

Purchase Intentions and Luxury Brands: A Study on Consumer Behaviour in Saudi Arabia

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Abstract: In today's rapidly evolving global landscape, understanding the role of aspirations in shaping consumer behaviour is critical, given the significant role that aspirations play in social psychology. Luxury marketing agencies recognise the importance of intrinsic and external aspirations and consider them when designing marketing campaigns. This research explores the concept of the moral, material, and functional value of luxury brands to consumers and the intrinsic and external aspirations that drive consumers' preferences for luxury brands. Using a descriptive-analytical approach, a questionnaire was administered to 51 respondents. The study found that income is a significant determinant of consumers' intention to purchase luxury brands, with consumers considering their monthly income when making purchasing decisions.

Additionally, the study identified the search for quality as the most important intrinsic aspiration for purchasing luxury brands, while pride, exclusivity, and distinction were the primary external aspirations. These findings provide valuable insights into the motivations and attitudes of luxury brand consumers, which can inform effective marketing strategies. The research recommends consumers who have different motivations for buying luxury brands, such as merging with the group, excellence, or purchasing power, to be careful not to over-consume or overspend on luxury brands. They should also be mindful of the environmental and social impacts of their consumption choices, and try to balance their personal preferences with ethical and sustainable practices. Luxury brand marketers should be aware of the changing consumer values and attitudes towards luxury brand consumption, especially among younger generations who may not be as influenced by social status or popularity as older generations. This may require them to innovate and adapt their products and services to meet the changing needs and preferences of consumers.

Keywords: luxury brands, consumer behaviour, purchase intent.

النية الشرائية والعلامات التجارية الفاخرة: دراسة حول سلوك المستهلك في المملكة العربية السعودية

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المستخلص: في المشهد العالمي سريع التطور اليوم، يعد فهم دور التطلعات في تشكيل سلوك المستهلك أمراً بالغ الأهمية، نظراً للدور الهام الذي تلعبه التطلعات في علم النفس الاجتماعي. تدرك وكالات التسويق الفاخرة أهمية التطلعات الداخلية والخارجية وتأخذها في الاعتبار عند تصميم الحملات التسويقية. يستكشف هذا البحث مفهوم القيمة الأخلاقية والمادية والوظيفية للعلامات التجارية الفاخرة بالنسبة للمستهلكين والتطلعات الجوهرية والخارجية التي تدفع تفضيلات المستهلكين للعلامات التجارية الفاخرة. وباستخدام المنهج الوصفي التحليلي، تم توزيع استبيان على 51 مشاركاً. ووجدت الدراسة أن الدخل يعد عاملاً مهماً في تحديد نية المستهلكين لشراء العلامات التجارية الفاخرة، حيث يأخذ المستهلكون في الاعتبار دخلهم الشهري عند اتخاذ قرارات الشراء.

بالإضافة إلى ذلك، حددت الدراسة البحث عن الجودة كأهم التطلعات الجوهرية لشراء العلامات التجارية الفاخرة، في حين كان التفاخر والتفرد والتميز هي التطلعات الخارجية الأساسية. توفر هذه النتائج رؤى قيمة حول دوافع ومواقف مستهلكي العلامات التجارية الفاخرة، والتي يمكن أن تفيد استراتيجيات التسويق الفعالة. ويوصي البحث المستهلكين الذين لديهم دوافع مختلفة لشراء العلامات التجارية الفاخرة، مثل الاندماج مع المجموعة أو التميز أو القوة الشرائية، بالحرص على عدم الإفراط في الاستهلاك أو الإفراط في الإنفاق على العلامات التجارية الفاخرة. وينبغي لهم أيضاً أن يدركوا الآثار البيئية والاجتماعية لخياراتهم الاستهلاكية، وأن يحاولوا الموازنة بين تفضيلاتهم الشخصية والممارسات الأخلاقية والمستدامة. يجب أن يكون مسوقو العلامات التجارية الفاخرة على دراية بقيم المستهلكين المتغيرة ومواقفهم تجاه استهلاك العلامات التجارية الفاخرة، خاصة بين الأجيال الشابة التي قد لا تتأثر بالوضع الاجتماعي أو الشعبية مثل الأجيال الأكبر سناً. وقد يتطلب ذلك منهم ابتكار منتجاتهم وخدماتهم وتكييفها لتلبية الاحتياجات والتفضيلات المتغيرة للمستهلكين. الكلمات المفتاحية: العلامات التجارية الفاخرة، سلوك المستهلك، الرغبة في الشراء.

