

The Role Of Consumer Behavior In Buying The Luxury Goods

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Abstract

As a result of globalisation, luxury goods have become more widely available to the general public, making them more affordable (Eng and Bogaert, 2010; Brun and Castelli, 2013). Indian luxury is being referred to as the "Next China," but hardly any study has been undertaken on this rapidly growing market. Due to the increasing number of luxury items that become accessible to customers in India, it is critical to analyse the factors which affect their luxury purchasing choices. The objectives of this paper is to explain and analyse the purchasing behaviour of people who buy luxury goods, as well as to find out if brand attachment plays a role in the connection between behavioural intentions and the behaviour of people who buy luxury goods. The findings are collected through a survey of real-world luxury customers who made purchases of premium goods from around the world in 3 groups (handbags, apparel, & footwear). Findings from our study show an impact on personal, social, & functional values as well as a significant impact on buying intention which has an impact on actual purchase usage. The relationship between buying intention as well as the actual purchase of luxury items was observed to be moderated to some extent by brand attachment, according to the researchers.

KEYWORDS: Buying behaviour, Consumer, Luxury Goods, Consumer Behaviour

I. INTRODUCTION

During the good times in the world's economy, the market for luxury products is steadily rising (Deloitte 2014). As per the researcher, luxury products are becoming more and more common around the world as a trend. Because of this, many people are eager to learn more about the topic. It's an intriguing topic because, contrary to popular belief, an increase in the price of luxury goods does not necessarily signal a decline in consumer demand (McGee 2004). Thus, it establishes a link between the individual theories of economics and the entire field of economic theory. Researchers Sarpila and Haanpää (2010), for instance, looked into the shopping habits of Finns over the previous 10-15 years and found that luxury products, especially among the youngsters, had fascinated their interest. The emergence of social media may have a

greater impact on youngsters' desire for high-end goods than ever before, according to some experts. In just a few years, the number of people who follow multiple social media accounts committed to luxury goods has grown significantly. This development could help boost the market for high-end goods (Say Daily 2014; Hill et al. 2013). The problem is complicated by the fact that there seems to be an increase in the number of youngsters who are purchasing luxury goods, despite the reality that they may not be the traditional potential consumers of luxury businesses.

As per Kapferer and Bastien (2009), worldwide demand for luxury products is increasing, with annual luxury sales expected to reach \$222 billion (Deloitte, 2016). It has been a constant source of growth for this luxury market throughout the years (Bain & Company, 2014). Usage of luxury products has long been a topic of discussion among scholars. In the earlier years, several investigators aimed to examine consumer behaviour (CB) for premium products (Stokburger-Sauer and Teichmann, 2013; Dall'Olmo et al., 2015; Kapferer and Valette-Florence, 2016; Vigneron and Johnson, 2017; and Ahn et al., 2018). Although customer habits in the purchase of luxury products in different markets are becoming more well-known, there is still a limited availability of data on this topic (Wiedmann et al., 2009). With rising consumer spending on high-end items, India's luxury industry is playing an increasingly significant role in the country's growing economy.

The objectives of this paper are to fill a gap in the existing literature by investigating CB and also the function of consumers' links to the luxury goods they purchase in the context of this research, with a focus on individual luxury products (footwear, apparel, & handbags). More study is needed to find how customers' intentions to buy luxury products are transcribed into actual purchasing behaviour, as only a few studies have found favourable customer buying intentions for these items. The vast majority of consumer purchasing behaviour research has been conducted in an experiential or student-based manner. Customers' reactions may vary, but when assessing real-time luxury CB. An intriguing investigation into customer brand perceptions, premium value perceptions, and purchase intentions would be compelling to conduct, as would be a study into the effects of these variables on actual consumer buying behaviour. According to Zeithaml (1988), value can be defined as a systematic analysis of the subjective value of products or services which takes into consideration all required specifications of evaluation.

