



Luxury Brands in the South African Emerging Market: An empirical study of the relationship between consumer personality traits and purchase intentions towards luxury brands.

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Declaration on Ethical Conduct in Research

I hereby declare that the Research Report submitted for the BA Honours in strategic brand communications degree to The Independent Institute of Education is my own work and has not previously been submitted to another University of Higher Education institution for degree purposes.

Abstract

Luxury brand consumption has flourished worldwide over the last decade. Traditionally there has been great emphasis on research investigating western emerged luxury brand markets. Increasingly however, a strong desire for luxury brands in emerging societies has become conspicuous, yet literature focusing on these markets remains marginal. While certain personality commonalities may exist across emerged and emerging consumers, aspects that may influence purchasing behaviour in one cultural group may not be relevant to another culture. The underlying theme in this research paper therefore, is to investigate the relationship of personality for South African consumers and their purchase intentions towards luxury brands within an emerging market context. The personality factors that were chosen as predictors of South African consumer's purchase intentions towards luxury brands were; need for materialism, need for uniqueness, need for status/conspicuousness and need for social comparison. This study took a quantitative approach with an online questionnaire serving as the main form of data collection. Through the use of snowball sampling, a sample of 60 respondents was received. Results of the study revealed that all of the selected personality traits were correlated with South African consumers purchase intentions towards luxury brands. Need for materialism and need for uniqueness were discovered to be the most predominant predictors. This study has helped advance the existing knowledge relating to emerging markets, particularly the South African market, and their purchase intentions. Additionally this knowledge will contribute to local and global luxury brands and the influence of personality traits within their branding strategies towards South African consumer.

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CHAPTER 1

INTRODUCTION TO STUDY

1.1. Introduction:

This study is principally concerned with investigating the relationship between personality traits and the purchase intentions towards luxury brands. This will be investigated through the context of the South African emerging market. This chapter introduces the scope of this study. The background and research problem is introduced which includes a background, as well as a motivations and overall aim of this study. The Research Questions, hypotheses and objectives that will guide this study are presented. Moreover, an introduction to the methodology and key concepts that will be used are explained. Lastly, the structure this research paper will follow will also be conferred.

1.2 Background

Luxury brand consumption has flourished worldwide over the last decade, encouraging academics and branding experts to expand their knowledge on this global multi-billion dollar industry. Largely, interest in luxury brands has been driven by the continual growth of the luxury industry even in times of recession. Luxury brands are high-involvement commodities and are not purchased on a whim, making it in the interest of luxury organizations to have a strong understanding of their consumers purchasing behaviour (Hein & Phan, 2011).

Traditionally there has been great emphasis on research that investigates western cultures and luxury brand markets. Increasingly however, a strong desire for luxury brands in non-western societies has become prominent, yet literature focusing on these markets remains marginal (Hein & Phan, 2011).

A widespread set of factors influence consumer's purchase intention. Consumers go through multiple mental processes that are difficult to detect and apprehend due to the diverse range of personality of consumers, that influences their decision making processes. Dependent on which personality factors are most important, consumer's

intention to purchase a brand will be affected (Gohary & Hanzabee, 2014). Despite the vast amount of research conducted within the luxury brand scope, there is still however, much to be examined about what factors encourages purchasing intent for luxury brands. The saturation of Western markets has forced luxury brands to deem emerging markets, such as South Africa, as possible avenues in which to keep up with the continuously changing global market (Truong *et al.* 2010). This influx of luxury brands into SA has presented the opportunity for previously disadvantaged consumer's to purchase luxury brands. Considering this transformation of the South African market, the potential for luxury brands to ultimately strengthen the SA economy is patent (Gohary & Hanzabee, 2014). This study therefore, aims to shed light into the purchasing intentions of South African consumer's through focusing on the influence of personality factors. Given the strong predictive power that personality and purchase intentions' hold, knowledge gained from this study has the potential to positively enhance the South African luxury brand sphere (Truong *et al.* 2010).

1.3 Rationale:

South Africa is currently assessed as one of the most developed luxury brand market amongst emerging markets within the African continent, where the appetite for luxury brands is ever increasing (Chipp *et al.* 2011). Additionally, with the growth of globalisation the luxury realm has expanded, and causing a customer base to emerge that is more culturally diverse than ever.

