

## **5. Research findings and Results**

### **5.0. Introduction**

The following chapter presents the result and finding of the study. For a better understanding of the flow of the analysis, the data will be discussed in two main parts. The first part includes descriptive analysis of demographics of the respondents of the survey, their preference in brand selection and their favourite luxury items. This follows by the second part which consists of statistical analysis conducted to support or reject the hypotheses made in chapter three.

The second part includes Reliability Test, Normality Test, and Factor Analysis. The second part starts with screening the results of the Reliability Test which was conducted in order to reassure that the items which have been formerly selected for specific construct are all measuring the same construct (Sekaran, 2003).

Normality Test was the second test on the data to ensure that the collected data through the self-administrated questionnaire is normally distributed (Coakes et al., 2010; Pallant, 2007).

The second part carries on with the Factor Analysis which is to be a reduction technique. According to Coakes et al. (2010), the reason for conducting Factor Analysis is reassuring that the minimal numbers of factors are selected to summarize the crucial information about a specific variable.

Last but not least is to test the hypotheses proposed in chapter three through Multiple Regressions Test. The yield outcome of this section and its tests will help to reject or accept the hypotheses.

## **5.1. Descriptive Analysis**

This study's data is collected through 190 questionnaires that were received from participants online and offline. Since the nature and method of the distribution is convenient sampling, it is impossible to calculate the response rate and the accurate number of people who are exposed to the questionnaire.

Meanwhile, from both online and offline surveys 232 respondents participated in the study. Out of this number 190 questionnaires were complete, so they are selected and the rest were discarded. Based on the 190 complete set of questionnaires, 82% of the 232 met the analysis criteria.

This section consists of the respondents' demographic which includes gender, age, marital status, citizenship, country of residence, ethnicity, highest level of education, occupation and gross monthly income which have been analysed and screened.

### **5.1.1. Demographics**

#### ***Gender***

The final number of questionnaire which is accepted for the data analysis is 190. Out of the 190 respondents, 63.2% are females as opposed to 36.8% of males. It can be seen that the gender distribution is not even, and large portion with a frequency of 120 are females, while males have a frequency of 70 out of the 190 participants.

#### ***Age***

The age groups of the survey have an interesting concentration on juvenile and young adults. The first ranked age group is 23 to 30 years old with 50.5% which is followed by the 31 to 40 age group with a percentage of 23.2. Both age groups of 18 to 22 and 41 to 50 have 11.6 percentages of the 190 participants. The last age group comprises of 51 to 60 with 3.2 percent of the total percentage.

The abovementioned evidence showed that the majority of the respondents fall into the 23 to 40 years old range. Since one method of the data collection was online survey, the said age group are clearly the technology savvy age segments and are frequent users of emails and online communication which can explain the density of this age group.

Another applied method of data collection was distribution in the University of Malaya Graduate School of Business and shopping mall intercept which clearly demonstrate the contribution of 23- 40 years old to be a big portion of this sample size.

### ***Marital Status***

Out of the 190 respondents, frequency of the single respondents is 109 as opposed to the 78 married ones. While the single parent plays a small portion with a frequency of just 3. Based on the above, the single participants have 57.4% contribution followed by the 41.1% married respondents and only 1.6% is single parent with participant.

### ***Citizenship***

In terms of the nationality of participants, the majority of respondents are local people from Malaysia with a frequency of 125 which counts as 65.8%, as opposed to the International respondents of the sample size with a frequency of 65 which adds up as 34.2% of the whole participants. It is crystal clear that the local respondents are double the International participants of this survey which intends to study the luxury consumer behaviour in Malaysia. Of the 34.2% of the International respondents most were students living in Malaysia.

### ***Country of Residence***

One impact of globalization is that people are living in a country different from their hometown and the place they were born in. The said group inclined to the culture, value and norms of the country where they live in. As a matter of fact, it is crucial for the research work to not only study the nationality of the participants, but the country of

residence. The demographic of the respondents exemplify that out of 190 participants in this survey, 82.6% are residents of Malaysia, and just 17.4% of respondents are International participants who are living anywhere except Malaysia. The above percentage shows that residents of Malaysia are almost 5 times of the International participants of the conducted study.

### ***Ethnicity***

Ethnicity was divided into four main categories including Malay, Chinese, Indian, and Others. Out of the 190 respondents, majority are Malay with 33.2% , Chinese 22.1% , Indian 10.0% and finally Others contributing 34.7%. By adding up the three main ethnic groups of Malaysia, the contribution percentage of these three ethnicities will be 65.3% as opposed to Others which is 34.7%.

### ***Educational Level***

Respondents' education level is the next demographic variable which is assessed. The sample has 83 post graduates, 79 bachelor degree holders, 13 professional, 13 diploma degree holders and 2 with secondary school degree (SPM). The percentages of the said groups are 43.7%, 41.6%, 6.8%, 6.8% and 1.1% SPM holders respectively.

It can be observed that 92.1% of the participants are with higher education. It is good to point out that the reason for this high density of higher level of education is that the sample size is from two to three companies in Malaysia and the post graduate Business School of University of Malaya which have high education level.

### ***Occupation***

In terms of occupation, the majority of respondents are Executive Level and Students with a percentage of 27.9 and 28.4 respectively. This is followed by Managerial (CEO, CFO...) 12.6% and Others 10.5%. The rest of respondents are Technical 6.3%,

Government Sector 3.2%, Housewife 3.2%, Sales 2.6%, Self-employed 2.6%, Supervisory 1.6%, and finally Clerical just 1.1%.

As mentioned earlier some fractions of the sample size are students and executives with higher level of education, thereof it is not surprising that it is contributing as a large percentage to this study which this is followed by Managers who are CEOs and CFOs of companies in Malaysia. Reason being, the researcher asked from his top management to send the online questionnaire to his friends (CEOs friends) who are also CEOs and CFOs of other companies in Malaysia, so it can be seen that out of 190 respondents 24 participants are Managers, which makes it to be the third ranked occupation of the respondents in this survey.

### ***Monthly Income***

Respondents of the questionnaire were given monthly income interval to choose the one that best describe their income level. According to the findings, 35.3% have a monthly income between “2,000” to “4,000” Malaysian Ringgit (RM) which is followed by 24.7% below “RM 2,000”. The third group income is “RM 4001 – RM 6,000” contributing 14.7%. The rest of respondents have an income level of “Above RM 10,000” 11.6%, “RM 6,001 – RM 8,000” 7.9% which is followed by “RM 8,001 – RM 10,000” with 5.8%. A total number of 47 respondents out of 190 have an income below RM 2,000, because of being student and been engaged with studies. As it can be observed the majority of participants are gaining an income of RM 2,000 – RM 4,000 which is due to being young, range of 23- 30 years old, which obviously have just started to build up their careers.

It can be concluded that the mainstream of the samples are Malaysian executives who are falling into the range of 23 – 30 years old that are post graduates and earning a gross income of RM 2,000 – RM 4,000 per month.

### 5.1.2. Demographics Summary Table

The demographics are presented and summarized in **Table 5.1.** herein below.

Variable	Category	Frequency	Percent
<b>Gender</b>	Male	70	36.8
	Female	120	63.2
<b>Marital Status</b>	Single	109	57.4
	Married	78	41.1
	Single Parent	3	1.6
<b>Age Group</b>	18-22	22	11.6
	23 -30	96	50.5
	31 - 40	44	23.2
	41 - 50	22	11.6
	51 - 60	6	3.2
<b>Citizenship</b>	Malaysia	125	65.8
	International	65	34.2
<b>County of residence</b>	Malaysia	157	82.6
	International	33	17.4
<b>Ethnicity</b>	Malay	63	33.2
	Chinese	42	22.1
	Indian	19	10.0
	Others	66	34.7
<b>Education Level</b>	Professional	13	6.8
	Post Graduate	83	43.7
	Bachelor	79	41.6
	Diploma	13	6.8
	Secondary School (SPM)	2	1.1
<b>Occupation</b>	Managerial (CEO, CFO)	24	12.6
	Executive Level	53	27.9
	Supervisory	3	1.6
	Technical	12	6.3
	Self-employed	5	2.6
	Government Sector	6	3.2
	Clerical	2	1.1
	Sales	5	2.6
	Student	54	28.4
	Housewife	6	3.2
	Others	20	10.5
<b>Income Level</b>	Below RM 2000	47	24.7
	RM 2000 – 4000	67	35.3
	RM 4001 – 6000	28	14.7
	RM 6001 – 8000	15	7.9
	RM 8001 – 10000	11	5.8
	Above RM 1000	22	11.6

## **5.2. Respondents Luxury Preference**

### **5.2.1. Female Luxury Price Knowledge**

The first section of the questionnaire for female starts with six attractive pictures of luxury women handbags from Louis Vuitton, Gucci and Coach both quiet and loud brands of each item. At first, the respondents were asked to rank the pictures according to the prices, while there was no name provided for each item, the second part was the same question and the same pictures, but this time the names of brands were provided and asked them again to rank the handbags according to their prices from one; least expensive, to six; most expensive (Han et al, 2010). It is presumed that respondents who know brands quite well are more accustomed to distinguishing traits of luxury goods and thus can recognize products and their prices without the need for conspicuous brand displays. In contrast, the respondents who are not familiar with the brands cannot recognize the subtle cues and require loud signals to recognize a brand and the connotations of status.