The consumers' value concept has been defined as "a function of the amount whereby the item provides additional to the customer's functionality or satisfaction" (Afuah, 2002) and as "perceived cost or benefits" in the literature (Liljander and Strandvik, 1993). A few words about consumer value: it is situational, personal, as well as contextual, as customers may assign a different value to the products depending on their choice for it over other products on the market. A consequence of this is that values are now considered to be perceptions that affect the choice and analysis of attracting behaviour patterns or behavioural accomplishments (Schultz and Zelezny, 1999). This theory of worth is relevant for luxury products because their consumption revolves around personal and social ideals (Shukla, 2010). There is a theoretical framework for the perception of luxury value provided by scholars like Berthon and colleagues (2009) and Wiedmann and colleagues (2013). As a result, the research conducted by these academics illustrates that the debate over luxury value perception is a theoretical one that requires additional exploration (Tynan et al., 2010). Earlier research has demonstrated that when it comes to the motivations for luxury usage, CB differs based on the person's susceptibility to the personal and social effect (Mason,

1981; and Pantzalis, 1995). Numerous factors influence the purchasing decisions of consumers that helps in explaining why some products are purchased or don't purchase specific products (Sheth et al., 1991).

Social factors like the ability to persuade others, the demonstration of status, uniqueness, progress, and achievements, and also the brand's functional as well as personal effectiveness, affect consumers' perspectives of luxury value & motivating factors to buy luxury products. Purchase intentions relate to a person's influence as well as a predisposition towards products or a brand (Ostrom, 1969; and Bagozzi et al., 1989). A person's motivation has been denoted as "his or her planned action to exert effort to carry out a conduct" by Eagly and Chaiken (1993). Actual buying behaviour (ABB) refers to the actions taken by consumers immediately before making a purchasing decision. The opinions of luxury brand consumers towards the creation of purchasing behaviour for luxury items have been captured in a prior study (Wiedmann et al., 2007 and 2009; and Shukla, 2012), but few researchers have attempted to assess how customers' intentions translate into ABB.

According to Ajzen (1991), customers' ABB is a result of their purchase intention. So, purchase intention must be accompanied by ABB to be effective. Considering the correlation between the 2 variables, it can be indicated that a consumer will buy a particular brand or product when they have a desirable perceived value as well as a preferable intention to buy. In the opinion of Scholz (2014), there are two fundamental methods to CBB: socially driven behaviour as well as personally centred behaviour. Those driven by a desire to convince others to engage in socially oriented behaviour, while those driven by a desire to meet their own necessities engage in personally oriented behaviour (Scholz, 2014). It is also important to consider psychological as well as cultural factors when making a purchase decision. Buying behaviour is influenced a great deal by one's social position and condition, especially through the purchase of luxury products (Perreau 2013, 13). It's easy to see that the buyer has a social background. Customers seek recognition as members of the group, and they frequently seek to illustrate their social standing. Luxury items customers dedicate a considerable time to self-indulgence. Their wants and needs are hedonistic & illogical, placing a premium on self-awareness as well as satisfaction (Kapferer and Bastien 2009, 26; Kapferer 2012, 68; Chevalier and Mazzalovo 2012, 122).

II. REVIEW OF LITERATURE

According to Vigneron & Johnson (1999), luxury is associated with the highest level of high-end brands, as well as the physical as well as psychological elements associated with them. According to academics, customers purchase premium products to illustrate their social standing or to persuade others (Kastanakis and Balabanis, 2014). Additionally, they purchase luxury products for the personal as well as perceived benefits that are associated with them (Wiedmann et al., 2009). With these features of luxury products, the usage of luxury products has increased significantly in recent years (Dubois et al., 2005). As per Kapferer and Bastien (2009), conspicuousness as well as the ability to differentiate one's own from others are the fundamental features of luxury usage, which serves as a social symbol for customers. Other elements of luxury products usage that has been discussed previously involve the status element (Han et al., 2010), socio-psychological element (Wiedmann et al., 2009), display of value (Parguel et al., 2016), as well as emotional offering (Shukla and Purani, 2012) that luxury brands make to their consumers. Increasing one's status in society or reputation through ownership and purchase of luxury products, according to Belk (1988), is amongst the most significant motivating factors which influence consumer behaviour. The use of language which is directed outward dominates social value views. People's purchasing decisions are

usually affected by their own and their social group's understandings of themselves and the world around them (Wiedmann et al., 2007).

Eastman et al. (1999) assert that buyers' desire for social standing is inversely proportional to their luxury buying behaviour. According to O'Cass and McEwen (2004), luxury items are also bought for internal motives (self-reward) or external purposes (a sign of income), that may or may not be released publicly.

Customers buy luxury products for 2 purposes, as per Tsai (2005): social salience as well as social identity. This means that if people are seen as socially acceptable if they buy luxury goods, they will have to do so to meet social standards. Consequently, you will have an advantage over your companions when it comes to social standing.

