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Consumers buying behaviour of luxury brands in the UK

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A study to access the consumer buying behaviour of luxury fashion brands in the UK

Introduction

Shopping in the earlier years were necessity and possibility to cover basic needs of the customers. In the country where people are rich or middle class want to distinct from poor society and choose to express themselves buying luxury fashion brands. Modern shoppers in UK and other developed countries buying luxury brands to differentiate themselves, to feel good, to stand out from the crowd, to give someone nice impression of themselves, some shoppers buy things to make statement, to show off their personality or to boost their self- esteem in order to satisfy themselves and bring earthly pleasure otherwise to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern UK shoppers buy expensive luxury brands in order to satisfy their inner desires. (Pooler 2003)

2. Rationale of the study

How is your research useful to luxury fashion brands? (Attitudes and Motivation)
The main aim of this research to analyse consumer buying behaviour of luxury fashion brands in Uk.
This study is rationale and is going to be very useful for luxury brands.
A brand isn't just a product; it's an identity, offering tangible and intangible attributes that set it apart in the market. Brands can build loyalty and create emotional connections with consumers. Luxury fashion brands can also gain more insight into their target market's buying behaviour and fashion companies can improve their marketing strategy.

Aims

The main aim of this research a study to access the consumer buying behaviour of luxury fashion brands in the UK.

Research objectives

I. To determine what motivates customers to buy luxury fashion brands in the UK.

ii. Attitudes To investigate how consumers can feel about luxury fashion brands.

iii. To analyse the impact of brand image of luxury fashion brands on consumers buying behaviour.

Research questions

1. What motivates consumers to buy luxury fashion brands in the UK?

2. How can consumers feel about luxury fashion brands?

3. What is the impact of brand image on consumer buying behaviour?

Literature review

Two definitions of consumer behaviour

Consumer behaviour is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioural responses. Understanding consumer behaviour is crucial for businesses to create effective marketing strategies that can influence consumers' decision-making processes. (Charles Doyle 2016)

Consumer behaviour incorporates ideas from several sciences including psychology, biology, chemistry, and economics. By understanding consumer behaviour, businesses can tailor their marketing efforts to target specific groups, improve brand loyalty, and identify emerging trends. This knowledge can also help businesses stay ahead of their competition and adapt to changes in consumer behaviour. In conclusion, understanding consumer behaviour is vital to any successful marketing strategy.By analysing the factors that influence consumer behaviour, businesses can develop effective marketing campaigns that cater to the needs and wants of their target audience. Consumer behaviour involves the decision-making process of a specific group of buyers. To fully understand consumer purchasing patterns, it's crucial to examine the various factors that impact their choices, including the selection of a particular brand based on time,

location, and price. The in-depth exploration of consumer behaviour has evolved into a distinct field within marketing, becoming increasingly complex since its inception in the 1960s. (Charles Doyle 2016)

Two definitions of attitudes

Definitions of Attitudes: According to the Oxford dictionary, an attitude is a settled way of thinking or feeling about something. In psychology, it's seen as a mental and emotional entity that influences an individual's actions towards various aspects of life.
Attitude involves their mindset, outlook, and feelings.[1]Attitudes are complex and are an acquired state through life experience. Attitude is an individual's predisposed state of mind regarding a value and it is precipitated through a responsive expression towards oneself,[2] a person, place, thing, or event which in turn influences the individual's thought and action.