1. Introduction:

The global landscape is undergoing a significant paradigm shift fueled by globalisation, the digital age, and increasing technological intelligence. The luxury industry is expanding rapidly, with the development of new luxury products going hand in hand with the globalisation of markets and brands. While creating and selling a brand in the market is now easier, creating value for a luxury brand is a difficult and delicate process that requires confidence, quality, and aesthetics. Luxury goods are typically purchased or intended to be purchased for their utilitarian use and how they represent the individual and offer something unique. Luxury brands have become major influencers of consumer behaviour, particularly among millennials, who have distinct personalities and traits compared to other generations. In 2022, 20%-30% of global consumers purchased off-the-shelf luxury goods from their home countries, with these purchases even becoming a part of their travel experiences, attracted by the relatively lower prices compared to those found in their local areas. As the luxury industry continues to evolve, luxury brands need to understand their consumers' shifting motivations and behaviours to remain competitive and relevant.

Truong, McColl, and Kitchen's (2010) study highlights the importance of consumer behaviour in making informed purchasing decisions, as it helps identify and understand the factors that influence individuals' choices of specific products and brands over others. The study draws on the theory of conspicuous consumption put forth by Veblen (1899), which argues that wealthy individuals tend to consume highly conspicuous goods to display their wealth and social status. This concept has become known as the Veblen effect, which refers to the willingness of consumers to pay a higher price for a product that is functionally equivalent but perceived as more prestigious. Additionally, the study explores the concept of hedonistic consumption, which refers to purchasing products that fully satisfy consumers' emotional and sensory needs. Overall, the study underscores the importance of understanding consumer behaviour and the underlying motivations that drive individuals to make particular purchasing decisions, which can inform marketing strategies and product development.

According to Shahid and Paul (2021), consumers' needs for status and luxury have risen from the level of esteem to the level of self-fulfilment needs in Maslow's hierarchy. Middle-class consumers also use explicit consumption of luxury brands to gain a higher position in social classes, and they seek opportunities to purchase luxury brands because it satisfies them and helps them rise to their social status (Siahtiri and Lee, 2019). Research has shown that the desire for prestige and individuality motivates people to purchase well-known brands, and consumers use famous labels to express and portray their social identity, either to denote wealth and higher status or to distinguish themselves from the average individual. An English political economist Nathaniel Foster noted that "the perpetual, restless aspiration in each of the lower levels to raise themselves to the level of those immediately above them" has caused the spread of luxury fashion "like an infection." The Luxury Institute's 2008 Luxury Market Report indicates that the global luxury market has grown at a compound double-digit rate over the past decade, which can be attributed to three possible causes:

- 1- Rich people buy more luxuries.
- 2- There are more wealthy people.
- 3- The middle and lower classes buy luxury brands.

Koehn's (2001) observation that more people aspire to own luxuries than have the economic means to do so regularly highlights the role of aspirations and desires in consumer behaviour. Motives and incentives are crucial factors in purchasing decisions, and they can vary depending on the consumer's level of awareness. Sometimes, consumers may be unaware of their motives or conceal them and replace them with more socially acceptable reasons. Additionally, consumers may be unaware of the real reasons behind their purchase motivation or the specific product they purchased. As Badian (2010) notes, purchasing decisions can be influenced by various factors, such as the physical nature of the product or the surrounding environment. Understanding these factors and how they interact with consumers' motives and incentives is important for marketers in developing effective marketing strategies that meet consumers' needs and aspirations.

Ahmed (2007) suggests that emotional motives play a significant role in purchasing decisions. Emotional motives refer to the desire to fulfil emotional needs through buying. According to Ahmed, purchase motives can be classified into two categories: specific and rational motives. Specific motives refer to purchasing a specific commodity without considering the reasons that affect the purchase. This type of motive is often driven by a rush to fulfil immediate needs without prior planning, such as purchasing non-essential items. In contrast, rational motives involve conscious justification before making a purchase decision, which means that the motive is pre-planned and based on a conscious evaluation of the product's benefits and costs. Understanding the different types of

purchase motives can help marketers develop effective marketing strategies that appeal to consumers' emotional and rational needs and ultimately lead to successful sales.

Vickers and Renand's (2003) research supports the idea that aspirational prestige and values drive luxury brand consumption. These values are often associated with the social status and image luxury brands convey, which can be attractive to consumers regardless of their economic status. The aspirational aspect of luxury brands can be particularly appealing to consumers who seek to identify with a particular lifestyle or aspire to attain a higher social status. As such, luxury brands are often used as a means of self-expression and social distinction, allowing consumers to signal their individuality and cultural capital. The appeal of luxury brands goes beyond functional benefits, such as quality or durability, and is often rooted in the symbolic value that these brands represent. Understanding the role of aspirational prestige and values in luxury brand consumption is crucial for marketers to develop effective brand positioning strategies and engage with consumers who seek to identify with these values.

