

A Study of Effect of Psychographic Factors on Buying Decision for Luxury Brands of Cosmetic Products.

Rupali Gaikwad¹ and Dr. Roshni Sawant²

¹Research Scholar, D.Y. Patil deemed to be University school of management, CBD Belapur, Navi Mumbai

²Associate Professor, D.Y. Patil deemed to be University school of management, CBD Belapur, Navi Mumbai

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***Corresponding author: Rupali Gaikwad**

Abstract: This study explores the impact of psychographic factors—namely self-image, emotions and mood, and motivation and desire—on consumer buying decisions specifically for luxury cosmetic brands. As consumer behavior becomes increasingly driven by emotional and psychological triggers, understanding the deeper motivations behind purchasing luxury beauty products is essential. Primary data was collected from 160 respondents through a structured questionnaire to analyze the relationships between variables and validate the proposed model. The study also considers demographic variables such as gender, age, and qualification, which influence these psychographic factors and help explain variations in purchasing patterns across different consumer segments. Using a conceptual framework that connects demographics to psychographic dimensions and ultimately to buying decisions, the research aims to uncover how internal psychological characteristics shape consumer preferences in the premium cosmetic market. The findings are expected to offer valuable insights to luxury brand marketers seeking to refine their positioning strategies and develop more emotionally resonant marketing campaigns that align with consumers' self-perception and lifestyle aspirations.

Keywords: Luxury Cosmetics, Psychographic Factors, Buying Decision, Consumer Behavior.

INTRODUCTION

Psychographic factors refer to the psychological attributes and intrinsic characteristics of individuals that influence their attitudes, behaviors, and decision-making processes. Unlike demographic factors—which include measurable traits like age, gender, and income—psychographic factors delve into aspects such as personality, values, interests, opinions, and lifestyle. These factors help marketers understand *why* consumers make certain choices, offering a more emotional and psychological layer of insight into consumer behavior.

2. Self-Image: Self-image, or self-concept, plays a significant role in consumer behavior, especially when it comes to luxury products. It reflects how individuals perceive themselves and how they want to be perceived by others. In the context of luxury cosmetics, consumers may choose brands that align with their aspirational self-image—seeking products that enhance their identity, boost their confidence, or reflect a desired status. A person who views themselves as elegant or fashion-forward, for instance, is more likely to be influenced by high-end, prestigious cosmetic brands that reinforce that image.

3. Emotions and Mood: Emotions and mood are powerful psychographic components that often drive impulse purchases and brand attachment. Consumers experiencing positive emotions are more likely to make favorable purchase decisions, while those in a negative mood might seek products that promise to uplift or comfort them. Luxury cosmetic brands frequently leverage emotional marketing, using appealing visuals, storytelling, and

sensory experiences to trigger emotional responses that create a connection with the consumer and influence buying behavior.

4. Motivation and Desire: Motivation refers to the internal drive that compels a consumer to act, while desire reflects the intensity of that motivation toward a specific product or outcome. These factors are closely tied to personal goals, needs, and aspirations. In the luxury cosmetics segment, motivations may include the desire for social recognition, personal indulgence, or perceived superiority. A consumer motivated by prestige might be drawn to exclusive, limited-edition products that enhance their perceived social status.

5. Relevance in Marketing Strategy: Understanding psychographic factors allows marketers to design campaigns that resonate on a deeper, emotional level. It enables brand positioning that goes beyond product features to connect with consumers' values and aspirations. For luxury cosmetic brands, integrating psychographic insights can result in more effective targeting, personalized messaging, and stronger brand loyalty. By appealing to how consumers see themselves and what they desire emotionally, brands can create lasting impressions and drive premium purchase decisions.

Effect of Psychographic Factors on Buying Decision for Luxury Brands of Cosmetic Products

Psychographic factors have a profound influence on consumer buying behavior, particularly in the luxury cosmetics segment, where emotional and psychological needs often outweigh functional ones. Self-image plays a

critical role, as consumers of luxury cosmetic brands often choose products that align with their aspirational identity. These individuals view such products not just as beauty enhancers but as extensions of their personality, lifestyle, and status. A luxury brand that communicates elegance, sophistication, or exclusivity appeals strongly to consumers who want to reflect these traits in their own self-image.