By referring to Shukla's (2012) theory of impression management which demonstrated how the perceptions of consumers within the western developed market showed contrasting luxury purchase intentions compared to those of the eastern emerging markets. Similarly, the study conducted by Chattalas & Shukla (2015) whereby luxury brand purchase intentions of the United States consumers and United Kingdom consumers demonstrated a difference in purchase intention despite the commonalities between the two. Shukla's (2012) findings therefore maintain the argument that while certain commonalities may exist across emerged and emerging consumers, aspects

that may influence purchasing behaviour in one cultural group may not be relevant to another culture. Societal values, which influence psychological elements, are important attributes that motivate consumer-purchasing behaviour (Belk 1999; Cleaveland & Loroche 2007).

Studies that have addressed luxury brand purchase intentions have been unique to each country. As Ajzen (1991) asserts the purchasing intentions of consumer purchasing behaviour is greatly driven through the way in which consumers perceive luxury brands and make sense of the ideas that are associated with the concept of luxury. Accordingly, it is imperative that South African consumer's perception of luxury is explored and not based on the assumption that all societal values across countries are the same. Moreover, given that luxury brands are not bought out of impulsiveness, through this study's exploration of the relationship between a consistent construct of personality and purchase intentions it also holds greater potential to predict consumer behaviour that will be more consistent over time, and therefore more valuable.

It is the aim of this study that findings could potentially inform South African luxury brand campaigns that would be modified to incorporate the culture of South African consumers and more specifically the personality factors that are most influential to the dynamic nation of South Africa.

This study is therefore justified from both a theoretical as well as a practical perspective. The theoretical relevance of this study will enhance the current understanding of luxury purchasing behaviour through investigating a comprehensive perspective of the purchase intentions of South African luxury consumers. These consumers remain superficially explored, despite their vast influence within the global emerging market. Furthermore, this study is practically relevant as the result of the transformation of South African luxury buying behaviour due to its emerging market status now appeals to global luxury brands to cultivate a sophisticated, yet distinctively African marketing approach. Furthermore, satisfying the increasing want and therefore purchase intentions for luxury brands of South African consumers as well as aiding global luxury brand strategies. This understanding will allow South African marketing strategists to

optimally target and segment the South African market more specifically through their understanding of South African consumer's personality traits and their intentions to purchase luxury within this emerging market.

1.4 Problem statement

As global luxury brands increasingly embrace emerging markets as key luxury customers it has led to a surge of studies relating to luxury market trends and consumer buying behavior regarding luxury brands (Botha 2015). Contrariwise, there is an absence of research that has sought to understand consumer's buying behavior towards luxury brands that considers these emerging market's specific cultural influences. Yim *et al.* (2014) supports this by asserting that international luxury brands need to recognize that luxury brand consumers within emerging markets are not consistent, as it is known that diverse segments exist within these markets. Countries that are ranked within the emerging market sphere are culturally and socially very different, which in turn proposes a problem when literature regards consumer's within these markets as akin.

The number of international luxury brands that have arrived within the South African market has increased drastically over the years and is expected to continue within future years. (Euromonitor International, 2013) Luxury Brands such as Burberry, Louis Vuitton, Gucci, Cartier, Ferragamo have all opened stores across South African within the last 25 years (Deloit, 2017). The increasing interest for these luxury brands is driven by the growth of the self-improving and ambitious consumer market that has surfaced within South African middle class society (Shakulas, 2012). South African consumers continue to strive towards these luxury brands in order to fulfill their psychological needs unlike non-luxury brands that serve merely functional needs (Ajzen, 1991). Evidence pertaining to the relationship between these psychological elements and the purchase intention of luxury brands is lacking within the South African context. While the acknowledgment of self-congruity as a fundamental psychological antecedent of South African consumer's purchase intention has been examined, there has been a lacuna of

research relating to other psychological aspects such as personality traits in relation to purchase intention (Chipp *et al.* 2011). This is problematic due to the considerably effect that personality plays in relation to consumers purchasing intentions of luxury brands (Freud 1939).

1.5 Research aim

The purpose of this research is to deliver new insights towards the understanding of luxury brand usage of consumers by combining existing structures with empirical testing. This study aims to add to this body of research by focusing on the relevance of personality and luxury brands through evaluating this effect through focusing on South Africa as an emerging market. Particularly, this study aims to explore the extent to which South African consumers are influenced by personality factors such as; Need for Status and Conspicuousness, Need for Social Comparison, Need for Uniqueness and Need for Materialisms.

The specific objectives of this study are:

Objective 1: To determine South African consumers purchase intentions for luxury brands.

