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MBA DISSERTATION

Topic: The Role of luxury branding in attracting and influencing consumer purchasing decisions in the fashion industry.

The Role of luxury branding in attracting and influencing consumer purchasing decisions in the fashion industry.



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ABSTRACT

This dissertation focuses on customer behaviour and perceptions of luxury goods and brands. A literature study on luxury customers was conducted for this aim. Buyers who buy luxury goods behave differently than other consumers. Because these customers are not purchasing expensive goods, their premium goods satisfy their psychological rather than physical requirements. Thus, the customers' features, buying habits, market sectors, perceptions, and values vary. When it comes to acquiring luxury products, consumers are influenced mainly by reference groups. So they resort to counterfeit goods to feel like reference groups and exclusively belong to the luxury world.

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1.0 Introduction

“The best things in life are free. The second best things are very expensive.”

Coco Chanel

The French fashion designers Pierre Cardin and Yves St. Laurent, who licenced their brands to other industries throughout the globe, coined the term "luxury brand. “The Latin word "Luxus," which means "opulent, ostentation, richer," is the root of the English word "luxury." However, Prestige denotes “seduction, fascination by one person or thing”. Refinement, attractiveness, and a rich lifestyle all contribute to the definition of luxury. Finally, “top of the range” refers to expensive or scarce goods. So few individuals can afford such a thing. Luxury brands were once fewer, while now there is more and more every day. However, to cope with these competitors, luxury brands focus more on service, quality, customer relationship and in some cases, uniqueness.

Now, the luxury goods market has expanded (Christodoulides, et al., 2009). Market circumstances and customer tastes change often, so premium brand managers must stay top of things (Fionda & Moore, 2009). In the 1990s, this expansion exceeded all others (Matthiesen & Phau, 2005). The luxury market is expanding (Fionda & Moore, 2009) . Spending on high-end items impacts consumer culture and awareness (Fazeli , et al., 2020). Every day, customers are bombarded with over 3,000 commercials, many of which sell expensive things (Henke & Fontenot, 2011). Engaging in an informal conversation with a prospective consumer is the best technique to present a company's products and services.

Consumers are exposed to a variety of comparable points of reference. A person's financial status, race or ethnicity, gender, and family may all be compared. It is also based on the usage of reference points. These things will undoubtedly be available to customers from well-to-do households in fashionable global metropolises like New York. This is plausible because of their family's wealth, expertise in luxury items, and Manhattan's closeness to high-end merchants. Individuals shape their identities from infancy through adulthood (Moschis, 1987). The purchasing public determines gender and race. A company's ethnicity and gender identity impact its market position. Early references influence customers' attitudes, perceptions, and purchasing intentions. Customer-centricity is becoming more popular among high-end businesses. Changes in consumer preferences, luxury access, and media consumption must be considered while analysing the last luxury market. To get a footing in the industry, one must first have a deeper understanding of premium purchasers. It is critical to have a more profound

knowledge of the behaviour of premium customers. This study's results contribute to our knowledge about high-end clients.

According to the conceptual framework, advertising has a substantial influence on buyers' views of luxury products. Instead of concentrating just on a customer's willingness to spend money, marketers should consider their whole existence. Customers demand special attention since they have distinct needs (Wiedmann, et al., 2007). Luxuriousness should be researched further from the consumer's perspective (Chandon, et al., 2016). During a study in India, researchers developed a model for luxury consumer behaviour (Jain, et al., 2015). A more advanced framework is required to discover new fundamental points of reference. A variety of factors likely influences consumer views of luxury.

The two concepts vary in this regard. Customers' tastes in high-end brands are pretty diverse. On the other hand, luxury is not always available as a commitment to hedonistic pleasures rather than utility in the materialist's life (Belk, 2001). Despise or rejection of luxury brands is a common reaction to the loss of client trust brought on by consumerism. It is beneficial to have some experience with the top end of the market. Traditionally, luxury was defined only in terms of macro-level conditions. Micro-personal characteristics should be investigated. Customers' ideas of what makes "luxury" goods, for example, may vary. Consumers either buy or do not buy luxury products. Consumers' personal and cultural values should be taken into account.

1.1 Background

Luxury is ambiguous, wide-ranging, and based on a wide range of distinct notions (Beverland, 2004). Because of this, the definition of *luxury* and what it encompasses is a hotly disputed topic among academics. The subjective aspect of luxury makes it challenging to conceptualise luxury (Kapferer, 1998). Luxury goods, like material goods, have a more excellent value than physical or practical necessities. Luxury brands' ideas, purpose, and personality serve as the foundation for their uniqueness (Sung, et al., 2015). Brands are the ones that influence us today, and they are the ones that make us give much money to be in trend. They are part of the 21st century; that is why I chose to analyse 2 of fashion's most popular brands: Gucci and Louis Vuitton. Below will tell their background.

Louis Vuitton is an example of a forward-thinking corporation, as is Gucci, one of the most well-known luxury brands in the world. Gucci was established in 1921 in Florence. Italian-quality craftsmanship and innovative design are hallmarks of the House's creations, hailed as

the best in the world by critics and customers alike (Kering, 2021). However, in 1854, Louis Vuitton was founded in Paris. While working on trunks for the firm, Vuitton helped produce strong leather trunks and light. When it comes to luxury, Alessandro Michele and Marco Bizzarri of Gucci are seeking to reimagine what it means to be fashionable in the twenty-first century. Michele's distinct perspective has received critical acclaim and a loyal following among a younger demographic. Louis Vuitton began employing leather as a primary component of its most successful items in the 1940s, including bags and wallets. The company also started making more handbags. With growing sales, the brand expanded globally. This happened to coincide with the debut of the new Epi leather line. During this time, the business created the Louis Vuitton Cup with America's Cup. Later, it co-founded LVMH with Moët and Hennessy. Following the merger's success, Louis Vuitton built a new shop in China and collaborated with Marc Jacobs to develop a ready-to-wear apparel line (Vuitton, 2021).

These two brands have been around for more than a century. They are brands that have been able to preserve their market position and, more crucially, their pricing despite the many difficult conditions they have encountered over the years. A critical aspect in any engagement with consumers is the attitude since any brand's focus is the client. Without them, the brands would not exist.

1.2 Rationale of the Study

The research will look at the role of premium branding in attracting and influencing client buying decisions in the luxury industry. Customers who purchase luxury items act differently than regular buyers. Because the motivations of these buyers are very different from those of those who purchase luxury goods, their psychological requirements are met more by the luxury goods than they are by their bodily wants, which is why they purchase them. As a result, the features of these customers and their buying patterns, market segmentation, views of the product, and values associated with it change. When it comes to purchasing luxury goods, customers are most affected by reference groups, which have the most impact on them. As a result, people resort to counterfeit goods to feel that they are solely a part of the luxury world and to be seen as authoritative figures. This research presents a new paradigm that integrates antecedents that reflect external and internal points of reference and degrees of luxury accessibility, all of which impact consumer behaviour when it comes to luxury brands. It is recognised that customers have a diverse range of life experiences and may have access to a diverse range of items in the marketplace. As a result, the suggested paradigm adds to the luxury marketing literature by identifying these significant antecedents that lead to different

perceptions of luxury in different people. Three proposals are offered to outline the framework, which also serves as a foundation for future research objectives.

1.3 Aims, Objectives

Research Aim

- ❖ The aim of the research is to analyse the role of luxury branding in attracting and influencing consumer purchasing decisions in the fashion industry.

Research objectives

It is critical to comprehend why people choose luxury products and what motivates them. In this dissertation, the primary focus will be on developing an appropriate model that will help assess the consumer process. As a result, the following research topics emerge:

- ❖ To determine how luxury brands such as Gucci and Louis Vuitton influence the purchase decision making process of consumers.
- ❖ To analyse the factors that influence consumer buying behaviour in the luxury fashion industry.
- ❖ To assess and compare how Louis Vuitton and Gucci maintain high brand equity.

1.4 Research question

- ❖ How do luxury brands such as Gucci and Louis Vuitton influence the purchase decision making process of consumers?
- ❖ What are the factors that influence consumer buying behaviour in the luxury fashion industry?
- ❖ How do Louis Vuitton and Gucci maintain high brand equity in the luxury fashion industry?

1.5 Dissertation Outline

Chapter I: Introduction

Chapter one includes the introduction to the topic, moreover it includes the background of the research. Furthermore it includes the rationale of the study. Finally the Aims, Objectives and Research Questions.

Chapter II: Literature Review

Among the topics covered in this chapter are a study of the literature on luxury brands, information on the emergence of mass prestige luxurious marketing, and references to luxury consumer reference sources. Two hypothetical luxury models are also reviewed and appraised in-depth, in addition to the above. Afterwards, a proposed conceptual framework is presented, highlighting the points of reference for luxury consumers, research propositions, marketing implications, and future research opportunities.

Chapter III: Research Methodology

Because it deals with the research methods, this is one of the most important sections of the whole thesis. The study design will be discussed in further detail in this chapter. The sort of inquiry undertaken by the researcher will also be covered, as will the technique of data collecting, the method of sampling, and the method of data analysis used by the investigator. This chapter will define and examine in detail the whole process for performing and conducting scientific analysis of the study.

Chapter VI: Presentation of Data and Discussion of findings

Using SPSS, data will be presented graphically in the dissertation's final chapter in the form of tables and charts. This study's participants' reactions may be seen clearly in the data gathered from the respondents. As a consequence, outcomes and interpretations of obtained data will also be reviewed in this chapter.

Chapter V: Summary, Discussion of finding, Conclusion, Recommendations and Limitation

This chapter summary will include discussions of results, research conclusions, suggestions, and limitations.

2.0 Literature Review

A literature review is a valuable tool for analysing current works on a particular research issue. A researcher may have a better grasp of the research subject by doing a literature review. According to the chapter, a literature review is conducted, which evaluates relevant material to offer an academic perspective on the significant interpretation of the study. The present part is concerned with doing a review of the literature on consumer behaviour. Among the topics covered in this chapter is a review of the literature on luxury brands and information on the characteristics and segmentation of luxury customers.

2.1 Luxury Branding

The reputation of a brand, its attractiveness, and the quality of its products all affect how favourably buyers perceive luxury brands. Due to the many meanings and interests connected with luxury firms, the best luxury definition has been a source of debate among academics for quite some time (Ko, et al., 2019). The concept of luxury has yet to be defined in academic literature (Sung, et al., 2015). The unique nature of luxury perception adds to the issue. Personal automobiles may be seen as a necessity in industrialised nations, whereas they may be seen as a luxury in impoverished ones. Luxurious goods are not always the most expensive. The attributes of a high-end brand are usually enough to recognise it (Kim, 2019). For this research, *luxury brands* are defined as "images in consumers' minds that include connotations above a high level of price, quality aesthetics, uniqueness, unusual, and a high degree of non-functional linkages." This concept is ideal for luxury enterprises considering how the general public sees luxury. Customers' definitions of luxury vary from one another. As a result, comprehending this is crucial. According to a study, shoppers may associate luxury brands with emotions, quality, and exclusivity. Luxury items often offer their clients practical, symbolic, and experiential advantages in addition to aesthetic value (Berthon, et al., 2009). The luxury goods market has developed tremendously because of changes in consumer spending and affluence (Interbrand, 2013). Expanding the reach of luxury brands and marketing efforts broadens the pool of prospective premium clients. Brands of high quality. The increased frequency with which the media displays luxury also plays a role (Christodoulides, et al., 2009). There is a 40 trillion dollar luxury goods industry projected by 2020 (Jain & Schultz, 2019). According to current forecasts, demand for luxury goods will increase by 4 to 5 per cent every year (Jain, 2018). As seen by the booming luxury market, luxury items and consumer culture have enormous economic ramifications. A significant portion of this growth may be attributed to the proliferation of the internet and the availability of more affordable luxury products.

2.2 Brand image

“An image is the set of beliefs, ideas, and impression that a person holds regarding an object.”

Kotler

A brand's image is how a customer sees it. It is a compilation of a customer's thoughts, ideas, and impressions regarding a brand. The complete impression created in clients' minds by all sources is known as brand image. Consumers form many connections with the brand. These linkages shape the brand image (Duzgun & Yamamoto, 2017). The brand image is developed based on customers' subjective judgments of associations. Gucci and Louis Vuitton are synonymous with luxury and fashion. The premise behind brand image is that consumers buy the product or service and the image connected with it.

Brand images should be positive, distinctive, and immediate. Brand communications, which may include advertising, packaging, word-of-mouth publicity, and other promotional strategies, may reinforce brand perceptions. Brand image is developed automatically and does not need creation. The brand image encompasses product attractiveness, usability, fame, and total worth. Brand content is the brand image. When buyers buy a product, they buy its image. Brand image surpasses consumer expectations. A favourable brand image increases an organisation's goodwill and brand value. An image that will propel the business and its services ahead is one of the critical goals of every brand, and extensive resources and innovative concepts are analysed to accomplish this. Examples of powerful brands' image: Customers see Gucci and Louis Vuitton as high-end and costly brands due to their goods, events, marketing, and storefronts. Such repeated encounters have cultivated the company's high quality and elegant brand image.

2.3 Brand Loyalty

Brand loyalty involves a preference for a specific brand and a good emotional reaction to it. An initial preference for the brand may be generated by a good attitude linked with the brand, but the customer may build an emotional connection (Solomon, 1992). Keeping loyal consumers may save firms money since acquiring new customers can cost up to six times as much as keeping current ones. The loyalty of customers is an essential issue in marketing management. Uncles (1998) stated that firms should establish client loyalty so that consumers

do not explore alternatives. Similarly, Solomon (1992) noted that a devoted consumer saves time and makes the selling process more manageable. Loyal customers do not need organisations to spend much money advertising their goods. Also, Dekimpe (1997) advised companies to develop new brands to leverage brand loyalty. In reality, when a company introduces a new brand, committed consumers are quickly drawn to it. He also believes that devoted consumers assist build brand equity. Demsetz (1982) claimed that brand loyalty hinders new entrants. Brand loyalty is essential to building and sustaining brand value (Crimmins, 2000). Brand loyalty programmes attempt to grow among the groups businesses offer their goods and services (Dyson, 1996). Customers' attitudes and behaviours regarding firms' goods and services are defined by Mellen (1996). Also, according to Javalgi (1997), brand loyalty is a complicated construct with many different techniques. Most people use the concept offered by (Jacoby 1978a). The controversy around quantifying brand loyalty is not new. Because of a variety of factors, including product attributes, market conditions, and competition, Rundle-Thiele and Bennett (2001) assert that determining brand loyalty is challenging. According to Jacoby (1978a), brand loyalty is a biased behaviour or attitude that a customer exhibits over time, culminating in occasions when a person prefers one brand above others in a given situation. According to the author, brand loyalty is a psychological phenomenon that alters people's perceptions of a product. According to Brand Finance 2020, Louis Vuitton and Gucci are two of the most popular and profitable luxury fashion firms globally. The research evaluates brands based on their overall worth, impact on customer choices, marketing investments, familiarity, loyalty, employee satisfaction, and corporate reputation.

2.4 Characteristics and Segments of Luxury Consumers

Following Maslow's hierarchy of needs, and consumers seek to buy items or services that meet their fundamental physiological and safety demands. It is not a huge thing to them, and the goal is to meet their fundamental requirements rather than their psychological. However, some consumers want to build a unique symbolic identity to gain psychological fulfilment and display it to other customers. So they want to buy expensive goods. It is essential to understand how these customers interact with premium goods and companies. According to Mostafa and Arnaout (2020), customers prefer to acquire and consume premium products if they have good opinions about them. Consumers purchase products to fulfil a physical need. Most significantly, people want to feel part of a social group when purchasing a premium brand or

product. Using premium goods helps buyers build a picture of their social class and rank. As a result, purchasers want to benefit from the image and identity of luxury goods (Phau & Teah, 2009) while also developing a social identity (Atwal & Williams, 2009). To put it another way, purchasers do not purchase luxury things. The second strategy uses the product's primary advantage and functionality to achieve its goals. These goods represent the consumer's socioeconomic status or lifestyle. These luxury goods help buyers define their social class and rank, develop a unique role and identity in society, and feel like they belong to a specific social group. So, for most customers, buying luxury goods is just symbolic; functioning is irrelevant. According to Heine (2012), "There is no other product category with symbolic advantages that frequently outweigh practical ones." The study found four essential aspects that consumers consider required for a brand to be in the luxury realm. Table 1 depicts the dimensions and their respective meanings. Based on the data shown in Table 1, consumers place a high value on luxury products and experiences. Consumers concentrate on the product's brand, manifestation, and perception, establishing societal and personal perceptions. Consumers believe a premium brand has earned distinction, notoriety, and celebrity. Consumers want high-quality, high-priced items. The second definition is consumer-based. Luxury goods produce a social impression, and buyers believe they are part of the top social stratum. Their views centre on the pleasure of owning a premium object. These are the traits that buyers expect from a premium brand (Chevalier & Mazzalovo, 2013).

Nature of Luxury			
Mechanisms			
of production		of perception	
Brand	Power Reputation	Social	Elitism
Manifestations	Quality High Price	Personal	Hedonism

Table 1. Positioning of the Luxury Definition Given by Consumers

Source : (Chevalier & Mazzalovo, 2013).

- First, **elitism** indicates consumer social achievement. It fosters a feeling of community and is the foundation for luxury goods. According to Roux, Tafani and Vigneron (2017), elitism is more important to males than women.

- Second, luxury goods are a quality and high price indication for customers.
- The third dimension is hedonism. It conveys the emotional value of luxury goods to buyers.
- Brand power is another dimension.
- An aspect of a brand's reputation and originality generated from prior acts. Consumers' reasons and expectations from premium goods are common qualities.

However, when it comes to luxury goods, people are segmented. Because just as the grades of luxury goods and brands vary, so do the classes of buyers. Consumers' inner and extrinsic purchase motives for luxury goods are expressed by Truong & McColl (2011). Intrinsic motivation is self-realization. Extrinsic, the primary driver of luxury goods. It is the consumer's value of others' views. It is the idea of others. Thus, customers are segmented based on their financial level and ability to afford luxury goods. In their research, Chevalier & Mazzalovo (2013) classified customers based on Don Ziccardi's differentiation regarding how consumers generate money.

- **Millennium Money:** This sector comprises celebrities, athletes, and online entrepreneurs.
- **Old Money:** Those who inherit, manage their job, and have a professional life.
- **New Money:** Customers work hard for their money, typically not young people, and know-how to make money.
- **Upper Middle Class:** This is the group of customers who make moderate expenditures and are the primary source of income.