Emotions and mood significantly impact how consumers engage with luxury cosmetics. Emotional branding is a powerful tool used by high-end cosmetic companies to build deep emotional connections through storytelling, brand legacy, packaging, and sensory appeal. A consumer may purchase a luxurious lipstick not merely for its color or texture but for the emotional satisfaction, confidence, or indulgence it evokes. The act of buying becomes a personal experience tied to mood regulation and emotional upliftment.

Another important psychographic variable is motivation and desire, which drives consumers toward fulfilling psychological needs such as social status, self-reward, or belonging. Luxury cosmetics often symbolize success, self-care, or self-worth. Motivated by these internal desires, consumers may choose premium products even if they are significantly more expensive, as they fulfill not just a need for quality but also for recognition and esteem.

When these psychographic elements interact with consumer demographics such as age, gender, and qualification, they create diverse buying patterns. For instance, young professionals might be driven by the desire to look confident in corporate settings, while older consumers might associate luxury cosmetics with timeless beauty and self-respect. Therefore, understanding these psychological underpinnings helps brands craft marketing strategies that speak directly to the personal motivations behind luxury purchases.

In summary, psychographic factors—self-image, emotions and mood, motivation and desire—are central to the consumer decision-making process for luxury cosmetics. These factors help decode the deeper "why" behind the purchase, enabling luxury brands to position themselves more meaningfully and build lasting consumer relationships based on identity, emotion, and aspiration.

REVIEW OF LITERATURE:

1. **Vigneron, F., & Johnson, L. W. (2004)**, In the research titled "Measuring perceptions of brand luxury" This study concludes that the consumption of luxury brands, including cosmetics, is significantly influenced by intangible psychological drivers rather than by tangible product features. Consumers tend to perceive luxury brands as symbols of prestige, quality, and personal identity. In particular, self-concept and the desire for exclusivity motivate purchases. The authors suggest that marketers should focus more on building brand prestige and aligning product presentation with consumers' aspirational identities, as these psychographic elements heavily dictate buying behavior.
2. **Husic, M., & Cicic, M. (2009)**, In the research titled "Luxury consumption factors" The authors found that emotional satisfaction, self-expression, and a sense of personal reward are essential psychographic factors driving luxury cosmetic purchases. These psychological dimensions often outweigh utilitarian aspects like product performance or price. Consumers, especially women, view luxury cosmetics as tools to enhance self-esteem and express individuality. The study recommends that luxury brands highlight emotional and symbolic associations in their branding strategies to connect more effectively with target consumers.
3. **Wiedmann, K. P., et.al (2009)**, In the research titled "Value-based segmentation of luxury consumption behavior" This research shows that luxury brand purchases are heavily driven by emotional and symbolic values, such as feelings of pleasure, status recognition, and personal achievement. These psychographic influences shape consumers' attitudes and decisions far more than income or age alone. The study proposes a value-based segmentation approach that includes dimensions like emotional value, social value, and self-related value, which provide a more nuanced understanding of consumer behavior in luxury markets, especially cosmetics.
4. **Phau, I., & Prendergast, G. (2000)**, In the research titled "Consuming luxury brands: The relevance of the 'Rarity Principle'" The study affirms that the rarity and exclusivity of luxury products are central to their appeal, acting as key motivators for purchase among status-conscious consumers. These psychographic motivations are deeply rooted in the consumer's desire to stand out and signal distinction from the general public. The authors conclude that the emotional satisfaction derived from owning something rare—such as limited-edition cosmetics—adds immense value to the product, often surpassing practical considerations like cost or utility.
5. **Amatulli, C., & Guido, G. (2011)**, In the research titled "Determinants of purchasing intention for fashion luxury goods in the Italian market: A laddering approach" This study demonstrates that consumers are primarily motivated to buy luxury items like cosmetics to fulfill psychological needs such as self-gratification, social affirmation, and identity enhancement. The purchasing intention is strongly influenced by the consumer's inner desire to appear sophisticated, successful, and fashion-conscious. These motivational drivers form a vital part of psychographic profiling and are more predictive of consumer behavior than traditional demographics, such as income or occupation.
6. **Ko, E., et.al (2019)**, In the research titled "What is a luxury brand? A new definition and review of the literature" The study redefines luxury branding by emphasizing that it must deliver more than just superior quality—it should evoke positive emotional responses and strengthen consumers' self-image. Emotional resonance, pride of ownership, and personal identity alignment are crucial for consumers choosing luxury cosmetics. The authors argue that effective

