

Factors Influencing Interest to The Purchase of Luxury Brands Among Consumers (Case Study: Isfahan Province)

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Abstract— The purpose of this study was to evaluate the effect on Records the attitude towards luxury products from consumers in Esfahan province and its relation to the purchase of these products. This research mainly have considered the effect of Situation of consumer, including Social factors and personality factors in order to make attitude to purchase luxury. About 270 respondents between 15-35 years of age participated in the study by answering a questionnaire. Using regression analysis by coefficient path shows that customer situation has a negative impact on consumer attitudes towards luxury products so the first hypothesis is accepted .As well as between attitude and intention to buy a luxury product there is a relation and The second hypothesis is accepted.

Keywords— Situation of consumer luxury brands, the attitude towards luxury products, purchase intention.

I. INTRODUCTION

MARKETING managers interested in understanding customer purchase intent for.

Increased sales their new products or current services. Therefore, information about intended to buy can be used in marketing decisions that is Related to the demand for current and new products, Market share and to develop and promote strategies to help managers. Luxury brand goods and incentives for consumers to buy luxury brands in Asia are very high. Buy luxurious motivated is entirely based on Western thinking and markets. Cultural values to influence customer behavior are shown in many studies. Khairi et al. (2015).

A. Brand Perception

Over the past 20 years Research consistently make clear the importance of brands perception and components of this perception Including brand image and communication. Perception of brand helps the ability of consumers to identify brands under different conditions that is through identifying the brand or with recalling it. Aaker(1991) In his original book as equality management of brand, Three variables perceptual / key cognitive identified: Knowledge of the relationship between brand and perceived quality. All three variables as key determinants of brand loyalty are known.

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According to the Vigneron etal (1999) Luxury goods was defined in broader terms because it includes consumer incentives for Pursuit of technical excellence, unique and attraction of aesthetic and also symbols of status and wealth. There are many examples that can describe this phenomenon. The emergence of International luxury brands as Polo, Prada, Gucci, and Versace is evident. Selling the luxury car as, Louis Vuitton, Rolex, and omega reaches a peak in each year in Iran. Cars are one of the most famous goods luxuries in Iran. In real estate, there are many apartments and houses that are Comparable to design houses in the world.

Iran luxurious services including excellent restaurants, mineral springs, beauty salons, sports halls, among others. There are many reasons that can be as effective factors for changing consumption patterns should be listed for Iranians. As a Muslim country, Iran has its own cultural characteristics. Religion as a sub-culture, on values received by customers, Motivations and beliefs about goods such as those that are luxury is effective. Iranian consumers, as Muslim consumers are in this section. Iran's religious beliefs are the most important feature and Affects many aspects of life. Also, Muslim consumers in these markets are more complex and more unique (Heidarzadeh et al. 2013).

Beyan and Meen Hou expressed in 2009 One of the striking characteristics of luxury products is the desire for higher quality Mencken in 1919, stated that contrary to the hypothesis of Veblen Luxury consumers may be more interested in the quality to social Imitation (Truong & McColl, 2011).

The guidelines for various customers can use to infer about the quality of tangible products.

Help in the services sector is limited. Because of the characteristics of intangible services, customers would like to use the services of foreign guidance such as physical facilities or prices for making judgments about the quality of their services. One of the main issues about those inferences about the quality of services used is the physical environment in a service organization. This would suggest that the environment plays an important role in understanding the quality of services provided by employees or service organizations (Ha & Jang, 2012).

Thuy(2008) pointed out that the distinction between luxury brands and non-luxury brands has been operationally defined as the distinction between brands exhibiting five

perceived values, contingent on a particular socioeconomic framework.

Despite the great efforts of marketers and owners of luxury brands, the International Chamber of Commerce 1 estimates that Industry's annual losses from counterfeiting is more than 12 billion dollars This shows that at least in luxury goods market control the International Insatiable desire is necessary. Still no clear understanding of the motives that led to the buy products by consumers that is fake luxury brands is difficult.(Zachvsk ,2006).

Overall, there are differences among the societies and cultures of consumption of luxury goods.