Aspirations are crucial in driving consumer behaviour, particularly in the luxury market. Luxury marketers often consider the duality of intrinsic and external aspirations when designing marketing campaigns for luxury brands. Intrinsic aspirations refer to the desire to fulfil psychological needs such as personal growth and self-actualisation, while external aspirations are focused on social status and material possessions. Although research on luxury consumer behaviour is scarce, intrinsic aspirations play a more important role in luxury consumption than extrinsic aspirations because consumers often buy luxury goods for their symbolic content, such as status and prestige, rather than their functional benefits (Amaldoss and Jain, 2005).

Yes, it is possible for middle-income consumers to be influenced by those in higher social classes and aspire to reach that status by purchasing products from luxury brands. Aspirations play a significant role in driving consumer behaviour, and individuals tend to pursue goals that provide satisfaction, enjoyment, or personal meaning. Pursuing external goals can make individuals concerned about how others perceive them and desire praise. As a result, aspirations can affect motivation and shape individuals' clothing behaviour, which is influenced by societal values and the environment to which they belong.

Kasser and Ryan (1993, 1996) suggest that individuals intentionally seek to achieve their aspirations because of the satisfaction, enjoyment, or personal meaning derived from achieving them. Deci and Ryan (2011) also note that aspirations can impact motivation and influence an individual's behaviour. Farghali (2002) highlights the role of societal values and the environment in shaping clothing behaviour, which is closely linked to consumer behaviour. Understanding the impact of aspirations on consumer behaviour is crucial for luxury marketers in developing effective marketing strategies that appeal to consumers' psychological needs and drive their purchasing decisions.

Self-esteem is an important aspect of the human ego, and it is believed that the human psyche naturally seeks to enhance its self-esteem. Several authors, including Sheldon Pyszczynski (2004), Crocker and Nuer, Sheldon et al. (2004), and Sheldon (2004), have suggested that self-esteem plays a significant role in shaping human behaviour, including consumer behaviour. Consumers may seek products that enhance their self-esteem or reflect their desired social status, contributing to a sense of self-worth and social validation.

Luxury brands often allow customers to project an image of affluence and social status by displaying the brand's trademarks or logos. However, luxury brands can use different branding strategies to achieve this goal. Some luxury brands use an 'obvious' strategy with high-profile branding, while others use a 'hidden' strategy with more subtle, discreet branding.

Regardless of the branding strategy, luxury brands can satisfy both hedonistic and social and psychological needs. For consumers, luxury brand products in this sector can be seen as an extension of themselves that satisfy their needs and define their identity in society. By owning and displaying luxury brand products, consumers can signal their social status and express their style and taste.

Consumers are often drawn to luxury goods for utilitarian reasons and the symbolic meanings associated with the brand or product. This is especially true in emerging markets where luxury goods can be highly prized for their ability to signal the buyer's wealth and social status. The symbolic meanings associated with luxury brands are particularly important in shaping consumers' psychological responses and purchasing decisions. Consumers may aspire to own luxury brands to express their style and taste and seek social acceptance from others.

The consumption of luxury brands has been linked to the desire to create an ideal self-concept through self-expression and the pursuit of social acceptance. Sometimes, consumers may feel socially isolated and turn to luxury brands to enhance their self-

esteem and signal their social worth to others. As a result, luxury brands can play a significant role in shaping consumers' identity and self-concept.

Understanding the symbolic meanings associated with luxury brands is crucial for luxury marketers in developing effective marketing strategies that appeal to consumers' psychological needs and aspirations. By emphasising the emotional benefits of luxury brand consumption, such as social acceptance and self-expression, marketers can create a stronger emotional connection with consumers and drive brand loyalty and advocacy.

2. Research problem

Saudi society is currently experiencing new aspirations, particularly in the realm of fashion and luxury consumption. However, due to the changing clothing trends and limited awareness among consumers regarding the proper selection and use of clothing, there is a need to educate and support individuals in making the most of these changes and progress. To better understand the behaviour of Saudi consumers when it comes to purchasing luxury brands, the following research questions were formulated:

- 1- What are the intrinsic and external motives drive Saudi consumers to prefer owning luxury brands over others?
- 2- What are luxury brands' moral, material, and functional value concepts?