luxury branding must appeal to deeper psychological layers of the consumer, offering not only tangible benefits but also symbolic meaning and emotional upliftment.

7. **Zhan, L., & He, Y. (2012)**, In the research titled “Understanding luxury consumption in China: Consumer perceptions of best-known brands” This research highlights that in rapidly developing markets like China, consumers purchase luxury products—including cosmetics—not just for quality, but to fulfill emotional and psychological desires related to self-presentation, modern identity, and social advancement. Psychographic factors such as self-expression, confidence building, and belonging to a status group dominate purchase intentions. The study emphasizes the need for luxury brands to position their products as lifestyle enhancers that align with consumers' inner values and emotional aspirations.

Research Gap

While existing studies by Vigneron & Johnson (2004), Husic & Cicic (2009), Wiedmann et al. (2009), and others have successfully highlighted the significant influence of psychographic factors—such as self-concept, emotional satisfaction, symbolic value, and exclusivity—on consumer behavior toward luxury brands, including cosmetics, much of this research remains concentrated on generalized luxury consumption patterns or focused on fashion and accessories. Additionally, many studies adopt a Western or East Asian context, leaving a gap in region-specific consumer behavior insights, particularly within emerging markets like India. There is also limited integration of multiple psychographic dimensions—such as lifestyle, personality traits, and motivations—in a single model to predict buying behavior specific to luxury cosmetic products. Therefore, a focused, empirically grounded study that synthesizes various psychographic variables and explores their direct effect on luxury cosmetic buying decisions in a specific cultural and demographic context is essential to bridge this gap and offer actionable insights to marketers.

RESEARCH METHODOLOGY

Conceptual Framework

1. Research Design: The study employed a descriptive research design aimed at exploring and understanding the influence of psychographic factors on consumer buying behavior related to luxury cosmetic brands. This design facilitated the examination of relationships between variables such as Self-Image, Emotions & Mood, Motivation & Desire, and their impact on purchase decisions, allowing for both comparative and correlational analysis.

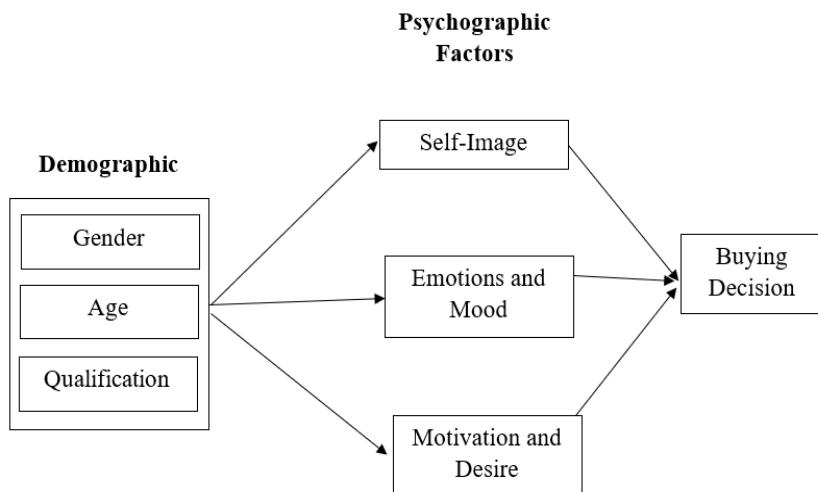
2. Sample and Sampling Technique: A total of 160 respondents participated in the study, selected using a non-probability convenience sampling technique. This approach was chosen for its practicality and accessibility, targeting consumers familiar with luxury cosmetic products. The sample comprised a diverse demographic with a majority of young females, ensuring relevant insights into the target market segment.