Maslow theory

Shopping as Self-Expression: Shopping is more than an activity; it's a form of self-expression and accomplishment. It's influenced by Abraham Maslow's hierarchy of needs, suggesting that as basic needs are met, consumers shop to satisfy higher psychological needs.
In 1940, Abraham Maslow introduced a novel perspective on human life, priorities, and goal setting. He proposed a hierarchy of needs, divided into five levels. This hierarchy starts with fundamental needs like food and shelter and progresses to higher psychological needs like emotional fulfilment. Maslow's theory suggests that higher-level needs become a focus only after the more basic needs are satisfied. Pooler (2003) extended this idea to shopping behavior, positing that once basic needs are met, shopping serves higher-level needs. Furthermore, brands simplify decision-making for consumers, acting as a shorthand to guide product choices, as described by Keller, Aperia, and Georgeson in 2008.
Maslow's hierarchy of needs provides a framework for understanding consumer behaviour in luxury goods purchases. According to Hennigs et al. (2013), the values associated with luxury goods are universally recognized, suggesting a general motivation behind such purchases. However, individual differences in perception account for variations in consumer behaviour. This distinction between a universally applicable model and individual perceptual differences is complicated by the fact that perception is influenced by cultural factors. Shahid and Farooqi

(2019) emphasize the role of consumer perception, showing that a positive brand attitude significantly affects perceived luxury values, including social, personal, and functional values, which in turn influence purchase intentions. They found a particularly strong link between social values and purchase intentions, indicating that social values more significantly impact buying decisions than personal or functional values.

Chapter 3 Research Methodology

Saunders (2019) describes research methodology as the approach to conducting research, emphasizing the importance of its philosophical and theoretical foundations and their implications for the chosen methods. He also introduces the concept of the 'research onion', a model outlining six sequential layers a researcher navigates before reaching the central process of data collection and analysis.

Philosophy / positivism

Saunders, Thornhill, and Lewis (2015) define philosophy in research as the beliefs and assumptions about how knowledge is developed, particularly in the context of research. Saunders (2019) further explains positivism as a philosophy akin to the natural sciences, focusing on observing social realities to form general laws. In this study, positivism is the chosen philosophy to address the research questions introduced earlier. This approach will allow the researcher to collect and analyze scientific data and information, thereby providing a widely accepted perspective to either confirm or refute the research hypothesis.

Research Approach / deductive

Saunders (2019) describes the deductive approach as a method for developing and testing theories, where a research strategy is specifically designed to evaluate a theoretical proposition.
2019). In this study, the researcher will adopt a deductive approach to assess customer behaviour buying luxury bends. In this regard, a deductive approach will enable the

researcher to verify the hypothesis of consumer buying behaviour of luxury fashion brands in the UK.

Research strategy Survey

Brace (2008) defines a survey as a method involving the gathering, compilation, and analysis of responses from a selected population to a set of questions. In this study, the researcher will utilize a survey questionnaire targeted at social media users. This method is chosen for its ability to yield detailed, dependable, and straightforwardly interpretable quantitative data relevant to the problem statement of the study.

Type of investigation

The investigation of this study will involve both primary and secondary research methods. Primary research refers to the collection of original data directly relevant to the specified study (Gratton and Jones, 2010). To conduct primary research for this study, a survey questionnaire will be utilized.

For this study, the main research approach will involve using a survey questionnaire. Secondary research, as defined by Mertens in 2020, entails the consolidation and analysis of data and literature that have been organized and published by other authors. In this research paper, secondary research will be accomplished through a thorough literature review.

Choices

Qualitative research involves the gathering and analysis of non-numerical data to gain a better understanding of concepts, experiences, or opinions. It is utilized to delve deeper into a subject or generate new research ideas, as explained by Merrian and Tisdell in 2016.

On the other hand, in quantitative research, as described by Creswell in 2014, researchers identify research problems based on field trends or the need to explain occurrences. They formulate specific assumptions and collect data to either support or refute their hypotheses. In this study, the chosen method is mono-method quantitative research because only quantitative data will be collected.

Time Horizons

The research is conducted over a ten-week period and is limited to a specific point in time, making it a cross-sectional study with a short time horizon.

Data Collection and Analysis

Sampling: The study will include a sample of 50 respondents who are social media platform users. The researcher will access the sample through various platforms, including Facebook, Instagram, and TikTok. Sampling is a subset of individuals from a larger population. Sampling means selecting the group that you will actually collect data from in your research.

Sample Size: The sample size for this study is determined to be 50 respondents.

Sample Type: The online survey will target users of social media platforms who are influenced by luxury brands. The sample will consist of both male and female respondents, as well as those who identify as intersex or other. The participants will be over 18 years old and from various social statuses. The target population will be social media users residing in London.

