



University of Wales Trinity Saint David, London Campus

Dissertation Proposal:

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

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Introduction

Background to the proposed research

The luxury goods market has expanded (Kim, 2019; Interbrand, 2013; Christodoulides et al., 2009). Managers of premium brands must grasp changing market conditions and client preferences (Fionda & Moore, 2009). This increase has outpaced growth in other consumer goods categories during the 1990s (Matthiesen & Phau, 2005). The luxury sector is one of the world's fastest expanding businesses, thanks to its rapid worldwide expansion (Fionda & Moore, 2009). Consumer culture and experience are influenced by rising luxury purchasing (Fazeli, Shukla, & Perks, 2020). Every day, customers are assaulted with 3,000 ads, some of which are premium products (Henke & Fontenot, 2011). Regardless of expense or position, every brand encounter, casual or direct, acts as a brand introduction or reminder to choose luxury companies.

Consumers are exposed to many points of reference that represent their home background throughout the socialisation process. Points of reference might include family, socioeconomic class, colour, gender, and family. It also depends on the points of reference. Luxurious items will undoubtedly be accessible to privileged customers reared in fashionable global capitals like New York, with families that actively consume them. This may be due to their family's money, luxury knowledge, Manhattan's availability to luxury merchants, and the broader Northeast consumer culture. The process of forming an identity begins in infancy and lasts till adult (Moschis, 1987). Consumers establish gender and racial identities. In this way, their ethnic and gender identities impact their market position, brand perceptions, and access to brands. Early references shape consumers' attitudes, beliefs, and buying intentions. Consumer-centricity is becoming a trend among premium firms. Understanding the ultimate luxury market requires more theory due to shifting consumer choices, luxury access, and media consumption. Increasing market presence requires a greater understanding of premium buyers. A better understanding of luxury customer behaviour is required. An antecedent understanding of luxury buyers is developed in this study.

Specifically, the conceptual framework emphasises advertising's impact on luxury buyer perception. Consumers' life experiences, not only the motivations for luxury buying, should be considered by marketers holistically. Concern for the customer is vital since consumers have unique requirements (Wiedmann et al., 2007; Kapferer & Bastien, 2012). From the consumer's viewpoint, the idea of luxury requires additional investigation (Berthon et al., 2009; Chandon, Laurent, & Vallette-Florence, 2016). One study team conceptualised luxury consumption in

India and created a luxury customer purchasing behaviour model (Jain et al., 2015). Uncovering new essential points of reference requires a more complex framework. Many elements presumably impact customer perception of luxury.

In this way, consumer socialisation and luxury accessibility differ. Affinity for premium brands varies widely across customers. Consumers want luxury, but that is not always the case. Committing to exclusively hedonistic pleasures rather than usefulness might be related to materialism (Belk, 2001). However, although consumerism is blamed for weakening consumer morale, specific individuals may vehemently reject or despise luxury companies, So knowing premium buyers help. Contrast this approach with previous typologies and frameworks that defined luxury only via macro-level circumstances. This concept suggests a deeper look at micro-level personal aspects. The meaning of luxury items, for example, might be interpreted differently by each customer. The last takeaway from this study is that consumers are the ones who decide whether to buy or not buy luxury goods. Luxury should include more consumer personal and cultural values.

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

- ❖ 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.

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?

Literature Review

Brand legacy, attractiveness, and quality all have a role in how well customers receive luxury brands. The optimal luxury definition has long been contested among scholars due to the different meanings and interests associated with luxury companies (Ko et al., 2019; Berthon et al., 2009; Beverland, 2004). Luxury has yet to be well defined in the literature (Sung et al., 2014). Adding to the difficulty is the individualised character of luxury perception. Customers in a developed nation may see a personal automobile as a need, whereas customers in poorer countries may see it as a luxury. High-priced items do not necessarily represent luxury. Most of the time, the features of a premium brand identify it (Kim, 2019). *Luxury brands* are defined as "pictures in consumers' thoughts that contain associations above a high level of price, quality aesthetics, rarity, extraordinary and a high degree of non-functional associations" for this study (Heine, 2012, p. 60). This definition is appropriate for luxury companies since it takes into account how the public perceives luxury. The way customers define luxury differs from person to person. Therefore understanding this is critical. In addition, customers might link luxury brands to emotions, quality, and scarcity, according to research (Pileiene, 2012). In addition to aesthetic value, luxury goods often provide their customers with practical, symbolic, and experiential benefits (Berthon et al., 2009). The luxury goods sector has grown significantly because of shifts in consumer spending and wealth (Interbrand, 2013). Increasing luxury brand reach and marketing activities broaden the pool of potential premium customers. Luxury brands.

