich mir nicht alle Luxusmarken leisten kann, die ich gerne hätte. (5)	○	○	○	○	○	○	○
16. Ich besitze alle Luxusmarken, die ich brauche, damit ich mein Leben wirklich genießen kann. (6)	○	○	○	○	○	○	○
17. Der Einkauf von Luxusmarken ist ein wahres Vergnügen. (7)	○	○	○	○	○	○	○

	Stimme überhaupt nicht zu (1)	Stimme nicht zu (2)	Stimme teilweise nicht zu (3)	Weder noch (4)	Stimme teilweise zu (5)	Stimme zu (6)	Stimme voll zu (7)
18. Ich kaufe weiter Luxusmarken, weil ich es will, nicht weil ich es muss. (8)	○	○	○	○	○	○	○
19. Verglichen mit anderen Einkauferlebnissen, die ich hätte erfahren können, ist die Zeit zum Kauf von Luxusmarken ein wahres Vergnügen. (9)	○	○	○	○	○	○	○
20. Ich genieße das Einkaufen um des Kaufens Willen und nicht augrund der Luxusmarken, die ich hätte kaufen können. (10)	○	○	○	○	○	○	○
21. Während ich Luxusmarken kaufe, ist es aufregend, vergleichbar wie bei einer Jagd. (1)	○	○	○	○	○	○	○
22. Wenn ich Luxusmarken kaufe, fühle ich mich wie bei einem Abenteuer. (2)	○	○	○	○	○	○	○
23. Das Einkaufen von Luxusmarken ist kein sehr schöner Zeitvertreib. (3)	○	○	○	○	○	○	○

24. Wenn ich Luxusmarken kaufe, kaufe ich nur die, die ich wirklich haben möchte. (4)	○	○	○	○	○	○	○
25. Ich würde beim Kauf von Luxusmarken nicht das kaufen, was ich wirklich brauche. (5)	○	○	○	○	○	○	○
26. Während ich Luxusmarken kaufe, finde ich nur die Artikel, nach denen ich auch suche. (6)	○	○	○	○	○	○	○
27. Ich bin enttäuscht, wenn ich in andere Geschäfte gehen muss, um die Luxusmarken zu bekommen, nach denen ich suche. (7)	○	○	○	○	○	○	○

Block III. Bitte bewerten Sie die folgenden Aussagen bezogen auf Ihre Gedanken und Meinungen über die Luxusmarke, die Sie zuletzt gekauft haben oder in Zukunft kaufen werden. Das Land, aus dem die Luxusmarke kommt...

	Stimme überhaupt nicht zu (1)	Stimme nicht zu (2)	Stimme teilweise nicht zu (3)	Weder noch (4)	Stimme teilweise zu (5)	Stimme zu (6)	Stimme voll zu (7)
1. ... ist innovativ in der Herstellung. (1)	○	○	○	○	○	○	○
2. ... hat einen hohen technologischen Vorteil. (2)	○	○	○	○	○	○	○
3. ... ist gut im Designen. (3)	○	○	○	○	○	○	○
4. ... ist kreativ in der Verarbeitung. (4)	○	○	○	○	○	○	○
5. ... hat eine hohe Qualität in der Verarbeitung. (5)	○	○	○	○	○	○	○
6. ... hat ein hohes Prestige. (6)	○	○	○	○	○	○	○
7. ... hat das Image eines fortschrittlichen Landes. (7)	○	○	○	○	○	○	○

Block IV. Bitte bewerten Sie die folgenden Aussagen bezogen auf Ihre Gedanken und Meinungen über die Luxusmarke, die Sie zuletzt gekauft haben oder in Zukunft kaufen warden.

	Stimme überhaupt nicht zu (1)	Stimme nicht zu (2)	Stimme teilweise nicht zu (3)	Weder noch (4)	Stimme teilweise zu (5)	Stimme zu (6)	Stimme voll zu (7)
1. Falls ich ein Luxusgut kaufen würde, würde ich es in Betracht ziehen, diese Marke zu kaufen. (1)	○	○	○	○	○	○	○
2. Falls ich ein Luxusprodukt einkaufen würde, wäre die Wahrscheinlichkeit hoch, eben diese Marke zu kaufen. (2)	○	○	○	○	○	○	○
3. Meine Bereitschaft ein Luxusprodukt von dieser Luxusmarke zu kaufen wäre hoch, wenn ich dabei wäre ein Luxusprodukt zu kaufen. (3)	○	○	○	○	○	○	○
4. Die Wahrscheinlichkeit, dass ich ein Luxusprodukt dieser Luxusmarke kaufen würde, ist hoch. (4)	○	○	○	○	○	○	○

Block V. VII. Die folgenden Fragen beziehen sich auf *Ihre demografischen Angaben*.

birth year In welchem Jahr wurden Sie geboren?

_____

gender Geschlechtsangabe

○ Männlich (1)

○ Weiblich (2)

○ keine Angabe (3)

---

nationality Staatsangehörigkeit

○ Asiatisch (1)

○ Asiatisch-Amerikanisch (2)

○ Afrikanisch-Amerikanisch (3)

○ Spanisch oder Lateinamerikanisch (4)

○ Gebürtiger Hawaiianer/in oder Inselbewohner/in (5)

○ Deutsch (6)

○ Zwei oder mehr Volkszugehörigkeiten (7)
_____

○ Andere (8) _____

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income Was ist Ihr monatliches flexibles Einkommen, das Ihnen für Ausgaben zur Verfügung steht, wenn Sie Steuern und notwendige Abgaben abziehen?

     ◯ 100 € bis unter 300 € (1)

     ◯ 300 € bis unter 500 € (2)

     ◯ 500 € bis unter 700 € (3)

     ◯ 700 € bis unter 900 € (4)

     ◯ 900 € bis unter 2.000 € (5)

     ◯ mehr als 2.000 € (6)

-----

student status Studieren Sie?

     ◯ ja (1)

     ◯ nein (2)

-----

subject Welches Fach studieren Sie?

_____

-----

current studies Sie sind momentan eingeschrieben in einem...

     ◯ ... Bachelorstudiengang (1)

     ◯ ... Masterstudiengang (2)

     ◯ ... andere (3) _____