Objective 2: To determine which personality factors are the most significant personality factors that drive purchase intention.

Objective 3: To determine the relationship between purchase intention and personality factors of South African consumers.

1.6 Research Questions:

The main research question for this study can be stated as follows:

What is the relationship between personality factors and purchase intentions towards luxury brands within the South African emerging market?

Correspondingly, the following sub-research questions & hypotheses are outlined to address the objectives defined above.

Sub-Question 1: What is the relationship between materialisms and purchase intention towards luxury brands?

Hypothesis 1: The higher the need for materialism the higher the purchase intention towards luxury brands

Sub-Question 2: What is the relationship between need for uniqueness and purchase intention towards luxury brands?

Hypothesis 2: The higher the need for uniqueness the higher the purchase intention towards luxury brands

Sub-Question 3: What is the relationship between status/consciousness and purchase intentions towards luxury brands?

Hypothesis 3: The higher the need for status and conspicuousness the higher the purchase intention towards luxury brands.

Sub-Question 4: What is the relationship between social comparison and purchase intentions towards luxury brands?

- **Hypothesis 4:** The higher the need for social comparison the higher the purchase intention towards luxury brands.

1.7 Overview of Research Methodology

This study will be commissioned through quantitative research via a positivist perspective. As this study aims to determine the relationship between the personality of South African consumers and their intention to purchase luxury brands, this study will adopt a positivist research paradigm. This permits that the data obtained is objective and measurable ensuring the research is quantitative. Data was collected through the use of an online questionnaire whereby a sample size 60 respondents was

accumulated. The questionnaire consisted of close-ended questions via Google forms. From the responses provided, the data was presented through illustrations in which conclusions could be drawn. A more detailed discussion exploring the methodology of this study will be provided within chapter 3

1.8 Structure of Paper

This research report will employ the following structure:

- **Chapter 1:** This chapter has provided an introduction to the research topic that is being investigated. The research problem, objectives and research questions were presented which will act as the driving force for this study.
- **Chapter 2:** The chapter that follows provides a theoretical framework of the literature, discussing any relevant theories surrounding the topic. A review of previous literature will also be explored, which will help guide this study through referring to the findings of previous researcher's and how they approached similar studies.
- **Chapter 3:** This chapter will describe the methodology that this study will employ. This includes aspects such as a detailed data collection explanation as well as the population and sampling which will clearly motivated.
- **Chapter 4:** This chapter involves the analysis and presentation from the data collected from the online questionnaire. These findings are discussed against the original literature framework, as well as whether these findings are supported with earlier findings. Suggested hypotheses will be also be accepted or rejected.
- **Chapter 5:** The concluding chapter of this study, will provide broader context to the research problem, as well as evaluate the findings against the original objectives and hypothesis of this study. Additionally the ethical and general limitations of the study. With these limitations in mind, recommendations for future research will also be discussed to encourage the development of research within this field.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter aims to review existing academic literature so that a contextual background into the theoretical concepts in which this study is grounded can be understood. Firstly, 2.1 will provide an overview of this study's research paradigm and motivation for its selection. Secondly, 2.2 will describe the significance of the South African emerging market which will be explored followed by 2.3 which will conceptualize luxury brands in relation to a South African context. Secondly, 2.4 will talk about specific personality traits that will be characterised. These personality traits were chosen as they were most commonly used in South African luxury studies as well as being the most relevant when relating to purchase intention and luxury. Lastly, 2.5 will define purchase intention, as well review previous research relating to South African purchasing behaviour. Reflecting on the research questions outlined in chapter 1, specific research hypotheses relating to South African consumers are outlined.

2.2 Theoretical Framework

Understanding luxury brand purchase intentions from a South African context forms the basis for the objectives and aim of this study. Consumer personality traits influence consumer's purchase intent towards luxury brands by acting as either motivators or demotivators in their purchasing behavior (Schiffan & Kanuk 2007). In order to fully comprehend purchase intentions of luxury brands and personality factors within the South African emerging market landscape, a theoretical groundwork of previous research relating to these topics will be presented. This study focuses on key theories of human personality and purchase intention theories.