Additionally, the increasing frequency with which media portrays luxury plays a role (Christodoulides et al., 2009; Phau & Teah, 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). Luxury products and consumer culture have significant economic repercussions, as seen by the burgeoning luxury industry. The internet's expansion and the availability of more inexpensive luxury goods are to blame for a large part of this increase (Kim, 2019; Jain & Schultz, 2019).

Research methodology

Research method (quantitative and qualitative data)

Two forms of data are often used in business research, whether for academic or other purposes: qualitative data and quantitative data (Lazaraton, 2005). In contrast to using qualitative data, which aids in applying phenomena and achieving study goals via descriptive analysis,

quantitative data does not aid in this endeavour since it reveals social phenomena and their facts, which can also be quantified. In order to evaluate the influence of luxury branding on attracting and influencing client purchase choices in the fashion sector, the researcher must give facts and data to illustrate the consequences of luxury branding. Because employing quantitative data is the most effective study approach for addressing this problem, the quantitative data used in this research was chosen for inclusion.

Sample size, type and sampling method is chosen

Sample size

A total of 50 persons have been selected as participants in this quantitative experiment by the researcher. Specifically, this researcher has opted to conduct a questionnaire survey with 50 participants. All of them will be randomly selected customers who have made purchases from Louis Vuitton and Gucci.

Sampling type

Due to the researcher's use of the possibility sampling approach, each population member faces a non-zero probability of being chosen from the pattern pool. Because picking individual customers for the organisation is challenging, the researcher adopts a random and non-biased method of selecting clients for his or her study. A random sample will enable the researcher to conduct an impartial study while also providing new information on clients' purchasing habits who buy premium brands. Moreover, choosing based on consumer criteria is challenging since Louis Vuitton and Gucci has a vast customer base, with each customer having their own set of features.

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.

Selected data collection method

Whilst selecting the quality statistics accumulating approach for their take a look at concern, researchers have to study alternatives: facts collection from primary sources, which give uncooked and unpolished statistics, or statistics collection from secondary sources, which give

published, polished, and previously used information (Cooper and Schindler, 2014). Compared to the questionnaire survey technique, the researcher has selected number one assets as an information collection method. The researcher must collect quantifiable data on how many individuals buy Louis Vuitton and Gucci items, how many buy after reading reviews on social media, and how many buy after hearing or following the advice of influencers. All of these requirements can be met through numeric or quantitative analysis. The questionnaire survey simplifies the procedure since it is the most effective means of collecting quantitative data from study participants. The questionnaire will include ten questions, also, in the questionnaire, there will be both closed and open questions, and the people who will answer these questionnaires will have to answer the questions for a maximum of 10 minutes.

Selected research approach

Depending on the research style employed, either an inductive or a deductive approach is used. An experimenter has selected a quantitative data collecting approach and will use the reasoning process from hypotheses to arrive at a conclusion that makes sense after the research is complete.

Analytical method for quantitative data

Quantitative data analysis necessitates the involvement of the researcher to choose a preferred technique that enables statistical analysis and evaluation of the data. This study was conducted using charts, graphs, and diagrams, and the researcher chose to analyse and interpret the gathered data using SPSS.

Research ethics

The research ethics guide researching protects participants' norms, values, and beliefs while also benefiting society. It also instructs and oversees researchers in order to maintain a high level of ethical conduct. The researcher has considered several ethical factors, which should be kept in mind as the study progresses toward its aim.

- ❖ 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.

Resource and Planning

Timeline

This study will take sixteen weeks to complete, during which time the researcher will choose a sample and gather primary data using a questionnaire survey. There is a total of 16 weeks for the research; the time taken to complete the literature review should be at least two weeks. The following Gantt Chart depicts the researcher's efforts during sixteen weeks:

Gantt Chart

<i>Activities</i>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1.Introduction (background, rationale of the study, aim, research objectives, research questions)																
2. Literature review																
3. Research methodology																
4. Creating the questionnaire/interview questions																
5. Collection of data																
6. Analysis of data																
7. Discussion/Interpretation of data																
8. Conclusion and recommendations																

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