Also included in the research by Som & Blanckaert is a section of customers that value luxury goods (2015). This segmentation reveals the customer typologies developed for the luxury business. The consumer categories are shown in Figure 1 as “haves/rich” and “have nots/poor” and “status seekers” and “non-status seekers”, respectively. Figure 1 depicts customer kinds based on socioeconomic level and purchasing behaviour. Consumption habits towards luxury goods are therefore determined but not determined by it. Figure 1 depicts four customer kinds (Som & Blanckaert, 2015). The first portion is opulent. They are not seeking status. This sector consists of prosperous and hopeful young customers. They like fashion, self-indulgence, and adventure. Buying luxury goods is a way to show the world who you are. Such include Marc Jacobs, D&G and Michael Kors. The second group is aspirational. Unlike the preceding

customer group, this one is primarily male. Indulgent but not very media-savvy, they like pampering themselves. These items are spread via word of mouth.

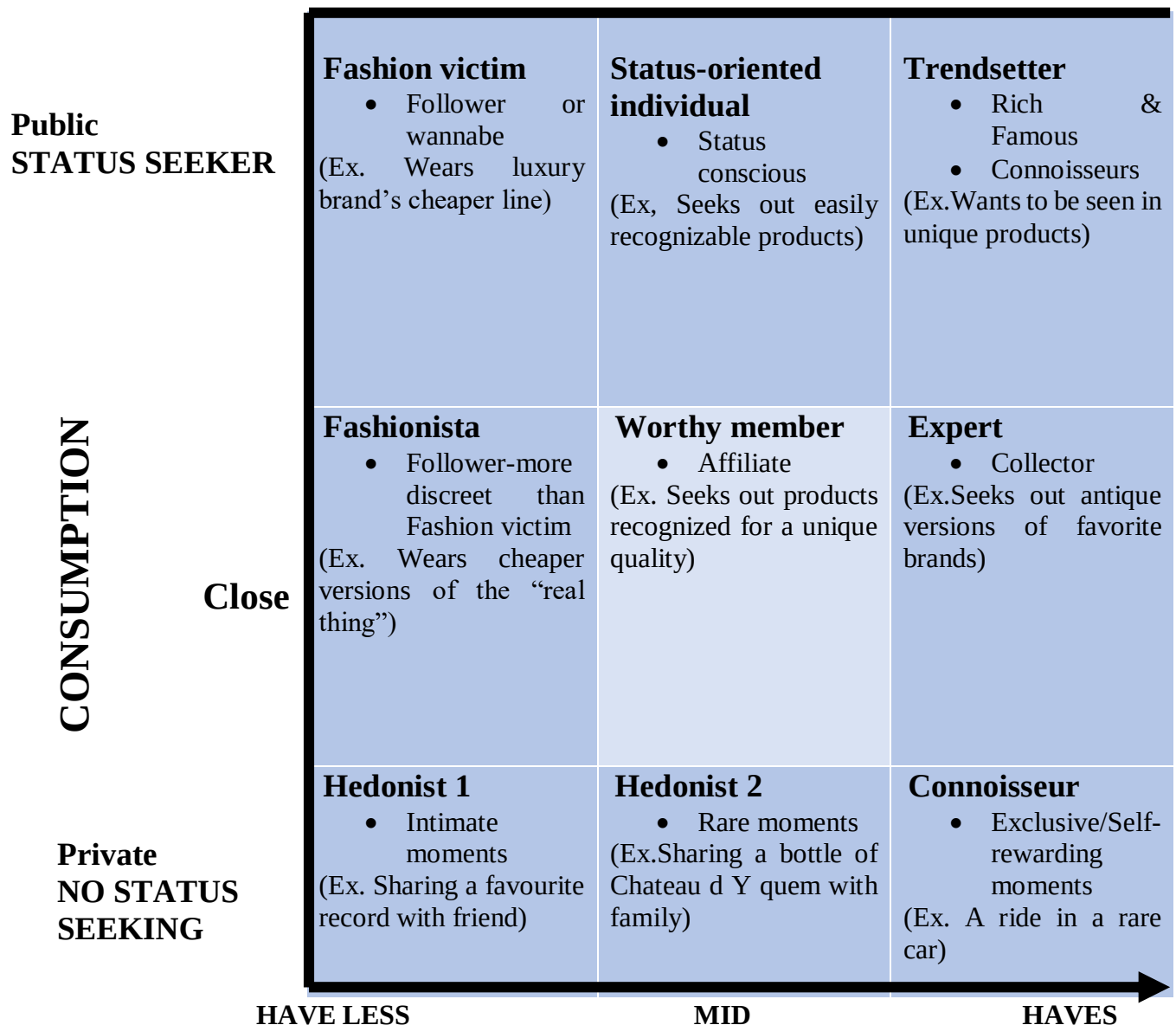


Figure 1. Different Types of Consumers

Source: (Som & Blanckaert, 2015)

Consumers are the ones who follow the prevailing wisdom. The third kind of person is a connoisseur of fine things. Customers in this group are the richest and most educated in the market. This area is distinguished by its exceptional levels of originality, insight, and receptivity. They are continuously on the lookout for new things and brands, place a high emphasis on quality over quantity, and do not acquire luxury goods as a way to elevate their social standing. Their main concern is natural items. They specialise in buying Hermes, Chanel,

and Bentley. Finally, there are the flashy, status-driven folks. Since they cannot afford all luxury items, they must vacation abroad.

This segment's male and female customers are picky about logos and brands. They want to promote their brands. They are well-groomed. They like Armani, Gucci, Prada, and BMW. Different product categories are investigated to identify luxury segmentation.

2.3.1 Consumers Perceptions and Values in the luxury world

"The consumption of premium brands may be significant to persons seeking social representation and position," say Vigneron & Johnson (2004). A brand's social standing influences conspicuous consumption. Understanding luxury goods worth demands an understanding of premium brands.

Luxury products exist on a continuum with regular commodities, so buyers decide where the ordinary stops and luxury begins (Tynan, et al., 2010). According to Kapferer & (2009), premium brands must be "unique, not comparable." Figure 2 depicts Heine's (2012) classification of luxury items for customers. Consumers' views of luxury items fall into these categories. Regional Relativity assesses a product's luxury based on local resource availability because certain things are trendy in certain areas.

Those things are not luxury for customers in the area. However, if there are no items in that sector, they are luxury products for customers (Heine, K. , 2012). In the winter, skiing is not a luxury buy for those near the ski resort, but it is for those in warmer climates. Time Relativity: It is based on resource changes throughout time.

Productivity growth has lowered product costs, making things more affordable for specific customers (Matsuyama, 2002). Previously considered a luxury, inaccessible things have become more accessible as technology advances. As a result, things that were formerly deemed luxurious became freely accessible to all customers.

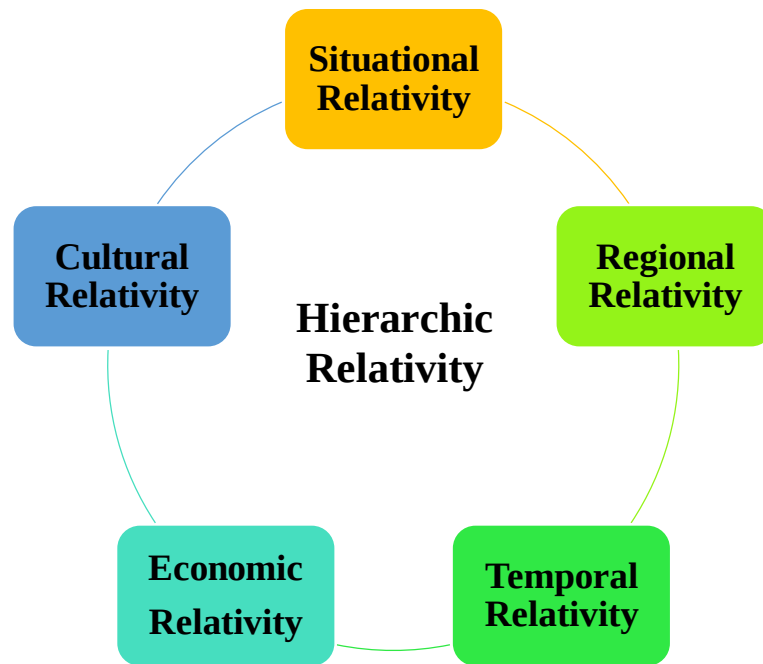


Figure 2. Types of relativity

Source: (Heine, K. , 2012)

Economic Relativity is based on consumers and nations' economic situations. In developing countries, a common commodity might be a luxury one (Heine, K. , 2012). Affluent or not, these civilizations and consumer cultures vary depending on their economic status (Christodoulides, et al., 2009).

Cultural Relevance: Tradition dictates that luxury is a need. Some cultures consider a luxury item unwelcome (Kemp, 1998); others consider it necessary. In the words of Mortelmans (2005)"Every socioeconomic group has its particular luxuries."

The luxuries of each socioeconomic group vary. The look of luxury varies according to time and society. It is the condition of customers judging whether a thing is a luxury as the scenario changes. Consumers may believe a product is a premium item before purchasing. It may lose its premium status after purchase and use. That is, luxury is seen differently by different people.

2.4 Consumer Decision Making Process Model

Consumer behaviour models are helpful tools because they provide an overview of the consequences and processes involved. Despite its limitations, a model may help explain how and why customers respond the way they do. Diverse models of consumer decision-making have been proposed. The Schiffman and Kanuk model of consumer decision making provides a comprehensive framework for analysing consumer inputs, processes, and outcomes (Fig 1)

(Schiffman & Kanuk , 2007). The model is made up of three parts: the input, the process, and the outcome, among others. Internal and external factors that affect customers' behaviour, choices, attitudes, and values are covered by the input component of the consumer behaviour and decision-making model. Among them are marketing strategies and actions of businesses (including the choices about the marketing mix as a whole), as well as socio-cultural factors. How customers make choices is described in the process component. A major role is played at this stage by psychological factors such as personal values, motivation, and attitude. Three steps comprise this process: identifying the requirement, doing a preliminary search, and evaluating various solutions. An essential part of this model's output is evaluating the product after it has been bought, known as the post-decision behaviour.

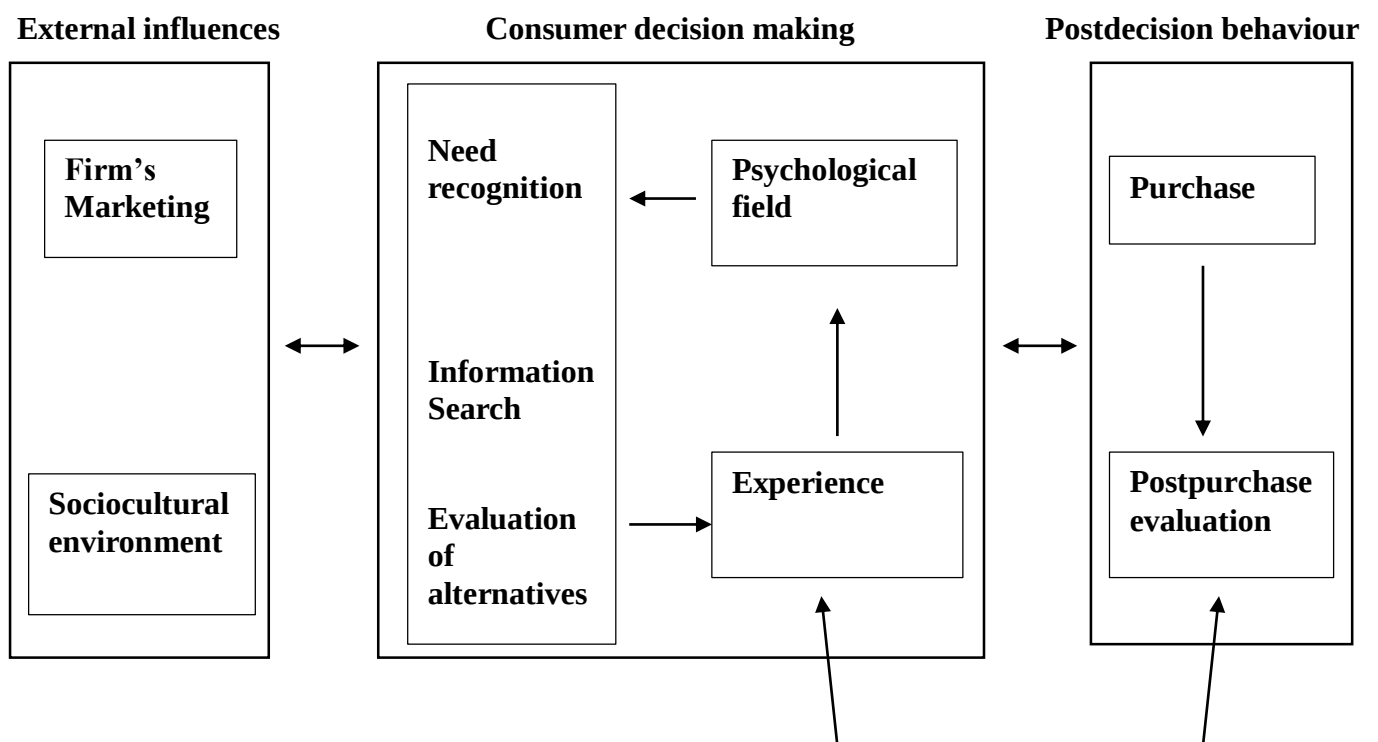


Figure 3. A model of consumer decision making

Source: (Soares & Malota , 2008)

Consumer behaviour online has been studied using the five-stage decision-making process model, which includes the following stages: need recognition, pre-purchase (information search and assessment of alternatives), purchase, and post-purchase evaluation (as well as other

factors). Another finding from the visual attention study is that there are many phases to the decision-making process: (Zuschke, 2019).

2.4.1 Consumer Decision process: Gucci and Louis Vuitton

Having a thorough knowledge of customers is a crucial component of effective marketing, and since consumers are people who purchase items and services, knowing why they do so is critical. With this study, the researchers want to understand better the psychological, environmental, and other aspects that influence when and how people purchase.

The acts that customers do throughout the consuming process are called consumption activities.

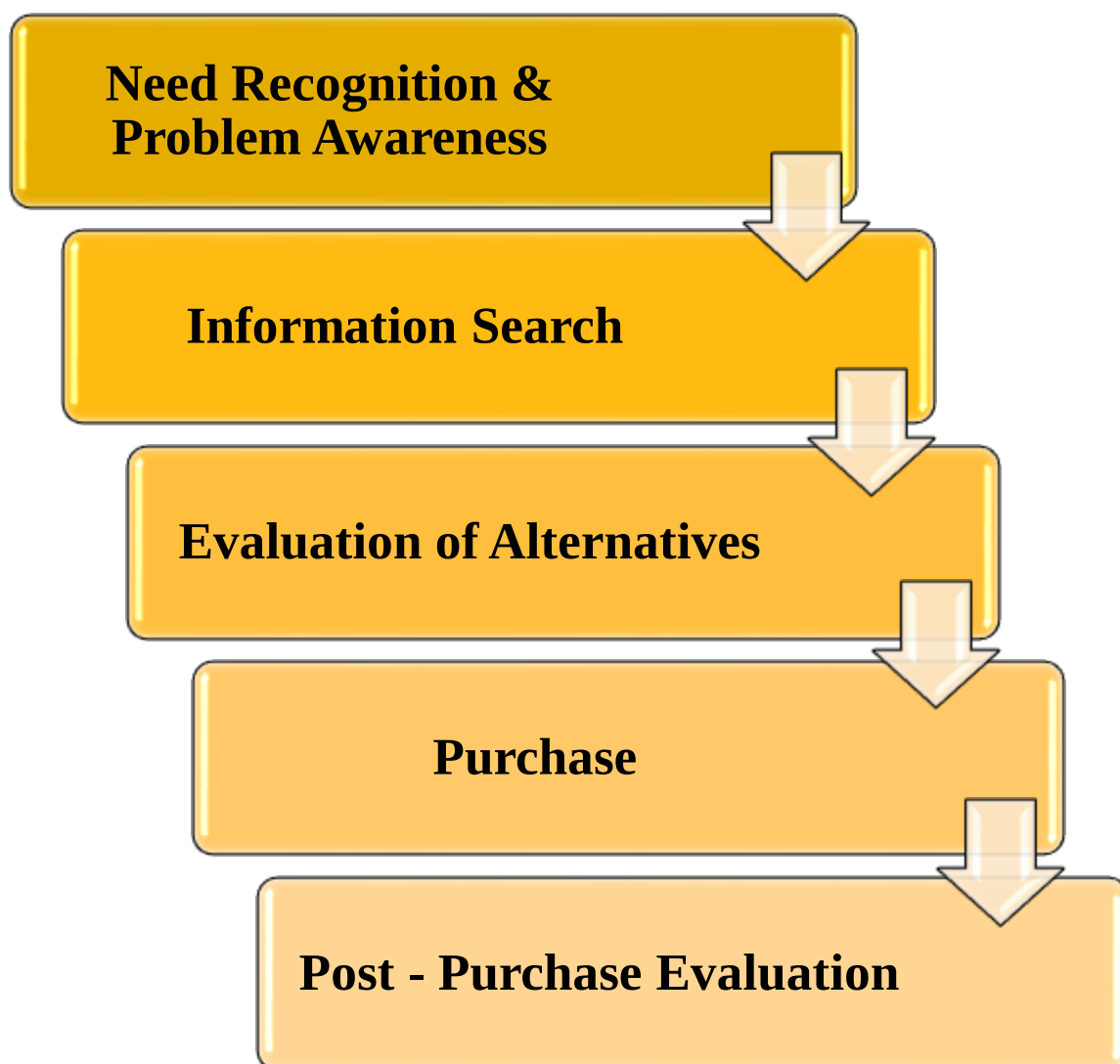


Figure 4: Showing a five-stage decision-making process

Source: (Quester, et al., 2014)

The first step is to go through needs/problem awareness. Once the requirement or issue has been identified, the second step, information search, will begin. Finding alternate solutions to problems/needs is the goal of information search. Needs may be either hedonic or utilitarian. For example, a customer may be interested in purchasing a Gucci or Louis Vuitton handbag because she needs a bag, but the need becomes hedonic when purchasing the purse since it is an excellent item from Gucci or Louis Vuitton.