2.2.1 Human personality theories

Research relating to personality and brands continues to attract the interests of marketing strategists (Gohary & Hanzae, 2014; Schiffan & Kanuk (2007; Ang and Lim, 2014) According to Schiffan and Kanuk (2007) personality traits are inner psychological attributes that contribute to the individuality of humans and the way in which they respond to various situations. The most significant personality theory that has gained much support within consumer behaviour literature is Freud's Psychoanalytic Theory of Personality (Freud 1895). Freud (1993) suggests that unconscious needs derive from individual's personalities, which is a result of one's life experiences as well as innate psychological traits .Therefore, the purchase intentions of consumers can be assessed as a reflection of their personality or in other words their extended self (Schiffman & Kanuk 2007). The attractiveness of luxury brands, as well as the decision processes behind intent to purchase these luxury brands, therefore is heavily influenced by personalities. Relating to this study, the focus on 'unconscious' needs within Freud's theory (1993) is crucial to understanding how consumer's are not fully aware as to what motivates their intention to purchase luxury brands. Freud's theory of personality advocates that true motivations lie within individual's personality (Freud 1993). Relating to Freud's theory therefore, by researching personality traits of South African consumers, one is able to establish the true motivations for luxury brands. Further demonstrating why research into personality traits and consumer behavior is useful when predicting future purchase intentions.

Another model of personality that is relevant to this study is Allport's (1993) theory of personality. This model is similar to Freud's theory by emphasizing that one's unconscious needs derive from individual's personalities, as well as the strong influence the psychological factors have in influencing behavior (Allport 1993). Despite researcher's favoured application of Allport's model of personality, it is worthwhile acknowledging that only certain aspects of this model directly correlates to research pertaining to personality traits that correlate with purchase intentions and therefore the objectives of this study (Gohary & Hanzae, 2014). This gap in the literature

emphasizes the necessity to investigate underexplored elements of personality that will help meet the objectives of this study.

2.2.2 Purchase intention theories:

Purchase intent, rather than purchasing behavior, refers to intention to attaining a luxury brand, which acts as an indicator of purchasing behavior (Tiwasakul & Chou 2011). One of the leading studies pertaining to purchase intention is Ajzen's (1991) Theory of Planned Behavior. Ajzen (1991) asserts that purchase intention occurs when a want or need of an individual is sparked and therefore motivates them to potentially satisfy this want/need (Ajzen, 1991). The greater the intention of a consumer the greater the potential of the behavior. Therefore, as Ajzen (1991) states, purchase intention acts as a powerful predictor of purchasing behavior for luxury brands and is more strongly linked to the psychological motivations behind what causes consumers to purchase luxury brands. Moreover, while purchase intentions and purchasing behavior are often interrelated, they may not always be congruent (Spears & Sing 2004). As a consumer may have intent to purchase a luxury brand, however may lack the physical resources in which to do so.

Ajzen's (1991) theory of Planned Behaviour assesses personality as good indicators of consumer behavior depending on the level of motivation (Ajzen 1991). Moreover, given the complexity that is linked to luxury brand behaviour a more sophisticated set of influencer's consequently affect purchase intention, rather than simply functional influencers. With this in mind, it further enhances the need to take into account personality factors when addressing purchase intention (Ajzen 1991).

Another theory that provides a useful framework for this study is Consumer Culture Theory, which has been expanded upon by multiple researchers. (Andreasen 1993; Belk 1987; Tsai, 2005); Folkes 2002). Consumer Culture Theory (CCT) asserts that consumers use products as a means to create and modify their identities so that they are able to match their own projections of what their desired self is (Anderson, 1993). This study will focus on how the 'self' aspect of CCT contributes to consumer's

purchase intention of luxury products. Folkes (2002) considered CCT through conducting a study that assessed the relationship between CCT and purchase intentions. His study empirically tested a sample of German students, whereby the 'desired self' category of CCT was positively correlated to purchase intention (Danziger, 2005). This framework was also tested amongst non-student consumers in China, which showed similar results further recognising the influence of 'self' in purchase intention (Tsai, 2005). While CCT and Theory of Planned behaviour has been applied to various studies in developed nations, there is a dearth of research that incorporates CCT and TPB in emerging market studies; this study therefore aims to address this lack (Shaklas 2012).

2.3 Review of Prior Literature

2.3.1 Relevance of South African emerging market for luxury brands:

Emerging markets are increasingly influencing global growth as these developing markets now represent more than one third of the global trading economy (Truong *et al.* 2010). According to Shukla (2012) 85% of new luxury brands will focus their new stores in emerging economies within the next 10 years. This continuous expansion is mainly credited due to the growth of the middle class, who increasingly purchase luxury brands (Chipp *et al.* 2011). Consequently, the global luxury landscape has been transformed. The development of this newly formed middle class is none more prevalent than within African countries (Truong *et al.* 2010). Global luxury brands have therefore increasingly considered African countries as means to combat global economic crises in order to ensure the survival and growth of global luxury brands (Truong *et al.* 2010).