Defining value, according to Zeithaml (1988), is "a thorough assessment of the subjective value of goods or services, taking into consideration all appropriate analysis baselines." The consumer value concept is described as "a function of the amount whereby the product provides additional benefit to the consumer's utility or enjoyment" (Afuah, 2002) and as "perceived price or benefits" in the literary works (Liljander and Strandvik, 1993). A few words about consumer value: it is different for different people, personal, as well as comparative, as customers may assign a different value to a product depending on their choice for it over other products on the market. Consequently, values are often seen as belief systems that affect the choice or analysis of appealing behaviour or exemplary behaviour (Schultz and Zelezny, 1999). Even though luxury items are used in accordance with personal and social principles, this theory of valuation is particularly relevant in the context of luxury items (Shukla, 2010).

As per Perreau (2013, 10-12), reference groups like family members and friends have the biggest impact on CB because they help children develop their values and personalities during their childhood. Some businesses have identified the "social benefits" that their goods can give and have effectively conveyed this information to the customer, either directly or indirectly, through various channels (Perreau 2013, 10). CBB is influenced by their preferences, value systems, and thoughts (Perreau 2013, 15), and as a result, they will seek out items that are compatible with their lifestyle choices. Customers are affected by motivation, perception, as well as belief systems whenever it comes to psychological elements. In marketing, psychology is the first silent 'p', which stands for psychological wants and requirements that must be met by the company (Kumra 2007, 50). As per Kumra (2007, 55), motivation is "the driving force within an individual which compels them towards action." People perceive the world in several ways, and perception is the way of determining, managing, and analysing data for them to act in a specific manner and make decisions.

Several different factors can affect conceptions, including prior records, belief systems, and individual characteristics [18] (Perreau 2013). Moreover, the word "believe" relates to the state of being persuaded of a particular proposition. Family members and friends can have a substantial impact on a person's viewpoints as well as their buying pattern [19-22] (Perreau, 2013). In addition to the brand's reputation and background, the luxury consumer is involved in the culture of the brand, which influences their buying decisions [82] (Kapferer and Bastien 2009). "Culture is the most crucial indicator of an individual's wants and behavioural patterns," Kotler asserts [68] (Tyagi and Kumar 2004). To obtain a good knowledge of the purchasing habits of high-end consumers, these researchers analyzed how consumers make purchasing decisions (Okonkwo, 2007) [62]. He defines the consumers' buying decision-making procedure

in luxury products, which is primarily concerned with determining how consumers conclude how to spend their resources, relying on Schiffmann and Kanuk's conceptual framework (2004).

Theoretical frameworks for luxury value perception have been proposed by researchers such as Berthon et al. (2009) & Wiedmann et al. (2012). Furthermore, the studies conducted by these investigators illustrate that the debate over high-end value perception is primarily hypothetical, necessitating the conduct of further exploratory research (Tynan et al., 2010). Earlier research has demonstrated that when it comes to the motivations for premium consumption behaviour, CB differs based on the person's susceptibility to the interpersonal impact (Mason, 1981; and Pantzalis, 1995). Different factors affect customer preference when it comes to consumption habits, which describes why certain products are purchased or not purchased by customers (Sheth et al., 1991). Social factors like the desire to please others, the demonstration of prestige, uniqueness, excellence, and achievements, and also the brand's functional as well as personal usefulness, influence consumers' preconceptions of luxury valuation and their motivations to buy it. The theory of functional value in premium products was emphasised by Wiedmann et al. (2007). Customers demand luxury products to be one-of-a-kind, functional, and of superior quality to meet their needs and differentiate themselves from competitors. Customers perceive greater value in luxury products because they are related to higher standards of quality and reassurance, and because they are perceived to be more valuable.

The value and dependability of luxury items are inextricably linked and are intrinsically linked to high-end pricing as well as high-end quality and are therefore difficult to separate (Beverland, 2005). Consumers' desire for distinctiveness is an important element in their luxury products, as per Tian et al (2001). There hasn't been much research, however, on the impact of the functional prior assumption on using luxury items, as Mason (1981) and Wiedmann et al (2007) point out. It has been discovered in luxury usage research that the function of assessing one's value is as important as the social value in determining a person's propensity for luxury usage (Tsai, 2005).