	Gucci	Louis Vuitton
PSYCHOMETRIC SEGMENTATION		
Age Groups	20's or 30's	Mature users (25+)
Social Class	Upper-Upper Class;	Working population
Groupings	With high quality, fashionable products. Those who aspire to be part of the jet set lifestyle.	Celebrities, models and others with financially stable background.
Gender Group	Mostly women	Mostly females
DECISION-MAKING PROCESS		
Need Recognition (Hedonic or Utilitarian)	Hedonic; usually because of its symbolic image and meaning	Hedonic; to enhance status; fashionable
Information Search	E.g. online and trial purchase online (Gucci website); commercial sources; public sources and experiential sources.	Formal decision rules; by comparing specific brand attributes; psychological benefits
Purchase	High involvement purchase	Affective involvement
Post-purchase evaluation		

Table 2: Decision-Making Process of Gucci and Louis Vuitton

Source: By Author

Customers' wants and desires, attitudes and expectations, awareness of what is offered, financial resources, and decision-making processes are all elements that influence customer behaviour, according to Ataman and Ulengin (2003). The connection between the customer

and the brand and the consumer's opinions of that brand are critical factors in determining brand acceptability. According to Ataman and Ulengin (2003), the strength of the connection between the customer and the brand will reflect the match between the consumer's own physical and psychological demands and the brand's functional features and symbolic values as seen by the consumer (Hankinson & Cowking, 1995).

2.5 Tri Component Attitude Model

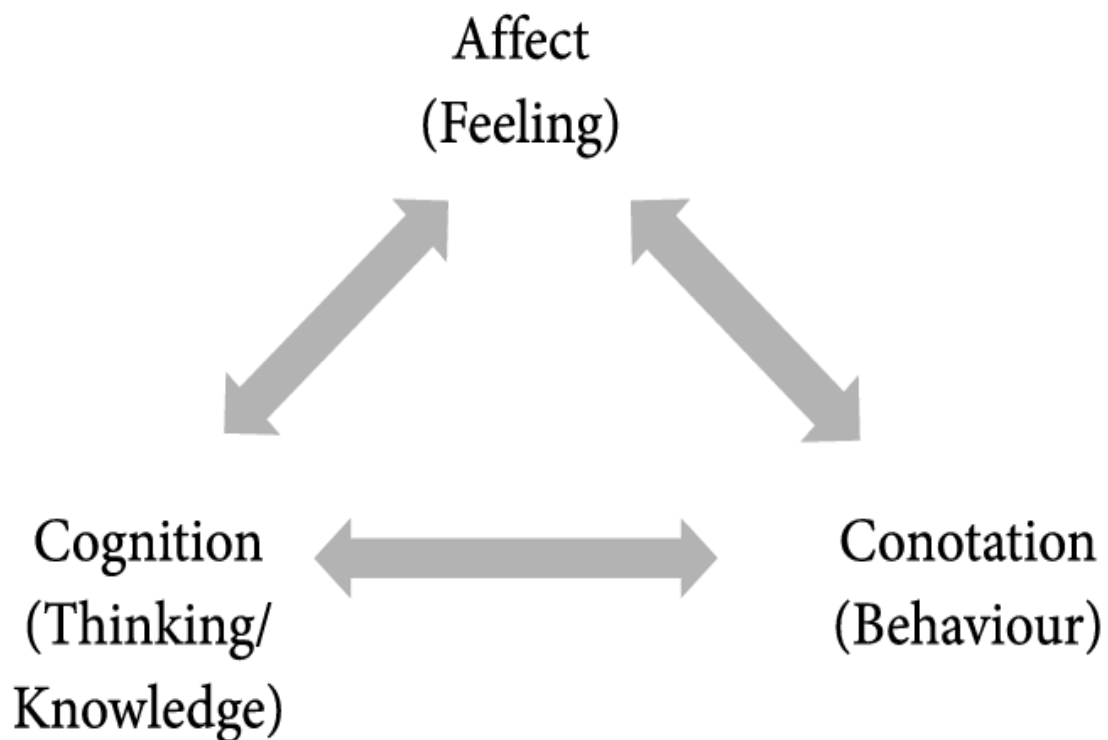


Figure 5 : Tri Component Attitude Model

Source: (Schiffman & Kanuk, 2004)

The tri component attitude model comprises three major components: a psychological component, a behavioural component, and a cognitive component. Three components may be used to characterise the structure of attitudes.

- **Affective component:** involves a person's thoughts, feelings, and emotions.
- **Behavioral** (or conative) component: how our mindset influences our actions or behaviours.

- **Cognitive** component: When it comes to an attitude object, this includes a person's conviction or knowledge about it.

Consumer attitude can be described as how someone feels about a sure thing. As we all know, people who have a positive attitude are more likely to buy a product, which makes them more likely to love or hate a product. Consumer attitudes are made up of thoughts, feelings, and plans to act toward certain things.

Clients' belief in a product is critical since it may be either good or negative depending on their experience with the product. Consider the following: some may say that to wear luxury labels, one must be of high social standing, but others may contend that this is not the case regardless of whether one has a low or medium income. Human thoughts are not always right in the real world and may alter depending on the situation.

Some products or brands elicit significant reactions from consumers. In some cases, these experiences are based on beliefs, whereas others are not. Considering that an expensive coat costs half of one's salary and yet one wants to stay stylish, a person would be anxious about his or her finances.

Customers' intentions regarding things are shown via their behavioural intentions. Thoughts or feelings might occasionally lead to this logical conclusion, but this is not always the case. For example, a person may despise branded apparel, but they may crave it because their friends do. All of this demonstrates how reliant we are on others around us; it all relies on our reasoning and how well we know how to evaluate things, but sometimes we have no control.

2.5.1 Tri Component Attitude Model- Gucci and Louis Vuitton

The Gucci and Louis Vuitton brands depend on the people's attitudes who buy their products. Customer happiness is heavily dependent on the attitudes established by the brand. Customers' affective attitudes suggest luring to the Gucci and Louis Vuitton brands by their emotions and sentiments. The tendency of having a high-priced item in one's hands causes people to feel emotions. A feeling of social standing is essential for one's self-esteem since it gives one a sense of belonging (Buttinger & Vallaster , 2008). According to the Cognitive state of attitudes, buying Gucci and Louis Vuitton brands affects consumer happiness. The customer loyalty and high purchasing pattern exhibited in the Gucci and Louis Vuitton brands lead consumers to assume that the product is of great value. The word-of-mouth marketing of Gucci

and Louis Vuitton brands by everyone who likes fashion and wants to stay current. Conative attitude results from emotive and cognitive components, resulting in directed behaviour toward the product. The experiences and favourable attitudes framed toward the Gucci and Louis Vuitton brands produce the probability of specific behaviour. This model is designed to demonstrate how consumer perceptions impact customer satisfaction. Consumer attitudes and behaviours are crucial in purchasing any product or service.

2.6 Keller's Brand Equity Model

According to Keller (1993) consumer-based brand equity is an associative network with associations as nodes. He defined brand equity as differences in customer response to marketing in 2003. Brand equity aims to use positive experiences to influence how consumers view a product or service. A company should ensure that its consumers have positive feelings and perceptions of its brand. Keller identifies brand salience, brand performances, brand images, brand attitudes, brand judgments, and brand relationships.

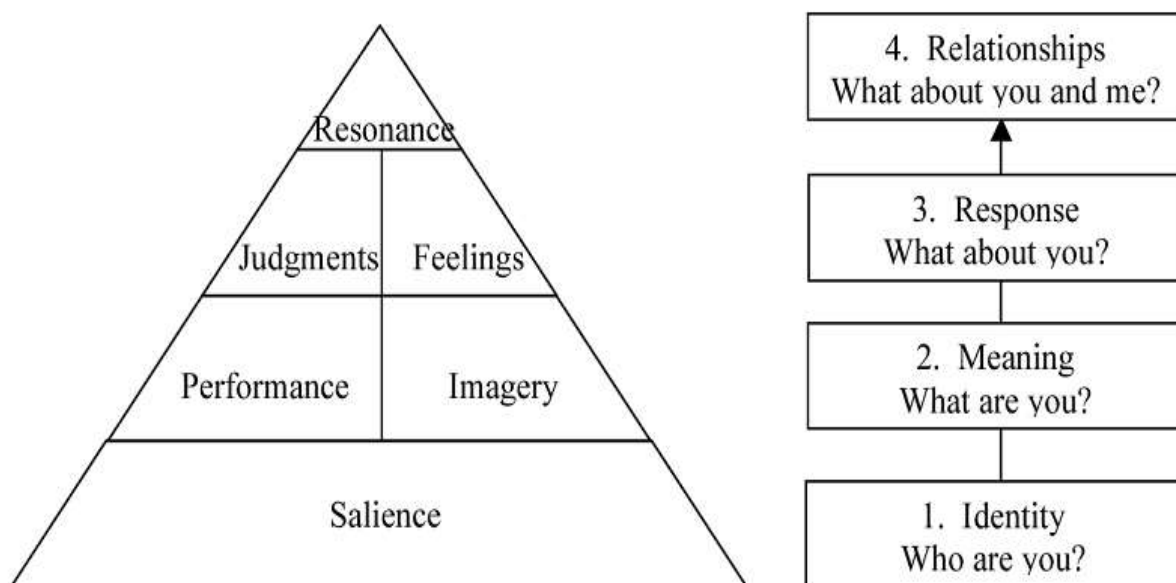


Figure 6 : Keller's Brand Equity Model

Source: (Keller, 2003)

The first stage is concerned with brand identification and using brand salience to measure brand awareness (Keller, 2008). Brand awareness is defined as a customer's ability to recall and recognise a brand; it also includes cognitively linking the brand name, logo, and symbol with a particular relationship. Customers will be aware of the product or service category the firm

competes with if the company builds brand awareness (Keller 2001). According to Keller's method, the first step in establishing a successful brand is to create the proper brand identity; the objective is to identify the brand with customers and relate their ideas to a specific product category or demand. Brand salience, which encompasses aspects of brand awareness and the range of purchase and consumption situations in which the brand comes to mind, is required to do this. Consequently, the requirement fulfilment and category identification sub-dimensions of the salience building block exist.

2.6.1 Keller's Brand Equity Model : Louis Vuitton and Gucci

We are all familiar with the premium brands Gucci and Louis Vuitton, which have become household names in the twenty-first century. The Gucci and Louis Vuitton logo is one of the most well-known fashion trademarks ever created, and it is well recognised across the world as a symbol of grandeur and authenticity. The tagline "Made in Italy" emphasises Gucci's Italian ancestry as well as the company's pride in fine craftsmanship originating from a country that is world-renowned for its art, fashion, and design. Gucci and the same, like Louis Vuitton, takes pride in its superior quality and unmatched creative talent. In addition, they have a Veblen effect when products are sought because they are overpriced, either due to a notion that more fantastic price equals better quality or a desire to be viewed as purchasing costly prestigious items. Gucci and Louis Vuitton rely on perceptions. The brand's attitude impacts customer pleasure. Buyers are reported to be emotionally captivated by Gucci and Louis Vuitton. A pricey object in their hands evokes emotion. We feel proud of our social rank. Louis Vuitton is undoubtedly one of the world's most known luxury brands. In addition to its highly identifiable trademark monogram, the company's numerous celebrity sponsorships keep it in the spotlight and hence enjoy wide brand recognition in the field of Luxury Fashion and Leather Goods. Luxurious Louis Vuitton retail window decorations add to the brand's high saliency. Unquestionably, consumers are drawn to shop displays displaying the brand's emblem, current collections, and modern creative themes, in line with the brand's concentration on artworks. Louis Vuitton, whose first successful product was the flat-bottom trunk, has continued in this spirit of opulent travel. In 2010, Louis Vuitton launched its first worldwide Core Value Advertising Campaign. The campaign, titled "Journey", aimed to highlight one of the brand's basic principles to inspire and lead one's life path. Various Louis Vuitton travel bags were seen in videos and photos of everyday people. Customers seeking luxury travel packages benefit from Louis Vuitton's strong brand awareness. These elements undoubtedly give Louis Vuitton a far greater brand salience

than Gucci. Louis Vuitton uses a sophisticated, automated manufacturing technique to boost output. This distinguishes Louis Vuitton from rivals like Gucci, who continue to hand sew every detail onto each bag. As a result, their manufacturing technique is lengthy and inefficient, enabling them to create 2 to 3 bags per artisan every year. Using an automated method helps Louis Vuitton to enhance manufacturing efficiency. To maintain the brand's image of style and distinction, the bags are partially hand-sewn and then mechanised to complete them. In keeping with customers' ideas that the highest quality bags must be hand-stitched by gifted artisans, Louis Vuitton can justify its premium costs in the luxury goods sector. Louis Vuitton and Gucci employ only high-grade materials in their leather items to guarantee minimum imperfections on the surface. These tight distribution and production strategies provide customer confidence in luxury items of "distinct quality" and "attention to detail". Louis Vuitton and Gucci develop service effectiveness and empathy by providing low-cost repair services for damaged or worn-out items. Louis Vuitton never sells its items because it wants to keep its luxury reputation. Louis Vuitton items vary from hundreds to thousands of dollars. Louis Vuitton's pricing range is identical to Gucci's.

Buying Gucci and Louis Vuitton has a significant influence on customer satisfaction, according to the cognitive state of attitudes. Consumers value Gucci and Louis Vuitton items because they purchase them often. Fashionistas' adoration for Gucci and Louis Vuitton. Conative attitude is the outcome of emotional and cognitive elements interacting. It enhances the likelihood of certain Gucci and Louis Vuitton behaviour. Perceptions of consumers influence customer satisfaction. Consumers' attitudes and behaviours impact what they buy.

2.6.2 Keller's Brand Equity Model: advantages

The brand resonance pyramid is discussed in detail as a tool for measuring how marketing communications may result in intense, active loyalty bonds and how they might affect brand equity (Keller, 2009). The CBBE model demonstrates that the strongest brands outperform their rivals across all six brand building blocks, achieving more success. (Keller, 2001)

The ability to build resonance and affinity with consumers results in various beneficial advantages for brands, including higher price premiums and more efficient marketing programmes.

2.6.3 Keller's Brand Equity Model: disadvantages

Kuhn et al. (2008) observed that feelings did not play a part in the industrial marketing environment and proposed that resonance be improved since it may need changes to be more relevant. Company representatives are also noted as having an influence on brand equity creation, emphasising the need of including this human factor into a business-to-business brand equity model.

2.6.4 Keller's Brand Equity model vs Aaker's model

Professor David Aaker feels that, unlike the Keller brand equity model, which focuses on emotions, it is much more straightforward: it is all about recognition. When it comes to brands, the most successful ones create recognition in the emotional part of the brain that makes split-second decisions about what to buy (think of Disney's Mickey Mouse). According to Aaker, brand equity is the sum of brand awareness, brand associations, and brand loyalty (Aaker, 1992). These elements all add to the total value of a brand's goods or services. The Aaker Model aids in the creation of a brand strategy that includes a variety of elements that separate a firm from its rivals while also moving it ahead. According to Aaker, there are five components to maintaining brand equity: The better the data scores for each of these indicators, the closer a product is to achieving brand equity:

- **Brand awareness:** How well-known is the brand among the general public? This is similar to the Keller model in that it is the beginning point for developing brand equity.
- **Brand loyalty:** What level of brand loyalty do consumers have for a company? Because brand loyalty is difficult to replicate, it allows a company to react to competition more quickly.
- **Perceived quality:** Is the brand well-known or anticipated to produce high-quality products? Is the brand renowned or expected to deliver high-quality products? A product's superior quality will provide it with an advantage with customers - at least for a short period before they begin to want the additional features.
- **Brand associations:** When individuals see the brand, how do they feel about it? The critical factors to consider are the cognitive, split-second response to seeing the brand on advertisements throughout the purchase process, the 'feel-good factor,' and the number of brand extensions and differentiations accessible.
- **Patents, IP and trading partners:** Compared to other brands, brands that have collected more intellectual rights have a competitive advantage.

When these factors are passed through the right tools, they can be quantified, revealing areas where more can do to boost brand equity. Branding must be exhibited at every touchpoint along the customer journey to attain this degree of awareness. As a result, data may be gathered at various stages of the marketing process to educate and promote client brand loyalty while also demonstrating the brand's differentiation from its competitors (Aaker & Stayman, 1990).

2.7 Maslow's Hierarchy Model

In his original comment, Maslow (1943) believed that humans must first address lower-level deficiency needs before moving to higher-level development requirements. He explained the next day that addressing a need is not an "all or nothing" proposition and conceded that his last words may have created the "misleading impression [that] a need must be entirely addressed before the next need emerges"(1987, p. 69).

It is usual for a deficient need to be addressed to a "more or less" acceptable degree, and our efforts will become consistently focused on meeting the next set of needs. As a result, they become the most critical necessities in our position. However, after growth needs have been reached, they continue to be felt and may even intensify. In contrast to material needs, growth wants are driven by a desire to progress in one's personal development. After one's growing demands have been met to a satisfactory degree, one may attain the ultimate level of self-actualisation. Anyone with the ability and desire to go up the corporate ladder toward self-actualisation may do so. Unfortunately, the inability to handle lower-level needs often leads development to stall. Different life situations, such as divorce or the loss of a career, might cause someone to move up or down the hierarchy. Consequently, not everyone will go up the hierarchy in a straight line but will rotate between different demands regularly. The game of capturing customers' hearts and minds, or, in other words, the positioning strategy based on their degrees of need, is built on Maslow's well-known hierarchy of needs idea. Despite criticisms that the model is simplistic, culture-bound, and focused on individuals rather than groups , it is a model that may be used to describe and predict human motivation. From the physiological to the level of self-actualisation, humans have a broad spectrum of requirements. When a product is said to fulfil all levels of needs, it suggests that it can satisfy diverse people's desires and be viewed by different individuals at various levels of complexity . A well-designed and fashionable trench coat keeps the client warm and enables him or her to express herself socially and even satisfies their desire for success and fulfilment. The desire for self-actualisation is ranked fifth and last on

Maslow's hierarchy of needs. The realisation of one's full potential is known as self-actualisation. Those who have progressed to this point strive to be the best versions of themselves .

To put it another way, as Gucci's products have become more socially desirable, the company has created a superficial brand personality that has a significant power to improve clients' social image and assist them in obtaining their ideal social self-image. Gucci's clientele has become more diverse in recent years. Because of Alessandro Michele's hiring as creative director, the company has acquired a more androgynous, nerdy, and preppy image, keeping with the unisex, genderless fashion. Gucci's consumer demography is broadened by the fact that it caters to customers' needs from a variety of market segments. Gucci's items depict a glamorous, stylish, and expensive lifestyle characterised by the company's brand name. As a result, fashionistas buy into the trend by buying items linked. Desires to reach one's full potential, to be accepted into an elite social class, or just to become one's best, most innovatively quirky self are all likely to be fulfilled. Fashion-conscious Gucci clients often purchase Gucci products out of a feeling of respect. They realise their full potential as eccentric, gorgeous, and fanciful personalities in the fashion world by purchasing Gucci. They mix and match Gucci items in an outfit that gives the user a sense of fulfilment and personal advancement to depict themselves as one-of-a-kind persons. As a result, individuals manifest their imagined selves in the actual world.