These research questions aim to explore the underlying factors influencing Saudi consumers' preferences for luxury brands, including the psychological and social motivations that drive them to seek out and purchase these products. Additionally, the research seeks to understand how Saudi consumers perceive the value of luxury brands and the different dimensions of this value, including the moral and functional aspects and the material cost. By answering these questions, luxury marketers can gain insights into the Saudi consumer market, develop effective marketing strategies that resonate with consumers' needs and aspirations, and build stronger brand loyalty and advocacy.

3. Research objectives

Based on the research questions, the following research objectives were developed:

- 1- To examine the concept of moral, material, and functional value associated with luxury brands from the perspective of Saudi consumers and how these values influence their purchasing behaviour.
- 2- To explore the intrinsic and external aspirations that drive Saudi consumers to prefer owning luxury brands over other brands.

4. Significance of the research

The proposed research holds significant implications in several aspects:

- **Understanding of Consumer Behaviour:** By examining the concept of moral, material, and functional value associated with luxury brands from the perspective of Saudi consumers, this study can provide important insights into what drives their purchasing behaviour.
- **Contribution to Literature:** This research can contribute significantly to the existing body of literature on luxury brand consumption, particularly in the context of Saudi consumers. This can be valuable for academics and researchers studying consumer behaviour, marketing, and luxury brands.
- **Socio-Cultural Implications:** This study can shed light on the socio-cultural factors influencing Saudi consumers' preference for luxury brands. This understanding can help identify and address societal norms and values that may drive consumption trends.

5. Previous studies

Previous studies can provide a foundation for the current study by establishing what is already known and identifying gaps in knowledge that the current study aims to address. Previous studies can also validate or challenge the current study's findings. Reviewing and referencing previous studies is important in academic research to provide context and support for the current study's hypotheses and results.

Many studies dealt with consumers' implicit motivations for purchasing luxury brands. Zhang et al. (2019) explored consumers' implicit motivations for purchasing luxury brands based on the functional theories of attitudes using event-related potentials (ERPs). The study used brand authenticity and logo prominence to modulate the social-adjustive and value-expressive functions, respectively. The study involved 20 healthy female undergraduates and graduates who browsed different luxury handbags with different brand authenticity and logo prominence and reported their purchase intentions on a five-point scale while their EEGs were recorded. The study focused on three ERP components that reflect cognitive conflict (N200), emotional conflict (N400), and motivational, emotional arousal (LPP) during the evaluation of marketing-related stimuli. The study results showed that for counterfeit brands, the no logo condition elicited a significantly larger N200 amplitude, a marginally significantly larger N400 amplitude, and a significantly smaller LPP amplitude than the prominent logo condition. However, this modulation effect of logo prominence could not be found for genuine brands. The study suggests that consumers' implicit social motivations for purchasing luxury brands come from the satisfaction of at least one social goal. When one goal cannot be satisfied, consumers will expect the satisfaction of another one. If this expectation is violated, it seems to be unexpected and unacceptable, inducing greater anticipation conflict (N200) and emotion conflict (N400) and lowering the purchase motivation (LPP).

Kim et al. (2015) investigated the key factors influencing US consumers' attitudes towards purchasing luxury fashion goods and their intent. To achieve this, the study built upon Zhang and Kim's (2013) research, which focused on Chinese consumers. The study surveyed 414 respondents in the United States and used Structural Equation Modeling to analyse the data. The study's findings revealed that brand consciousness, materialism, fashion innovativeness, and fashion involvement were significant factors that influenced US consumers' attitudes towards luxury fashion goods. These factors were found to be different from the factors identified in Zhang and Kim's study, highlighting the importance of understanding consumer behaviour across different cultural contexts.

Bian, & Forsythe. (2012). examined the effects of individual characteristics and brand-associated variables on the purchase intention of US and Chinese consumers for luxury brands. The study focuses on consumers' need for uniqueness and self-monitoring, social-function attitudes towards luxury brands, and affective attitudes. The study surveyed 394 college students in the US and China and used structural equation modelling to analyse the data. The study's findings indicate that US and Chinese consumers' self-monitoring positively influences their social-function attitudes towards luxury brands. Moreover, social-function attitudes towards luxury brands positively influence consumers' purchase intention through affective attitude. The study also highlights the mediating role of attitude between social-function attitudes towards luxury brands and purchase intentions. The study provides theoretical and practical implications for luxury brands operating in different cultural contexts. The findings suggest that luxury brands must consider individual characteristics and brand-associated variables when developing marketing strategies for different markets. The study emphasises the importance of understanding the cultural differences between consumers in different regions and tailoring marketing strategies to meet their specific needs and preferences.