People are increasingly buying luxury items for symbolic as well as hedonistic factors, according to theories of self-directed luxury usage (Ahuvia and Wong, 1998). Customers who are more concerned with their individuality are more concerned with creating a relationship with the good or service, gaining a satisfying experience from the buying products, and enhancing their individual preferences with the image of the product (Ahuvia and Wong, 1998). As per Tsai (2005), purchasers pursue individualistic satisfaction through luxury products usage by pursuing hedonic satisfaction as well as personal admiration instead of fulfilling the beliefs of others. Personal self-consumption is largely unknown, and more research is needed, as per Wiedmann et al. (2009).

It's "a long-term overall evaluation of individuals, items, advertisements, or concerns", as per Solomon (2009). It's a customer's intense and motivated desire to react to something specific. On this basis, one could assert that a customer's attitude towards a special product can be formed, which is regarded as "brand attitude". Another way of putting it is whether or not a customer has a strong attachment to a particular brand (Yim et al., 2014). Customers' attitudes towards brand are formed by their interactions with that brand, so shifting those attitudes can be difficult (Boone and Kurtz, 2007). Perceived value is the value of money a buyer expects to save by purchasing the product (Kim et al., 2008). In the earlier days, it has been demonstrated that a brand's attitude has an immediate effect on the perception of a company (Hutchinson and Bennett, 2012). When the perceived value of CB is considered, it is possible for him or

her to be well perceived, which is important considering the significance of perceived value (Ko et al., 2011).

As a result of CB theory, luxury brands can strengthen their brand and gain an advantage in the marketplace (Faust, 2013). As a result, positive brand attitudes are likely to affect customers' perceptions of value (Liu et al., 2012; and Riley et al., 2015). Values are an implicit set of criteria that customers use to evaluate their options. According to research, customers' purchasing decisions are affected by the perceived value of a product (Chang and Chen, 2012; and Ponte et al., 2015).

A company's perceived value is based on the decisions and assessments of its customers. Increasing the value of a product means exceeding the expectations of the people who buy and use it (Bao et al., 2011). One of the most famous luxury brand marketing strategies relies on customers placing a high value on luxury goods to offset the high cost of the brand's products (Tynan et al., 2010). Whenever it comes to luxury items, personal and hedonic factors play a role in consumers' buying decisions (Shukla et al., 2016). When it relates to luxury purchases, the perceived value of a branded product is important.

Luxury product usage provides extra benefits to customers, which in turn increases their purchasing intention (Vigneron and Johnson, 2004), thereby enhancing their perceived value (Yoo and Park, 2016). In the words of Park et al. (2006), "the cognitive and emotional bond linking the brand with the self" is influenced by brand attachment. Brand attachment is the term used to describe the emotional relationship that exists between a brand and its consumers. To maintain a strong bond with customers, it's critical that customers' concepts and emotions about a brand are "automatically restored" (Park et al., 2006). To gauge brand attitude, Sweeney and Soutar used 4 objects from their study (2001). The research published by Truong et al. yielded six socially valuable objects (2008). From the studies performed by Babin et al. (1994) and Richins and Dawson (1992), six objects of personal significance were selected. Six objects were chosen for their functional value based on the findings of Ruvio (2008), Tian et al. (2001), and Tsai et al. (2005).

Summers et al. devised a three-component purchasing intention scale (2006). As far as brand attachment items go, the scale developed by Lacoeylthe (1999) has been implemented. Scales formed by Schlegelmilchet et al. (1996) & Dubois et al. (1997) were used to calculate the actual purchase of the products (2005). Instead of being purchased everywhere, luxury products are mainly bought in big fashion metropolises where the way of life plays an important role and where the brand's origins may have been established. The web 2.0 trend is growing the relevance of Mobile and internet purchases, even though it wasn't previously preferred from a premium brand working perspective (Okonkwo, 2007). Luxurious goods purchasers enjoy online shopping for its convenience, even though the experience isn't the same as shopping in a physical store (Scholz 2014, 56). When people buy luxury products, there is often no rationale behind it because they are merely personal choices rather than basic needs. The rate of purchases and purchasing behaviour is irrational since premium brands are preferences instead of essential items, and thus are bought as frequently as required.

Products from high-end brands are worn as much as possible to express a sense of social class and wealth to spectators (Okonkwo, 63; Chevalier and Mazzalovo, 121). Many argue that post-purchase evaluations are non-existent because consumers value symbolic and abstract advantages over functional ones. Luxury brands serve a purpose and provide satisfaction in society that is also referred to as hedonistic desire (Okonkwo 2007, 63; Chevalier and Mazzalovo 2012, 122). Because of their outstanding quality, luxury

goods are thought to last a lifetime. Moreover, as fashion changes, there is a rising tendency toward discarding luxury brand items. There is no evidence to suggest that customers are undermining the value of luxury goods by reselling them (Okonkwo, 2007).

