

**ASSESSING FACTORS INFLUENCING
PERSONAL LUXURY BRANDS CONSUMPTION
BETWEEN KUALA LUMPUR AND PARIS**

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**DOCTOR OF PHILOSOPHY
(RESOURCE MANAGEMENT)**

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ABSTRACT

Due to the demands as well as the seen potential of Malaysia growing its popularity as a tourist destination, the number of high-end luxury fashion houses have been growing tremendously. More and more high-end luxury brands are starting to invest on branches in various states in Malaysia, such as Starhill Gallery, The Gardens Midvalley, The Pavillion, Suria KLCC, Johor Premium Outlet, Mitsui Premium Outlet, and Genting Premium Outlet. With this growth, these high-end products are becoming more and more accessible. However, consumers and retailers need to develop a better understanding of the consumption of luxury goods, primarily to determine the initial intention of purchasing of high-end fashion products or to supply the products according to the demands of their potential buyers.

The primitive idea of luxury brands consumption indicates distinct persona and social status for the consumers have been extended over time by researchers. Researchers have brought to light on the area of inquiry that stipulate the consumption of luxury brands in allowing consumers to also convey numerous aspects of their identity beyond their status, specifically their values. Furthermore, research has examined the influenced of personal values, cultural values, and values specific to certain populations in luxury consumption among consumers. Consumption of luxury goods for status and values has been shown in the literature to enable consumers in displaying and potentially improve their image and illuminate their social identification with the socially significant others. A range of factors seem to contribute on luxury goods consumption. Luxury consumption is influenced by individual market preferences such as the desire for individuality,

self-confidence, and pride. In addition, country of origin, perceived economic value, and authenticity assessments are all significant factors throughout luxury brand perceptions. According to current study, the complexities of romantic relationships can also inspire consumers to purchase luxury goods. These various factors illustrate the wide range of motivating elements in luxury consumption hence implying that further research is needed. A total of 284 respondents participated in this study via snowball sampling. This sampling method is often used in populations that are difficult to reach for research. Respondent-driven sampling is a form of snowball sampling. Under certain conditions, snowballing approach helps the researcher to make asymptotically realistic steady estimations. Additionally, snowball sampling and respondent-driven sampling enable participants to draw conclusions about the social network platform connecting the estranged populations. Cronbach's alpha was used to assess the scales as a measure to ensure reliability. Also, Pearson's correlation coefficient was applied to test the correlations between the study variables.

This study applies a step-by-step process on illustrative data by utilizing PLS-SEM through the application of SmartPLS3. The variables of this study include the variable of financial value, functional value, individual value, social value, country of origin and customer shopping experience as extracted from previous literature. Questionnaire results confirm the validity of measurement as well as the predictive relevancy of the structural model. These six variables exhibit a large amount of variance. The study also found that the effect of the mediator on the R² (endogenous latent variable) value is immense. Furthermore, the study found that several factors are the significance of indirect effect with a t value above 1.96.

On the magnitude of mediation, the study had confirmed customer shopping experience partially mediates Kuala Lumpur but not in Paris.

Based on the analysis, the thesis revealed the profound reasoning and backgrounds resulted in the status in personal luxury goods consumption in Kuala Lumpur and ultimately brought forward strategies for guiding luxury goods marketing in Malaysia.

ABSTRAK

Malaysia dilihat berpotensi dan semakin popular sebagai destinasi pelancongan. Justeru, permintaan jenama mewah dan bilangan rumah fesyen mewah telah berkembang dengan pesat. Semakin banyak jenama mewah mula membuka cawangan di pelbagai tempat di Malaysia, seperti Starhill Gallery, The Gardens Midvalley, The Pavillion, Suria KLCC, Johor Premium Outlet, Mitsui Premium Outlet, dan Genting Premium Outlet. Perkembangan ini menjadikan produk mewah dilihat semakin mudah diakses. Walaubagaimanapun, pengguna dan peruncit perlu membangunkan pemahaman yang lebih baik mengenai permintaan terhadap barangan mewah. Ini terutamanya untuk menentukan niat awal pembelian produk fesyen mewah atau membekalkan produk mengikut permintaan pembeli yang berpotensi.