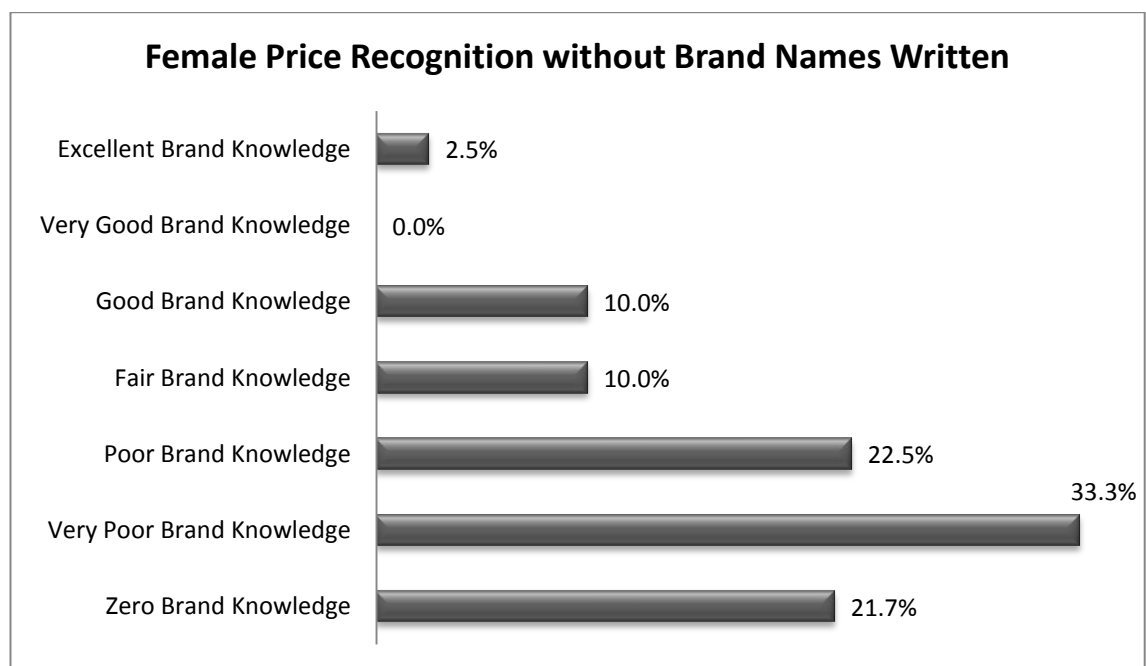
Brand knower is expected to be more likely to recognize subtle brand cues than the rest of respondents and therefore is less dependent on prominent brand placement to infer the relative price of a luxury handbag or watch. It is expected that the respondents who are unfamiliar with brands to view prestige bags with prominent branding as more expensive than similar bags with delicate and undistinguishable brand cues. On the other hand, it is expected that the respondents who knows the brands well enough and are familiar with each brand signature to correctly recognize these similar but subtly branded bags for the brand they are and, thus, to properly assess their relative prices. For all of the selected items, quiet brands were more expensive than the loud ones.

Six handbags were presented in the first and second question, hence if a respondent ranks the handbags appropriately and according to their prices they are given a score. If the participant ranked just one handbag correctly, she is given one mark, and if she

ranked four handbags correctly four marks is given to her as the score. The scoring which is from zero to six has some connotation such as zero (zero price knowledge), one (very poor price knowledge), two (poor price knowledge), three (fair price knowledge), four (good price knowledge), five (very good price knowledge), and finally six (excellent price knowledge).

As it is mentioned earlier, in the first question there are no names provided and it is presumed that merely the brand knower recognizes the brand without the brand names' presence; which is to be a small portion of the sample size. As it can be seen in the below graph, the majority of the respondents have zero to poor price knowledge contributing 21.7%, 33.3% and 22.5% respectively. Having fair and good brand knowledge has a percentage of 10 for each, and last but not least just 2.5% of the participants ranked the six handbags correctly without their brand names written.

The below evidence demonstrates that a lot of respondents have difficulty ranking the handbags according to their prices correctly without knowing the brands which means that they require the brands conspicuous logo to guess the prices rightly.

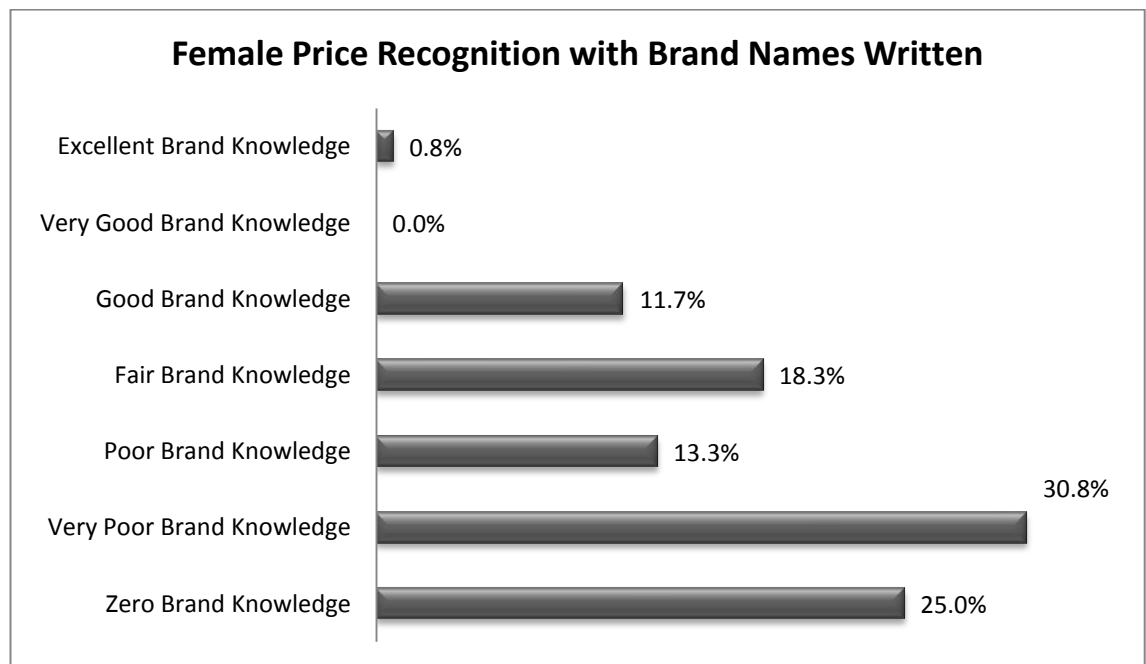


**Figure 5.1. Female Price Recognition without Brand Names Written**

The second questions is the exactly the previous questions but with the brand names written under the picture of each handbag. This time is expected that the respondents' ranking will improve as their names are provided and presented with the images of handbags (Han et al., 2010).

Referring to figure 5.2., the improvement in the ranking is evident. It can be seen that the very poor price knowledge respondents are reduced from 33.3% to 30.8% and the poor price knowledge plummeted from 22.5% to 13.3% which is followed by the fair price knowledge respondents sharp growth from 10% to 18.3% and finally the steady improvement of participants with good price knowledge form 10% to 11.7%.

It was expected that the presence or absence of the brand names to affect price rankings only for non-brand knower who rely on overt branding as a signal. The data shows that the existence of the brand names can affect the price judgment and should be the achievement of the earlier proposition that the brand knower segment which is not assumed to be huge number of the sample size knows the brand and its signature; thereafter they can distinguish the luxury items.



**Figure 5.2. Female Price Recognition with Brand Names Written**

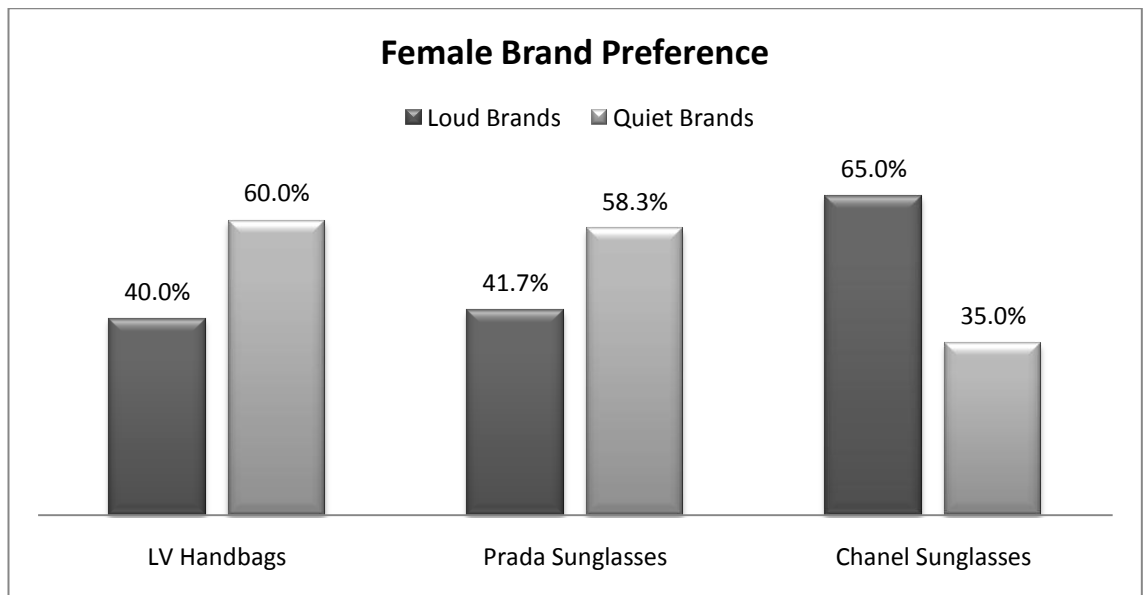
Interestingly, it was observed that a lot of local respondents ranked the Loud Coach handbag and Loud LV handbag as the most expensive items in both questions. After getting to know that which item is LV and which one is Coach in question two, in some it can be seen that their answers to the first and second questions are different. Reason being they assumed Loud Coach or Loud LV handbags are more expensive. As a matter of fact, rankings of the second question are different from the first question. Figure 5.2. clearly illustrates that a lot of respondents; 25% zero price knowledge, lack enough brand knowledge to rank the handbags correctly regardless of presence or absence of the brand names.

### **5.2.2. Female Luxury Brand Preference**

The next section for females is three similar parts of which asked to select their preferred item between the provided products. It starts with two handbags of Louis Vuitton, one quiet and one loud. It is tried to be the same look and feel to reduce the biasness of the respondents' choice by removing the variable of different look and design. The LV bags are both Speedy 30 handbags from a famous collection which are available on its website. The quiet one is more expensive than the loud one. The next items of this section are a pair of Prada sunglasses one quiet and one loud item of its updated collection. The last items of the female brand selection are a pair of Chanel sunglasses one quiet and one loud item.

It is expected that this section with three set of questions measure the brand attitudes of females. All A items are loud, while Bs are quiet items of the same brand.

Below graph illustrates the females brand preference and attitudes for loud and quiet items. The purpose is to observe the attitudes and preference of females towards luxury items regardless of their money by asking this question; considering having enough money which one of.....do you buy?



