Abstract

Objectives: To discover what motives determine parents on purchasing luxury brands for their infant

Method: In this particular journal it uses three types of measurement for calculating the data outcomes from the survey; it uses Independent t-test which is a measure that can be used for estimation as well as for hypothesis testing. In either case, the $t$ statistic provides a means for using simple data to draw inferences about the difference between two population means. Bivariate correlation analysis was adopted for testing the association between specific motives for purchasing luxury brands of infant apparel and social consumption motivation, and the association between specific motives for buying luxury brands of infant apparel and materialism.

Results: All the respondents agree that the main motive for purchasing luxury brands apparel for their infants was because it has a good quality, this motive was 100 percent chosen. Nearly 100 percent of the respondents indicated that luxury brands also have a good design, this was 98.6 percent chosen. Therefore this result of relationship supports $H1$ where it stated that, “There is a positive association between the interviewees’ level of social consumption motivation and their expenditure on luxury brands for their infants” and also it support $H2$.

Conclusion: It reveals that parents purchase luxury brands for their infants are also because they offer good quality and design. This proves that a brand does not only offer good quality and design but they also offer benefit, attributes and prestige. Mothers are also purchasing luxury brands for their infants are because they are motivated by the social visibility factor.

Keywords: Consumer behavior, Conspicuous Consumer, Social motivation and Materialism.
# Table of Content

1. **Introduction**

   1.1 Introduction in Hong Kong.................................................................1
   1.2 Introduction in Jakarta, Indonesia.......................................................2
   1.3 Structure...............................................................................................4

2. **Theoretical Foundation**

   2.1 Luxury Brand........................................................................................5
   2.2 Women as market in general.................................................................8
   2.3 Consumption of children’s apparel.......................................................8
   2.4 Social Consumption motivation............................................................11
   2.5 Materialism..........................................................................................13

3. **Problem analysis**

   3.1 Research question and hypotheses......................................................15
   3.2 Methodology for the research in Hong Kong..........................................16
       3.21 Survey Instrument........................................................................16
   3.3 Methodology for the research in Jakarta...............................................20
       3.31 Survey Instrument........................................................................22

4. **Result and discussion**

   4.1 Result and analysis in Hong Kong......................................................24
4.12 Demographic

4.13 Scales for social consumption motivation and materialism

4.14 Parents’ motives behind consuming luxury brand of clothing for their infants

4.15 Relationship between expenditure and social consumption motivation and Materialism

4.2 Result and analysis the exploratory research in Jakarta

4.21 Demographic

4.22 Scales for social consumption motivation and materialism

4.23 Parents’ motives behind consuming luxury brand of clothing for their infant

4.24 Relationship between expenditure and social consumption motivation and Materialism

5. Conclusion recommendation and limitation

5.1 Conclusion and recommendation

5.2 Managerial implication

5.3 Scientific Implications

5.4 Future Research

6. Reference

7. Appendix