Idea bahawa individu menggunakan jenama mewah untuk memberi isyarat status kepada orang lain adalah salah satu yang agak lama dalam bidang penyelidikan ini. Lama kelamaan penyelidik juga mendapati bahawa penggunaan jenama mewah membolehkan pengguna menyampaikan sebilangan aspek identiti mereka di luar status mereka, khususnya nilai mereka. Penyelidik telah mengkaji bagaimana penggunaan mewah dipengaruhi oleh nilai peribadi, nilai budaya, dan nilai yang khusus untuk populasi tertentu. Literatur telah menunjukkan bahawa penggunaan barang mewah untuk status dan nilai membolehkan pengguna menyatakan dan berpotensi meningkatkan identiti mereka kepada orang lain yang penting secara sosial. Pelbagai masalah nampaknya mempengaruhi tingkah laku penggunaan barang mewah. Ciri-ciri pengguna individu seperti keperluan untuk keunikan, keyakinan diri, dan harga diri semuanya berperanan dalam penggunaan

mewah. Persepsi yang berkaitan dengan jenama mewah termasuk negara asal, nilai ekonomi yang dirasakan, dan penilaian keaslian juga penting. Penyelidikan yang baru muncul malah mendapati bahawa dinamika hubungan romantik dapat memotivasi pengguna untuk membeli barang mewah. Pertimbangan yang pelbagai ini menyoroti pelbagai motivasi yang menginspirasi penggunaan mewah, dan menunjukkan bahawa lebih banyak penyelidikan diperlukan.

Seramai 284 responden mengambil bahagian dalam kajian ini melalui pensampelan bola salji. Teknik persampelan ini sering digunakan pada populasi tersembunyi yang sukar diakses oleh penyelidik. Variasi pensampelan bola salji disebut persampelan didorong oleh responden. Ini memungkinkan penyelidik membuat anggaran tanpa perkaitan dari sampel bola salji dalam beberapa keadaan. Oleh itu, persampelan bola salji dan pensampelan berdasarkan responden membolehkan peserta membuat anggaran mengenai rangkaian sosial yang menghubungkan penduduk yang tersembunyi. Cronbach's alpha digunakan untuk menilai skala sebagai ukuran untuk memastikan kebolehpercayaan. Juga, pekali korelasi Pearson diterapkan untuk menguji korelasi antara pemboleh ubah kajian.

Kajian ini melalui proses langkah demi langkah ke atas data ilustrasi dengan menggunakan PLS-SEM melalui aplikasi SmartPLS3. Pemboleh ubah kajian ini termasuk pemboleh ubah nilai kewangan, nilai fungsian, nilai individu, nilai sosial, negara asal dan pengalaman membeli-belah pelanggan seperti yang diekstrak daripada kajian yang lepas. Keputusan soal selidik mengesahkan kesahihan pengukuran serta perkaitan ramalan model struktur. Enam pemboleh ubah ini mempamerkan sejumlah besar varians. Kajian ini juga mendapati bahawa kesan pengantara pada nilai R^2 (pemboleh ubah latent endogenous) adalah besar. Tambahan pula, kajian mendapati beberapa faktor telah memberikan kesan tidak

langsung dengan nilai t melebihi 1.96. Mengenai magnitud pengantaraan, kajian ini telah mengesahkan pengalaman membeli-belah pelanggan sebahagiannya menjadi perantara di Kuala Lumpur tetapi tidak di Paris.

Berdasarkan analisis, tesis itu mendedahkan sebab dan latar belakang yang mendalam menyebabkan status pembelian barangan mewah peribadi di Kuala Lumpur dan akhirnya membawa strategi ke hadapan untuk membimbing pemasaran barangan mewah di Malaysia.

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"The most important relationship in your life is the relationship you have with yourself. Because no matter what happens, you will always be with yourself, so you might as well enjoy the company."

-Diane Von Furstenberg-

APPROVAL

The Examination Committee has met on 13th April 2021 to conduct the final examination of Mohamad Idham Md Razak on his degree thesis entitled ‘Assessing Factors Influencing Personal Luxury Brands Consumption Between Kuala Lumpur and Paris’.

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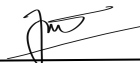
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CHAPTER 1

INTRODUCTION

1.0 Introduction

Society is experiencing a new pandemic, extravagant behaviour that leads to overspending in procuring goods (Delloite, 2018). Among economists and marketers, this is said to be conspicuous or a luxury consumption (Memushi, 2013). This trend is not a recent issue as it has been observed since the early market era, where people had an inclination to possess and become attracted to expensive material as it displayed a certain degree of power. For example, people from the upper classes would don themselves with rare and exotic pieces of jewellery (Murra, 1962). Additionally, hand luxury consumption is being treated as a stage to display oneself majestically, and individuals use it to send signals, sexual or social relevant characteristics to others. Furthermore, other people may also use it for self-enjoyment purposes or as a means to fill social voids and the status quo. The above reasons have driven most marginal groups to spend relatively more on conspicuous consumption.