3. Data Collection: Primary data was collected through structured questionnaires administered to respondents. The questionnaire included items measuring key psychographic factors and buying behavior, using Likert scales for consistency and ease of analysis. This direct approach enabled the collection of detailed and specific data on consumer attitudes toward luxury cosmetics.

4. Hypotheses Tested

- **H01:** There is no difference in factors of psychographic factor in Luxury Brands of Cosmetic Products.
- **H02:** There is no impact of psychographic factor for Luxury Brands of Cosmetic Products on Buying behaviour.

5. Statistical Tools Used: The study utilized the Friedman test to assess differences among psychographic factors, Pearson correlation to examine relationships between these factors and buying decisions, and multiple linear regression to evaluate their combined impact on buying behavior. Additionally, model summary statistics and ANOVA were employed to validate the regression model's fit and significance.



The conceptual framework illustrates the influence of demographic and psychographic factors on consumer buying decisions. Demographic elements—gender, age, and qualification—serve as foundational variables that shape key psychographic factors: self-image, emotions and mood, and motivation and desire. These psychographic variables act as mediators, translating demographic traits into psychological responses that ultimately drive buying behavior. The model suggests that individuals' internal states, shaped by who they are demographically, play a crucial role in determining their purchasing decisions. This framework highlights the interconnectedness between personal attributes and psychological drivers in consumer behavior.

Data Analysis

Demographic Factors

Sr No.	Particular	Category	Frequency	Percent
1	Gender	Male	55	34.4
		Female	105	65.6
2	Age	Up to 25 Years	113	70.6
		26 to 35 Years	6	3.8
		36 to 45 Years	27	16.9
		40 to 60 Years	14	8.8
3	Qualification	Up to SSC	27	16.9
		HSC	16	10.0
		Graduation	45	28.1
		Post Graduation	39	24.4
		Professional Degree	33	20.6

The demographic profile of the respondents shows a predominance of females (65.6%) compared to males (34.4%). The majority of participants are young, with 70.6% aged up to 25 years, while smaller proportions fall into the 26-35 years (3.8%), 36-45 years (16.9%), and 40-60 years (8.8%) age groups. Regarding educational qualifications, the sample is fairly well-educated: 28.1% have completed graduation, 24.4% hold postgraduate degrees, and 20.6% possess professional degrees, while smaller segments have up to SSC (16.9%) or HSC (10%) education levels. This indicates a young, predominantly female, and moderately to highly educated respondent group.

Objective and Hypothesis

Objective 1 To Study psychographic factor for Luxury Brands of Cosmetic Products.

Null Hypothesis H_0 : There is no difference in factors of psychographic factor in Luxury Brands of Cosmetic Products.

Alternates Hypothesis H_1 : There is a difference in factors of psychographic factor in Luxury Brands of Cosmetic Products. To Test the above null hypothesis Friedman test is applied and Chi-square test is obtained results are as follows.

Test Statistics ^a	
N	160

Chi-Square	16.942
df	2
P-value	.000
a. Friedman Test	

Interpretation: Above results indicate that p-value is 0.000. It is less than standard value of 0.05. Therefore, the chi-square test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is a difference in factors of psychographic factor in Luxury Brands of Cosmetic Products.

Findings: To understand the findings of hypothesis, mean rank of psychographic factor in Luxury Brands of Cosmetic Products are obtained and presented in the following table.

Ranks	
	Mean Rank
Self-Image	1.79
Emotions & Mood	2.22
Motivation & Desire	2.00

The mean rank analysis of psychographic factors influencing the perception of luxury cosmetic brands reveals that Self-Image holds the highest importance among respondents, with the lowest mean rank of 1.79, indicating it is the most prioritized factor. Following this, Motivation & Desire ranks second with a mean rank of 2.00, suggesting a strong influence on consumer behavior but slightly less than self-image. Lastly, Emotions & Mood has the highest mean rank at 2.22, indicating it is the least influential among the three psychographic factors, though still significant in shaping consumer preferences towards luxury cosmetic products.