2.7.1 The advantages of the Maslow's model

This model has pros and cons. Given that we all walk through the needs pyramid at some point in our lives, the Maslow theory of motivation has a huge benefit in that it is easily understood. In other words, a billionaire businessman's top priority will be self-esteem or a sense of accomplishment, and he or she will never think about food, shelter, or clothing because these needs have long been met, while a worker's needs will always be limited to the lower level of the need pyramid, which is food, shelter, and clothing. This approach also includes essential human nature, which becomes more demanding when basic needs are supplied. Food is preferred above toys when a little kid is hungry. Maslow's Theory of Motivation beautifully addresses this issue. As a result, it applies to practically every facet of life. Home security comes first, followed by daily food provision. Social affection comes followed by self-esteem by furnishing the house with costly furnishings and artefacts (Gorman, 2004).

2.7.2 The disadvantages of the Maslow's model

The major problem of this approach is that not everyone thinks similar. Thus, for some people, love and social respect are more essential than safety necessities, so we see so many people conducting the massive birthday ritual. Alternatively, their children's weddings or the purchase of costly automobiles come before the firm before purchasing a family insurance plan or a family home since they gain more joy from appearing before the corporation than meeting the family's safety requirements. Another weakness of this theory is that it must account for cultural variations when applied to other cultures or countries; for example, in countries such as the United States, children leave the house after a certain age, but parents are not required to leave their home. They are concerned with their children's future, whereas youngsters are unconcerned with their parents. However, in nations such as India, where a strong family culture predominates, children and parents must consider their needs while satisfying them. It is difficult to measure the satisfaction we experience after achieving all of our needs since it is subjective and involves the human mind, which no machine or technology can predict. Consequently, some people will be pleased even after completing their physiological and safety requirements, while others may remain unhappy while achieving all levels of demands. (Gorman, 2004).

In light of the above, it is clear that Maslow's Theory of Motivation has both advantages and disadvantages; yet, it remains one of the most widely used and necessary notions for measuring the hierarchy of human needs.

2.8 Summary

According to consumer purchasing behaviour theories, customers are impulsive and rational when making purchases. The choice is made in phases, albeit customers may not employ all steps. For everyday issues, customers frequently employ a streamlined decision process. In contrast, customers enjoy going through all steps for complex and novel issues. Other factors influencing customer choices include their information processing ability and attention span. As stated before, customers buy to suit their practical demands. They may purchase a product to demonstrate or prove their money, be recognised by society, be distinct from the majority, and show that they are in a position above the rest. Emotional or psychological factors might drive a consumer to purchase a product. Consumers of luxury goods are divided into four

categories: luxury hedonists, ambitious customers, luxury specialists, connoisseurs, and pompous, status-driven people. The luxury hedonists are not seeking fame. This group of prosperous and cheerful young people loves to travel and spend money on themselves. They acquire high-end goods to impress others. Aspirational clients are more manly and mature than hedonists. They are traditional, like to pamper themselves and learn about luxury things through word of mouth. Rich and educated customers are always receptive to new products and services. They want higher quality and do not buy fancy things to show off. Obsessive, status-driven folks are very fussy about logos and brands. So they want to display their logos. Despite their financial constraints, they must go overseas.

In this research, luxury goods consumption is driven by social, emotional, and psychological requirements rather than utilitarian ones. The consumer's existing social standing is an important influence in luxury goods consumption. It is also suggested that consumption impacts are linked to individual traits. Some people purchase to fit in, while others desire to stand out from the crowd. These are factors that luxury companies should consider while developing a marketing strategy.

3.0 Research Methodology

“Methodology denotes the systematic and logical study of the general principles concerned in the broadest sense with the question of how- knowledge is established, and how others can be convinced that the knowledge is correct.”

Martin Butler

The research methodology portion of the study outlines the researcher's data gathering procedures used to achieve the research goal. Walsh and Wiggins (2003) define research methodology as a thorough strategy illustrating the many tasks required to gather data efficiently. It is a template for the many stages throughout the data collecting process. It will be discussed in this chapter how the study's research strategy, research approach, and data collection techniques were implemented. For research methods, there are several options available. Saunders et al. (2009) created a research process onion that provides an overview of the factors that underpin data collecting technique selection. Figure 7 depicts a similar overview for this specific study topic, with the research alternatives selected underlined. Not all possibilities for each 'layer' of the onion are mutually exclusive, and several selections are conceivable, like in the layers of research tactics and data gathering methods. Each research option will be described and justified in further depth in the following subchapters. The research philosophy, research methodology, research plan, and data collecting techniques are listed in the following sequence.

Saunders et al. (2009) presented the research onion structure (Figure 7), which depicts the numerous components of the study to be investigated and planned. The research onion, in other words, leads the researcher through the processes required to build a research technique.

Saunders et al. (2009) classified the research onion as follows:

1. First two outer rings, i.e., Research philosophy and Research approach;
2. Research design constitutes:
 - (a) methodological choices;
 - (b) research strategy ;
 - (c) time horizon;
3. Tactics, i.e., the inner core of the research onion, which includes data collection and analysis aspects.

The layers of the research onion are interconnected—philosophies impact approaches, which shape methodological choices, strategies, time horizons, data gathering and analysis.

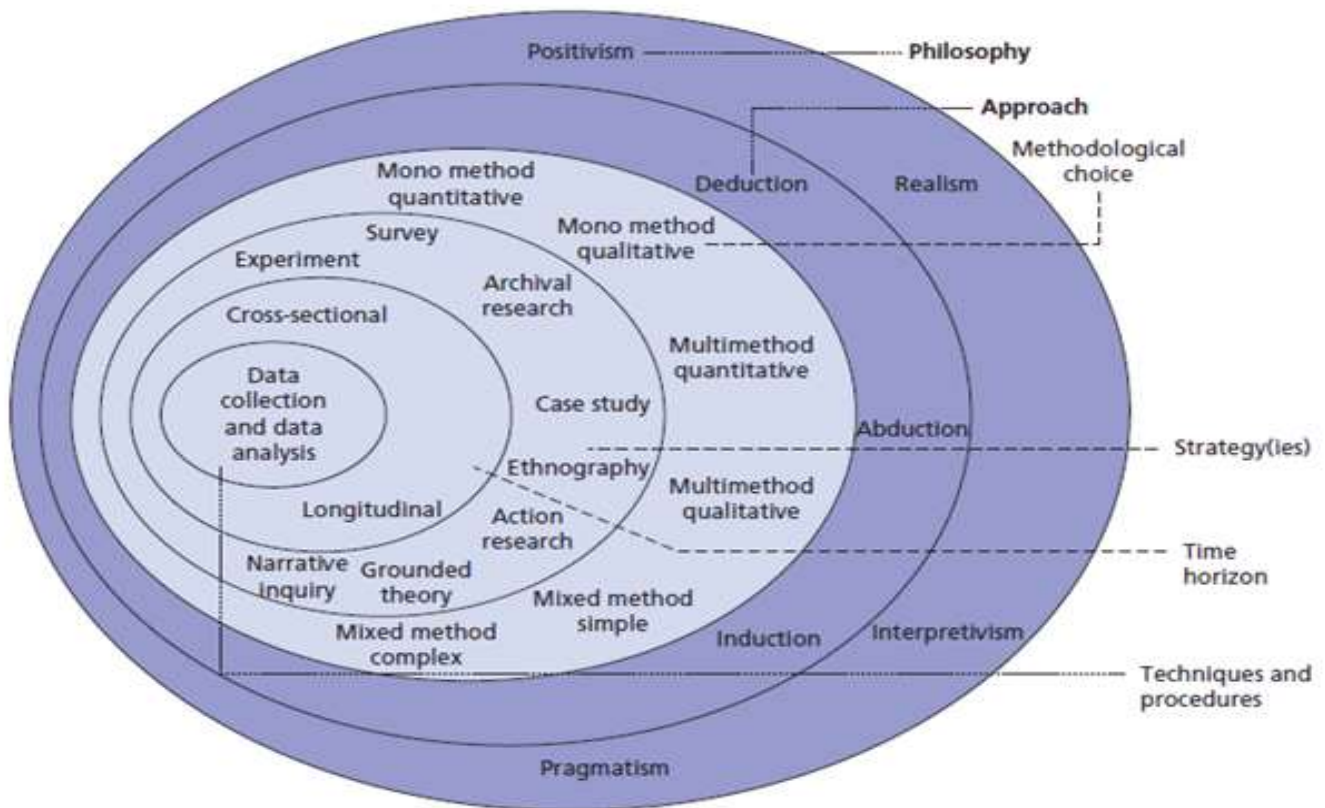


Figure 7: Research Onion

(Saunders, et al., 2009)

3.1 Research Philosophy

Techniques include research philosophy (Bajpai, 2011). Research philosophy has three branches: ontology, epistemology, and axiology. They help the researcher decide which method to use and why. The fundamental assumptions are in the researcher's perspective. These assumptions will guide the study strategy and methods. Philosophical research examines the origin, nature, and development of knowledge. Research philosophy is a collection of views about how evidence should be obtained, processed, and used in research. Everything in study relies on assumptions about information sources and nature. The research philosophy represents the author's basic assumptions, which form the basis of the study strategy. There are several disciplines of research philosophy, each with its field of application. In business studies, there are four key study directions:

1. **Pragmatism-** Due to the diversity of reality, pragmatism is a research philosophy. Determining reality requires combining qualitative and quantitative research strategies. Researchers want to better understand manifestation problems by combining personal

experiences with scientific modelling and testing. A mixed-method approach is used to assess the study's challenges and promise.

2. **Positivism** - According to positivism as a philosophical school, the only knowledge trustworthy is that which can be obtained by observation and measurement (including measurement of one's own body). In positivist investigations, the researcher's involvement is strictly confined to data collection and analysis objectively, with no other objectives in mind. In these investigations, the study results are frequently visible and quantitative.
3. **Realism** - Realism is linked to scientific investigation. Recognise reality and the existence of objects in the human mind. There is direct reality and critical realism. The researcher obtains direct realism. However, according to critical realism, our senses only see reality's images, not reality itself. In the individual, group, and organisation, the critical realist recognises the need for multi-level analysis. Direct and critical realism differ. Life has two stages according to critical realism. Our mental process starts after the sensations. To quote a critical realism umpire from a cricket match: "I give them as they are!" declares a realist umpire. Critical realism's first stage understands our experience level.
4. **Interpretivism** - Interpretivism refers to researchers who interpret study characteristics to add human interest in a study. As a result, interpretive scholars believe that language, awareness, shared meanings, and instruments are the only paths to reality. The criticism of positivism in social sciences led to the development of interpretivism. Thus, this ideology favours qualitative over quantitative analysis.

3.2 Research Approach

The term "research methodology" refers to how the researcher collects data. It establishes the research's path following Steinberg's assertions (2006). The research methodologies accessible to researchers for selection fall into two broad categories: inductive and deductive. Inductive research approaches include the researcher developing a knowledge of the study issue first, followed by creating hypotheses based on the data. In contrast, as described by Berg and Latin (2007) the deductive method instead of the inductive approach. The fundamental tenet of deductive research is that the data collecting process moves from a broad conception of the subject to gathering detailed knowledge. The offered study on customer happiness and loyalty in internet commerce will use a deductive method. This strategy aided the researcher in

gathering data on consumer happiness and loyalty in the instance of an internet firm, which resulted in the collection of data on Gucci and Louis Vuitton. As the deductive research approach enables the researcher to gather broad information about the research topic before collecting specific data, this research approach is entirely appropriate for the given research, primarily concerned with analysing customer satisfaction and loyalty levels in Gucci Louis Vuitton. Thus, broad knowledge regarding customer happiness and loyalty in e-commerce businesses enabled the researcher to generalise the results to Gucci and Louis Vuitton, resulting in a more accurate conclusion to the study objective.

3.3 Types of Data

Research is critical to understanding the world and establishing knowledge bases and systems. Thus, knowing research techniques and paradigms is critical for academics and researchers to produce credible and thorough work. An examination of the similarities and contrasts between qualitative and quantitative research approaches.

Whether for academic or other objectives, two types of data are often used in business research: qualitative data and quantitative data (Lazaraton, 2005). Qualitative research seeks to understand social phenomena or interpret social interactions in their natural environment. It focuses on ordinary human experiences, people, civilisations, cultures, language and communication. Ethnography, Narrative, Phenomenological, Grounded Theory, and Case Study are all examples of qualitative research. However, quantitative research collects quantifiable data and uses numerical approaches to analyse researchers' hypotheses and generate forecasts. It collects data in numerical form that may be categorised, ranked, or measured in units. Create raw data graphs and tables from this data. Unlike qualitative data, which helps apply phenomena and achieve research objectives via descriptive analysis, quantitative data does not help since it discloses social phenomena and facts that can be measured. To assess the impact of luxury branding on attracting and influencing fashion buyers, the researcher must provide facts and figures. Because using quantitative data is the most effective way to solve this issue, it was selected for inclusion.

3.3.1 Quantitative Advantages and Disadvantages

The main advantage is that the numerical underpinning of quantitative research makes it simpler to make predictions based on quantitative data. Unlike qualitative research, which collects data from a small number of people, quantitative research uses a structured approach to gather data from a large number of people, which makes the data assumed to be valid, reliable, and

generalisable. Because of the organised procedure, the researchers' biases are unlikely to be apparent to more significant and randomly chosen individuals. While the disadvantage of quantitative research is that it cannot explain social processes, so-called participatory research overlooks participants' viewpoints. These statistics may tell what is occurring but not why. The quantitative study cannot account for non-numerical information such as human emotions, beliefs, or fantasies. When conducting a survey, these devices are susceptible to measurement errors, and incorrect sample practises (Dowd & Dr. Mary , 2019).

3.3.2 Qualitative Advantages and Disadvantages

A key benefit of qualitative research is acquiring extensive descriptive data on social phenomena via organised interviews, cultural immersion, case studies, and observation. Aspects of phenomena are best compared this way. This study describes participants' emotions, thoughts, and behaviours in-depth. It describes in detail the link between information processing and performance. Second, qualitative research involves a wider variety of epistemological perspectives, research methodologies, and interpretative strategies. It enables the understanding of many individuals, events, and meanings. Such direct connection with people is possible only when using organised procedures like interviews. This kind of study is adaptable, according to Maxwell, since the design may be built and recreated. The participants have enough flexibility to decide what is consistent (Flick, 2011).

While the disadvantages of this research are: First, qualitative research tends to neglect context and concentrate on meanings and feelings. According to Cumming (2001), such a study focused on participants' experiences rather than contextual imperatives. The social and cultural constructs may be missed in a purely qualitative investigation. A smaller sample size raises concerns about generalising study findings and conclusions to the whole population regarding research methodology. Second, gathering and reviewing field notes, transcribing conversations, identifying themes, and examining photos require time. Third, qualitative research involves fewer organised techniques, which causes bias in the study that influences the researcher's opinions and results.

3.4 Time Horizon

The time horizon refers to the project's completion date (Saunders, et al., 2007). The research onion shows both transverse and longitudinal periods (Bryman, 2012). The transverse time horizon has been defined. The quick time collecting technique captures data at a particular

moment (Flick, 2011). This strategy is used to analyse a specific occurrence at a particular moment. A longitudinal time horizon for data collection means collecting data regularly throughout time. This approach is essential in the study project (Goddard & Melville, 2004). This applies to the study of change and development. It also enables precise control over the researched factors. The selected time frame is not determined by the study's style or technique but rather by personal desire (Saunders, et al., 2007).

3.5 Sampling Method, Type, Size

Sample size

The researcher has picked a total of 50 participants for this quantitative experiment. This researcher has chosen to study 50 people using a questionnaire. Louis Vuitton and Gucci consumers will be randomly chosen to participate. I gained access to respondents through the social networking platform Facebook, where I posted the ad on several groups with a variety of topics, ranging from branded clothing sales to jewellery sales until I had a total of more than 50 people who responded to my questionnaire, which was more than I expected.

Sampling type

Because of the researcher's use of the possibility sampling technique, each member of the population has a non-zero chance of being selected from the pattern pool. Because choosing individual consumers for an organisation is complex, the researcher chooses clients for his or her study using a random and non-biased technique. By using a random sample, the researcher will perform an objective study while also gaining fresh insight into the buying behaviours of customers who purchase premium products. Furthermore, deciding based on consumer criteria might be difficult since Louis Vuitton and Gucci have a large client base, with each buyer having their own set of characteristics to consider.

Demographic and geographic characteristics of respondents

Respondents will be chosen for the questionnaire survey based on the following characteristics:

- Candidates will be chosen between the ages of 18 and 55.
- The sample will be drawn from the population living in the London region.
- Preferences will be given to UK nationals living in the designated location.
- People with a monthly income of at least £30000.

Sampling method

The researchers have picked the probability sampling approach as their sampling strategy. As a result, there is a non-zero chance that any particular individual will be chosen. In order to avoid bias, the researcher is seeking to pick in a random and non-biased manner since it is complicated to identify specific clients of the firm. It is hoped that random sampling would motivate the researcher to conduct a bias-free study and that it will also provide new information on the consumers' purchases of Gucci and Louis Vuitton items. Furthermore, it is not easy to decide based on consumer traits since Gucci and Louis Vuitton have a large customer base, and each customer has a unique set of characteristics.

3.6 Data Collection and Analysis Method

Researchers must weigh the pros and cons of collecting data from primary sources, which provide raw and unpolished data, vs secondary sources, which provide published, polished, and previously used data, while deciding on the best data collection method for their research question. The researcher has chosen number one assets as an information collecting strategy above the questionnaire survey approach. The researcher must gather quantitative data on how many people purchase Louis Vuitton and Gucci things, but after reading reviews on social media, and how many people buy after hearing or following influencers' advice. Numeric or quantitative analysis may meet all of these needs. The questionnaire survey streamlines the process because it is the most successful method of gathering quantitative data from research participants. The questionnaire will feature ten questions, some of which will be closed-ended, and persons who fill out the surveys will have 10 minutes to complete them. This research included charts, graphs, and diagrams, and the researcher opted to use SPSS to analyse and interpret the data.

3.7 Ethical Consideration

When doing research, researchers must follow ethical guidelines to ensure that participants' norms, values, and beliefs are protected while also benefiting society. A high degree of ethical behaviour is maintained via the training and supervision of researchers. The researcher has taken many ethical considerations into account, and it is essential to keep them in mind as the study moves closer to its conclusion.