So as the middle class grows, and therefore the demand for luxury has increased, the flooding of luxury brand houses to South Africa becomes a reality (Shukla 2012). Consumer's who had not previously been exposed to luxury brands or were previously economically disadvantaged are now presented with opportunities to experience luxury brands. This allows this group of individuals to acknowledge parts of their personality they had never previously explored (Moorad 2013). As the lower class transform

towards a middle class, their increased financial resources now provide opportunities to satisfy and explore the personality traits they had previously been unable to satisfy.

The transformation of the South African market has meant that there is an increased amount of consumers who have access to technology and information about luxury brands, resulting in an active consumer culture that was once dormant (Sheth 2012). Purchasing power has thus increased, making aspects of South African consumer culture extremely relevant.

2.3.2) Luxury brands in South Africa

As the luxury industry has expanded its influence over global markets over the last decade, the concept of luxury has been expanded to include a more inclusive understanding of luxury consumers (Berthon *et al.* 2014). According to Hein and Phan (2011) luxury brands have predominantly been conceptualised through 'high standards' and quality. Symbolic value however, has increasingly been included in research when understanding luxury (Hein & Phan 2011). Current literature has been unable to provide a concrete definition of luxury brands, which is mainly due to the dearth of consensus between academics as to what comprises the idea of luxury (Medway & Murphy 2013). Diverse socio-cultural backgrounds and the subjectivity of luxury continue to make research within this area a challenging yet ever-changing scope of research, highlighting the unlimited possibilities of exploration (Medway & Murphy 2013).

This viewpoint is reinforced by Vigneron and Johnson (2004) who have carried out several studies asserting that luxury is individualistic and diverse, and is influenced by many personal factors-unique to each individual. Which supports the significance and necessity of this study's exploration of the individualistic nature of personality factors. Brun *et al* (2008) suggest that luxury brands transfer "prestige, status and role position to their users". Luxury therefore, is more than simply a matter of personal taste but rather a fluid construct that evolves depending on individual's social and economic perspectives. (Berry 1994). Shukla (2010) relates this view by gaging it through a South African analogy. As many South African consumers are financially unstable, goods such

as soap or water are assessed as a 'luxury' items. As their wealth grows however, these goods may no longer be assessed as luxury, but rather a desire for specific luxury soap 'brand' is heightened (Shukla 2010). This highlights the view that luxury is dependent on multiple factors.

Luxury brands in South Africa are especially emblematic, which is predominantly credited to the recent boom of the middle class. Specific cultural traditions however, also play an integral role in assisting luxury brands to flourish in South Africa (Crosswait 2014). An emphasis on flaunting ones social status is a cultural tradition that has been prevalent in African cultures for millenniums (Gumede 2011). Although sustainable luxury has emerged in South Africa, there is still a strong favouring for bold status parading and 'bling culture' (Gumede 2011 cited in Crosswait 2014, p. 98). The awareness of 'bling culture' was coined by Gumede (2011) who defines it as the way in which individuals measure their value depending on the degree of their 'bling lifestyle' (Gumede 2011, cited in Robinson, 2014) This is the new standard of accomplishment for South African consumers- a mark that one has made it.

So although luxury has been extensively studied, the majority of research has occurred in western markets such as the USA or Germany. Research in non-western cultures are on the rise, however given the current economic significance of luxury brands in South Africa as well as the cultural complexity of South African consumers research relating to specifically South African luxury is of great value.

2.3.3) Conceptualisation Personality traits

Consumers favour certain brands over others for various reasons. Functional benefits of luxury brands are not the only factor that consumer's consider, but also the brand's ability to express their personality and satisfy their needs (Gohary & Hanzaaee, 2014). According to Homer & Kale (1988), personality traits are fundamental elements of consumer's buying behaviour. Therefore, a consumer is either motivated or demotivated to purchase a luxury item depending on particular aspects of their personality. Consumer personality is assessed as the "intrinsic organisation of an individual's mental

world that is stable over time, yet certain aspects of one's personality can be developed or underdeveloped "(Piedmon 1998, cited in Mulyanegara & Tsarenko 2008, p.358).