Objective 2 To Study impact of psychographic factor for Luxury Brands of Cosmetic Products on Buying behaviour.

Null Hypothesis H₀₂: There is no impact of psychographic factor for Luxury Brands of Cosmetic Products on Buying behaviour.

Alternate Hypothesis H₁₂: There is an impact of psychographic factor for Luxury Brands of Cosmetic Products on Buying behaviour.

To Test the above null hypothesis correlation test is applied and obtained results are as follows.

Correlations		Buying Decision	Self-Image	Emotions & Mood	Motivation & Desire
Buying Decision	Pearson Correlation	1	.212**	.416**	.306**
	P-value		.007	.000	.000
	N	160	160	160	160
Self-Image	Pearson Correlation	.212**	1	.585**	.270**
	P-value	.007		.000	.001
	N	160	160	160	160
Emotions & Mood	Pearson Correlation	.416**	.585**	1	.297**
	P-value	.000	.000		.000
	N	160	160	160	160
Motivation & Desire	Pearson Correlation	.306**	.270**	.297**	1
	P-value	.000	.001	.000	
	N	160	160	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation: Above results indicate that p-value is less than standard value of 0.05. Therefore, the correlation test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is an impact of psychographic factor for Luxury Brands of Cosmetic Products on Buying behaviour.

Findings: The correlation analysis reveals significant positive relationships among the psychographic factors—Self-Image, Emotions & Mood, and Motivation & Desire—and the Buying Decision in luxury cosmetic brands. Specifically, Buying Decision has a moderate positive correlation with Emotions & Mood ($r = 0.416$, $p < 0.01$), indicating that consumers' emotional states strongly influence their purchase choices. It also shows weaker but significant positive correlations with Motivation &

Desire ($r = 0.306$, $p < 0.01$) and Self-Image ($r = 0.212$, $p < 0.01$), suggesting that consumers' desires and their self-concept also contribute to buying behavior. Among the psychographic factors themselves, Self-Image and Emotions & Mood have a strong correlation ($r = 0.585$, $p < 0.01$), showing these aspects are closely linked in shaping consumer attitudes. Overall, these findings highlight that emotional factors and personal motivations significantly impact luxury cosmetics purchasing decisions.

Regression Model-1

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.462 ^a	.213	.198	14.934	
a. Predictors: (Constant), Motivation & Desire, Self-Image, Emotions & Mood					

The model summary indicates that the three psychographic factors—Motivation & Desire, Self-Image, and Emotions & Mood—together explain about 21.3% of the variance in the Buying Decision for luxury cosmetic products, as reflected by the R Square value of 0.213. The adjusted R Square of 0.198 suggests a slight reduction when accounting for the number of predictors, which is typical in regression analysis. The multiple correlation coefficient (R) of 0.462 indicates a moderate overall relationship between these predictors and the Buying Decision. The standard error of estimate (14.934) reflects the average deviation of observed buying decisions from the model's predicted values, providing insight into the model's accuracy. Overall, the model shows a moderate but meaningful ability to predict consumer buying decisions based on these psychographic factors.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9438.580	3	3146.193	14.107	.000 ^b
Residual	34790.920	156	223.019		
Total	44229.500	159			
a. Dependent Variable: Buying Decision					
b. Predictors: (Constant), Motivation & Desire, Self-Image, Emotions & Mood					

Above results indicates that p-value is 0.000. It is less than 0.05. It indicates that linear regression model is good to fit.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	31.112	7.723		4.028	.000
Self-Image (SI)	-.090	.102	-.078	-.880	.380
Emotions & Mood (EAM)	.436	.097	.400	4.494	.000
Motivation & Desire (MAD)	.202	.073	.208	2.772	.006
a. Dependent Variable: Buying Decision					

Above table indicate the values of coefficients and corresponding significance. According to p-value of the Buying Decision factors it is observed that except "Self-Image" all remaining variables has significant impact on Buying Decision factors.