**Figure 5.3. Female Brand Preference**

The above figure demonstrates that females prefer Quiet LV handbag, Quiet Prada Sunglasses and Loud Chanel Sunglasses of which Loud Chanel Sunglasses sits on the top by 65.5% followed by Quiet LV handbag 60% and Quiet Prada Sunglasses 58.3%.

### **5.2.3. Objective One – Female Price Knowledge vs. Brand Selection**

The presented information in the past two sections are compared to show how purchasing behaviour of ladies have changed based on their price knowledge. As mentioned earlier the price recognition of brands are adapted and extended from Han et al. (2010) in a way that; the more ranking of the participant is closer to the correct ranking the more they have price knowledge. Since the question of Price Recognition has two parts, the information is presented in two separate tables.

In table 5.2. the columns show price knowledge and the rows demonstrate quiet and loud brands of three questioned brands; LV, Prada and Chanel. To recap the earlier assumption was that the more price knowledge consumers have they more they have positive attitudes towards the quiet brands and they like to purchase quiet brands.

It should be highlighted that the consumers' scores are counted from fair price knowledge in the analysis. In other words, participants who have poor, very poor and zero price knowledge don't count in this equation due to matter that they don't know the brands and their signatures and are excluded from the analysis. The logic is that the ones who know the brand can recognize its subtle cues regardless of the presence or absence of the brand names. If we put the threshold on the fair price knowledge, it can be seen that 22 people will buy quiet LV women handbag and just 5 will go for loud LV handbag. By the same token, 19 respondents will buy quiet Prada sunglasses and just 8 have positive attitudes towards the loud Prada sunglasses. Furthermore, Chanel Quiet sunglasses have 14 buyer as compared to 13 participants desire to purchase the loud Chanel sunglasses.

<b>Female Price Recognition Without Brand Names Written &amp; Brand Selection of Quiet or Loud</b>							
		Count					
		<b>LV Women Handbag</b>		<b>Prada Women Sunglasses</b>		<b>Chanel Women Sunglasses</b>	
		<b>Loud</b>	<b>Quiet</b>	<b>Loud</b>	<b>Quiet</b>	<b>Loud</b>	<b>Quiet</b>
Price Recognition without Brand Name	Zero Price Knowledge	13	13	17	9	18	8
	Very Poor Price Knowledge	16	24	15	25	27	13
	Poor Price Knowledge	14	13	10	17	20	7
	Fair Price Knowledge	3	9	4	8	5	7
	Good Price Knowledge	2	10	4	8	7	5
	Excellent Price Knowledge	0	3	0	3	1	2
Comparison of Quiet & Loud by Fair Level		5	22	8	19	13	14
Total		48	72	50	70	78	42

**Table 5.2. Female Luxury Behaviour without Brand Name Written**

It can be concluded that without the presence of the brand names, the brand knower can distinguish the relative price of the handbags, has fair price knowledge and has a strong tendency in buying quiet brands of LV, Prada and Chanel compared to loud items of the same brand. This supports the previous assumption that brand knower doesn't need the conspicuous logo exposure in recognizing the brand and knows the signatures of each luxury brand which is in line with the findings of Han et al. (2010).

Following the first question, there are the same items but this time with brand names written under each item. There is an expectation that the participants who now can see the items with the brand names written under them can guess the relative price better and have better rankings. The information presented in table 5.3. illustrates the results of the price knowledge of the same female respondents and the three questioned luxury items. This time also the threshold is set to be from the fair price knowledge. The results show that participants who have fair to excellent price knowledge have positive attitudes and intentions in purchasing the quiet brand of LV handbag. 24 respondents picked out the quiet LV handbag, while 13 participants like to buy loud brand of LV handbag. Likewise, 25 female participants desire to buy the quiet luxury Prada sunglasses and just 12 go for the loud sunglasses of Prada. Surprisingly, in the Chanel sunglasses 25 respondents like to buy loud and just 14 have positive attitudes towards the quiet sunglasses. It is assumed that the loud sunglasses is of the latest fashion design and the quiet one is a bit old fashioned that brings the tendency of the quiet buyers to be loud buyer in this specific case. All and all, the results can support the earlier assumption that the more consumers have price knowledge, knows brands and their cues, the more they will buy quiet brands.

<b>Female Price Recognition With Brand Names Written &amp; Brand Selection of Quiet or Loud</b>							
		Count					
		<b>LV Women Handbag</b>		<b>Prada Women Sunglasses</b>		<b>Chanel Women Sunglasses</b>	
		<b>Loud</b>	<b>Quiet</b>	<b>Loud</b>	<b>Quiet</b>	<b>Loud</b>	<b>Quiet</b>
Price Recognition with Brand Name	Zero Price Knowledge	13	17	15	15	21	9
	Very Poor Price Knowledge	15	22	16	21	24	13
	Poor Price Knowledge	7	9	7	9	10	6
	Fair Price Knowledge	8	14	7	15	13	9
	Good Price Knowledge	5	9	5	9	9	5
	Excellent Price Knowledge	0	1	0	1	1	0
Comparison of Quiet & Loud by Fair Level		13	24	12	25	23	14
Total		48	72	50	70	78	42

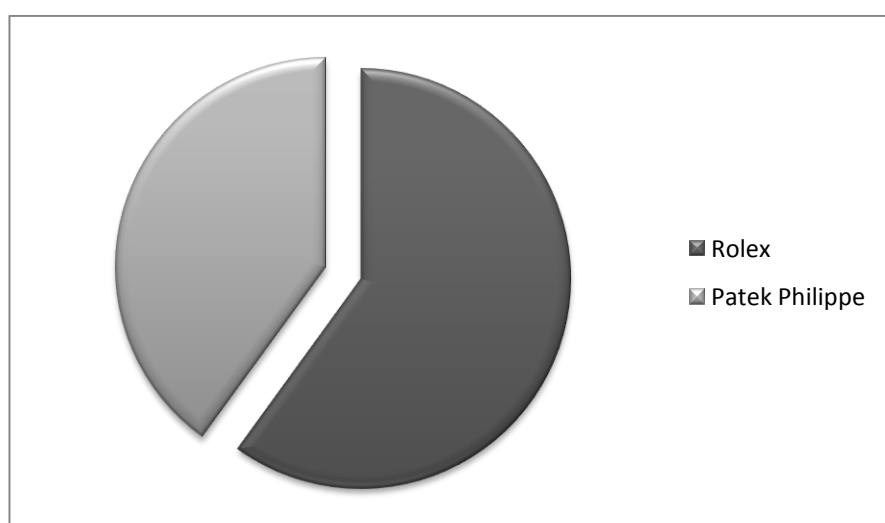
**Table 5.3. Female Luxury Behaviour with Brand Name Written**

The comparison between table 5.2. and 5.3. shows that there is a jump in the rankings and brand selection between the time of brand names' presence and absence which supports the findings of Han et al. (2010). The jumps in rankings by the contribution of the brand presence are; loud buyers of LV from 5 to 13, loud buyers of Prada from 8 to 12 and loud buyers of Chanel from 13 to 23. This confirms that the brand names' presence changed the behaviour of the respondents.

#### **5.2.4. Male Luxury Price Knowledge**

The first section of the questionnaire for males starts with two images of watches one Rolex and one Patek Philippe. The respondents were asked to pick out the most expensive item. It is expected that the brand knower recognize Patek Philippe watch which is a quiet brand and is aware of its relative price that is more expensive than Rolex. Conversely, the ones who do not know the Patek Philippe brand assume that Rolex is more expensive.

Interestingly the findings showed that a large percentage of males are aware of this matter that Patek Philippe is more expensive than Rolex and ranked it correctly. The below graph shows that 60% of males ranked Patek Philippe a more expensive watch as opposed to 40% who ranked Rolex as a more expensive watch.



**Figure 5.4. Male Price Recognition**

It can be concluded that males are having a better brand knowledge than their female counterparts in this study in recognizing the relative price of the provided luxury items.

#### 5.2.5. Male Luxury Brand Preference

Following the price recognition of watches, the next section is the brand selection for males which is two sets of LV men's travel handbags one quiet and one loud which is followed by two pairs of Prada men's shoes and two Ralph Lauren t-shirts one quiet and one loud each.

In brand selection it was asked: "Considering having enough money, which one of XYZ do you buy?" The reason for asking such a question is to measure the attitudes of the respondent regardless of his financial strength in buying a quiet or loud brand. In the whole sections the loud brands are placed as item A and quiet brands as item B.

Figure 5.5. indicates that males have a preference of Quiet LV Travel Bag, Quiet Prada Shoes and Quiet Ralph Lauren T-Shirts with percentage of 72.9, 68.6 and 51.4 respectively. The data shows clearly that the males have a preference and attitudes toward quiet brands comparing to their female counterpart. It can be concluded that males have a tendency in buying quiet brands compared to females who are into loud.

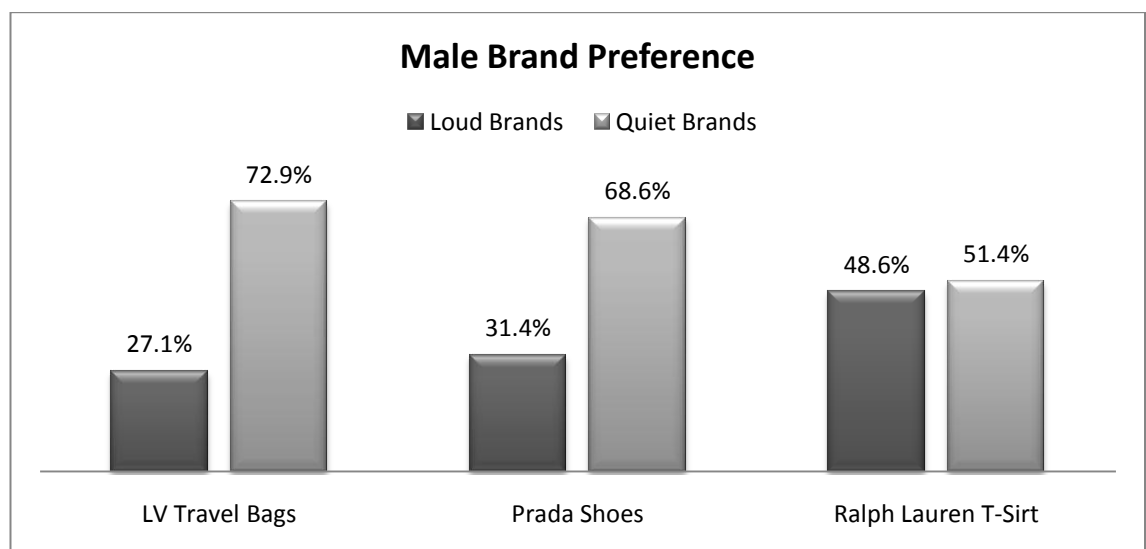


Figure 5.5. Male Brand Preference

### 5.2.6. Objective One – Male Price Knowledge vs. Brand Selection

The presented data about male price recognition and brand preference is presented and compared in a table to see if the price recognition of male has an effect in their brand selection of quiet or loud luxury items.

