

Abstract

This study attempts to find the relationship between social factors and personality factors and the purchase intention of quiet and loud luxury brands in the context of Malaysia. Social Factors namely; (Informative Susceptibility, Normative Susceptibility, Collectivism) and personality Factors namely; Personal Gratification, Status Consumption, Novelty Seeking and Brand Conscious) have been investigated to check if they have any association with the purchasing intention of the luxury brands.

Following research studied the luxury brands of two types, quiet and loud. Quiet luxury brands are brands which their log and badges are discrete, not clearly embalmed on the displaying area and are not easily noticeable as opposed to the loud brands which have conspicuous logo and signatures of the brands which are quite clear and eye-catching. The findings revealed that Malaysian consumers are brand conscious.

Furthermore, it confirms that impressing others and following fashion and trends are the motive of loud luxury buyers in Malaysia, while sense of accomplishment and social recognition and having finer things in life are the motives of the quiet luxury buyers. Both quiet and loud buyers desire to wear luxury branded items.

The findings of this study could help both academics and marketer in building up communication strategies in targeting both quiet and loud luxury buyer in Malaysia.

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