- There will be no harm done to participants or society due to the study's conclusion or the data it has collected, and there will be no misunderstanding of the findings at any point.

- This study result of acquired data will damage participants or society, and there will be no data misunderstanding.
- The research will be conducted in complete anonymity.
- In the questionnaire survey, no sensitive data will be requested or questioned, and gathered data will be encrypted if necessary.

3.8 Summary

In this study used the survey, as shown by the discussion of data collecting, processing, and interpretation procedures. The researcher has chosen a total of 50 people to take part in this quantitative study. Random sampling was used to choose the persons. Statistics were used to analyse the data. Charts and graphs were used to show the results by obtaining informed permission from individuals and respecting their privacy and confidentiality.

4.0 Data Analysis

“Without data you’re just another person with an opinion.”

By W. Edwards Deming (Statistician, Professor, Author, Lecturer, and Consultant)

Data analysis is a statistical and/or logical tool for describing, illustrating, summarising, and evaluating data. To differentiate the signal (a phenomenon of interest) from the noise (statistical fluctuations), Shamo and Resnik (2003) state that several analytical approaches are used. When doing qualitative research, statistical procedures are employed, but the process is often iterative, with data being acquired and analysed almost simultaneously. At the beginning of the data collection process, researchers often seek patterns in their observations. Analytic methods are determined by the qualitative approach (field study, ethnographic content analysis, oral history, biography, discrete research, etc.) and the data type used (field notes, documents, audiotape, videotape). The precise and sufficient analysis of research results is crucial to maintaining data integrity. Scientific findings based on preliminary statistical analyses are skewed, resulting in confusion among casual readers and a negative public perception of scientific research. Integrity issues might arise when dealing with non-statistical data.

4.1 Reliability Analysis

Case Processing Summary			
		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics Gucci	
Cronbach's Alpha	N of Items
.970	10

Table 3: Reliability Analysis Gucci

Reliability Statistics Louis Vuitton	
Cronbach's Alpha	N of Items
.964	10

Table 4: Reliability Analysis Louis Vuitton

It is shown by the Cronbach's Alpha rating that the data is quite dependable. As a result, the investigation may be resumed.

4.2 Survey Data Analysis

1. What is your age? (Gucci)

Statistics		
Age		
N	Valid	50
	Missing	0

Age					
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	20-30 years	10	20.0	20.0	20.0
	30-40 years	22	44.0	44.0	64.0
	40-50 years	14	28.0	28.0	92.0
	50+ years	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Table 5: Age wise distribution of the participants- Gucci

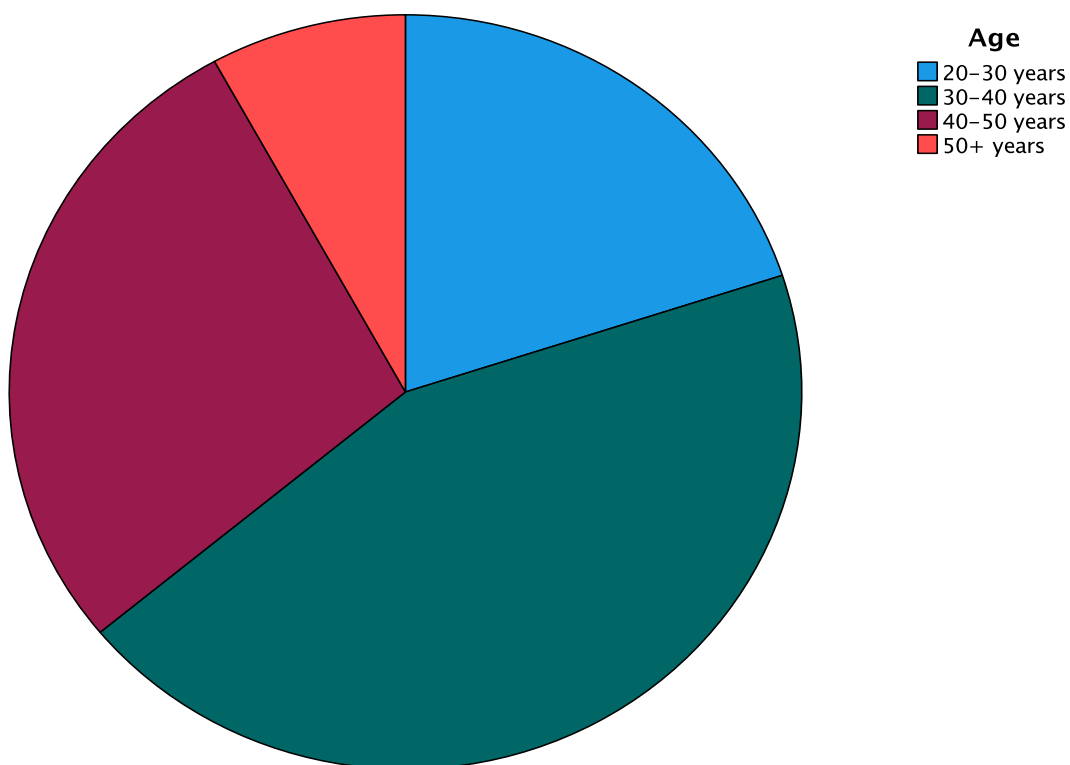


Figure 8: Age wise distribution of the participants- Gucci

According to the case study results of Gucci, the majority of participants are between the ages of 30 and 40. Additionally, the data indicate that a substantial proportion of responders are between 20 and 30 and between 40 and 50. The responders above the age of 50 constitute a minor proportion of the total. According to the literature review findings, consumer needs fluctuate with time, following their values and social position, which changes with age. Additionally, in this poll, consumers demonstrate various behaviours that age differences might impact.

1.1.What is your age? (Louis Vuitton)

Statistics		
Age		
N	Valid	50
	Missing	0

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 years	24	48.0	48.0	48.0
	30-40 years	24	48.0	48.0	96.0
	50+ years	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Table 6: Age wise distribution of the participants- Louis Vuitton

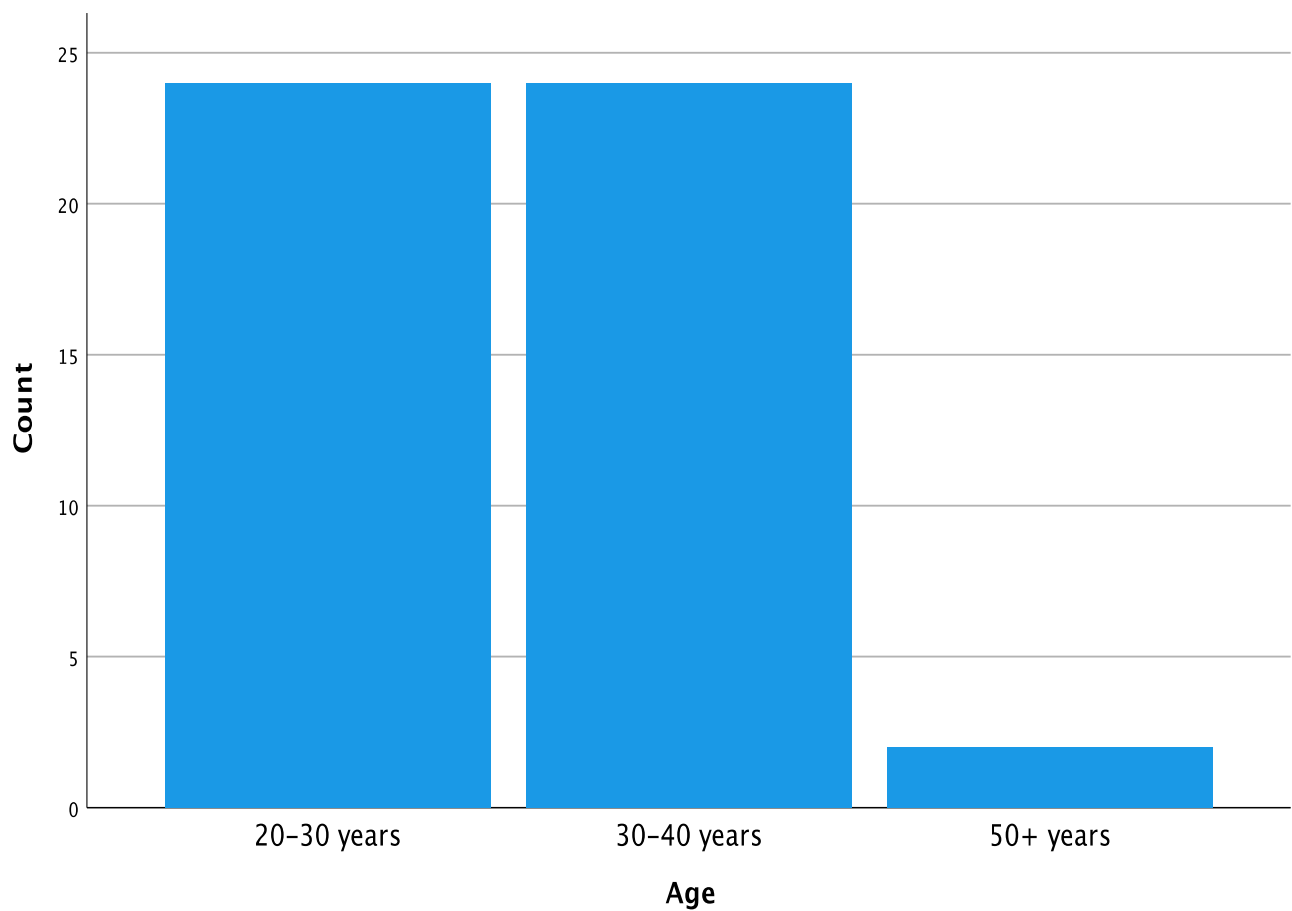


Figure 9: Age wise distribution of the participants- Louis Vuitton

According to the Louis Vuitton case study findings, most participants is aged 20-30 and 30-40, resulting in an equal number of 24 participants in this question. Respondents above the age of 50 make up a small share of the total. According to the results of the literature assessment, consumer requirements vary with time in response to their beliefs and social standing, which alter with age. Furthermore, in this survey, consumers exhibit various behaviours that age disparities may influence.

2. I determine my Gender as (Gucci)

Statistics		
Gender		
N	Valid	50
	Missing	0

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	23	46.0	46.0	46.0
	Female	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

Table 7 : Socio-Demographic Profile of Respondents- Gucci

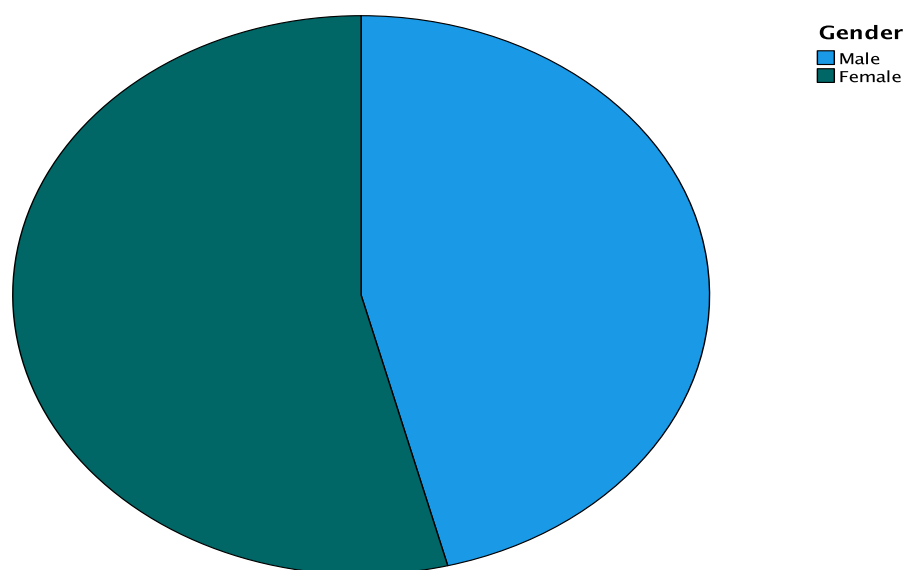


Figure 10: Socio-Demographic Profile of Respondents- Gucci

The gender of the respondents is shown in the preceding table, which is a socio-demographic aspect of the study participants. It reveals that 27 responses are female out of 50 participants, implying that 27 females use Gucci's high-end merchandise. Twenty-three male participants have answered the questionnaire survey, which means that the survey has had a positive response.

2.1.I determine my Gender as (Louis Vuitton)

Statistics		
Gender		
N	Valid	50
	Missing	0

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	14	28.0	28.0	28.0
	Female	36	72.0	72.0	100.0
	Total	50	100.0	100.0	

Table 8 : Socio-Demographic Profile of Respondents-Louis Vuitton

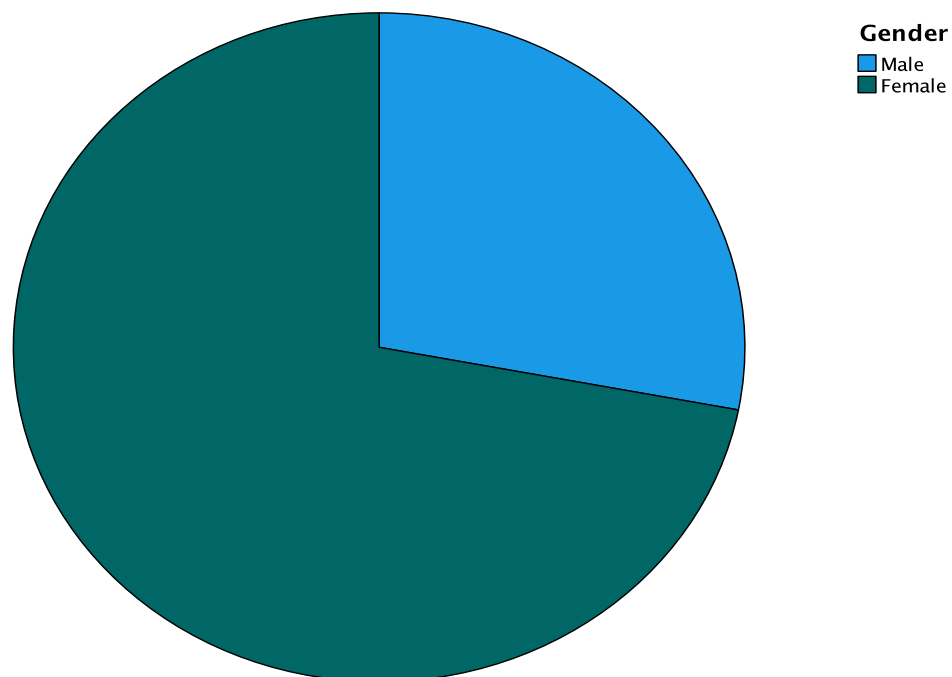


Figure 11: Socio-Demographic Profile of Respondents-Louis Vuitton

The information in the table above is also included in the socio-demographic category. This table displays the number of female participants and the number of male participants in a survey done for the luxury firm Louis Vuitton. Following the findings of this survey, we discovered that a more significant proportion of respondents were females who took the frequency of 36, and a lesser proportion were males.

3. What is your income? (Gucci)

Statistics		
Income		
N	Valid	50
	Missing	0

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	£30 000	10	20.0	20.0	20.0
	£30 000 - £40 000	11	22.0	22.0	42.0
	£40 000 - £50 000	20	40.0	40.0	82.0
	> £50 000	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Table 9: Income of Respondents- Gucci

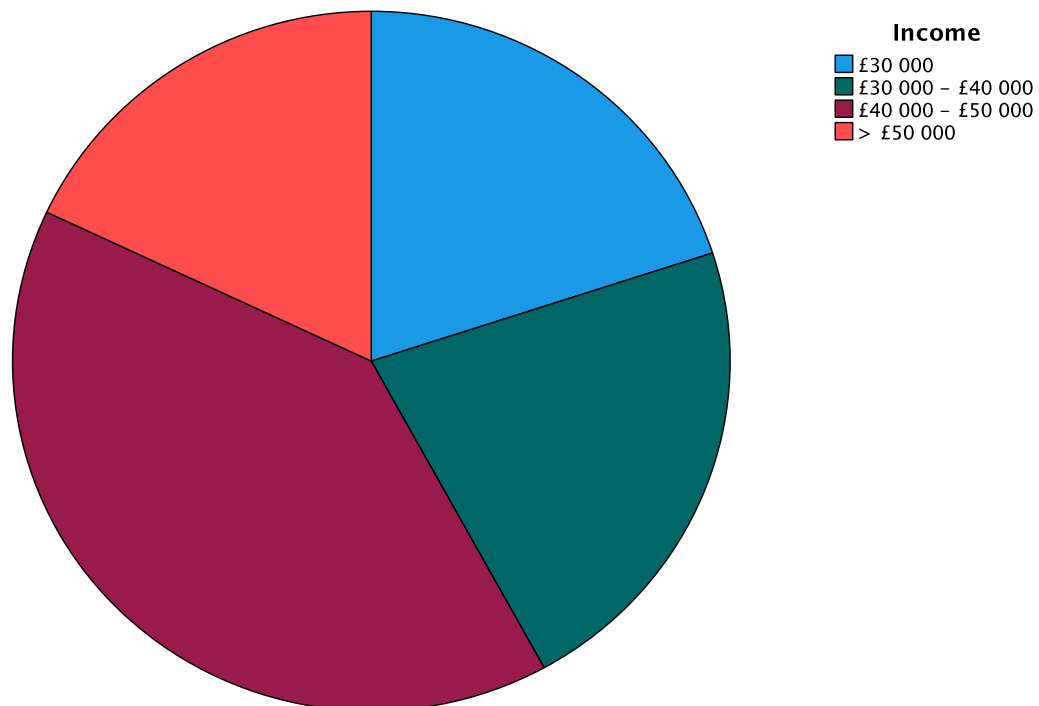


Figure 12: Income of Respondents- Gucci

This table estimated the income of those who took part in the research via this study, centred on the premium brand Gucci. At the end of the research, we discovered that the majority of those who participated in the survey had an income between £40,000 and £50,000 and had a frequency of 20. This is followed by people with a frequency of 10 and 11 with an income of between £ 30,000- £ 40,000. Moreover, already for the end are the people with the highest income of £ 50,000 but with a frequency of 9.