To recap, the assumption was that the respondents who know that Patek Philippe is more expensive than Rolex are more quiet buyers rather than loud buyers. The presented data in table 5.4. depicts that the 20 respondents who ranked Patek Philippe as the expensive watch have a strong tendency in buying quiet brand of LV men's travel bag and just 8 of them have positive attitudes towards the loud LV travel bag. In the same way, 20 Patek Philippe pickers voted for quiet Prada men's shoes and 8 loud ones. Likewise, 15 participants desire to buy quiet Ralph Lauren t-shirt and 13 go with loud RL t-shirt. This proves the assumption, while majority of the respondents who ranked Rolex as the more expensive item also have positive attitudes towards the quiet brands of the three questioned brands. This shows that males regardless of the rankings of the watches have positive attitudes towards the quiet brands of the LV, Prada and RL. The data shows that 51 out of 70 men are in favour of quiet LV travel bag, 48 have positive attitudes towards quiet Prada shoes and 22 loud Prada. In the case of RL t-shirt 36 out of 70 will buy the quiet RL t-shirt and 34 loud one.

It can be concluded that males are more into quiet brands and are less logo lovers.

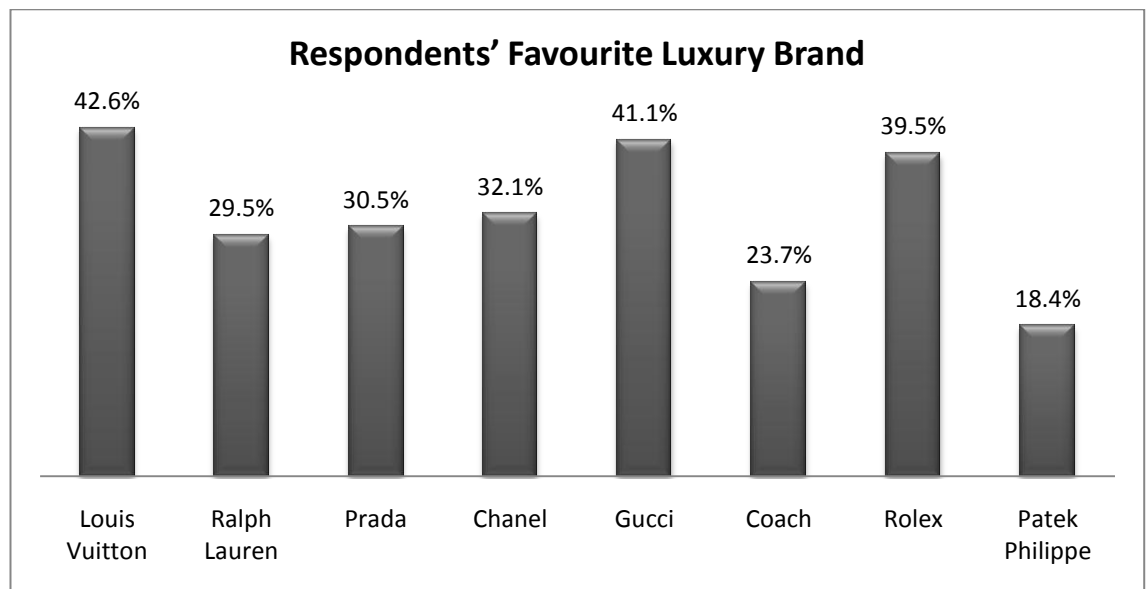
Male Price Recognition & Brand Selection of Quiet or Loud							
		Count					
		LV Men's Travel Bag		Prada Men's Shoes		Ralph Lauren Men's T-Shirt	
		Loud	Quiet	Loud	Quiet	Loud	Quiet
Price Knowledge	Rolex	11	31	14	28	21	21
	Patek Philippe	8	20	8	20	13	15
Total		19	51	22	48	34	36

**Table 5.4. Male Luxury Behaviour**

### 5.3. Respondents Luxury Behaviour

#### 5.3.0. Favourite Luxury Brand

The next part of the questionnaire which is common between males and females initiates with asking the respondents' favourite brand among the provided brands in the study. All and all 8 brands are studied in this research which includes, Louis Vuitton, Ralph Lauren, Prada, Chanel, Gucci, Coach, Rolex and Patek Philippe. The data which is gathered from the 190 participants in this study declares that Louis Vuitton ranked as the most favourite luxury brand among the consumers in Malaysia by 42.6% which is followed by Gucci 41.1% and Rolex 39.5%. The rest of brands have almost equal ranking among the respondents except for Patek Philippe which is obviously a quiet brand in nature. This brand of watch targets its niche customers and is the least favourite brand among the respondents which is obviously is not a surprise to the researcher as it is supposed to be this way.



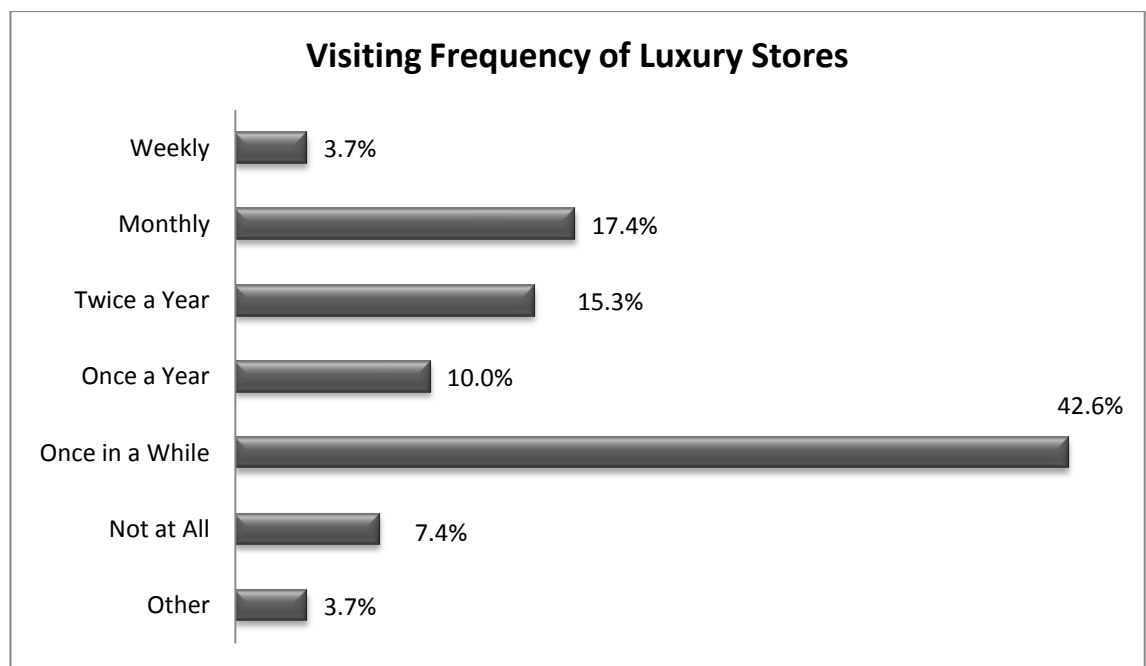
**Figure 5.6. Respondents' Favourite Luxury Brand**

It can be concluded that the top three favourite luxury brands amongst the participants of this study are Louis Vuitton, Gucci and Rolex which are ranked the first to third most favourite branded items respectively.

### 5.3.1. Visiting Frequency of Luxury Stores

The next part of the survey is asking to choose visiting frequency of luxury stores and purchase frequency of branded products. These two questions can help to distinguish between a frequent visitor and buyer with non-visitor and non-buyer of branded luxury goods.

Figure 5.7. herein below demonstrates the frequency of the respondents in visiting luxury stores. Less than half of the respondents indicated that they visit the luxury stores once in a while; 42.6 %, followed by 17.4 % who visit monthly, and twice a year ranked the third by 15.3%. It is good to mention that just 7.4% of the respondents never visit a luxury store.



**Figure 5.7. Respondents' Visiting Frequency of Luxury Stores**

It can be concluded that almost 90% of the respondents visit luxury stores at least once a year which indicates that they are interested in the luxury brands whether they visit to buy a branded product or they go for window shopping. This declares that the sample size are into shopping branded items and are truly targeted for this study.

### 5.3.2. Purchasing Frequency of Luxury Items

The next question can help to distinguish between a frequent buyer and non-buyer of branded luxury goods.

This question asks the respondents regularity in buying luxury brand products. The evidence from the data depicted in figure 5.8. shows that one third of the respondents 34.2% buy luxury brand products once in a while, followed by 16.3% twice a year and 14.2% once a year. The interesting point is that 7.9% of the participants buy luxury branded items once a month, while 23.2% do not buy luxury brands at all. Clearly nobody buys branded products weekly like groceries, as it is not logical to do so because of the upscale prices which don't let a lot of people to go through this weekly shopping.