For example, the concept of luxury in Islamic societies is linked to religious beliefs. (Nvankv et al. 2014). Study on the factors that are influencing consumer behavior the efficacy of each of these factors on the behavior cause to Access the knowledge and understanding of consumer behavior only in this way that marketers will be able to provide product Which is more adapted to the needs and wants of consumers Or in other words to provide the goods that be "The resultant factors affecting consumer behavior " To provide their maximum satisfaction. Iran's luxury market has grown rapidly in recent years.

According to Penz & Stottinger (2005) consumers who are buying luxury brands products may be described as self-conscious and they were especially concerned about the impression they make Fashion counterfeit products are believed to carry a high image and the prestige connected to a well-known brand name. The similarities in appearance, quality, and image created by the counterfeited version compared to the original product are important in determining consumers' purchase intention.

B. A Review of Literature

In the early 1980s, a number of research studies based on original work Braun etal(1989) With emphasis on the impact of reference groups on consumption. The results showed that between the luxury products with accountability with that there is positive relation. Luxury goods consumption in public Probably were the kind of luxury goods Not luxury goods consumed by private and luxury products consumption plays an important role in the formation of preference for many of the products purchased or consumed in public environment. Consumption of luxury products brands serves as a signal of success and wealth. Higher priced brands increase the value of such a signal.

In an article by Godey etal (2012) Created exploratory phase get the combined effect of the country and the source brand of the data quality that Previously on the subject had been collected, was developed.

The study included an online questionnaire was distributed in seven countries (China, France, India, Italy, Japan, Russia and the United States of America) was for the total sample of 1102 respondents. The richness of the research is related to the possibility of cross-cultural analysis from the results seven countries. This result in relation to differences in the relative importance from components of the decision-making process

the customer In conjunction with the purchase of luxury and non-luxury; The relative importance for consumer make them to decide about buying luxury goods. And variations in consumer decision criterion depend on the maturing luxury market. This study allows authors that the results previously obtained in the exploration phase from their work confirmation develop and expand. According to research by Huang et al, Huang and et al in 2004 Attitude and interest in learning areas to reply to a position by the favorable or unfavorable. Attitudinal factors often referred to as a forecast of consumer demand and checked behavior. Attitudes and interests cannot be directly observed. Therefore, researchers need to determine it by methods that measure consumer attitudes. Beard et al concluded that People are more likely to Luxury goods that their aspect are visible consumption in relation to goods which their aspects are private consumption, therefore most luxurious products are used to demonstrate the well-being and social status And is expression of high visibility That people use to show their prosperity, power and status by willing to consume Products are clearly visible (Ibrahimi et al ,2012). Kim etal (2008) explained that which Familiar as a reflection of the direct and indirect consumer experience. They showed the brand as whatever number of consumers who are more familiar with brand, equally quantity and memory about their response is higher.

The purpose of the Piron 2000) study measure and analyze the impact of Country of origin on costumers want to buy products that have had the luxury consumer. However results showed that Country of origin of product may not be the strong determining factor in purchase of products but it was clear that the country of origin when buying luxury items compared with the essential items further affect consumers' purchasing decisions.

In Heidarzadeh etal(2013) Perception of Iranian consumers In the case of luxury car brands .With a comparison between German luxury car Mercedes-Benz and Japanese luxury car. Most participants in the study know two luxury car brands and they were interested in them. But the German brand is more preferred, while Japanese brands were more familiar. In addition, the formation of Perception of the brand Mercedes-Benz cars, Variables hedonistic values, were Unique and significantly their quality was higher luxury and social value .However, the Lexus brand showed that the unique value of Pleasure and quality significantly is higher than Social value and luxury. They play a greater role in shaping the Perception of luxury consumer in Iran. The results of Goda etal (2012) in connection with the Differences in the relative importance of the components of the consumer decision-making process are in conjunction with the purchase of luxury and non-luxury. The relative importance for consumer makes decisions about buying luxury goods And variations in consumer decision criterion depends on the maturity of the luxury market. This study allows authors confirmed, development and generalization the results already obtained in the exploration phase of the work. This is interesting in terms of management recommendations for companies that wish to expand internationally geographic

region. Therefore this research has achieved significant difference. The results also caused disagreements in relation to the relative importance of the consumer decision-making process.

C. Research Hypotheses:

H1: consumption situation has a negative impact on consumer attitudes towards luxury products.

H2: between attitudes and purchase intention of luxury product there is a relation.