The mathematical equation to estimate the Buying Decision factors is presented as follows:

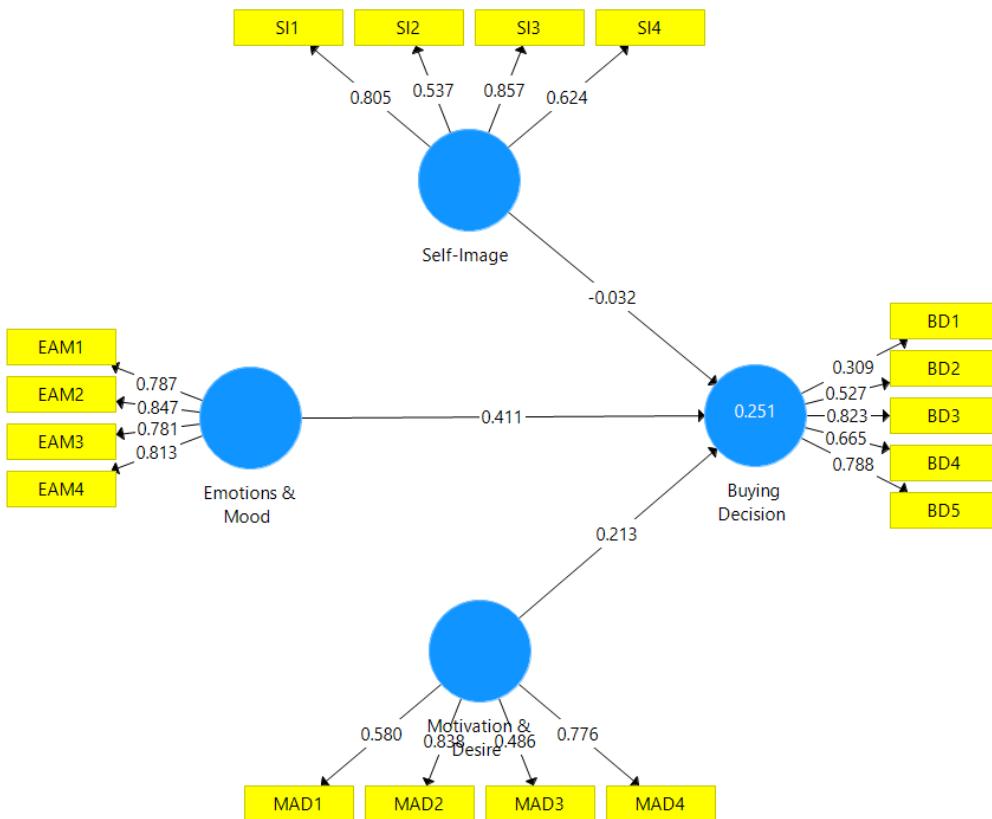
$$\text{Buying Decision} = 31.112 - 0.90*SI + 0.436*EAM + 0.202*MAD$$

SEM Model

The Structural Equation Model (SEM) illustrates the influence of three key psychographic factors—Self-Image, Emotions & Mood, and Motivation & Desire—on the Buying Decision of consumers for luxury cosmetic brands. The model reveals that Emotions & Mood has the strongest positive impact (path coefficient = 0.411) on Buying Decision, followed by Motivation & Desire (0.213), while Self-Image shows a negligible and negative effect (-0.032). The R^2 value of 0.251 indicates that these three factors collectively explain 25.1% of the variance in consumer buying decisions. Each construct is validated by strong outer loadings from their respective observed indicators, confirming the reliability of the measurement model. Overall, the SEM highlights that emotional and motivational aspects significantly drive purchase behavior in the luxury cosmetics market.

Independent Variable: Self-Image (SI), Emotions & Mood (EAM), Motivation & Desire (MAD)

Dependent Variable: Buying Decision



CONCLUSION

The study concludes that psychographic factors—Self-Image, Emotions & Mood, and Motivation & Desire—significantly influence buying decisions for luxury cosmetic brands. The Friedman test confirmed differences among these factors, with Self-Image being the most prioritized, followed by Motivation & Desire and Emotions & Mood. Correlation analysis showed positive and significant relationships between these factors and buying behavior, especially highlighting the strong impact of

Emotions & Mood. The regression model further substantiated these findings, explaining 21.3% of the variance in buying decisions and demonstrating a good model fit ($p = 0.000$). Among the predictors, Emotions & Mood and Motivation & Desire had a significant positive effect on buying decisions, while Self-Image did not show a statistically significant impact in the regression. Overall, emotional and motivational psychographic factors play a crucial role in shaping consumer behavior towards luxury cosmetic products.