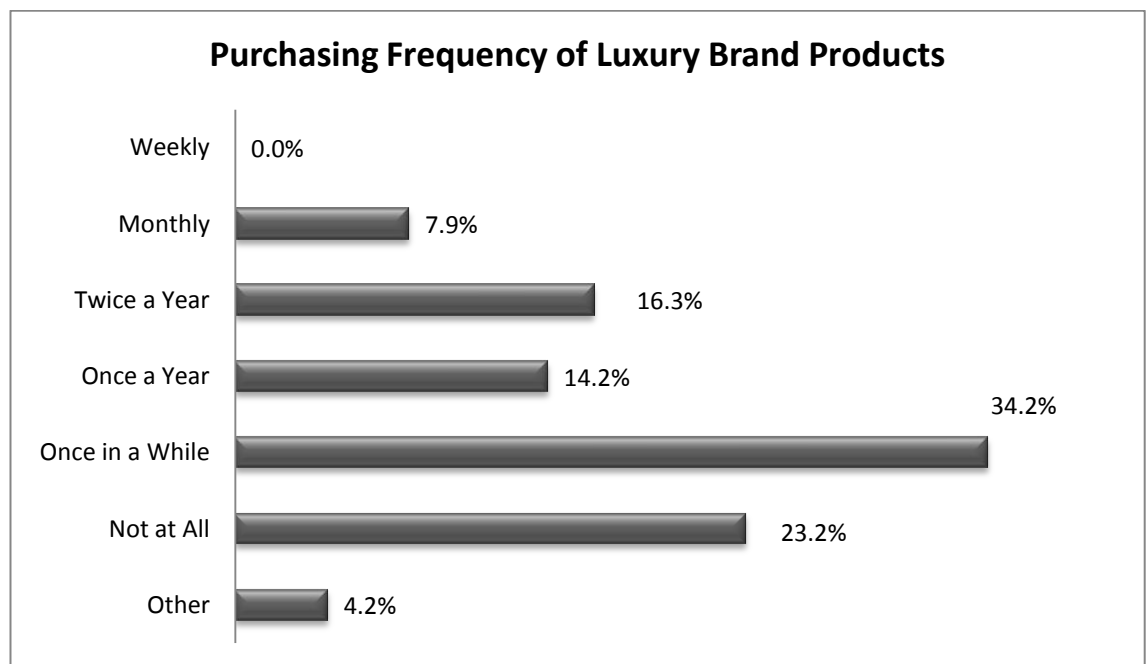
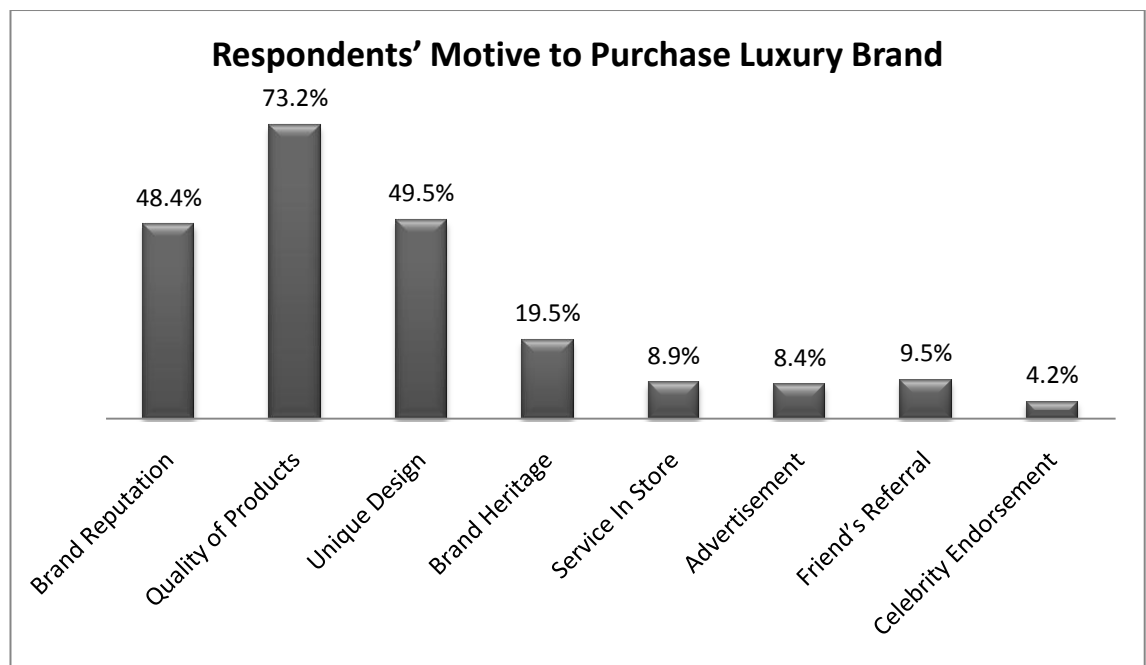


Figure 5.8. Respondents' Purchasing Frequency of Luxury Brand Products

### 5.3.3. Purchasing Motive of Luxury Brands

Eventually, this part ends with questioning the motivations of participant from going to a store for buying a luxury brand, which could be brand reputation, quality of products,

unique design, brand heritage, service in store, advertisement, friend's referral or celebrity endorsement. The logic behind this question is to understand and realize the purchase motives of the respondents in buying a luxury brand. What pushes consumers in Malaysia to purchase a branded item? The provided data in figure 5.9. herein below shows 73.2% of the sample size of this study buy a luxury brand because of the quality of the products which is followed by 49.5% who buy it because of the unique design, and the third main reason is the brand reputation contributing 48.4 %. It can be seen that the sample size demands three things from a luxury brand; quality, design and brand. Brand heritage was ranked fourth with 19.5% as the reason for buying a luxury item. Friend's referral, services in store and advertisement play a small part in convincing the sample size to buy a luxury brand with 9.5%, 8.9% and 8.4% respectively. In addition celebrity endorsement has no significant effect; just 4.2%, on the participants in buying a luxury item.



**Figure 5.9. Respondents' Motive to Purchase Luxury Brand**

In a nutshell, the participants of this study which are consumers in Malaysia purchase a luxury item because they are looking for a branded tailor-made quality product.

It can be concluded that participants' motivations are buying a luxury brand which is a quality product exclusive to them bearing a famous brand.

## **5.4. Statistical Analysis**

### **5.4.0. Data Screening – Reversing negatively worded items**

Prior to doing the data analysis, the items that were negatively worded are reversed. In the data set there were two items which are reversed, one item in the status consumption and one item in the purchase intention.

1. SC04 - The status of a product is irrelevant to me. (InvSC04)
2. PI08 - I would never buy my favourite luxury brand. (InvPI08)

### **5.4.1. Normality Test**

After the demographic analysis, statistical analysis will be done on the collected data. The first statistical test is the Normality Test. The reason for choosing this as the first statistical test is that the researcher desires to know if the data is normally distributed or not.

Based on the Coakes et al. (2010), Normality Test is assumed to be the prerequisite for many other statistical tests, so this is the reason for doing this test first. Meanwhile, some scholars discussed that in a lot of cases big sample data collected for social science are not normally distributed (Pallant, 2007).

There are some methods to see if the data is normally distributed or not. The methods are checking the Histogram, Box Plot, Stem-and-Leaf, and last not but least Skewness and Kurtosis values. By taking a look at the Histogram and Box Plot of the data which is provided at the Appendix it can be seen that all of the variables are normally distributed except for the Personal Gratification which needs to conduct the data transformation.

The reason for doing the data transformation on Personal Gratification is that in the data collected from the 190 respondents, some of the respondents replied the Personal Gratification set of questions more towards extremely agree which forced the data to skew to the right. Thus, the data have not been normally distributed and there was a need for data transformation techniques in order to normalize the data.

In this variable; Personal Gratification, the data had a negative skewness which meant that the data skewed to the right. As a matter of fact, the first step for data transformation is to reflect the data, filter the upper bound and lower bound and then get the square root of the reflected data. Following conducting the abovementioned steps for data transformation the normality test is conducted and histogram and box plot depicted that the data is normally distributed. Just one data is filtered and it became 189. As it is mentioned the histogram and box plot of all variables declares that the data is normally distributed.

Afterwards the researcher runs through the second stage to make sure that the data is normal. The second method is by considering the Skewness and Kurtosis of each item. Table 5.6. shows the summary of the data.

It is good to point out that the Skewed value provides an indication of the symmetry of the distribution while the kurtosis provides information about the ‘peakedness’ of the distribution.

If Skewness and Kurtosis are between -2 and +2 range which is the case for all variables presented in table 5.5, then the data is normally distributed.

By taking a look at the table 5.6. in the following page, it can be seen that the range of the Skewness and Kurtosis are between -2 and +2 and proves that the data is normally distributed.

		Information Susceptibility	Normative Susceptibility	Collectivism	Personal Gratification	Status Consumption	Novelty Seeking	Brand Consciousness	Purchase Intention
N	Valid	190	190	190	189	190	190	190	190
	Missing	0	0	0	0	0	0	0	0
Mean		4.26	3.36	4.44	1.47	3.65	3.79	4.61	4.60
Median		4.50	3.50	4.45	1.48	3.80	3.75	4.67	4.66
Std. Deviation		1.281	1.256	.988	.285	1.277	1.167	1.141	.964
Skewness		-.120	.052	-.283	.077	-.310	-.102	-.387	-.221
Std. Error of Skewness		.176	.176	.176	.177	.176	.176	.176	.176
Kurtosis		-.990	-.666	-.157	-.679	-.672	-.059	-.383	.010
Std. Error of Kurtosis		.351	.351	.351	.352	.351	.351	.351	.351
Range		5	5	5	1	6	6	5	4
Minimum		2	1	2	3	1	1	2	2
Maximum		7	6	7	2	7	7	7	7

**Table 5.5. Normality Test Results**

#### **5.4.2. Reliability Test and Validity Test**

The next test run on the data is the reliability test; this is done in order to confirm that the data has internal consistency of all items which are measuring the variables. The test is conducted on each item of the variables to make sure that selected items for each variable are measuring the same variable. Simply put, the reliability test is to make sure that the items are measuring the same underlying construct. To do this, the Cornbach's alpha coefficient scale is considered to be acceptable at the range of 0.7 and above. Table 5.7. depicts the summary of each and every variables and its constructs. By referring to the Cornbach's alpha scale of the variables which are more than 0.7 the reliability of the variable are ensured.

The next test is Validity Test to gauge if the items are measuring what is supposed to. The validity test is done by referring to the Corrected Item-Total Correlation. The said results are demonstrated in table 5.7. It is a sign of the degree of which each item correlated with the total score. In this case low values less than 0.3 declares that the item measures something different from the scale of the variable.