This study therefore aims to explore the relationship between South African consumer's personality traits and their intention to purchase luxury products.

The following section will conceptualize specific personality factors most relevant to purchase intention using relevant theories used in previous literature.

2.3.4) Need for Materialisms

Need for Materialism is a personality construct that has gathered great significance within the last decade, as the desire to own possessions has been heightened along with the development of the millennial generation (Kim & Zang, 2015). For the purpose of this research, materialism is assessed using Belk's (1985) theory of Materialism, used within his study of materialism and consumer purchasing behaviour. This theory has been used amongst multiple luxury brand studies (Kim & Zang, 2015; Lio & Wang, 2009; Silverstein & Fiske (2003). For this study is conceptualised as the level of prominence that an individual attributes towards worldly possessions (Belk, 1985). Consumer's who possess a personality that is highly materialistic are inclined to (1) hold possessions as a significant part of their life; (2) assess attainment as a crucial aspect of their happiness; and (3) measure their degree of success through their belongings (Kim & Zang, 2015).

While significance and interest towards materialism and personality has grown over the last decade, little research however, has explored the extent that materialism directly influences purchase intention. Still, there is an abundant amount of research that point to the direct relationship between materialism and luxury consumer behaviour (Silverstein & Fiske, 2003). For instance, in a magnitude of research the construct of materialism and luxury brands are inseparably associated (Lio & Wang, 2009; Zang & Kim, 2015; Ghazali & Abidin, 2011). According to Shweder's (1995) cultural psychology theory, materialist personality traits are most commonly associated with western individualist cultures (Liao & Wang, 2009). Individualist cultures usually focus on

hedonic values, strive for their own success and promote individual goals (Kim & Zang, 2015). As the market within South Africa grows, a strong individualist culture has similarly increased, which credits the significance of this personality trait within this study (Botha, 2015).

2.3.5) Need for Uniqueness:

The personality trait of needing to be unique is rooted in Snyder and Fromkin's (1980) Uniqueness theory. The theory is defined through individual's pursuit to be different in relation to others in order to enhance their self-image and self esteem through the purchasing of goods/brands. Moreover, Need for uniqueness theory is comprised of three dimensions;

(1) Creative choice counter-conformity whereby consumers aim for differentness, however still rely on others to validate their choices; (2) Unpopular choice counter-conformity whereby consumers purchase brands that would differ themselves from group norms; (3) Avoidance of similarity in which consumers become disinterested in products/brands that become popular and therefore no longer differentiate themselves (Snyder & Fromkin 1980, cited in Kao, 2013, p. 22).

There is a great extent of literature supporting Snyder and Fromkin's theory within consumer behaviour and luxury branding. Researchers (Rabolt *et al.* 2008; Truong *et al.* 2008; Amaldoss & Jain 2005) have all shown that there is great disparity in purchasing patterns between individuals that poses a high level of need for uniqueness compared to individual's with low need for uniqueness. Within all their studies individuals with a heightened for uniqueness all pursue brands that are self-differentiating and limited products, which are assessed by society as being superior.

Luxury brand's scarcity value satisfies consumer's need for uniqueness as it allows for consumer's to separate themselves from others (Kao 2013). An individual with a personality that craves a high level of uniqueness is more inclined to place value on assets that is observed to have a high rarity value (Kao 2013). It is luxury's brand's

emphasis on preserving their rarity value by minimizing an over-diffusion within the market that differentiates luxury brands from non-luxury (Amaldos & Jain 2005). Making luxury brands especially prevalent when assessing need for uniqueness. Dubois & Paternault (1995) echo these views through their empirical testing on consumer behaviour and luxury. Through their testing they discovered that consumer's are positively influenced by awareness and negatively influenced by diffusion (Dubois & Paternault 1995). Luxury brands therefore, promote prestige values but ensure that their brands are not owned by the masses in order to maintain their scarcity value while satisfying consumer's need for uniqueness.

These global luxury views are also supported within a South African context. Despite South Africa's boom of the global luxury market, as the middle class expands, the majority of South African consumer's still consider luxury brands as unattainable due to their scarcity value (Kao 2013). This outlook is especially relevant when relating to the younger South African consumer who assesses luxury brands as a method in which to assert their uniqueness within society (Amaldos & Jain 2005). South African consumer's need for uniqueness is most commonly conveyed through global luxury brands with high rarity values (Visser 2015). This need to be unique has similarly contributed to the demand for the influx of global luxury brands to South Africa. Although need for uniqueness has shown to be especially relevant to luxury brands due their ability to express rarity, there is a dearth in current literature that particularly explores the link between purchase intention and need for uniqueness (Kim & Zang 2015).