Eom et al. (2019) investigated the impact of social comparisons on brand consciousness and purchase intention towards luxury fashion brands among young adult consumers. The study drew upon social comparison theory to examine whether social comparisons impact young female adult consumers' brand consciousness and purchase intention towards luxury fashion brands. The study used structural equation modelling to analyse data collected from 268 college-aged consumers. The study's findings indicate that young female adult consumers' brand consciousness is significantly related to their comparison to different references. This suggests that they tend to conform to the views of significant others when consuming luxury brands. The study provides valuable insights into the underlying processes influencing purchase intention towards luxury brands among young adult consumers. The study highlights the importance of understanding consumer psychology in the context of luxury brand consumption. Luxury brand managers and communicators can use the study's findings to develop effective marketing strategies that resonate with young adult consumers. By understanding the impact of social comparisons on brand consciousness and purchase intention, luxury brands can tailor their communication and marketing efforts better to meet the needs and preferences of their target audience.

Wang et al. (2021) investigated how consumption values affect consumers' acceptance of luxury brands' sustainable efforts in China and the UK, which differ substantially in some of Hofstede's cultural dimensions. The study focuses on the need for exclusivity, conformity, and hedonism and their impact on consumers' purchase intentions. The study uses structural equation modelling to analyse 677 survey responses from actual luxury goods consumers in the two countries. The study suggests that hedonic needs drive consumers' purchase intentions in China and the UK. However, the impact of the need for exclusivity and conformity on consumers'

purchase intentions varies across the two countries. In China, the need for exclusivity in sustainable luxury items is negatively related to consumers' purchase intentions, while the need for conformity is positively related.

In contrast, these effects are reversed in the UK. The study highlights the importance of aligning sustainable luxury marketing with consumers' consumption values to reflect cultural differences. The findings suggest that luxury brands must consider cultural differences when developing marketing strategies for sustainable luxury products. By understanding the impact of consumption values on consumers' purchase intentions, luxury brands can tailor their marketing efforts to better meet the needs and preferences of their target audience.

6. Research methodology and procedures

This study used the descriptive analytical approach to investigate the relationship between variables relevant to the research question. The methodology and procedures of the study would have involved defining the research question, selecting an appropriate sample size and participants, collecting data through surveys or other quantitative methods, and analysing the data using statistical techniques such as the correlation coefficient.

7. Research community and sample

The study population for this research consists of consumers in the Saudi environment, specifically in the city of Jeddah. Jeddah was chosen as the study location because it is the largest city in the Kingdom of Saudi Arabia regarding population, according to the Saudi General Statistics and Information Authority (2010). The study targets consumers aged 18 to 60 from different educational and social groups, including females.

8. Research scope:

Temporal: Third semester - 2023.

Spatial: The study's spatial boundaries are limited to the city of Jeddah in the Kingdom of Saudi Arabia. Jeddah was chosen as the study location because it is the second-largest city in the Kingdom of Saudi Arabia, making it suitable for studying local consumers. The ease of access to the city also makes it a convenient location for data collection.

9. Data collection:

The data collection methods used for this study include both the theoretical and applied sides of the research. For the theoretical side of the study, the descriptive method was used to collect information from foreign sources related to the subject of the study. This method involves reviewing and analysing existing literature, such as academic articles, books, and reports, to better understand the research topic. Using the descriptive method helps identify relevant theories and concepts related to the research question, which can then be applied in analysing the data collected on the applied side of the study.

For the applied side of the study, the statistical method was used to analyse the data and information collected through the questionnaire. A questionnaire was designed to collect data from consumers in the city of Jeddah, Saudi Arabia, on their attitudes and behaviours about luxury products and sustainability. The questionnaire included closed-ended and open-ended questions, allowing quantitative and qualitative data to be collected. The data collected through the questionnaire was then analysed using statistical techniques, such as correlation analysis and structural equation modelling, to identify patterns and relationships between variables.

Measurement of validity and reliability

Face validity refers to the extent to which a questionnaire appears to measure what it is intended to measure. To ensure the face validity of the questionnaire used in this study, the questionnaire was initially presented in its preliminary form to specialists in the field. The feedback from these specialists was used to evaluate the questionnaire's ability to achieve the research objectives and to ensure that the questions were relevant and appropriate for the study's aims. Logical validity is an important aspect of questionnaire design, as it helps to ensure that the questions are clear, relevant, and understandable to the study participants. By conducting a logical validity assessment, the researchers can identify potential issues with the questionnaire design and make necessary adjustments before administering it to the study participants.