The results show that all variables and their constructs are more than 0.3; hence they are measuring the same scale of variables, except the InvPI08 which is low (0.284) because of the wrong understanding of the question since it was negatively worded. Although InvPI08 is a bit low  $0.284 < 0.3$ , the construct is accepted to be valid.

<b>Independent Variables</b>	<b>Construct</b>	<b>Item</b>	<b>Corrected Item-Total Correlation</b>	<b>Cronbach's Alpha Coefficient</b>
	Information Susceptibility	IS01	.617	.790
		IS02	.557	
		IS03	.691	
		IS04	.568	
	Normative Susceptibility	NS01	.738	.907
		NS02	.681	
		NS03	.735	
		NS04	.661	
		NS05	.564	
		NS06	.790	
		NS07	.771	
		NS08	.676	
	Personal Gratification	PG01	.520	.778
		PG02	.542	
		PG03	.648	
		PG04	.695	
		PG05	.428	
	Status Consumption	SC01	.666	.850
		SC02	.788	
		SC03	.718	
		InvSC04	.432	
		SC05	.709	
	Novelty Seeking	NSE01	.551	.783
		NSE02	.513	
		NSE03	.690	
		NSE04	.603	
	Brand Conscious	BC01	.657	.863
		BC02	.587	
		BC03	.718	
		BC04	.626	
		BC05	.722	
		BC06	.632	
		C01	.619	

	Collectivism	C02	.605	.878
		C03	.640	
		C04	.709	
		C05	.659	
		C06	.550	
		C07	.685	
		C08	.632	
		C09	.552	
		C10	.428	
<b>Dependent Variable</b>	Purchase Intention	PI01	.597	.861
		PI02	.673	
		PI03	.678	
		PI04	.748	
		PI05	.719	
		PI06	.592	
		PI07	.497	
		InvPI08	.284	
		PI09	.527	

**Table 5.6. Reliability Test and Validity Test**

### 5.4.3. Factor Analysis

Following the normality test, factor analysis which is sometimes called reduction technique is done to ascertain how many factors are measured by the constructed items and also check the dimension of the proposed items to be in the right place. The main purpose of factor analysis is taking a large set of variables and looking for a way to decrease the number of items by the means of smaller set of factors.

Meanwhile, factor analysis has some assumption and requirements to be considered before conducting it. Based on Coakes et al. (2010), there must be at least more than 200 respondents for the survey, there should not be any outlier for each variable and the correlation among the items must be more than 0.3 to be factorable. Moreover, to be factorizable Kaiser-Meyer-Olkin (KMO) measure of Sampling Adequacy must be more than 0.6 and also the Bartlett's test of Sphercity must be significant and large.

For conducting factor analysis, first all items of independent variables (informative susceptibility, normative susceptibility, collectivism, personal gratification, status

consumption, novelty seeking and brand conscious) and second all items for dependent variable (purchase intention) are grouped together and run the factor analysis. The brand attitude is not measured in the factor analysis because of having a different scale.

### ***Factor Analysis for Independent Variables***

A total of 42 items are grouped together from seven independent variables for running factor analysis. The value for KMO which is demonstrated in the below table; 0.846, shows that the KMO of the independent variables has a great value and is considered to be of high value (Meyer-Olkin, 1970).

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	4869.647
	Df	861
	Sig.	.000

Having said that, the above criteria is approved in the previous sections which the data doesn't have any outlier and it is normally distributed. Moreover, the correlation of each item is more than 0.3 as it is depicted in the table of the reliability, and by referring to the KMO and Bartlett's Test table on the above with a great KMO value, it can be concluded that the data is ready for the final step of factor analysis.

The Principal Component Extraction and Varimax rotation methods are used to obtain the Rotated Component Matrix that consists of seven factors. The extracted Varimax rotation with the absolute value above 0.3 was performed and the result is presented in the table 5.8. The table of factor analysis shows the items are loading based on the component of which they are belong to. It should be noted that some of the items were also in line with other constructs of other variables, but their great value is accounted. Since their great value is accounted, the constructs of each variable are itemized as depicted in the table 5.8. which shows they belong to their own variable.

Rotated Component Matrix <sup>a</sup>							
	Component						
	1	2	3	4	5	6	7
IS01						.633	
IS02						.675	
IS03						.751	
IS04						.712	
NS01	.631						
NS02	.596						
NS03	.618						
NS04	.714						
NS05	.725						
NS06	.746						
NS07	.794						
NS08	.741						
PG01					.697		
PG02					.679		
PG03					.763		
PG04					.768		
PG05					.566		
SC01			.666				
SC02			.706				
SC03			.619				
InvSC04			.628				
SC05			.673				
NSE01							.598
NSE02							.725
NSE03							.793
NSE04							.712
BC01				.569			
BC02				.675			
BC03				.661			
BC04				.529			
BC05				.744			
BC06				.499			
C01		.665					
C02		.627					
C03		.690					
C04		.774					
C05		.715					
C06		.625					
C07		.744					
C08		.730					
C09		.661					

C10		.545					
Reliability	IS (0.790), NS (0.907), PG (0.778), SC (0.850), NSE (0.783), BC (0.863), C (0.878), PI (0.861)						
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 13 iterations.							

**Table 5.7. Independent Variables Factor Analysis**

### ***Factor Analysis for Dependent Variable***

A total of 9 items from one variable which is purchase intention are grouped together to conduct factor analysis. The first step is looking at the KMO value table. The presented KMO table herein below shows the KMO value of purchase intention as the dependent variable. It can be seen that purchase intention has a value of 0.858 which is accounted to be a great value.

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.858
Bartlett's Test of Sphericity	Approx. Chi-Square	764.823
	Df	36
	Sig.	.000

Following the KMO, the Principle Component Analysis extraction method and Varimax rotation method are used to get the Rotated Component Matrix. The following table on the next page; table 5.9., confirms that Purchase Intention items are loading based on the component of which they are belong to.

It should be noted that the “absolute value below” option has been chosen as 0.3 which means the values below 0.3 are not shown in the table.

It can be concluded that both independent and dependent items are loading based on the components of which they belong to.

Component Matrix <sup>a</sup>	
	Component
	1
PI01	.714
PI02	.781
PI03	.783
PI04	.831
PI05	.794
PI06	.693
PI07	.608
InvPI08	.355
PI09	.608
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

**Table 5.8. Dependent Variable Factor Analysis**

## 5.5. Hypotheses Testing

At this conjecture all the hypotheses constructed in chapter there are tested against Multiple Regression Tests, and according to the outcome of this test the hypothesis will be accepted or rejected.

### 5.5.0. Multiple Regressions

By the contribution of multiple regressions, the multivariate analysis is conducted in order to discover the relationship between the only dependent variable and the seven independent variables. This test helps to illustrate how fine a set of variables can forecast a specific outcome and which one (s) best predicts the outcome.

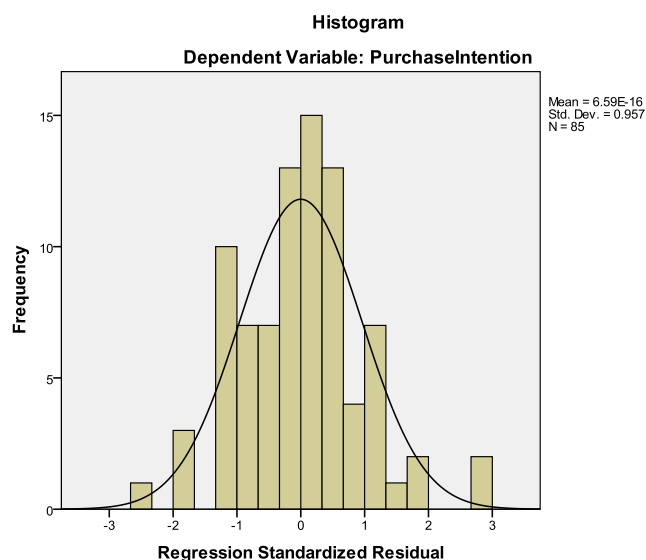
Prior to conducting multiple regressions, some of the requirements must be met to be able to run the regression. The requirements are normality, outliers, heterogeneity, Multicollinearity, Linearity and Independence of Residuals (Tabachnick & Fidell, 2001). The mentioned tests are conducted and met before moving to the next step of multiple regressions which are presented at Appendix.

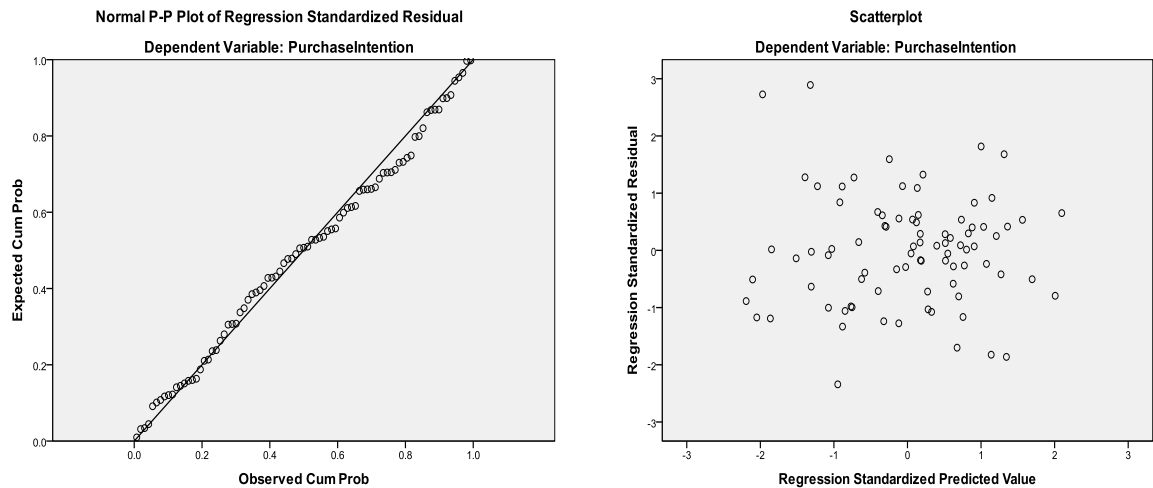
### 5.5.1. Testing Assumptions for Loud Luxury Brands Variables

The first test is Multicollinearity which merely exists if variables have a correlation of more than 0.9. Checking the Multicollinraity can be done by observing the correlation table. By looking at the Beta Coefficient it can be seen that none of the variables have a correlation of more than 0.8 which shows that there is no multicollinearity.