2.3.6) Need for status and conspicuousness

There has been a great extent of previous research that has shown how luxury brand behaviour is highly related to individual's yearning to achieve high social status. (Lieu *et al.* 2012; Kim & Zang 2015; Hung Chen *et al.* 2011). The need for status therefore, is a personality trait that has received much exposure. This desire for status has been characterized by Veblen (1899) as conspicuous consumption, which has similarly gained a momentous amount of interest within luxury brand literature. Need for status (NFS) and need for conspicuousness (NFC) are strongly related, yet are not the same

constructs. However to an extent, the literature lacks clarity when differentiating these two constructs as they are often used interchangeably (Uzgoren & Guney 2012; Nwankwo *et al.* 2014).

O'Cass and McEwen (2004) definition of NFS and NFC is most relevant within this scope of study. NFS is assessed as placing great emphasis on attaining a high status in society through purchasing prestigious brands/products (O'Cass & McEwan 2004). While NFC is understood as individual's need to enhance their image by purchasing brands/products that express their desired status to others. It is known that luxury brands pose a high degree of perceived luxury, class and excellence (Vigneron & Johnson, 2004). These luxury brands are therefore purchased by consumer's to either satisfy their internal needs (self-reward) or external needs (impress-others) (O'cass & Frost 2002). Therefore, NFS is related to satisfying individual's internal needs while NFC is related to satisfying individual's external needs.

According to Berthan *et al.* (2009) irrespective of consumer's economic standing, motivation to purchase luxury brands in order to achieve social status outweighs possible financial factors. This is represented through previous research that has revealed how South African consumers place great emphasis on status symbols (Adams 2011; Crosswait 2014; Gumede 2011). Literature has shown that South African consumers demonstrate a greater need to associate themselves to a particular brand, than satisfying basic functional needs (Adams, 2011). Thus, South African consumers intent to purchase luxury brands is motivated to mimic higher-class consumption patterns in hopes to be linked with the higher class and a higher degree of status. (Crosswait 2014).

While luxury brands have experienced a recent explosion in South Africa within the last decade, the need for status and conspicuousness is not a new in relation to South African culture. Crosswait (2014) proclaims that status is a way in which many black middle class South Africans portray their freedom from the apartheid system. Gumede (2011) further explains that need for status and conspicuousness in South Africa is heightened because of the high level of inequality. Through satisfying their need for

status they are satisfying their need to be equal in an extremely imbalanced society (Gumede 2011). Need for status and conspicuousness therefore, are an intrinsic part of South African culture. Through the attainment of status-symbolising luxury brands, it communicates a sense of pride in one's self and their success to others (Gumede 2011). Given the great value of this personality trait within South African society, highlights the relevance of this construct within this scope of research.

2.3.7) Need for social comparison

The need for uniqueness and materialism has been extensively experimented, however the third main personality trait of this study, the need for social comparison (NFSC) has been given far less attention within the literature. (Wang & Waller 2006 ; Hans et al. (2011); Tsai (2005) and Park et al. (2008) have all explored the effect of social comparison and purchase intention, however this study suggests that its effect is more prominent than what has been previously suggested.

The NFSC can be explained through Festinger, 1954's Social Comparison Theory. The theory proposes that individual's compare themselves to others so that they can make evaluations about themselves (Festinger, 1954). When individuals cannot rely on objective ways in which to assess themselves, they resort to evaluating themselves against the abilities of others.

Although there have been few studies that have investigated the relationship between purchase intention and NFSC, Sedikides *et al's.* (2007) study has been especially influential. Through investigating the relationship between consumer's NFSC and their purchasing intention of prestigious brands, it was established that consumers will continue to purchase products that enhance their social standing in relation to others (Sedikides *et al.* 2007). In Park *et al's.* (2008) study they further explain that the NFSC is closely linked with purchasing intention. This correlation however, has still yet to gain extensive empirical support.