Table (1) Measuring the validity and reliability of the questionnaire axes

Items	convenient		Fairly convenient		inconvenient	
	T	%	T	%	T	%
Drafting And Clarity of Phrases	5	85.6	1	13.4	-	-
Sequence And Organisation	5	85.6	1	13.4	-	-
Number of Phrases	5	85.6	1	13.4	-	-
The comprehensiveness of The Study Objectives	5	85.6	1	13.4	-	-

The source: Prepared by researchers

Based on the table provided, the evaluation questionnaire received high agreement rates from the experts for all items. Most arbitrators found the items convenient or relatively convenient, with no arbitrator rating any items as inconvenient.

The high agreement rates for the evaluation questionnaire suggest that the items are clear, relevant, and appropriate measures of the constructs being investigated. This provides evidence for the validity of the evaluation questionnaire and supports its use in the current research.

Calculating the questionnaire reliability

Reliability was calculated using Cronbach's alpha coefficient for the questionnaire constructs.

Table (2) Cronbach's alpha stability coefficient values

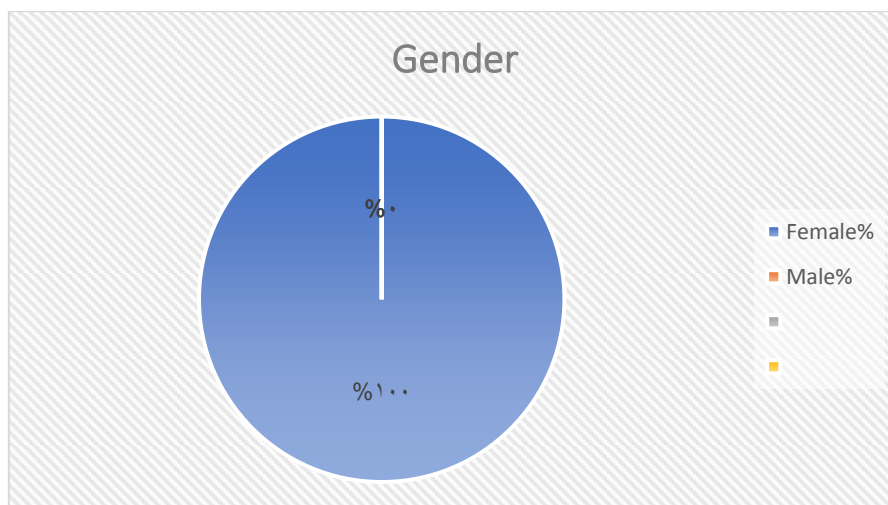
Item	Alpha coefficient
Linguistic formulation of items	0,919
Ease and clarity of items	0,935
Logical sequence of questions and organization	0,919
Fit the questions with the goal prepared for	0.948
Stability of the questionnaire as a whole	0,942

The source: Prepared by researchers

It is evident from the previous analysis that all the stability coefficients (Cronbach's alpha) achieved a high level of 0.01, indicating the reliability and validity of the questionnaire.

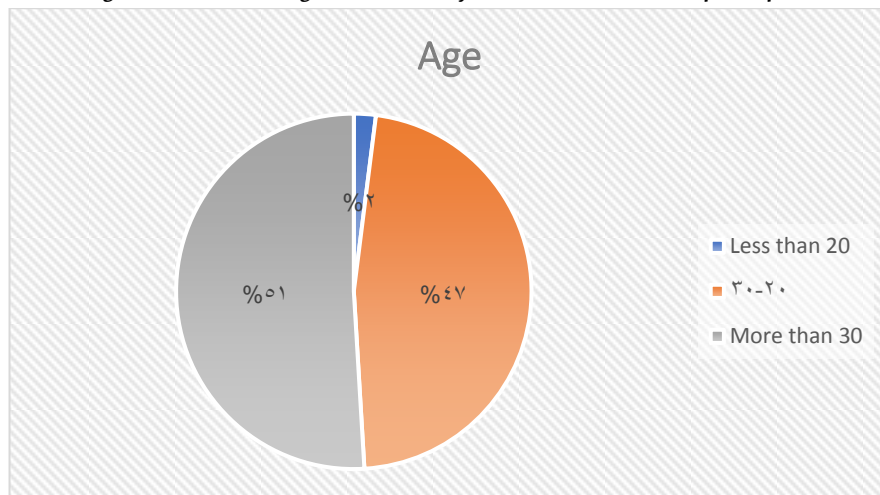
10. Descriptive analysis of the questionnaire

