

## **6. Conclusion**

### **6.1. Introduction**

In the previous chapter, the data analyses were run and hypotheses constructed in chapter three were tested. Out of the 12 hypotheses (considering counting a and b separately) nine hypotheses are accepted and three are rejected. By the means of regression analysis two equation models were derived. The following chapter will discuss the findings, contribution of the study, the managerial implication, along with the limitation and recommendation for future research.

### **6.2. Discussion of the Results and Contribution of the Study**

The current research is conducted based on the research of Phau and Teah (2009) and Han et al. (2010). The first one is regarding counterfeiting of luxury goods and the second one is on luxury behaviour of consumers in United States. Meanwhile, this research is conducted in Malaysia which has a different cultural settings and different consumers' mindset. Hence, this study has a say in presenting the attitudes and intention of consumers in Malaysia regarding luxury behaviour.

The findings of this study confirm that social and personality factors have a significant relationship with the purchase intention of the quiet and loud luxury brands.

The findings of this study show that Normative Susceptibility influences consumers in Malaysia in buying loud brands. This indicates that people make purchase decision based on what will impress others and it has a negative relationship with the purchase decision.

In addition, Information Susceptibility which is seeking expert opinion of others to purchase luxury brands doesn't show any relationship with the purchase intention of loud brands.

Conversely to the findings of Ang et al. (2001) and Wang et al. (2005) studies, collectivism as a component of social factors of this research didn't shows any association with the purchase intention of neither loud nor quiet brands. This can be resulted from the globalization impacts and the influences of individualism culture penetrated Malaysia .In this case, the marketing efforts of luxury brands in Malaysia should focus more on the individualist values rather than group values. Though, this may not be the case in the whole Malaysia, as this research was undertaken merely in the capital city of Kuala Lumpur.

Meanwhile, Personal Gratification was also in association with the purchase intention of the quiet brands. This indicates that consumers in Malaysia who desire social recognition and a sense of accomplishment do not wear loud brands and have negative attitudes towards purchasing loud brands to show off.

Status Consumption seems not to have any relationship with purchase intention of neither quiet nor loud brands. Whereby, Novelty Seeking has a significant relationship with the purchase intention of loud brands. It denotes that consumers in Malaysia have a great tendency and eager in experiencing new products especially with big logos and do like to keep up with fashion and new trends.

Last but not least, the outcome of this study reveals that consumers in Malaysia are brand conscious, regardless of buying quiet or loud brands buyer the sample size confirmed that branded products are a concern for them. This signifies that Malaysian consumers desire to wear branded luxury products which some like to shows off the conspicuous logo, while others try to wear a subtle one.

In this vein, data indicates that the three main reasons of the sample size to buy a branded product are first the quality of the product, second the unique design and last the brand reputation.

The finding about the purchase motive is in line with the brand conscious results which can be a milestone for luxury brand owners in Malaysia to focus on the quality of their products and the unique design which bring consumer exclusivity, living up their dreams and feelings of authenticity.

In a nutshell, the findings of this research contribute luxury brand owners in Malaysia to know what are the motivations of quiet and loud luxury buyers say social or personality factors. Impressing others, keeping up with the fads and unique designs and wearing branded items are the intention of loud luxury buyers in Malaysia, while high sense of accomplishment, social recognition, pleasure of owning the finer things in life; like luxury branded product, and wearing branded items are the motivations of the consumers who buy quiet brands.

Furthermore, the outstanding findings of this research can be utilised as the educational material, and on top of that the outcome can be of assistance to the brand owners and marketers to set strategies in building up exclusive design and quality products with both noticeable conspicuous logo and quiet undistinguishable log to cater both access of the market.

### **6.3. Managerial Implications**

The final results of this study could be of assistance to the luxury brand owners and managers who are operating in Malaysia to know the factors affect consumers' purchase of branded items.

The findings confirm that social factors (normative susceptibility) and personality factors (personal gratification, novelty seeking and brand conscious) are the main antecedents of Malaysian consumers in buying quiet and loud luxury brands.

Some branding experts encourage marketers to emblem and engrave the brand clearly and prominently in the displacing area of products to target consumers, while there are some specific consumers who have negative attitudes towards this evident branding.

The findings of this study can help brand managers to:

1. Discover that they need to manufacturers both quiet and loud, and target both types of consumers together by making a logo to be both prominently displayed and quietly and subtly branded, then varying prices within the same product line.
2. Put more emphasis on the style, design, quality and appearance of the products.
3. Learn that consumers keep up with fashion, have strong desire in impressing others and are in favour of new designs and quality products.
4. Offer a mixture of both quiet items & loud items to satisfy consumption-related need for impression.
5. Set moving forward strategies in marketing approaches, targeting the existing & prospective customers aptly.

#### **6.4. Research Limitations**

There are a number of witnessed limitations in this study which is worth for improvement in the future researches.

##### *1. Mall intercept and online survey*

- May not targeted the regular visitors of the shopping mall

##### *2. In Kuala Lumpur; Klang Valley and not in other parts of Malaysia*

- The generalizability of the result to the whole Malaysia might not be appropriate, although the rural area doesn't have any LV, Gucci to measure their attitudes.

### 3. *Mini-Survey and not a full experiment*

- Time constraints made it very much impossible to do a full experiment, though the previous research followed the same methodology & by pictures

## **6.5. Recommendations for Future Research**

Finally the opportunities for the future research are worth mentioning:

- The sample size should be selected more consistently and not merely on two parts of Klan Valley.
- There would be good to have open ended questions in the questionnaire to let the respondents share more information of their motivation in buying branded items rather than limiting them by the provided responses.
- Consumer attitudes can be measured with Liket Scale questions rather than items to be able to measure it differently
- Other social and personality factors to be considered along with the proposed framework

## **6.6. Summary**

The purpose of this study was to investigate the purchase intention of quiet and loud luxury brands of consumers in Malaysia. The findings indicates that one social factor and three personality factors have strong association with the purchase intention of the Malaysian consumers which lead them to buy noticeable big logo luxury brands or subtle quiet luxury items. The findings can be used in providing some guideline and go-to-market strategies for the luxury brand owners in Malaysia in targeting their customers impeccably.