The next step is checking the normality assumptions by studying the histogram which is presented at the bottom of this page. By taking a look at the histogram, it can be seen that the data is normality distributed which means that it does not heavily skewed to the left or right. Hence, it can be concluded that the normality assumption is met.

The final step before conducting multiple regressions is meeting the heterogeneity assumption, Linearity and Independence of Residuals, of which can be checked through Scatter Plot and Normal P-P plot of Regression Standardized Residual that both of them are presented on next page. Provided that the dots in P-P plot are roughly located on the line and the dots in Scatter Plot are concentrated in the centre, this will be a good sign that the data meets these assumptions. Furthermore, outliers can be spotted based on these plots which there are no outlier in the provided graphs.





Following that the assumptions are met, every single hypothesis is tested and analysed against Multiple Regressions.

### 5.5.2. Testing the Hypotheses

In the current section all nine hypotheses constructed in chapter three are tested based on the regressions to be able to accept or reject them. Then an analysis will be provided for each of them.

#### *Evaluating the Model*

The R Square value indicates that how much of the variance in the dependent variable; purchase intention, is described by the independent variables; information susceptibility, normative susceptibility, collectivism, personal gratification, status consumption, novelty seeking and brand conscious.

First multiple regressions of loud brands are conducted, and as it can be seen in the following table the R Square with the value of 0.482 showed that independent variables can predict 48% of purchase intention of loud luxury brands.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.482	.435	.72727

a. Predictors: (Constant), BrandConscious, Collectivism, PersonalGratification, InformationSusceptibility, NoveltySeeking, StatusConsumption, NormativeSusceptibility

b. Dependent Variable: PurchaseIntention

### Loud Luxury Brand R-Square with Seven Independent Variables

Then the multiple regressions of quiet brands are run to see the predictability of purchase intention of quiet brands by the contribution of the seven independent variables.

The below table shows the R Square of quiet luxury brands which has 0.421 value. It can be observed that the independent variables can predict 42% of purchase intention of quiet luxury brands.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 <sup>a</sup>	.421	.380	.76046

a. Predictors: (Constant), BrandConscious, Collectivism, InformationSusceptibility, PersonalGratification, NoveltySeeking, StatusConsumption, NormativeSusceptibility

b. Dependent Variable: PurchaseIntention

### Quiet Luxury Brand R-Square with Seven Independent Variables

The next step is to measure the R Square of the grouped variables as Social Factors and Personality Factors of both quiet and loud luxury brands.

The below table depicts the Social Factors R Square of loud luxury brands with the value of 0.076. This value means grouped social factors can predict just 7% of purchasing intention of loud luxury brands.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.276 <sup>a</sup>	.076	.065	.93557

a. Predictors: (Constant), SocialFactor

b. Dependent Variable: PurchaseIntention

#### **Loud Luxury Brand R-Square with Social Factors**

Similarly, the below table depicts the Personality Factors R Square of loud luxury brands with the value of 0.364. This value indicates that grouped social factors can predict 36% of purchasing intention of loud luxury brands.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 <sup>a</sup>	.364	.356	.77634

a. Predictors: (Constant), Personalityfactor

b. Dependent Variable: PurchaseIntention

#### **Loud Luxury Brand R-Square with Personality Factors**

Likewise, the below table illustrates the Social Factors R Square of quiet luxury brands with the value of 0.131. This value indicates that grouped social factors can predict 13% of purchasing intention of quiet luxury brands

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362 <sup>a</sup>	.131	.123	.90424

a. Predictors: (Constant), SocialFactor

b. Dependent Variable: PurchaseIntention

#### **Quiet Luxury Brand R-Square with Social Factors**

Last but not least, the personality factors of the quiet luxury brands are tested. The below table illustrates the Personality Factors R Square of quiet luxury brands with the value of 0.375. This value indicates that grouped personality factors can predict 37% of purchasing intention of quiet luxury brands.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 <sup>a</sup>	.375	.369	.76702

a. Predictors: (Constant), Personalityfactor

b. Dependent Variable: PurchaseIntention

### Quiet Luxury Brand R-Square with Personality Factors

#### *Evaluating Every Single Independent Variable*

Table 5.8. shows the values of Coefficients of both quiet and loud luxury brands. The Beta value which is located under the Standard Coefficients in table 5.7. demonstrates which of the variables contributed to the prediction of the dependent variable. Regardless of its positive or negative signs, the variable with the largest value shows the variable which has the strongest contribution in predicting and explaining the dependent variable which in this case is purchase intention of quiet or loud luxury brands.

The table 5.10. shows that the largest Beta of the single independent variables are Brand Conscious of Loud brands with the value of 0.496 which is followed by Novelty Seeking of Loud brands 0.320, Brand Conscious of Quiet brands 0.320, Normative Susceptibility of Loud brands -0.271, Personal Gratification of Quiet brands 0.223, Information susceptibility of Loud brands 0.167, Novelty Seeking of Quiet Brands 0.165 and finally Information susceptibility of Quiet brands 0.141 respectively. Out of the grouped variables, Personality Factors of Loud brands with the value of 0.603 and Personality factors of Quiet brands 0.612 are contributing the most in explaining the variance of the dependent variable; purchase intention of quiet and loud luxury brands.

Since the maximum Sig. value is less than 0.1, the hypotheses can be accepted or rejected against this value which is presented for all of the variables for both quiet and loud luxury brands here in below. As it can be seen the hypotheses are presented in the Hypotheses column. The red colour shoes the rejection of the hypotheses and the blue is the sing of acceptance.

By the consideration of the Sig. value less than 0.1, the hypotheses which are supported are H2, H4, H6, H7a, H7b, H8a, H8b, H9a and H9b. And the hypotheses unsupported are H1, H3 and H5. It can concluded that out of the 12 hypotheses (considering counting a and b separately) nine hypotheses are accepted and 3 are rejected.

		Coefficients <sup>a</sup>								
Model		Purchase Intention		Hypothesis	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
					B	Std. Error	Beta			
1	(Constant)	Quiet			.361	.597		.604	.547	
		Loud			1.979	.573		3.453	.001	
	Information Susceptibility	Quiet			.107	.076	.141	1.407	.163	
		Loud	H1	Unsupported	.126	.077	.167	1.636	.106	
	Normative Susceptibility	Quiet			-.071	.087	-.093	-.813	.418	
		Loud	H2	Supported	-.213	.091	-.271	-2.328	.023	
	Collectivism	Quiet			.097	.083	.098	1.177	.242	
		Loud	H3	Unsupported	.083	.091	.087	.912	.365	
	Personal Gratification	Quiet		H4	Supported	.257	.101	.223	2.537	.013
		Loud			-.060	.100	-.057	-.602	.549	
	Status Consumption	Quiet			.084	.085	.111	.986	.327	
		Loud	H5	Unsupported	-.013	.088	-.017	-.149	.882	
	Novelty Seeking	Quiet			.139	.076	.165	1.836	.069	
		Loud	H6	Supported	.259	.090	.320	2.893	.005	
	Brand Conscious	Quiet		H7a	Supported	.283	.093	.320	3.055	.003
		Loud	H7b	Supported	.398	.095	.496	4.173	.000	
	Social Factors	Quiet		H8a	Supported	.401	.102	.362	3.945	.000
		Loud	H8b	Supported	.288	.110	.276	2.613	.011	
	Personality Factors	Quiet		H9a	Supported	.747	.095	.612	7.860	.000
		Loud	H9b	Supported	.656	.095	.603	6.889	.000	
		a. Dependent Variable: PurchaseIntention								

**Table 5.9. Multiple Regressions Analysis Results**

## **5.6. Analysis and Interpretation of the Results**

### **5.6.1. Objective Two-Information Susceptibility and Purchase Intention of Loud Luxury Brands:**

*H1: There is a significant relationship between “Informative Susceptibility” and “Purchase Intention of Loud Luxury Brands”.*

The regression analysis divulges that even though the information susceptibility of loud brand buyers has a strong contribution in explaining the variance of the dependent variable, it doesn't have a significant P value; 0.106, which is more than the acceptable value of  $P < 0.1$ .

Hence, **H1 is rejected**

By taking a look at the B value of regression analysis, it discloses that information susceptibility of loud brand buyers is higher than the quiet brand buyers. This shows that consumers who buy loud brands have higher information susceptibility compared to quiet brand buyers, though the P value of these two are not significant and is more than 0.1.

### **5.6.2. Objective Two-Normative Susceptibility and Purchase Intention of Loud Luxury Brands:**

*H2: There is a significant relationship between “Normative Susceptibility” and “Purchase Intention of Loud Luxury Brands”.*

The regression analysis proves that P value of normative susceptibility of loud brand buyers is significant. The P value of loud brand buyers is 0.023 which is less than 0.1.

Thereafter, **H2 is accepted.**

The B value of loud brand buyers is 0.213 which is very much higher than the quiet brand buyers which is 0.071 and confirms the previous assumption that higher normative susceptibility will lead to the purchase intention of loud brands rather than quiet brands. The presented data clearly reveals and proves this assumption.

#### **5.6.3. Objective Two-Collectivism and Purchase Intention of Loud Luxury Brands:**

*H3: There is a significant relationship between “Collectivism” and “Purchase Intention of Loud Luxury Brands”.*

By taking a look at the results of regression it can be seen that the contribution of collectivism to the variance of purchase intention is not significant due to the big P Value. The Beta Coefficient for both quiet and loud is almost the same; 0.083 and 0.091 respectively. Also the B value of both quiet and loud is not big.

As a matter of fact, **H3 is rejected.**

It can be concluded that there is no relationship between collectivism and purchase intention of loud or quiet brands, so collectivism doesn't have any impact on the purchase intention of luxury brands.

#### **5.6.4. Objective Three-Personal Gratification and Purchase Intention of Quiet Luxury Brands:**

*H4: There is a significant relationship between “Personal Gratification” and “Purchase Intention of Quiet Luxury Brands”.*

The regression analysis shows that the quiet brand buyers have a strong B value of personal gratification compared to loud brand buyers 0.257 against -0.060 respectively. The Beta coefficient of quiet brand buyers is 0.223 compared to -0.057 which means that the contribution of personal gratification in predicting the purchase intention of

quiet brand buying behaviour is strong. Last but not least, the P value of quiet brand buyers is 0.013 which is smaller than 0.1 and is significant.