II. RESEARCH METHODS

2.1. Type And Source Of The Data:

Basic information in this research is by distributing questionnaires. The questionnaire is based on spectrum seven-point Likert. Questionnaire is Owned to Phau and Teah (2009 and Noordin (2009) in this study, quantitative sampling method is used Data collection was conducted mainly around the Esfahan University. The sample was obtained from 425 respondents. However a number of samples is reduced because when the audience not fully responded to the questionnaire. In total 270 samples were considered that were reliable and valid. And then were analyzed by SPSS software. Factor parameter using standardized coefficient. While the methods used to calculate the estimated was the coefficient of the ordinary least squares (OLS).

2.2 Checking the instruments:

The questionnaire consisted of four sections about demographics. Part A and B were social factors and personality. Attitudes were examined in Section C and intentions luxury brands .Part D includes demographic information about respondents. All items shown with a seven Likert scale. (Phau and Teah, 2009).

III. RESULTS

3.1 Descriptive Results:

The sample of 270 questionnaires used in the collection. In total 82% of student respondents And 10% of private sector 3% employees, And 5% were housewives. If respondents aged were 15-25 (66%) And 24% of respondents 30-26 years old And 10% of them were 35-31 years old .Almost all respondents had a monthly income above 1 million, about 85% of the respondents were students of their marital status were 84%.

3.2 Reliability Analysis:

Calculate the correlation coefficient using SPSS software. And using the Cronbach's alpha procedure. Reliability shown by the alpha value above 0.6 is considered.

3.3 .Result Hypotheses Test:

The results of the analysis using SPSS software, on the path coefficients in Table 1 show that social factors have a negative effect on attitudes towards luxury products.

TABLE I
RESULTS OF REGRESSION TO DETERMINE THE ATTITUDES TOWARDS LUXURY PRODUCTS

Results	Significance level	The value of t	Path coefficient	Variable
Meaningful	0.000**	-4.719	-0.183	Consumer status
Meaningful	0.000**	4.680	0.163	Consumer status
280.795	F	0.871	Adapted R2	
0.000	Sig	0.935	R	

As shown in the above table (Standardized regression weights) Consumer status included social factors And attitudes toward luxury goods is (0.183-). There is a significant difference. So we can assume that H1 is accepted.

TABLE II
RESULTS OF REGRESSION TO DETERMINE THE RELATIONSHIP BETWEEN CONSUMER ATTITUDES AND PURCHASE INTENTION

Results	Significance level	The value of t	Path coefficient	Variable
Meaningful	0.000**	3.632	0.762	Purchase intention
Meaningful	0.000**	3.513	0.218	Consumer attitudes
59.556	F	0.622	Adapted R2	
0.000	Sig	0.795	R	

In addition, the path coefficient between attitude and intention to purchase luxury goods is (0.762) and its significance is (p <0.05.) This means that attitudes towards luxury products have a positive effect on luxury goods. It can be said that Hypothesis 2 is accepted.

The results by Hoyer etal (1997) are consistent with results of this study. They concluded that the assessment of stability and relatively global approach an object, subject, person determine action. There are two main reasons for the long-term interest. First, attitudes are often relatively stable and paves the way for consumers that they likely to behave in a certain way.

Therefore, they should be useful predictors of consumer behavior and dealing with a commodity or service. (Abdulmajid sallam & Abdulwahid 2012)

IV. CONCLUSIONS

Luxury consumption is a relatively common phenomenon although is more common in developed countries It can be said luxury consumption in some cultures, such as the desire for materialism, is more common. Countries in terms political, technological, economic and cultural are different.

This paper examines the factors influencing the interest in the purchase of luxury brands among consumers. Results of

the analysis using the path regression coefficient shows that consumption situation has a negative impact on consumer attitudes toward luxury products. The first hypothesis is accepted and also between attitudes and purchase intention to luxury product. There is a relation. Also the second hypothesis is accepted. Today, brands are the most valuable assets and source of profits for many companies. Companies are spending a lot of time promoting this new concept. But some companies without such costs for branding, to forge a prestigious and luxurious product brand and get maximum the advantage of this brands. Ebrahimi et al. (2012)

Records of social and personality factors often have a significant effect on attitudes towards the consumption of luxury goods in Isfahan province. This suggests that social factors have a considerable negative effect on attitudes towards luxury products. (Hidayat et al, 2013).

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