10.1 Demographics



The source: Prepared by researchers

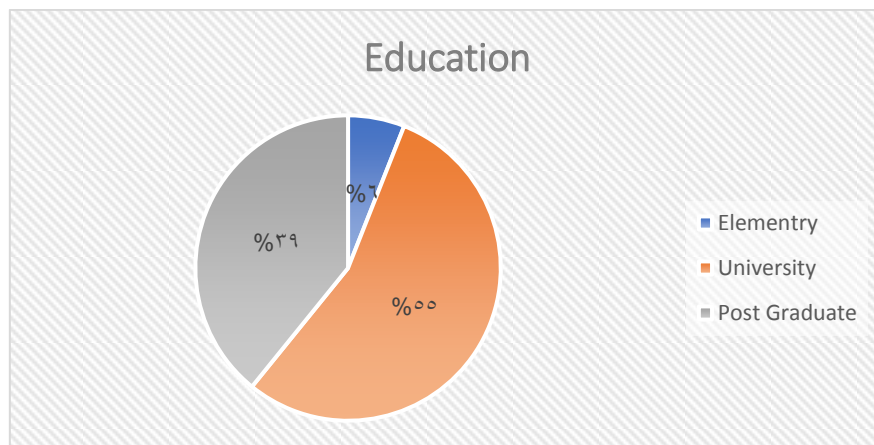
Fig 1: It is clear from Fig 1 that this study was confined to female participants



The source: Prepared by researchers

Figure 2: age distribution

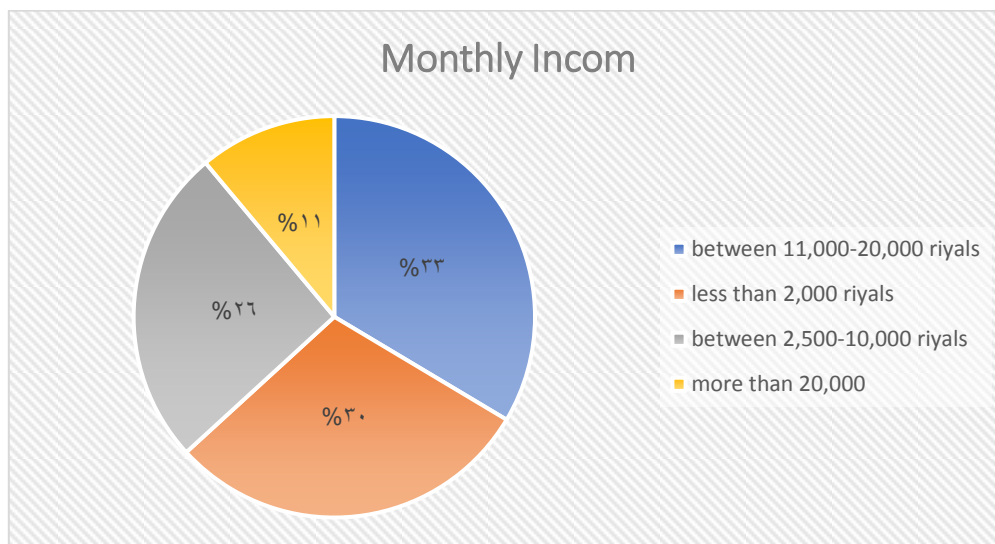
The information presented in the previous figure shows that the age distribution of the sample is as follows: 51% of the participants are over 30 years old, 47.1% are between 20 and 30 years old, and 2% are less than 20 years old. This suggests that the sample is relatively diverse in terms of age, with a majority of participants being over 30 years old but a significant proportion being in their 20s.



The source: Prepared by researchers

Fig 3 Education

The information presented in the previous figure indicates that the age distribution of the sample is as follows: 51% of the participants are over 30 years old, 47.1% are between 20 and 30 years old, and 2% are less than 20 years old. This suggests that a diverse range of ages is represented in the sample, with the majority of participants being over 30 years old, a significant proportion in their 20s, and a small proportion being under 20 years old.



The source: Prepared by researchers

Fig 4: Income Distribution

The income distribution of the respondents in the study suggests that a significant portion of respondents have a monthly income of less than 2,000 riyals. In comparison, a smaller percentage have a monthly income of more than 20,000 riyals. This finding is consistent with the idea that luxury brands are often associated with higher income levels. However, it is important to note that a significant proportion of respondents (33.3%) have a monthly income between 11,000-20,000 riyals, indicating that luxury brand consumption is not limited to those with very high incomes.