3.1. What is your income?(Louis Vuitton)

Statistics		
Income		
N	Valid	50
	Missing	0

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	£30 000	7	14.0	14.0	14.0
	£30 000 - £40 000	25	50.0	50.0	64.0
	£40 000 - £50 000	13	26.0	26.0	90.0
	> £50 000	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Table 10: Income of Respondents- Louis Vuitton

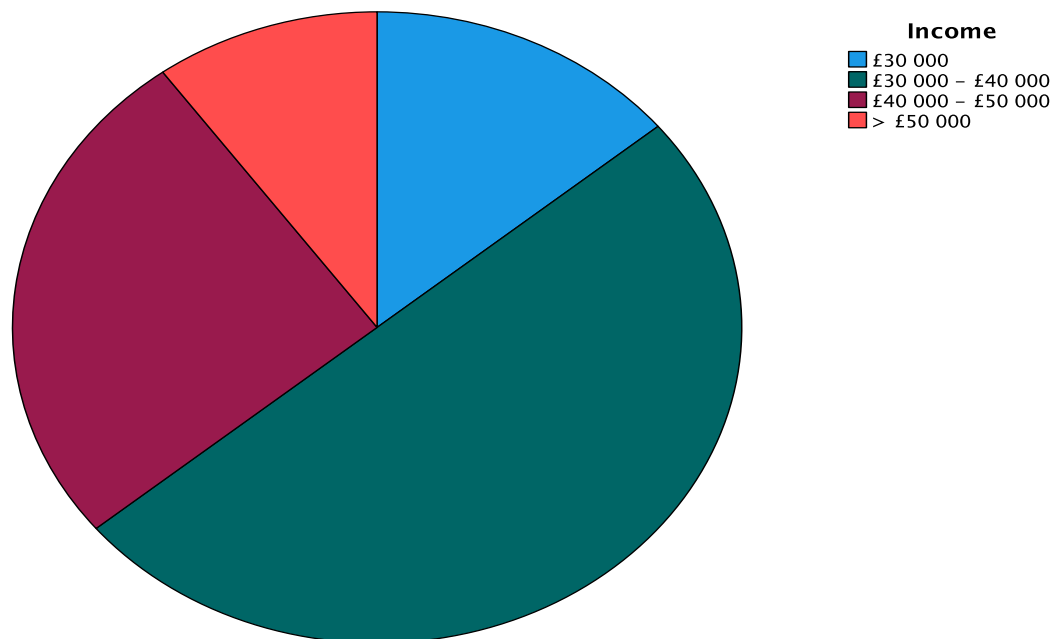


Figure 13: Income of Respondents- Louis Vuitton

In the case of Louis Vuitton, the majority of the respondents earned between £30 000 and £40 000 a year, resulting in a 50 per cent ownership stake. The second group of people had an annual income of between £40 000 and £50 000. Furthermore, 14 per cent had an income of £30 000, and 10 per cent had an income of more than £50 000.

4. Have you ever purchased Gucci product?

Statistics		
Bought		
N	Valid	50
	Missing	0

Bought					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	84.0	84.0	84.0
	No	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Table 11: Distribution based on the purchases of respondents- Gucci

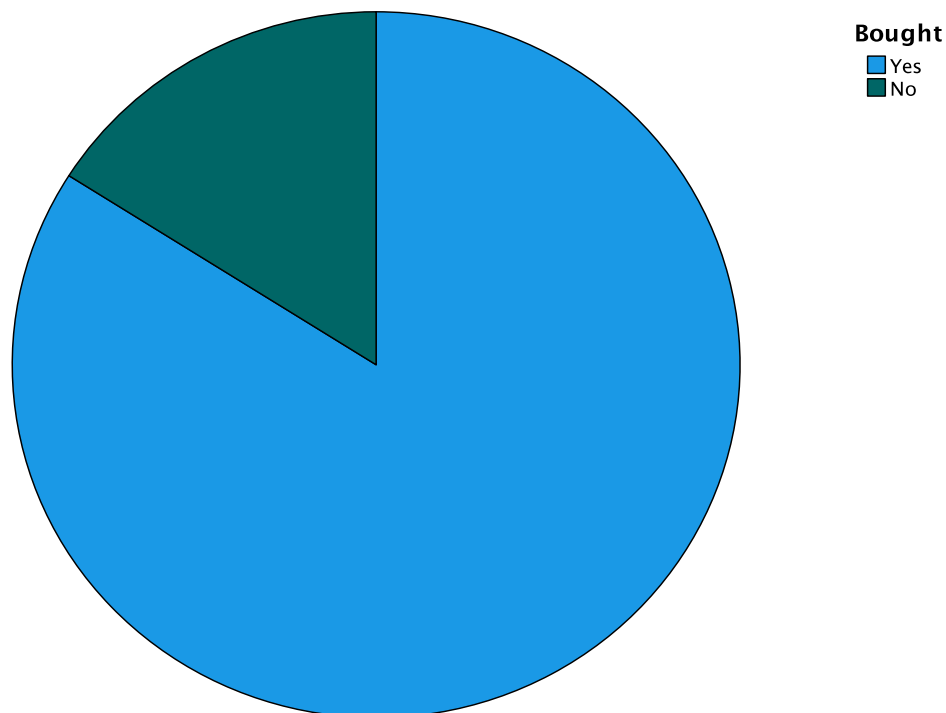


Figure 14: Distribution based on the purchases of respondents- Gucci

Our investigation into this survey, which we did with the support of 50 respondents, revealed that Question 4, which is directly tied to the Gucci brand, is of great relevance. We were able to determine how many of our participants had ever purchased Gucci items due to these sections, which was very helpful in ensuring that our survey was conducted as accurately as possible. According to the table above, 84 per cent of 100 per cent were customers of the Gucci brand, with just 16 per cent being non-consumers.

4.1. Have you ever purchased Louis Vuitton product?

Statistics		
Bought		
N	Valid	50
	Missing	0

Bought					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	88.0	88.0	88.0
	No	6	12.0	12.0	100.0
Total		50	100.0	100.0	

Table 12: Distribution based on the purchases of respondents- Louis Vuitton

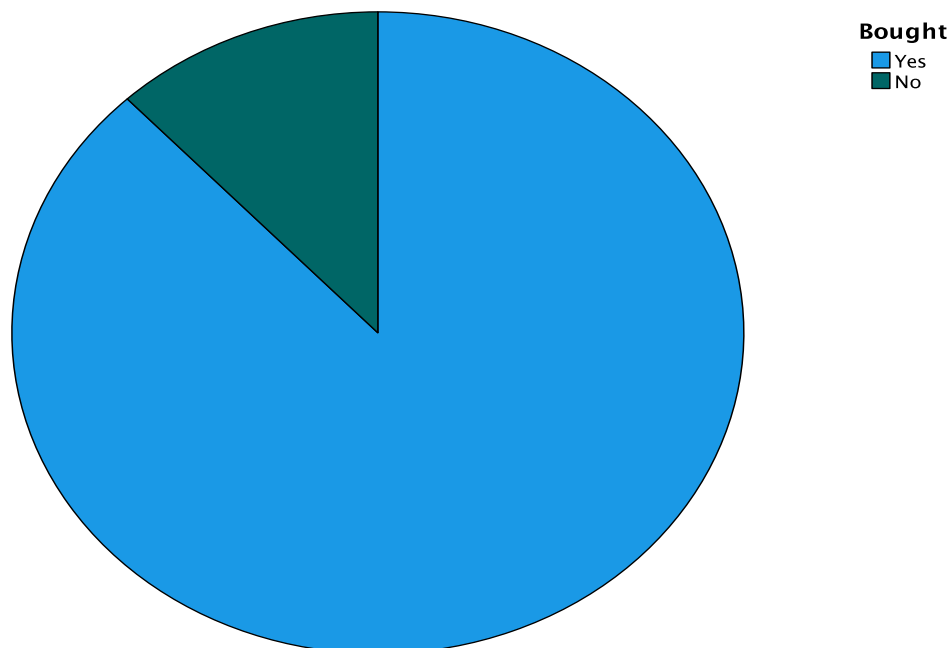


Figure 15: Distribution based on the purchases of respondents- Louis Vuitton

Fifty respondents from the Louis Vuitton brand research were also included in this study. Only 12 per cent of respondents claimed they had never purchased anything from the Louis Vuitton brand, while 88 per cent indicated they had purchased things from the brand in the past.

5. What influences you the most to buy Gucci?

Statistics		
Influence		
N	Valid	50
	Missing	0

Influence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Your Friends	9	18.0	18.0	18.0
	Social Media	23	46.0	46.0	64.0
	Your Status	11	22.0	22.0	86.0
	Other	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Table 13: Distribution based on possessing products Gucci

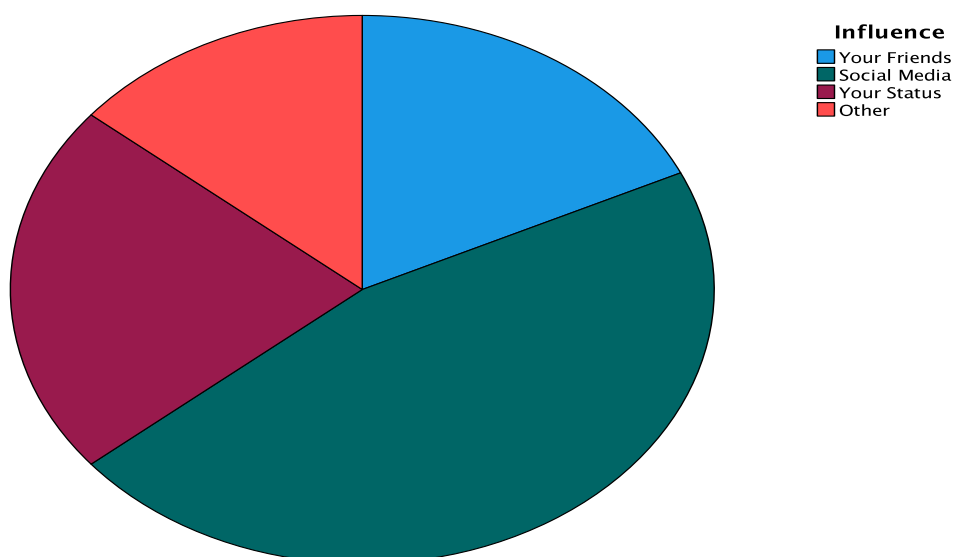


Figure 16: Distribution based on possessing products Gucci

Answering question 5 about what most influences them to purchase Gucci products, the majority of respondents said social media, leading us to conclude that social media is a significant factor in our lives in the twenty-first century and has a great deal of significance given that we spend the vast majority of our time on social media. In addition, since we live in a contemporary world in which appearance is important and we must dress appropriately for the field in which we work and the position we occupy, this category had a 22 per cent response rate from those who answered the question about their social standing. Friends account for 18 per cent of the lowest frequency and already account for 14 per cent of the lowest frequency.

5.1. What influences you the most to buy Louis Vuitton?

Statistics		
Influence		
N	Valid	50
	Missing	0

Influence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Your Friends	3	6.0	6.0	6.0
	Social Media	28	56.0	56.0	62.0
	Your Status	13	26.0	26.0	88.0
	Other	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Table 14: Distribution based on possessing products Louis Vuitton

The use of social media is also the most popular method of influencing people to buy Louis Vuitton, with a frequency of 28 responses. The Statute comes in second place with a proportion of 26 per cent out of 100 per cent, while friends and others come in third and fourth position, respectively, with percentages of 6 per cent and 12 per cent of the total.

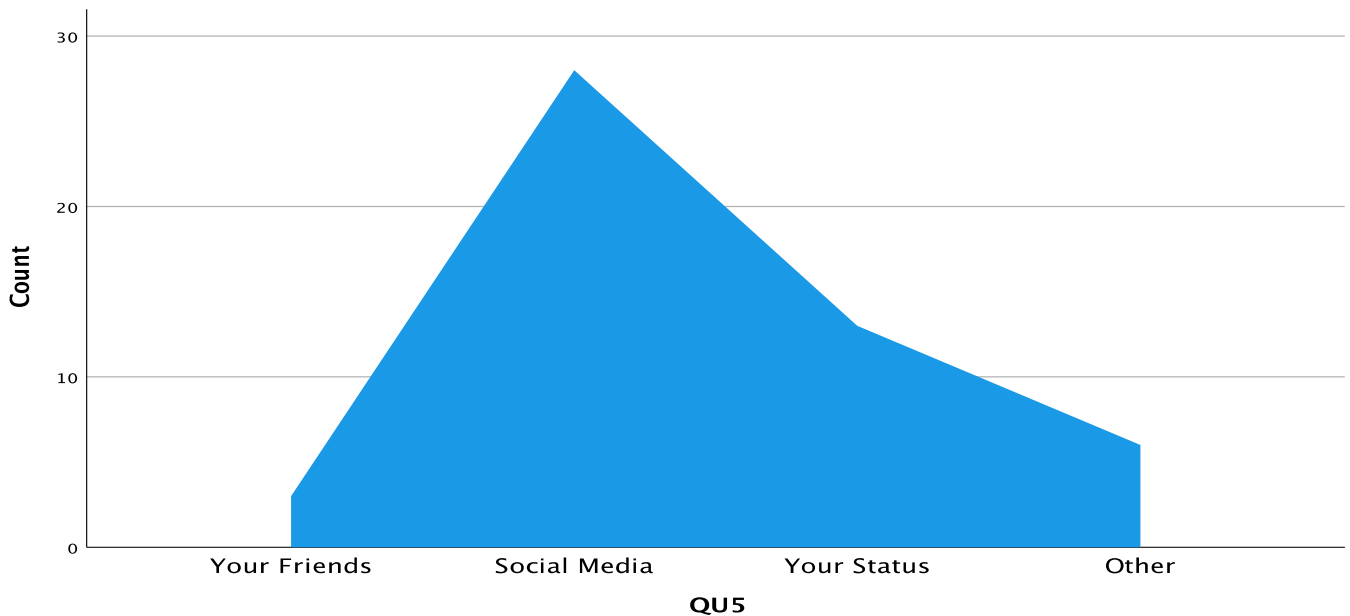


Figure 17: Distribution based on possessing products Louis Vuitton

6. What kind of information would you look for while buying Gucci product?

Statistics		
Information		
N	Valid	50
	Missing	0

Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	9	18.0	18.0	18.0
	Quality	27	54.0	54.0	72.0
	Be in trend	9	18.0	18.0	90.0
	All mentioned above	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Table 15: Type of information collected while purchasing a Gucci

According to the current statistics, most clients demand quality when they purchase anything from Gucci, which is seen in our table above where the indication of "Quality" has a 54 per cent out of 100 per cent response rate. The second is "Price" and "Be in trend", which receives 18 per cent of the vote, and the third includes "All mentioned above", which receives 10 per cent of the vote.

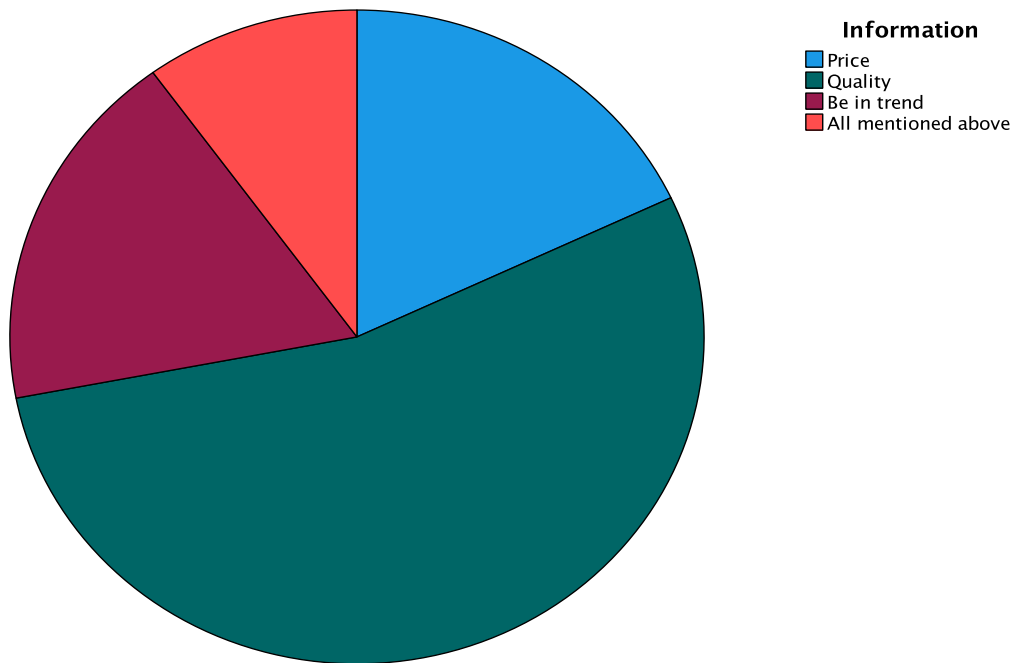


Figure 18: Type of information collected while purchasing a Gucci

6.1. What kind of information would you look for while buying Louis Vuitton product?

Statistics		
Information		
N	Valid	50
	Missing	0

Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	10	20.0	20.0	20.0
	Quality	27	54.0	54.0	74.0
	Be in trend	9	18.0	18.0	92.0
	All mentioned above	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Table 16: Type of information collected while purchasing a Louis Vuitton

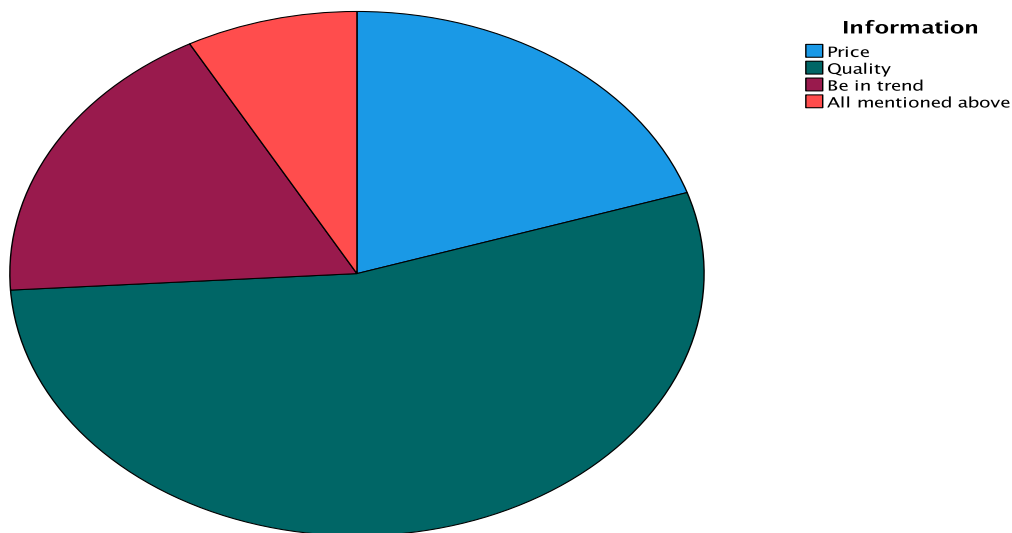


Figure 19 : Type of information collected while purchasing a Louis Vuitton

According to the most recent statistics from luxury brand Louis Vuitton, quality is the most critical factor for primary responders with 54%, which is the same scenario as Gucci, although according to a different poll. From the table above we see that the "Price" is the second most important factor with 20%, and to "Be in trend " consider only 18%. Moreover, just 8% of respondents consider that " All mentioned above" is essential.