III. RESEARCH QUESTIONS

This study outlined the following research questions:

- (1) Is there a correlation between consumer brand attitudes and the determination of consumers' perceived values?
- (2) Determine whether or not a customer's buying intention turns into actual purchase behaviour?

IV. METHODOLOGY

This conceptual framework was validated on a group of young luxury consumers in India who are common purchasers of high-end products. The profiling was relevant since Indian luxury brand customers are young, knowledgeable, business professionals with sufficient spending power to visit the store for luxury products; and mature, rational persons capable of communicating diverse experiences and purposes for luxury items, that may help in providing managerial implications to luxury marketers. In addition to residents of Delhi and the National Capital Region (NCR), the survey sample also contains persons from Bengaluru and Mumbai, India's other two largest cities. Among India's major luxury retail city centres, Delhi/NCR is ranked first (KPMG-ASSOCHAM India Luxury Summit, 2014) and also has an existence of luxury shops, accompanied by Mumbai, India's fashion capital, and Bengaluru, one of the country's major metropolitan areas. Those between the ages of 25 and 40 who are working experts and have bought minimum 2 luxury brands in each of the 3 product classes (footwear, apparel and handbags) in the previous year are included in the sample for this study. Combining convenience and snowball sampling methods, a non-probabilistic sampling method was used. This study included only female customers since women contribute to 85 percent of global luxury sales in 2015, and therefore only female customers were approached. In light of the increasing number of female luxury customers in India, luxury companies must engage with women's minds, hearts, as well as pockets at all organizational levels.

A structured questionnaire was developed with the objective of eliciting information about customers' attitudes towards the brand, perceived value, purchase intent, and brand attachment, all of which contributed to actual luxury products purchases. All of the elements were adapted from emerging measurement scales to meet the research's requirements. There were four sections to the survey indicator.

First part: The questionnaire started with an introduction outlining the study's objective and intention, and also issues about confidentiality.

Second part: Following that, customer brand attitudes & perceived luxury values were elicited;

Third part: Brand loyalty, intention to purchase, as well as actual purchase, were all questioned in the third section of the survey.

Fourth part: The final part included questions about the participants' demographic characteristics.

Actual product purchases were determined using scales formed by Schlegelmilchet et al. (1996) & Dubois et al (2005). Two luxury people in the industry independently validated the questionnaire for face and content validity. They were assigned with changing the existing questionnaire to more accurately reflect contemporary market realities.

Additionally, two scholars evaluated each object for precision, significance, and assurance. This study used the questionnaire approach to gather data. Phau and Prendergast (2000), as well as Bian and Forsythe (2012), have successfully used this method of data collection in a range of empirical research. Methods

used to collect data included the Snowball & Convenience Sampling techniques and a Mall Intercept method for luxury brands aged 25 to 40. Customers in Delhi/NCR, Mumbai, and Bengaluru were contacted more than 850 times, yielding a final usable specimen of 384 completed surveys from people who were actual customers of personal luxury products. Individual participants were approached in luxury stores with the support of luxury departmental heads using a reference list. The information gathered from real-world loyal consumers facilitated us to develop a full understanding of and analysis of their luxury purchasing behaviour in the real world. The data was gathered over the course of eight weeks, with no breaks. The sample size is greater than the minimum suggested (Hair et al., 2006).

V. RESULTS

Knowing premium CB has become increasingly important given increasing demand from Asia-Pacific as well as the growing significance of developing markets for luxury products companies in recent years. This article examined the factors affecting Indian luxury items consumers' decisions to buy luxury items, based on a conceptual framework collected from prior works of literature. The objectives of this article were to understand more about the variables that impact the purchasing decisions of Indian luxury brand consumers to best satisfy them.

As a result of the research, it has been discovered that an interesting trend among luxury customers in India has arisen, adding to the series of studies on the utilisation of global luxury brands in India's emerging market. The structural investigation findings demonstrate that the index had a perfect match with one another. To initiate, our research results indicate that brand attitude has an important positive effect on consumers' perceptions of 3 perceived luxury value systems: personal, social, as well as functional. According to earlier research, customers tend to act in compliance with one's reference groups' perceptions of luxury values. These research results support this conclusion (Wiedmann et al., 2009).

