

Impact of Prestige on the Purchase Intention of Consumers Regarding Luxury Products

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ABSTRACT: *The current paper examines the influence of the prestige of the consumers on the purchase intention of the consumers towards the products of luxury brand. the consumers around the globe have got a wide variety of choice of fashion and luxury products. they get access to these products through the availability of multiple channels of shopping and also price levels. The study is done among the consumers of luxury products in Chennai. The respondents of the study were selected through convenience and the sample size of the study is 100. The information needed for the purpose of the study is analyzed with the help of regression. The outcomes of the analysis show that the luxury products' purchasers were highly influenced by the prestige.*

KEYWORDS: *Prestige, purchase intention*

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I. INTRODUCTION AND LITERATURE REVIEW

Purchase intention is the term which shows that probability that the consumers will be ready or will plan to buy a product or service in the near future. Dodds (1991); Schiffman and Kanuk (2007) had stated that the improvement in the purchase possibility paves the way to enhanced purchase intention. Purchase intention arises in the minds of consumers after a deep assessment of all the available brands in the market (Teng, Laroche and Huihuang, 2007). Fishbein and Ajzen(1975); Schiffman and Kanuk(2007) had said that an optimistic purchase intention of the consumers establishes an optimistic commitment towards the product which motivates the consumers to make an actual purchase. For showing commitment towards the product, the consumers have to follow their habitual buying. In other words, they have to practice the purchase practice they have been doing so far for taking decisions to buy a product (Terrell, 2002).

The term brand prestige refers to the exhibition of evaluative judgment which expresses higher or lower status. Brand prestige depends on the experiences in life, awareness and knowledge regarding the competing product brands (O'Shaughnessy and O'Shaughnessy, 2002). An integral, exclusive know-how, which is related with a specific feature or the overall value and performance of the product, is the main measure for a brand to be adjudicated as prestigious (Baek, 2010). It refers to the logical or the emotional perceptions of the consumers regarding a specific product brand, particularly, when it is tough to make a difference among the products on the basis of tangible qualitative features, which play a significant role in the shopping behaviors of the consumers. This is because of this that the value of the brand is regarded as an essential asset. The brands which are powerful enhance the trust of the consumers for purchasing the product repeatedly. As per brand management, the value of a brand comes from the perceived value of the customers and this perception ultimately affects the preference of the customers in purchasing a product (Luni, Neda., 2010).

Josphine Chepchirchir and Mark Leting (2015) had studied the impacts of brand quality and brand prestige on the purchase intention of the brands of mobile phones. The authors had done an empirical assessment in the country of Kenya. The relation between brand prestige, brand quality and the purchase intention towards mobile phones had been studied in this paper. Information needed for the study was collected using a survey and the sample size of the study was 322. The collected data was analyzed with the help performing multiple regression. the findings show that brand prestige and brand quality were linked optimistically with the purchase intention of the consumers. The limitation of the study is that it focused only the customers of Kenya.

Diksha Pasricha, Kokil Jain and Gurinder Singh (2020) had examined the antecedents which affect the purchase intention of the millennials regarding the products of fashion luxury. The authors had done a study which was of mixed method nature. The authors had found out the factors which motivate the young purchasers to have an optimistic purchase intention to buy products of luxury fashion. The factors were explored using in-depth interviews. The quantitative data was collected among 218 young consumers of India to check the outcomes which was derived from the qualitative analysis of a larger sample population. The testing of the hypothesized relation was done by performing SEM using AMOS 21.0. the results showed that there was a

relationship between the factors which affected the young consumers of India and their attitude regarding the purchase of fashion products of luxurious nature. This relationship also had an effect on their purchase intention.

Nguyen Ngoc Duy Phuong and Nguyen Tien Dat (2017) had reviewed the impact of nation of origin of products on the purchase intention of the consumers. It was a research of the functional products of Vietnam. The author had evaluated the main determinants and the impact of the nation of origin on the purchase intention of the consumers towards the functional food and dietary supplement products in Vietnam. The social and personal factors were evaluated by executing exploratory study on customer’s buying behaviour. The authors had used a 7-point Likert scale. The sample population was selected with the help of non-probability convenience sampling. The sample size of the study was 242 Vietnamese consumers of functional and supplement food. PLS-SEM was used by the authors for making the analysis structural models and also their measurement. The outcomes showed that the social prestige which the consumers perceive and their optimistic attitude regarding the functional food which were the key factors which influenced the purchase intention of the consumers. The decision making of the consumers to purchase a product depends mainly on the perceived prestige of the consumers. In other words, the purchase intention of the consumers will be high, if their perceived prestige about the product is high.

1.1 OBJECTIVES: The main aim of the study here is to explore whether the prestige factor affects the purchase intention of customers towards luxury products.

1.2 RESEARCH METHODOLOGY: The study is done among the consumers of luxury products in Chennai. The respondents of the study were selected through convenience and the sample size of the study is 100. The information needed for the purpose of the study is analyzed with the help of regression. Prestige scale adopted from Josphine Chepchirchir and Mark Leting (2015). Purchase intention scale adopted from Shukla & Purani. (2012).

Table 1: Analysis and interpretation

R	R Square	Adjusted R Square	Sig.
.847(a)	.718	.700	.000(a)

Table 2: Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.161	.193		6.025	.000
This is a very prestigious brand	.186	.036	.420	5.203	.000
This is not a very prestigious brand	.091	.036	.216	2.550	.012
To me, this brand represents what is all to me	.023	.033	.047	.704	.483
This brand does not represent what is all about me	.177	.039	.288	4.597	.000
To me, this mobile phone brand is very good	.063	.037	.109	1.727	.087
This brand is not a very good symbol	.116	.037	.213	3.155	.002

1.2.1 A Dependent Variable - Purchase Intention: The above table revealed a positive coefficient, which means that among all the statements, two statements were not influence on the purchase intention of luxury product purchasers in Chennai. There was a positive relation found between prestige and purchase intention. R value of this study was 0.718 and significant value of the study was 0.00. Findings show that the luxury products’ purchasers were highly influenced by the prestige.

1.3: CONCLUSION: Prestige depends on the experiences in life, awareness and knowledge regarding the competing product brands. As per brand management, the value of a brand comes from the perceived value of the customers and this perception ultimately affects the preference of the customers in purchasing a product.

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