Path Coefficient

	Buying Decision
Emotions & Mood	0.411
Motivation & Desire	0.213
Self-Image	-0.032

The path coefficient analysis indicates the strength and direction of influence each psychographic factor has on the Buying Decision for luxury cosmetic products. Emotions & Mood has the strongest positive effect with a coefficient of 0.411, suggesting that consumers' emotional states significantly influence their purchase decisions. Motivation & Desire also shows a positive impact with a coefficient of 0.213, indicating a moderate influence on buying behavior. In contrast, Self-Image has a negative and negligible path coefficient of -0.032, implying it does not significantly affect the buying decision in this model. These findings underscore the dominant role of emotional and motivational factors in shaping consumer preferences for luxury cosmetics.

Outer Loadings

	Buying Decision	Emotions & Mood	Motivation & Desire	Self-Image
BD1	0.309			

BD2	0.527			
BD3	0.823			
BD4	0.665			
BD5	0.788			
EAM1		0.787		
EAM2		0.847		
EAM3		0.781		
EAM4		0.813		
MAD1			0.580	
MAD2			0.838	
MAD3			0.486	
MAD4			0.776	
SI1				0.805
SI2				0.537
SI3				0.857
SI4				0.624

The outer loadings in the PLS-SEM model represent the strength of the relationship between each observed variable and its respective latent construct, indicating how well each item reflects its underlying factor. For the Buying Decision construct, BD3 (0.823) and BD5 (0.788) show strong loadings, meaning these items most effectively capture consumer purchase behavior. Within Emotions & Mood, all items—EAM2 (0.847), EAM4 (0.813), EAM1 (0.787), and EAM3 (0.781)—demonstrate high reliability, indicating consistent measurement of emotional influence. The Motivation & Desire construct is primarily represented by MAD2 (0.838) and MAD4 (0.776), confirming their strong reflection of motivational factors. In the Self-Image construct, SI3 (0.857) and SI1 (0.805) show the highest loadings, suggesting they are the most reliable indicators of self-concept. All loadings above the threshold of 0.7 indicate good convergent validity, while slightly lower values (e.g., SI2 = 0.537) may still be acceptable in exploratory research. Overall, the outer loadings validate that the constructs are well-measured and contribute meaningfully to the structural model.

Outer Weightage

	Buying Decision	Emotions & Mood	Motivation & Desire	Self-Image
BD1	0.062			
BD2	0.286			
BD3	0.313			
BD4	0.346			
BD5	0.434			
EAM1		0.278		
EAM2		0.368		
EAM3		0.314		
EAM4		0.276		
MAD1			0.310	
MAD2			0.485	
MAD3			0.226	
MAD4			0.392	
SI1				0.365
SI2				0.211
SI3				0.505
SI4				0.257

The outer weightage table represents the contribution of each observed variable (indicator) to its corresponding latent construct in the PLS-SEM model for luxury cosmetic buying behavior. Among the Buying Decision indicators, BD5 (0.434) and BD4 (0.346) have the highest outer weights, showing they are the most influential in shaping the buying decision construct. For

Emotions & Mood, EAM2 (0.368) and EAM3 (0.314) are the strongest contributors, indicating emotional reactions and moods are key influencers. Within Motivation & Desire, MAD2 (0.485) and MAD4 (0.392) weigh heavily, showing that inner motivation and desire are strong determinants. In the Self-Image construct, SI3 (0.505) has the highest weight, highlighting it as the most impactful item related to self-perception. Overall, this outer weight analysis confirms the relative importance of specific observed variables in accurately defining each psychographic factor and its role in influencing buying behavior.

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