Therefore, **H4 is accepted.**

It can be concluded that quiet brand buyers have a strong and higher personal gratification compared to the loud brand buyers with a low personal gratification. This confirms the previous assumption that consumers with low personal gratification will buy logoed items or loud brands to concur the social recognition in public, whereby individuals who own higher level of personal gratification are the consumers of non-logoed items or quiet luxury brands.

#### **5.6.5. Objective Three-Status Consumption and Purchase Intention of Loud Luxury Brands:**

*H5: There is a significant relationship between “Status Consumption” and “Purchase Intention of Loud Luxury Brands”.*

The regression analysis results demonstrate that the P value of status consumption for both quiet and loud luxury brands is more than 0.1 and they are not significant. Whereas, the Beta Coefficient of quiet buyers is bigger than loud buyers 0.111 compared to -0.017.

Hence, **H5 is rejected.**

It should be noted that the results show that status consumption doesn't have any association with the purchase intention of neither quiet nor loud brands.

#### **5.6.6. Objective Three-Novelty Seeking and Purchase Intention of Loud Luxury Brands:**

*H6: There is a significant relationship between “Novelty Seeking” and “Purchase Intention of Loud Luxury Brands”.*

The results for the data analysis shows that novelty seeking of loud buyers has a Beta Coefficient value of 0.320 which means a significant contribution of novelty seeking in purchasing loud luxury brands, while the quiet buyers have a value of 0.165 of Beta. In addition, the B value of novelty seeking of loud buyer consumers is 0.259 as opposed to the quiet buyer consumers 0.139. More importantly, the P value of loud buyers in novelty seeking is 0.05 which is very much less than 0.1 and is quite significant. Besides, the P value of novelty seeking of quiet luxury buyers is 0.069 which is also significant.

Thereof, **H6 is accepted.**

It can be concluded that the more novelty seeking consumers are the more they are loud buyers. The results supports the earlier assumption that novelty seeker has positive intention in buying loud luxury brands rather than quiet ones. The strong contribution of both Beta Coefficient and B value shows that the loud buyer consumers have more tendencies in being novelty seekers, while the quiet buyer consumers have fewer tendencies in being novelty seekers.

#### **5.6.7. Objective Three-Brand Conscious and Purchase Intention of Quiet Luxury Brands:**

*H7a: There is a significant relationship between “Brand conscious” and “Purchase Intention of Quiet Luxury Brands”.*

The regression analysis of brand conscious clarifies that Beta Coefficient of quiet buyer is 0.320 which means that brand conscious has a significant contribution in explaining the purchasing of quiet luxury brands. Furthermore, the B value of the quiet consumer buyers is 0.283 and it has a P value of 0.003 which is very much close to zero and much less than 0.1 which is quite significant.

Thereafter, **H7a is accepted.**

This shows that consumers of quiet luxury brands are brand conscious which proves the earlier assumption. The significance and acceptance of H7 confirms that even quiet buyer consumers have a positive tendency towards the branded products; hence they wear luxury branded products though hardly bear any logo or badges.

#### **5.6.8. Objective Three-Brand Conscious and Purchase Intention of Loud Luxury Brands:**

*H7b: There is a significant relationship between “Brand conscious” and “Purchase Intention of Loud Luxury Brands”.*

By taking a look at the multiple regression analysis, it can be observed that the most significant contribution of Beta Coefficient among the variables is the brand conscious of the loud luxury buyers with the value of 0.496. Moreover, the B value of brand conscious is also the strongest in all of the data set with the value of 0.398. Finally, the P value is 0.000 which is completely zero and less than the accepted range of 0.1. Thus, it can be summarized that the brand conscious of loud brands is significant.

Hence, **H7b is accepted.**

It can be concluded that loud luxury buyers are brand conscious and have a positive tendency in wearing branded products which bears noticeable and conspicuous logo.

Ultimately, it can be said that consumers in Malaysia are brand conscious regardless of being loud buyers or quiet buyers of luxury products, and this has the strongest contribution in explaining the purchase intention of both quiet and loud luxury brands

#### **5.6.9. Objective Four-Social Factors and Purchase Intention of Quiet Luxury Brands:**

*H8a: There is a significant relationship between “Social Factors” (Information Susceptibility, Normative Susceptibility and Collectivism) and “Purchase Intention of Quiet Luxury Brands”.*

The regression analysis reveals that both Beta Coefficient and Beta value are significant for the Social Factors of quiet buyers of luxury brands 0.362 and 0.401 respectively. In addition, the P value of Social Factors of Quiet buyers is less than 0.1, 0.00, so it is greatly significant.

Thereof, **H8a is accepted.**

#### **5.6.10. Objective Four-Social Factors and Purchase Intention of Loud Luxury Brands:**

*H8b: There is a significant relationship between “Social Factors” (Information Susceptibility, Normative Susceptibility and Collectivism) and “Purchase Intention of Loud Luxury Brands”.*

Likewise, the regression analysis of the loud luxury buyers reveals that both Beta Coefficient and Beta value are significant for the Social Factors of loud luxury buyers 0.276 and 0.288. Moreover, the P value of Social Factors of loud buyers is less than 0.1, 0.011, so it is significant.

Thereof, **H8b is accepted.**

It can be concluded that the grouped variables of social factors for both quiet and loud brands have significant relationship with the purchase intention of both quiet and loud luxury brands. It proves that grouped variables of social factors play a crucial role in buying intention.

#### **5.6.11. Objective Four-Personality Factors and Purchase Intention of Quiet Luxury Brands:**

*H9a: There is a significant relationship between “Personality Factors” (Personal Gratification, Status Consumption, Novelty Seeking and Brand Conscious) and “Purchase Intention of Quiet Luxury Brands”.*

The regression analysis of the quiet luxury buyers reveals that both Beta Coefficient and Beta values are significant for the Personality Factors of quiet luxury buyers; 0.612 and 0.747 respectively. Moreover, the P value of Personality Factors of quiet buyers is zero 0.000, so it is completely significant.

Thereof, **H9a is accepted.**

It can be concluded that the grouped variables of Personality Factors have a significant relationship with the purchase intention of the quiet luxury brands.

#### **5.6.12. Objective Four-Personality Factors and Purchase Intention of Loud Luxury Brands:**

*H9b: There is a significant relationship between “Personality Factors” (Personal Gratification, Status Consumption, Novelty Seeking and Brand Conscious) and “Purchase Intention of Loud Luxury Brands”.*

By the same token, the regression analysis of the loud luxury buyers reveals that both Beta Coefficient and Beta values are significant for the Personality Factors of loud

luxury buyers 0.603 and 0.656 respectively. Moreover, the P value of Personality Factors of loud buyers is also zero 0.000, so it is completely significant.

Thereof, **H9b is accepted.**

It can be concluded that the grouped variables of Personality Factors have a significant relationship with the purchase intention of the loud luxury brands.

To finalize chapter five, there is a need to come up with the model which defines and explains the purchase intention. The B value under the column Unstandardized Coefficient is taken. The model will be once for quiet purchasing intention and once for the loud purchasing intention. It should be noted that except Normative Susceptibility of quiet and loud brands, Personal Gratification of loud brands and Status Consumption of loud brands which have a negative relationship towards the dependent variable; the rest of the independent variables for both quiet and loud brands have positive relationship with the purchase intention.

The final model which explains the percentage and significance of purchase intention of both quiet and loud brands will be as follows:

$$\text{Purchase Intention of Quiet Brands} = 0.36 + [0.257 (\text{Novelty Seeking}) + 0.283 (\text{Brand Conscious})]$$

$$\text{Purchase Intention of Loud Brands} = 1.97 + [-0.213 (\text{Normative Susceptibility}) + 0.259 (\text{Novelty Seeking}) + 0.398 (\text{Brand Conscious})]$$

The B value in the *Purchase Intention of Quiet & Loud Brands model* represents that 1 unit increase in brand conscious will result in 0.283 increases in consumers' purchase intention of quiet brands and 0.398 increases in loud brands.

## 5.7. Summary

In this chapter first the demographic description is presented, and then normality, reliability, validity, and factor analysis are run to make sure the data meet the credibility for the final analysis. Afterwards, the hypotheses are analysed by multiple regressions and through the collected results the hypotheses are rejected or accepted shown beneath.

H1: There is a significant relationship between “Informative Susceptibility” and “Purchase Intention of Loud Luxury Brands”.	Unsupported
H2: There is a significant relationship between “Normative Susceptibility” and “Purchase Intention of Loud Luxury Brands”.	Supported
H3: There is a significant relationship between “Collectivism” and “Purchase Intention of Loud Luxury Brands”.	Unsupported
H4: There is a significant relationship between “Personal Gratification” and “Purchase Intention of Quiet Luxury Brands”.	Supported
H5: There is a significant relationship between “Status Consumption” and “Purchase Intention of Loud Luxury Brands”.	Unsupported
H6: There is a significant relationship between “Novelty Seeking” and “Purchase Intention of Loud Luxury Brands”.	Supported
H7a: There is a significant relationship between “Brand conscious” and “Purchase Intention of Quiet Luxury Brands”.	Supported
H7b: There is a significant relationship between “Brand conscious” and “Purchase Intention of Loud Luxury Brands”.	Supported
H8a: There is a significant relationship between “Social Factors” (Information Susceptibility, Normative Susceptibility and Collectivism) and “Purchase Intention of Quiet Luxury Brands”.	Supported
H8b: There is a significant relationship between “Social Factors” (Information Susceptibility, Normative Susceptibility and Collectivism) and “Purchase Intention of Loud Luxury Brands”.	Supported
H9a: There is a significant relationship between “Personality Factors” (Personal Gratification, Status Consumption, Novelty Seeking and Brand Conscious) and “Purchase Intention of Quiet Luxury Brands”.	Supported
H9b: There is a significant relationship between “Personality Factors” (Personal Gratification, Status Consumption, Novelty Seeking and Brand Conscious) and “Purchase Intention of Loud Luxury Brands”.	Supported

**Table 5.10. Hypotheses Testing Results**