7. What type of information sources supply you with the most useful information when purchasing Gucci?

Statistics		
Source		
N	Valid	50
	Missing	0

Source					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Company website	11	22.0	22.0	22.0
	Advertise	9	18.0	18.0	40.0
	Customer reviews available online	11	22.0	22.0	62.0
	Other internet sources	9	18.0	18.0	80.0
	Recommendations from influencers, public figures, etc.	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

Table 17: Information sources used at the time of decision-making- Gucci

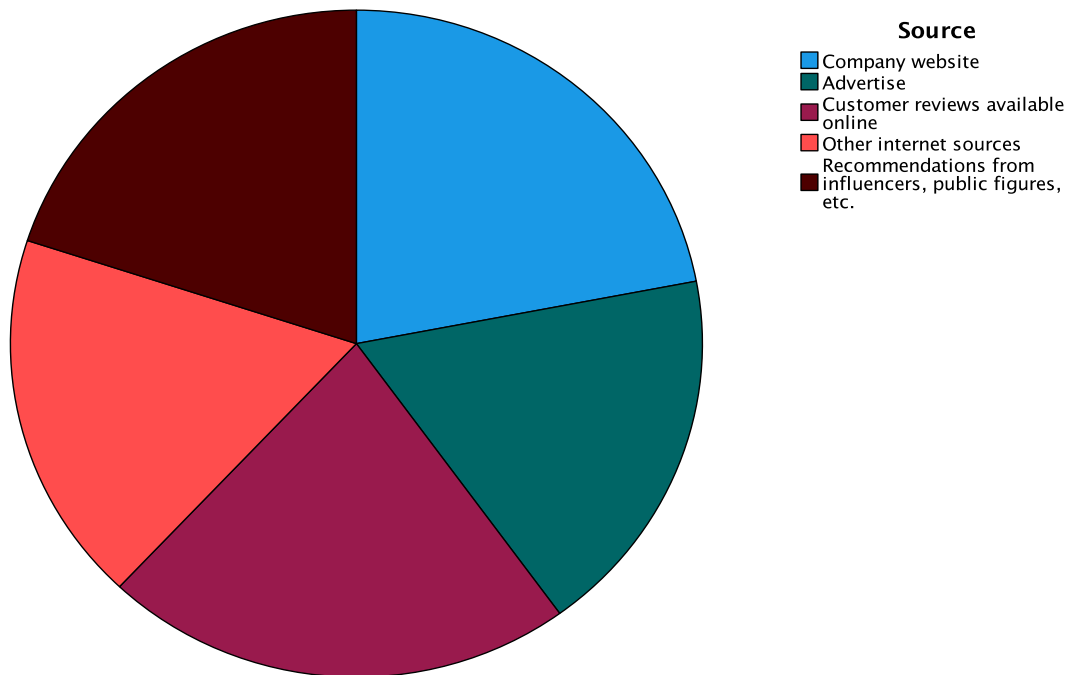


Figure 20 : Information sources used at the time of decision-making- Gucci

Question 7 reveals that 22 per cent of respondents base their purchase choice on customer reviews obtained over the internet when it comes to the Gucci brand. A further finding of the survey is that 22% of respondents believe that business websites may give helpful information about Gucci goods and can use the information gathered from respondents. Advertising and other internet-based sources rely upon the fewest number of customers. Twenty per cent of those who answered the survey said that recommendations from influencers or others are crucial for gathering knowledge about the products.

7.1.What type of information sources supply you with the most useful information when purchasing Louis Vuitton?

Statistics		
Source		
N	Valid	50
	Missing	0

		Source			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Company website	8	16.0	16.0	16.0
	Advertise	13	26.0	26.0	42.0
	Customer reviews available online	10	20.0	20.0	62.0
	Other internet sources	10	20.0	20.0	82.0
	Recommendations from influencers, public figures, etc.	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Table 18: Information sources used at the time of decision-making- Louis Vuitton

Current data in the case of Louis Vuitton demonstrate to us that advertising is the most critical factor in this survey, accounting for 26 per cent of 100 per cent; the second most important factor is customer reviews and other internet sources, accounting for the same percentage of 20 per cent; the third most crucial factor is recommendations by influencers, accounting for 18 per cent; and the least important factor, accounting for 6 per cent.

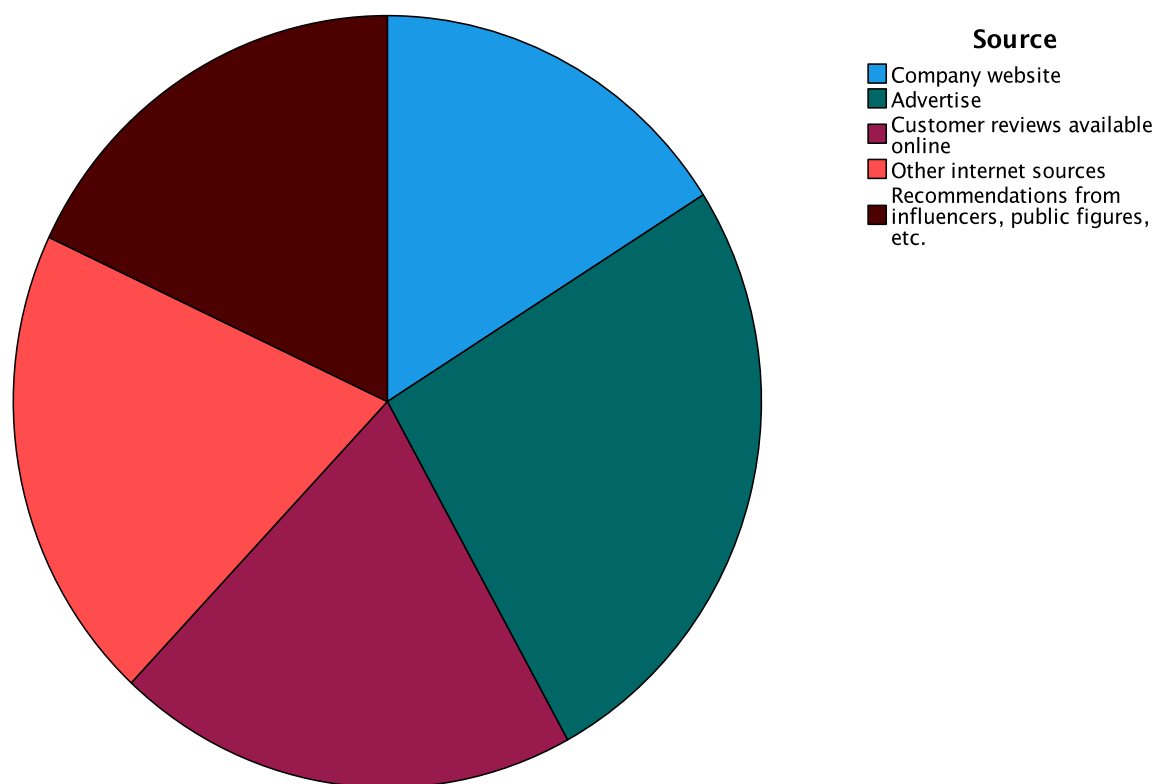


Figure 21 : Information sources used at the time of decision-making- Louis Vuitton

8. What possible change would you want to see in a future collection of Gucci?

Statistics		
Collection		
N	Valid	50
	Missing	0

Collection					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price drop	28	56.0	56.0	56.0
	Custom product	12	24.0	24.0	80.0
	Other	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

Table 19: Features demanded by the consumers in the future collection Gucci

According to current research, most shoppers anticipate novel elements in Gucci's following collection. According to the statistics, a sizable proportion of buyers anticipate a "price drop" of 56%. Following that is "custom product," which has a 24 per cent share, and "other," which has a 20 per cent share.

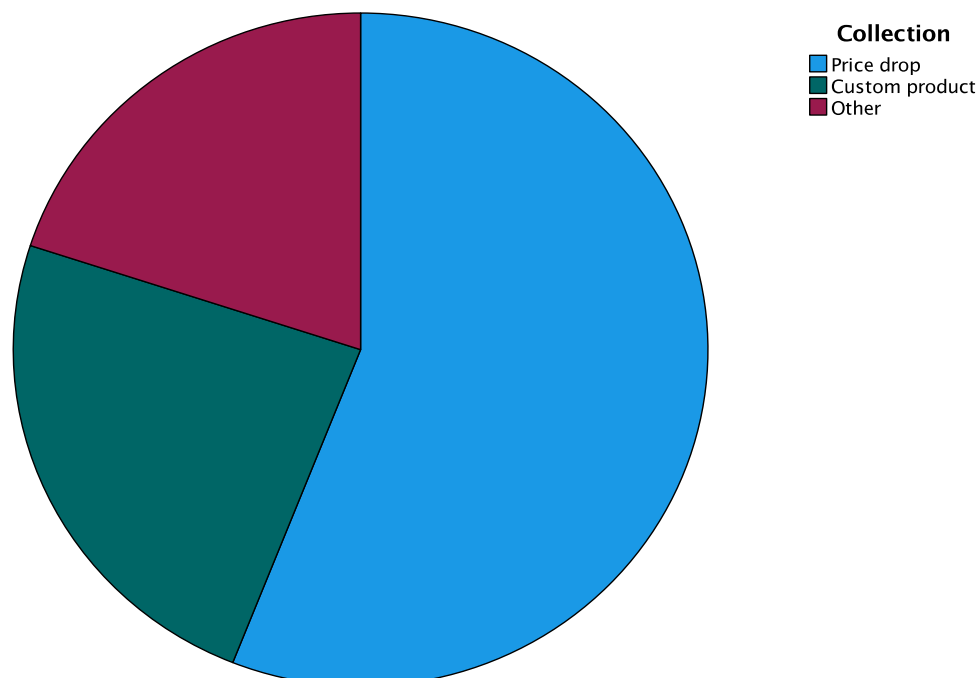


Figure 22: Features demanded by the consumers in the future collection Gucci

8.1. What possible change would you want to see in a future collection of Louis Vuitton?

Statistics		
Collection		
N	Valid	50
	Missing	0

Collection					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price drop	10	20.0	20.0	20.0
	Custom product	22	44.0	44.0	64.0
	Other	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

Table 20: Features demanded by the consumers in the future collection Louis Vuitton

In the case of the Louis Vuitton brand, out of the 50 respondents, 22 stated that they would like to see a "custom product" in the following collection, garnering a 44 per cent response rate. In second place was "Other," garnering a 36 per cent response rate, and the lowest percentage was accumulated by "price drop," garnering a 20 per cent response rate out of a possible 100 per cent response rate.

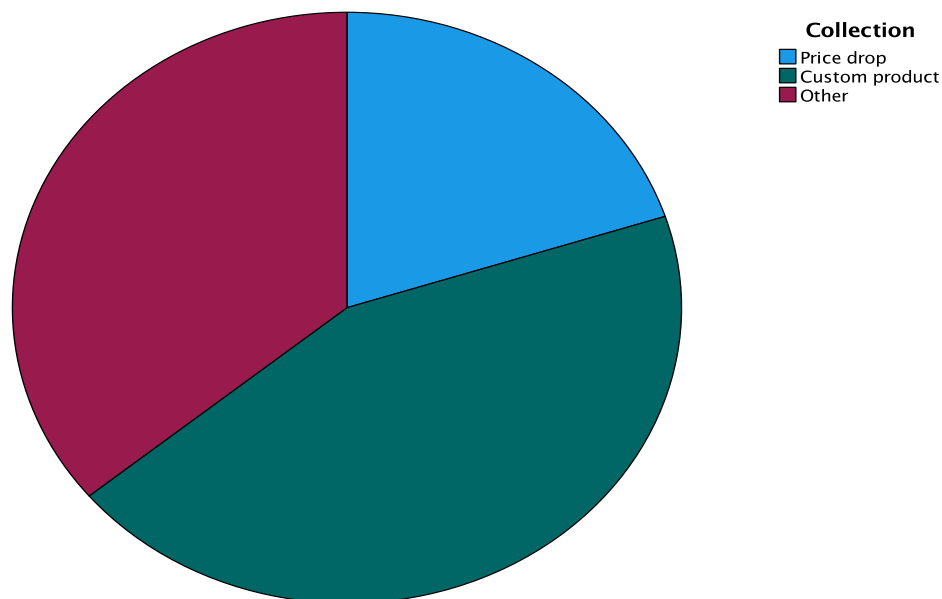


Figure 23 : Features demanded by the consumers in the future collection Louis Vuitton

9. *How often do you purchase Gucci?*

Statistics		
Purchase		
N	Valid	50
	Missing	0

Purchase				
		Frequency	Percent	Cumulative Percent
Valid	Daily	3	6.0	6.0
	A few times a week	11	22.0	28.0
	Once a month	19	38.0	66.0
	Once a year	17	34.0	100.0
	Total	50	100.0	100.0

Table 21: *Decision making time needed by the consumers to buy a product Gucci*

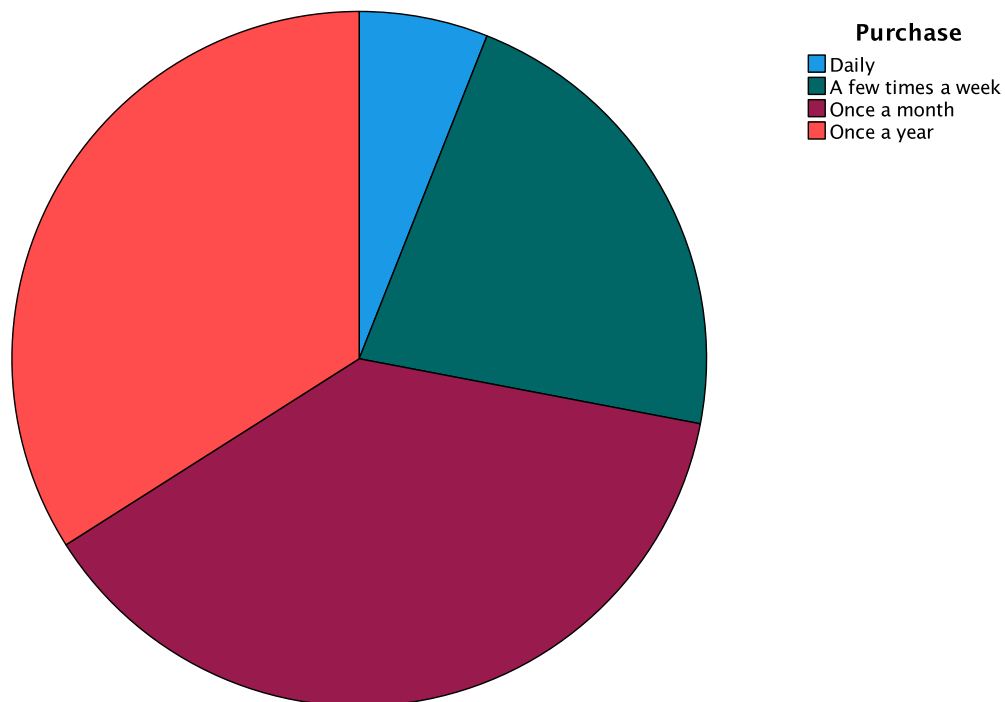


Figure 24: *Decision making time needed by the consumers to buy a product Gucci*

This study discovered that purchasing fluctuates independently of the income of consumers who seek a Gucci good, but in all circumstances. The bulk of respondents stated that they shop at Gucci once a month, collecting a proportion of 38% out of 100%, with shopping once a year coming in second with 17 responses. The third position in this question goes to those who indicated that they purchase Gucci items few times a week with a percentage of 22 per

cent, and the people who stated that they buy Gucci products every day with a percentage of 6 per cent out of 100 per cent.

9.1.How often do you purchase Louis Vuitton?

Statistics		
Value		
N	Valid	50
	Missing	0

Purchase				
		Frequency	Percent	Valid Percent
Valid	Daily	3	6.0	6.0
	A few times a week	12	24.0	24.0
	Once a month	20	40.0	40.0
	Once a year	15	30.0	30.0
	Total	50	100.0	100.0

Table 22:Decision making time needed by the consumers to buy a product Louis Vuitton

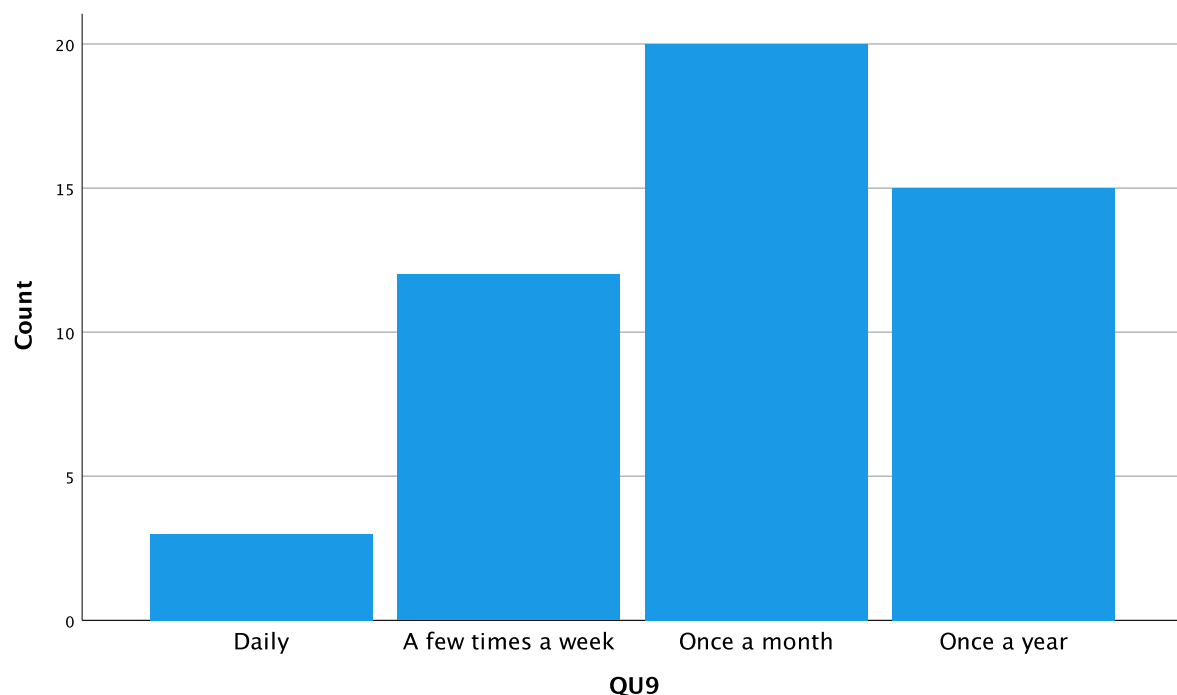


Figure 25: Decision making time needed by the consumers to buy a product Louis Vuitton

The table above, which contains data taken from the responses of Louis Vuitton customers, shows that consumers who participated in this poll prefer to purchase Louis Vuitton items once a month, with a proportion of 40 per cent placing them second. With a frequency of responders of 15, of persons who purchase water once a year. A few more responses include consumers who purchase Louis Vuitton items several times a week, with a proportion of 24 per cent and customers who buy every day, with a percentage of 6 per cent.