Customers' brand attitudes had a greater impact on personal as well as social value than on functional value, according to the findings of this research, implying that customers have a positive brand attitude towards their preferred or favourite brands. Aside from demonstrating that Indian luxury products customers are young, their positive brand attitudes also demonstrate that they have a great deal of experience when it comes to purchasing high-end goods. This positive attitude toward the brand also illustrates these customers' loyalty to their desired brand. Furthermore, their brand attitude is the result of an interplay between social, personal, and functional values, all of which combine to produce a positive behaviour intention about the business and its products (Chattalas and Shukla, 2015). According to previous research, customers' intention to purchase is strongly affected by the social, utilitarian, as well as individual perceived values in addition to financial considerations. Values are the best indicator of the impact of brand attitude on premium customers' behaviour intention.

According to our research results, the social value has the strongest effect on purchase intention, accompanied by personal as well as functional values (Farooqi and Shahid, 2014), and then the 3 perceived values combined. This could be related to the reasons that Indian luxury buyers are shifting away from a collectivist culture or towards an individualistic one (Jain et al., 2015). In addition to unique and superior-high-quality products, these consumers are seeking the utilitarian value systems (Shukla, 2012) connected with luxury products that contribute to their worth. The research findings are constant with those of earlier luxury products research that was done in India. Our findings will add to the increasing previous work on functional value and brand image theory, allowing us to gain insight into

how CB influences consumers' sense of self and their perspectives of luxury (Berger and Heath, 2007; and Han et al., 2010).

Focusing on customers and producing high-quality, distinctive, and attractive luxury items is the best way for luxury marketers to impact consumers' perceptions of functional value that will impact their purchasing decisions (Chattalas and Shukla, 2015). Customer purchase intentions and actual purchase behaviour are found to be highly correlated, according to the findings of the study. Prior studies have shown that purchase intention has a favourable impact on actual buying behaviour (Gormley, 1974), which is directly related to the findings in the Indian context.

VI. CONCLUSION

When it comes to marketing research, brand attachment is becoming increasingly popular (Malär and colleagues, 2011). The brand attachment has marketing potential because it helps buyers choose a product from a group of products available in a consumer market based on an emotional connection between the customer's self as well as their perceived portrayals of the company and its products. The Brand Attachment Scale (BAS) can be used to assess brand attachment. It turns out that brand loyalty is a crucial medium between consumers' intent to buy and their subsequent behaviour (Thomson et al., 2005). Emotional bonds are formed between brands and consumers, and these bonds can be very powerful in some circumstances. This is certainly relevant for luxury goods, where the brand's image serves as a reflection of the buyer's identity (Fournier, 1998). It is intended to act as a mediator between a user's emotional connection to a special product and their actual buying behaviour, and brand attachment is intended to accomplish this. The following are 3 components made as a result of this research. Firstly, attitude toward a brand is a key factor in determining a buyer's perception of value, which in turn influences their willingness to buy a particular product or service. As a second example of the importance of intent-behavior relationships, purchase intent can predict consumers' actual purchases of luxury products.

Results of a study that explored the effect between perceived values (Wiedmann et al., 2009) as well as customer intention are presented in this section (Shukla, 2012). Luxurious marketers must be able to convert consumers' purchase intentions into actual purchases of luxury goods to be profitable. Even though prior studies did not examine actual buying behaviour as a critical component, it was presumed that once a customer's intention to buy a luxury item was created, they would follow through with the purchase.

Numerous academics have considered for research of real-life CB among purchasers of luxury items. Additionally, this research reacted to this demand by examining customers' actual buying patterns and how brand attachment affects their purchases of luxury items. The outcomes of this study will enable luxury marketers to offer and develop products that are more compatible with the wants and demands of their customers. To put it another way, they can offer a product that is a result of CB-related factors that significantly increase the desire to buy (Ko et al., 2011). This research highlighted the factors responsible for the diversity of the Indian high-end market and CB in this country. The three most significant contributions made by the study are as follows: (a) First and foremost, the current study is significant from an academic perspective because it will help to expand the conceptual framework about luxury customer usage about consumers in India. (b) Secondly, this investigation suggests and creates empirical evidence objective measures of luxury CB. (c) Lastly, this finding demonstrated and develops measures

of luxury CB which are both reliable and valid in the field. For luxury marketers, the outcomes of the research have important implications, as they can aid them in developing effective strategies that are customised to Indian luxury purchasers.

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