Sampling Method: The chosen sampling method for this study is non-probability convenience sampling. This quantitative technique involves collecting data from participants conveniently available to the researcher. The sampling will be non-random and employ convenience sampling.

Data Collection Method

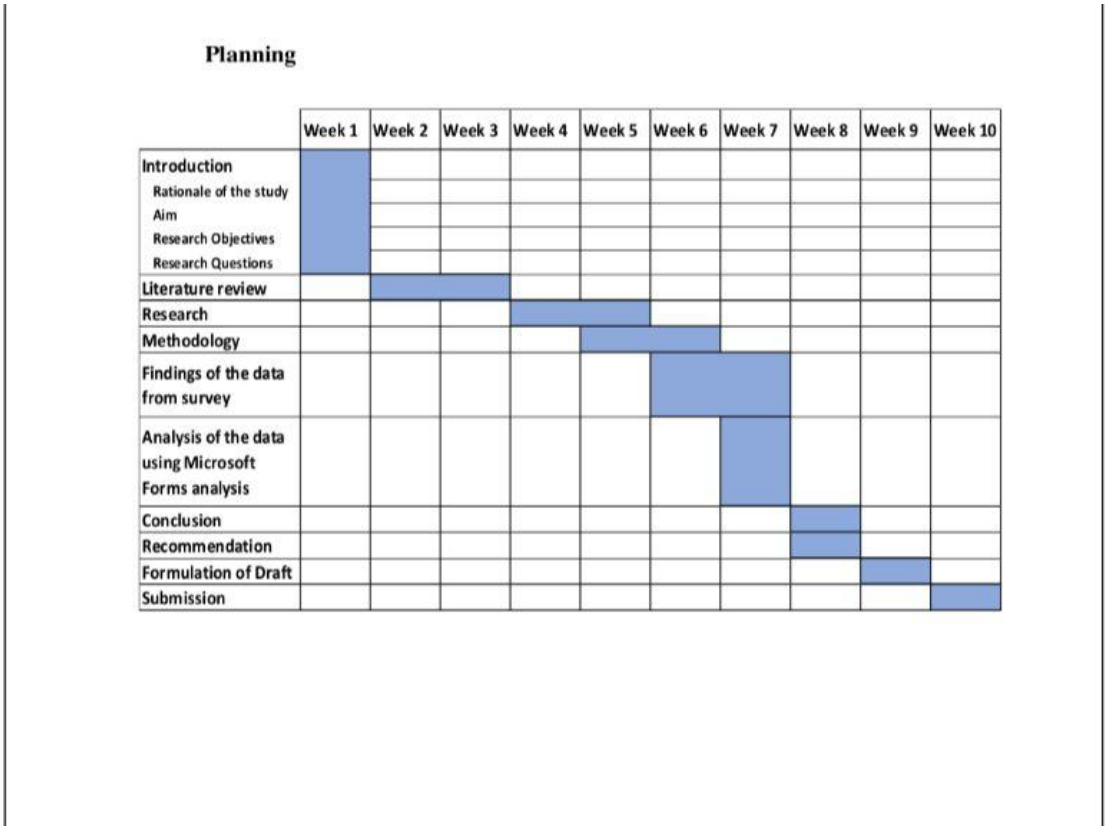
Microsoft Forms will be used to create online survey. The default language for the survey will be English. It is going to be online survey. The survey will consist of 8 to ten closed ended questions. The time frame given for the survey to be answered is five minutes.

Analysis of Data

We will use Microsoft Excel to help analyse the quantitative data grafts and tables were created.

Research Ethics/ Excel or SPSS

Research ethics encompasses the application of fundamental ethical principles to all aspects of research, including regulation, design, implementation, addressing scientific misconduct, and the utilization of resources and research findings (Oliver, 2010). To ensure compliance with ethical standards, the researcher will maintain strict confidentiality and safeguard primary data by not disclosing any information to third parties.



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