10. Assuming that Gucci products are priced comparably to other major luxury brands would you say it is:

Statistics		
Value		
N	Valid	50
	Missing	0

		Value			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Very poor value	2	4.0	4.0	4.0
	Somewhat poor value	7	14.0	14.0	18.0
	Average value	22	44.0	44.0	62.0
	Fairly good value	11	22.0	22.0	84.0
	Very good value	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Table 23: The value the Gucci products are priced comparably to other major luxury brands.

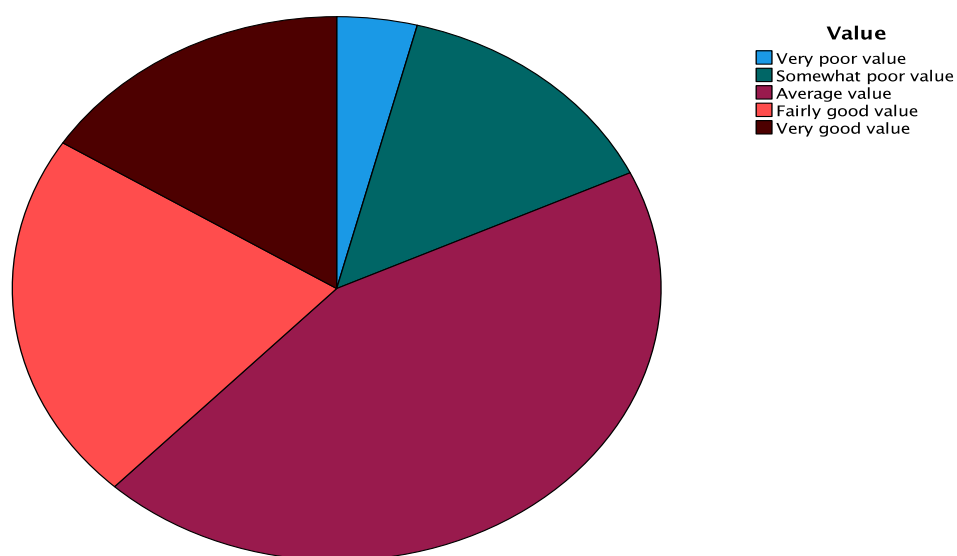


Figure 26: The value the Gucci products are priced comparably to other major luxury brands.

In the case of Gucci, the majority of respondents believed the brand had an "Average value," with a percentage of 44 per cent, while the second most common response was "Fairly good value," with a percentage of 22 per cent. Furthermore, with a score of 16 out of 100, they rated Gucci as having "Very good value." This suggests that Gucci char is an excellent buy compared to other premium brands. Although some respondents believed Gucci had a "Very bad value," accounting for 4% of the total, a further 14% said Gucci had a "Somewhat poor value."

10.1. Assuming that Louis Vuitton products are priced comparably to other major luxury brands would you say it is:

Statistics		
Value		
N	Valid	50
	Missing	0

		Value			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Very poor value	2	4.0	4.0	4.0
	Somewhat poor value	7	14.0	14.0	18.0
	Average value	22	44.0	44.0	62.0
	Fairly good value	11	22.0	22.0	84.0
	Very good value	8	16.0	16.0	100.0
Total		50	100.0	100.0	

Table 24: The value the Louis Vuitton products are priced comparably to other major luxury brands.

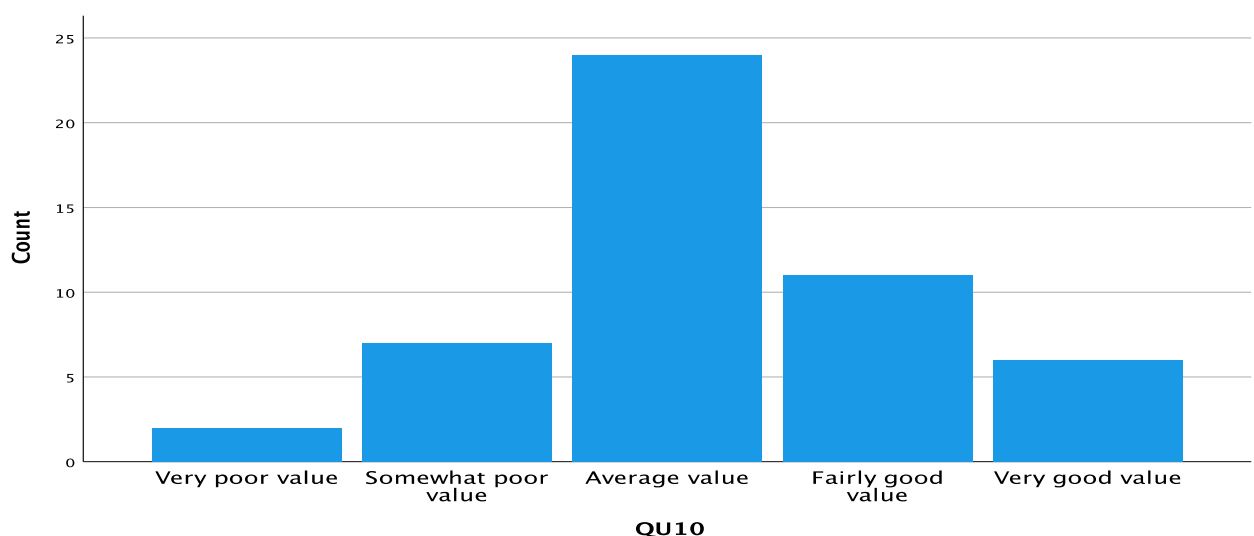


Figure 27: The value the Louis Vuitton products are priced comparably to other major luxury brands.

We achieved the same results with Louis Vuitton as we did with Gucci. We also find that this brand has an average value of 44% out of 100%.

4.3 Important Findings

The important findings based on the survey data is:

Due to the brand image of luxury brands such as Gucci and Louis Vuitton, the majority of prospective UK customers are interested in purchasing them: The findings from both surveys, which each had 50 respondents, reveal that 100 customers utilise these companies' goods and have a suitably required score for these two brands to remain on the market at the level they are. As we all know, the world's two most prestigious labels are Louis Vuitton and Gucci. According to the findings of this research, the goods of these two companies are connected with luxury and all of its synonyms. In addition, we discovered that social media had a substantial impact on both Gucci and Louis Vuitton customers in our research. Social media is about more than chats; it is also about business. Social considerations have always influenced consumer purchasing patterns, but the widespread use of cell phones and social media has elevated word-of-mouth to new heights. The majority of people now carry their posting and buying power in their pockets daily. Organisations are expanding their social media investment; social media is the most extensively utilised information source because of its perceived ease, efficacy, and trustworthiness. Also, social media evaluations and opinions influence purchasing decisions; nevertheless, consumers' willingness to share their post-buy experiences is shockingly low.

When it comes to purchasing premium goods, consumers prioritise quality: Quality is unquestionably a vital characteristic that remains in the general public's thoughts. When it comes to acquiring luxury items, customers demand nothing less than the highest possible quality. Customers, particularly in difficult economic times, have come to anticipate even more excellent quality when making purchasing selections, and companies must react by guaranteeing that the items are manufactured with high quality, sometimes even entirely by hand. As seen in both Gucci and Louis Vuitton, people emphasize quality, especially in luxury brands. This factor gives them the notion of a luxury brand, do they differ from other brands. In the same way, this survey showed us that for a luxury Christmas tree, the price is also an important indicator that most people buy a product, for example, Gucci only for its value so that he knows that he only wears expensive things on it. However, each situation is individual,

and each individual has his own opinion when he buys something. It's all about the mentality and what value the person has in society.

The price of Gucci and Louis Vuitton, compared to other major luxury brands, is the average value: Most respondents in both the Louis Vuitton and Gucci survey were the exact figures who showed us that both brands have an average value to a very good value. Gucci and Louis Vuitton are two companies that have progressively climbed the success ladder. One brand, though, has been around the longest. They have worked hard to establish a reputation for themselves, forming important and long-lasting partnerships along the way. They have influenced upcoming designers while maintaining their originality and quality throughout time. They have also taken a risk on innovative designers and craftspeople, and they have maintained a positive working relationship with the individuals under their payroll. Similarly, they have created employment and offered a platform for other creatives to establish their start-up line, as well as business strategy advice that they may use. These high-end brands have not always been faultless. Regardless matter what controversy arises now or in the near future, the will to do better is inspirational.

5.0 Conclusion

In conclusion, this dissertation was a research study to determine the role of luxury branding in attracting and influencing consumer purchasing decisions in the fashion industry. The study studied the consumer purchase decision of 100 individuals, included in the survey to discover what customers want to know when they buy Luxury goods. The most well-known luxury brands, such as Louis Vuitton and Gucci, were chosen for this research. The research is based mainly on primary and secondary data. The main data acquired from the chosen 100 participants for both questionnaires were posted on Facebook in different groups where many people purchased and sold various luxury goods. The primary approach was used as a basic closed-ended questionnaire survey procedure.

Several conclusions may be derived from this research. First, while engagement has not been studied in the literature in terms of its contribution to Brand Equity, we see how in the luxury brand sector, engagement is related to several of the variables that Keller (1993) and Aaker (1996) include in the Brand Equity construct.

The most luxury companies are in the fashion business, such as Gucci and Louis Vuitton, but many more variations in style, quality, and price. We saw in Chapter 4 that many factors might influence consumer behaviour, but most of the time, it is influenced by other people, since we live in a century when social media is part of our lives, sometimes via applications such as Facebook, Instagram, Pinterest, and more recently, TikTok.

In this manner, marketing managers for luxury businesses should consider that awareness increases consumer loyalty and engagement, which is vital since loyal customers are more willing to spend and less price-sensitive than other customers (Jorgensen et al., 2016). According to Keller (2003), establishing brand loyalty is critical to producing value for a business. In this approach, luxury firms should focus on raising awareness within their target demographic since they are more likely to be loyal to the brand. Luxury companies should worry about their image in front of prospective customers to achieve strong brand performance, as shown in the current research. Remember that buyers do not buy products to meet practical needs. They may buy a product because they belong to a group, are respected by society, are different from the majority, and are above the majority. Customers may buy a product for emotional or psychological reasons. Consumers of luxury goods are divided into four groups. And then there are the arrogant, status-driven folks who are hedonists and luxury experts. The luxury hedonists seek no renown. This bunch of wealthy, optimistic youth enjoys travelling and pampering themselves. They buy expensive items to impress others. Aspirational clients

are often male and older than hedonists. They are conventional, self-indulgent, and learn about luxury by word of mouth. The luxury experts, the connoisseurs, are always open to new goods and companies, and they do not buy luxury stuff to show off. They are pretty fussy about logos and corporations. Their trademarks are their pride. They must move abroad due to financial difficulties. Several factors impact luxury goods consumption. Buying pricey things works nicely with the bandwagon, snob, and Veblen effects. The bandwagon effect occurs when individuals purchase expensive things to seem in groups. The opposite of the bandwagon effect is a snob impact, which occurs when a consumer abandons a product. The snob does not buy the majority's stuff. In order to impress others, people purchase things. The buyer aspires to link the object with prestige and renown. So price is a value indicator. One influencer of luxury goods consumption is reference groups. Customers want to blend in. They prefer to purchase like the Reference Group members they wish to join. They seek the reference group's endorsement. Reference groups affect consumers for three reasons. They educate, inform, and communicate values. Informed decision making is informational influence. Confidence fosters inquiry. The final influence is to follow others' will to escape punishment. A desire for psychological contact with one person or group. Accepts others' perspectives shows this influence. This study reveals that social, emotional, and psychological needs drive luxury goods purchasing, not utilitarian ones. The consumer's social status is seen as a significant effect on luxury goods purchasing. Consumption consequences are also connected to human attributes. Some buy to blend in, while others buy to stand out. Luxury brands must consider these characteristics while establishing marketing strategies.

6.0 Recommendations

Based on research for the Louis Vuitton and Gucci brands, the following recommendations have been made:

- **The corporation must maintain the high quality of its products:** The survey findings indicated that in the case of luxury products, quality must last, with the maximum number of points obtained suggesting that when a person spends a substantial amount on a product, he has fair expectations that the product would be of excellent quality and long-lasting.
- **Customised products:** Although Gucci and Louis Vuitton have various products that are part of partnerships with different firms to attract as many customers as possible, a suggestion based on this research is to create one or more customised items. According to the study's findings, those who took part had a significant desire to be able to acquire a one-of-a-kind product from Gucci or Louis Vuitton that was designed just for them. However, price cuts have gone to the top of the priority list. Even if we acknowledge that the prices of branded things are a little exorbitant, we must consider the enormous number of people who labour behind the scenes to bring us to the final product, from marketers to sewists, as is usual for a luxury item. Because the price separates it from other companies, remarkably the high price that no one has access to since if anybody could come in and buy a Gucci product, it would be the same price as at Primark, and it would no longer be considered a luxury brand.

7.0 Future Research

The current study examines customer behaviour in the United Kingdom for two luxury brands: Gucci and Louis Vuitton. However, the research is conducted on a limited sample size that does not accurately reflect the UK population. As a result, the results cannot be generalised. The study should be conducted on a bigger sample size in the future. Interviews with management at luxury businesses should be done to get their viewpoint on customer behaviour.

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9.0 Appedix

9.1 Questionnaire Survey - Gucci

Questionnaire Survey

Dear, Participants

I am student at the University of Wales Trinity Saint David in the United Kingdom. I am doing a survey for my dissertation only for academic purposes to identify and analyse 'The Role of Luxury Branding in Attracting and Influencing Consumer Purchasing Decisions in the Fashion Industry.' This questionnaire is completely anonymous and serves as the foundation for my dissertation; consequently, your allocation of 10 minutes to complete it would be pretty beneficial to me.

Thank you very much in advance for your cooperation and assistance!

1. What is your age?

- ☐ 20-30
- ☐ 30-40
- ☐ 40-50
- ☐ 50+

2. I determine my Gender as:

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

3. What is your income?

- ☐ £30 000
- ☐ £30 000-£40 000
- ☐ £40 000-£50 000
- ☐ >£50 000

4. *Have you ever purchased Gucci product?*

- ☐ Yes
- ☐ No

5. *What influences you the most to buy Gucci?*

- ☐ Your friends
- ☐ Social media
- ☐ Your status
- ☐ Other

6. *What kind of information would you look for while buying Gucci product?*

- ☐ Price
- ☐ Quality
- ☐ Be in trend
- ☐ All mentioned above

7. *What type of information sources supply you with the most useful information when purchasing Gucci?*

- ☐ Company Website
- ☐ Advertise
- ☐ Customer reviews available online
- ☐ Other internet sources
- ☐ Recommendations from influencers, public figures, etc.

8. *What possible change would you want to see in a future collection of Gucci?*

- ☐ Price drop
- ☐ Custom products
- ☐ Other

9. *How often do you purchase Gucci?*

- ☐ Daily
- ☐ A few times a week
- ☐ Once a month

- ☐ Once a year

10. Assuming that Gucci products are priced comparably to other major luxury brands would you say it is:

- ☐ Very poor value
- ☐ Somewhat poor value
- ☐ Average value
- ☐ Fairly good value
- ☐ Very good value

9.2 Questionnaire Survey – Louis Vuitton

Questionnaire Survey

Dear, Participants

I am student at the University of Wales Trinity Saint David in the United Kingdom. I am doing a survey for my dissertation only for academic purposes to identify and analyse 'The Role of Luxury Branding in Attracting and Influencing Consumer Purchasing Decisions in the Fashion Industry.' This questionnaire is completely anonymous and serves as the foundation for my dissertation; consequently, your allocation of 10 minutes to complete it would be pretty beneficial to me.

Thank you very much in advance for your cooperation and assistance!

1. What is your age?

- ☐ 20-30
- ☐ 30-40
- ☐ 40-50
- ☐ 50+

2. I determine my Gender as:

- ☐ Female

- ☐ Male
- ☐ Prefer not to say

3. *What is your income?*

- ☐ £30 000
- ☐ £30 000-£40 000
- ☐ £40 000-£50 000
- ☐ >£50 000

4. *Have you ever purchased Louis Vuitton product?*

- ☐ Yes
- ☐ No

5. *What influences you the most to buy Louis Vuitton?*

- ☐ Your friends
- ☐ Social media
- ☐ Your status
- ☐ Other

6. *What kind of information would you look for while buying Louis Vuitton product?*

- ☐ Price
- ☐ Quality
- ☐ Be in trend
- ☐ All mentioned above

7. *What type of information sources supply you with the most useful information when purchasing Louis Vuitton?*

- ☐ Company Website
- ☐ Advertise
- ☐ Customer reviews available online
- ☐ Other internet sources
- ☐ Recommendations from influencers, public figures, etc.

8. What *possible change* would you want to see in a future collection of Louis Vuitton?

- ☐ Price drop
- ☐ Custom products
- ☐ Other

9. *How often* do you purchase Louis Vuitton?

- ☐ Daily
- ☐ A few times a week
- ☐ Once a month
- ☐ Once a year

10. *Assuming that Louis Vuitton products are priced comparably to other major luxury brands* would you say it is:

- ☐ Very poor value
- ☐ Somewhat poor value
- ☐ Average value
- ☐ Fairly good value
- ☐ Very good value