The current demand for luxury goods is skyrocketing since people have more ways to earn money and enjoy more consumption opportunities (Husic & Cicic, 2009). The idea of luxury has evolved through the years, from being seen as a

materialistic idea to desire and time, thus becoming more accessible. Luxury products keep growing rapidly, and it has become an appeal for the delectation and satisfaction of its users (Yeoman, 2011).

1.1 Background of Study

Those who are among the upper-middle and middle class are now exposed to the world of luxury. Thus, this makes it more accessible and not limited only to those who are among the higher social status (Savitha & Sathyanarayan, 2014). The report released by HSBC in Consumer 2050, predicted that the rate of high-end products would keep growing, as there is more spending power among the middle-class people in the developing countries. Milliyet (2013) reiterates that the venture in technology, tourism, entertainment, food, and cultural activities are anticipated to benefit most from luxury consumption.

D'Arpizio (2014) posits that the market turbulences and weaknesses caused by the worldwide financial slump in 2008 did not affect the growth of the size of the luxury brand market internationally. Reviews have shown that the demand of the supply of luxury products are steadily increasing in emerging markets (D'Arpizio & Levato, 2014). This trend has made customers from Asia, Eastern Europe, the Middle East, and Latin America occupy more than 39 per cent of the total global luxury goods market. Consequently, globalization, accessibility of information through technology, the emerging of the concept of consumer credit as well as reasonably stable political environments in the past decades have contributed a lot in the supply and demand of luxury goods. Therefore, emerging markets and the current available worldwide markets should seize the golden opportunities of the current

market size and the growth in trends to expand the luxury goods for world consumption and expand their dominance over a new group of customers to attain higher profits (Kim & Ko, 2012).

MAZAR (2014), a famous magazine in fashion and luxury expertise in France stated that France is now known as the home to fashion and luxury, comprising vast top expertise of the industry, knowledgeable in the integration of tradition and innovation, contributing to their massive success. Additionally, in 2012, the luxury consumption of footwear per se has contributed Euro 889 Million in turnover and an even more impressive Euro 2 billion in turnover for the international market. Likewise, based on a report by Delloite (2018), throughout the year of 2017, Asia has been reported to have a substantial increase in sales. The Forecasts for the near future predicted that Asia and the Middle East would be the focal point of the growth rate of the fashion and luxury industry. The annual sales nearing USD 1 trillion at the end of 2017 proved that the luxury industry has recuperated from the geopolitical and economic setbacks. Thus, predicting the year 2018 to be more expectant. However, volatility should be considered a threat, and therefore efforts to prevent the threat should be taken into account (Delloite, 2018).

Researchers of the early 1990s had researched luxury brands consumption from different angles as the term of luxury itself has multiple definitions that highlight a specific aspect of luxury. To illustrate, some definitions emphasize beauty, whereas others emphasize expansiveness (Berry, 1994). In this study, the definition and concept of luxury are referred to the Rambourg pyramid of luxury goods (Willett, 2015), that starts from affordable luxury until the ultra-high-end. Few studies have

designed a conceptual framework of the cultural feature of luxury consumption (Bian & Forsythe, 2012; Hennigs, Wiedman, Klarmann, Suzane, Godey, Pederzoli, Neulinger, Dave, Aiello, Donvito, Taro, Petrovicova, Santos, Jung & Oh, 2012; Park, Ko, & Kim, 2010; Shukla, 2011; Shukla & Purani, 2012), thus, proving the significance of considering the cultural context of this issue. This is due to the presence of distinctive differences in the cultures around the globe.

Meanwhile, the significance of both the cultural influence and the standard and different features of the luxury items should be taken into account in understanding the concept of luxury goods consumption. Thus, this study aims to develop an analytical framework to understand the existing scholars' research on the luxury consumption between Kuala Lumpur and Paris. By having two research scopes of different cultures and backgrounds, a more concrete data and eloquent understanding of this concept could be achieved. Moreover, by understanding related information about factors influencing luxury consumption between Kuala Lumpur and Paris, this study hopes to generate significant and valuable recommendations to high-end companies that have misconceptions on both varied cultural backgrounds. By illuminating these companies of the cultural differences, it should aid them to improve their marketing strategies to attract the different set of consumers effectively.

Despite the economic struggle in this past decade, luxury markets experienced rapid growth in numerous consumption goods. Scholars have pointed out that the increase in consumers' income around the world, during the period of economic struggle, is said to give them the power to buy luxury products that had once eluded them (Sudas, Kara, & Cabuk, 2018). Likewise, aspirational affluence,