10.2 Descriptive results of the questionnaires constructs:

The descriptive results show that a significant percentage of respondents do not consider buying luxury brands to distinguish themselves from the rest of the group. Specifically, 52.9% of the respondents do not consider this a reason for buying luxury brands, while 23.5% answered yes and sometimes. On the other hand, most respondents (56.9%) believe that the main objective of buying luxury brands is to search for higher-quality products. However, 31.4% answered sometimes, and 11.8% did not see searching for higher quality products as the main objective of purchasing luxury brands.

Regarding popularity, 47.1% of respondents do not think about buying from luxury brands due to their popularity. In comparison, 29.4% think about buying from luxury brands due to their popularity, and 23.5% answered sometimes. Interestingly, most respondents (56.9%) believe that consumers of luxury brands have an income, while 33.3% have an average income, and only 9.8% have a below-average income.

Furthermore, the main factor for buying from luxury brands is the search for quality, according to 37.3% of respondents. A smaller percentage of respondents also mentioned other factors, such as merging with the group, excellence, and purchasing power.

Regarding owning luxury brand items, 78.4% of the respondents are not ashamed of not owning them, 11.8% answered yes and sometimes, and 9.8% answered yes.

Finally, most respondents (56.9%) do not buy from luxury brands to enhance their self-esteem, while 23.5% answered yes, and sometimes 19.6%.

11. Findings:

The results suggest that for many respondents, buying luxury brands is not primarily driven by a desire to distinguish themselves from others. This finding implies that consumers may not be using luxury brands to signal their social status or to gain approval from others. Instead, most respondents believe that the main objective of buying luxury brands is to search for higher quality products, indicating that consumers perceive luxury brands as a way to access superior quality products. Furthermore, the results suggest that the role of popularity in luxury brand consumption is not straightforward. While almost one-third of respondents consider popularity a factor in their purchasing decisions, a higher percentage do not think about buying from luxury brands due to their

popularity. This finding suggests that popularity may not be the primary driver of luxury brand consumption for many consumers. The finding that most respondents believe that consumers of luxury brands have an income, with only a small percentage believing that they have a below-average income, may reflect the perception that luxury brands are associated with wealth and high social status. This finding is consistent with the idea that luxury brands are often used to signal one's social status. The fact that the search for quality is the main factor for buying luxury brands for a significant portion of respondents is consistent with the idea that luxury brands are associated with superior-quality products. However, the finding that other factors, such as merging with the group, excellence, and purchasing power, were also mentioned by a smaller percentage of respondents suggests that there may be multiple motivations for luxury brand consumption. Finally, the finding that most respondents are not ashamed of not owning luxury brand items suggests that luxury brands may not be as important in defining one's social identity as previously thought. This finding may reflect a shift in consumer values and attitudes towards luxury brand consumption.

12. Conclusion

In conclusion, the study's results suggest that multiple factors, including the search for quality, social identity, and purchasing power, drive luxury brand consumption. While the desire to distinguish oneself from others may not be the primary motivator for luxury brand consumption, consumers still perceive luxury brands as a way to access superior-quality products. Additionally, the role of popularity in luxury brand consumption is not straightforward, with many consumers not considering it as a significant factor in their purchasing decisions. The findings also suggest that luxury brands are often associated with wealth and high social status, with consumers perceiving luxury brand consumers as having a higher income. Finally, the results indicate a shift in consumer attitudes towards luxury brand consumption, with most respondents not feeling ashamed of not owning luxury brand items. Overall, these findings provide insights into the complex motivations and attitudes driving luxury brand consumption and may have implications for marketers looking to target consumers.

13. Recommendations

- Consumers who have different motivations for buying luxury brands, such as merging with the group, excellence, or purchasing power, should be careful not to over-consume or overspend on luxury brands. They should also be mindful of the environmental and social impacts of their consumption choices, and try to balance their personal preferences with ethical and sustainable practices.
- Consumers who do not own luxury brand items should not feel ashamed or inferior, as luxury brands may not be as important in defining one's social identity as previously thought. They should also be confident in their own style and taste, and not be pressured by external factors or expectations.
- Luxury brand marketers should also segment their target market based on the different motivations for luxury brand consumption, such as merging with the group, excellence, and purchasing power. This may help them tailor their marketing strategies to appeal to different types of consumers and increase their customer loyalty and satisfaction.
- Luxury brand marketers should be aware of the changing consumer values and attitudes towards luxury brand consumption, especially among younger generations who may not be as influenced by social status or popularity as older generations. This may require them to innovate and adapt their products and services to meet the changing needs and preferences of consumers.

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