Several studies within luxury branding literature have demonstrated however, the relevance of the NFSC within a luxury-branding context. In Hans *et al.* (2011) profile of luxury consumer's, there was an analysis of consumers on the basis of their wealth and need for status. A type of consumer that was identified was called "Parvenus" which relates to consumer's who have the financial capacity to afford luxury brands, as well as crave the social status that is associated to it (Hans *et al.* 2011). Parvenus consumer's were cued by luxury brands, in hopes to associate themselves with individual's of wealth and status (i.e. luxury brand owners,) as well as disassociate themselves from those less wealthy (i.e. non luxury brand owners) (Kim & Zhang 2015). According to Hans *et al.* (2011) therefore, consumer's who fit this Parvenus consumer profile, are influenced to purchase luxury brands due to upward social comparison

2.3.8) Conceptualising Purchase Intention

Purchase Intention is a construct that is frequently researched amongst branding academics (Pierre *et al.* 2005; Fando & Flavin 2006; Shuklas 2012). The reoccurrence of this construct thus requires a degree of confinement to occur, so that a more accurate reflection of purchase intention can be related to this study. This will be achieved by specifically relating purchase intention to luxury brands. Moreover, this study emphasizes purchase intention over behaviour, as intention has a greater positive effect over consumer's actions (Pierre *et al.*, 2005). This has been reinforced by several academics that have investigated the significance of purchase intention within a brand consumption framework (Kwang-Peng Hung *et al.*; Shuklas, 2012).

Fandos and Flavian's (2006) definition of purchase intention is assessed as the most current and relevant definition of purchase intention due to its recurrent implementation of the definition by researchers involved in consumer behavioural studies (Hamlim & Hameed 2005; Tsai 2005). Purchase intention is the indirect agreement to buy a particular brand more than once (Fando & Flavin 2006). Interest in purchase intention has gained importance amongst branding academics, as insight towards the extent that purchase intentions accurately reflects customer retention and brand loyalty continues to be shown (Fango & Flavin 2006).

Research involving purchase intention of luxury brands in developed western countries is not necessarily valid when relating to South Africa. The impact of South Africa's diverse cultural dimensions and thus distinctive value perceptions, result in consumer consumption patterns that differ greatly to the rest of the western world, emphasising the significance of this body of research (Shuklas, 2012).

2.4) Summary of chapter

This chapter provided a comprehensive overview of existing literature relating to luxury brands and consumer personality traits that drive their purchase intentions. This provided context and understanding of these theoretical concepts, from a South African emerging market perspective, within which this research is grounded. The importance of each construct was explored, emphasising the significance of this study. The subsequent hypotheses were formulated in respect of each personality trait, so that empirical testing can occur.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Chapter 2 provided a general outline of the literature pertaining to luxury brands, purchase intention, personality factors and the South African emerging market. This provided a theoretical framework to which this study is justified. This chapter explores the methodology used within this study. Firstly, the research paradigm will be addressed followed by the design approach and justification for its use thereof. The unit of analysis, population, and sampling aspects will be thoroughly explored, as well as the data collection methods will also be addressed. This will be followed by an explanation of the how this data will be analyzed as well as the most suitable measuring instruments. Reliability and the validity of the study will be considered along with any ethical concerns pertaining to this study. This chapter will be concluded by a discussion of the limitations therefore possible consequences as a result.

3.2 Research Paradigm:

The purpose of this study was to gain a more insightful understanding of consumer's personality traits and their purchase intentions towards luxury brands within South Africa. According to Saunders and Lewis (2014) research paradigms are informed by specific research philosophies, accordingly this study adopted a positivist research philosophy. The selection of this paradigm is relevant as it aimed to forecast and comprehend behaviour by engaging in objective measurements and quantitative analysis (Botha 2015). Moreover, a positivist approach was chosen as it corresponded closely with this study's research question, as it aimed to discover the truth about hypotheses through measuring and observing.

Moreover, in relation to the quantitative method that was selected, deductive reasoning was the most appropriate choice. Saunders and Lewis (2014) describe deductive reasoning, often known as top-down reasoning, as hypotheses and theories that are

created in order to be tested so that accurate conclusions can be made. As this study is guided through hypotheses, deductive reasoning is assessed as the most suitable. Furthermore, the research instrument used to gain data for this study was that of a structured questionnaire, which is most commonly associated with deductive research, which further supports this deductive approach (Saunders and Lewis 2014).

3.3 Design approach:

A quantitative approach was assessed as the most suitable approach in order to achieve the objectives of this study. Resources were gathered from previous literature, along with findings that were drawn from participant's responses within the questionnaire (Cresswell, 2014). A research design that is quantitative in nature examines impartial theories through testing the relationship between variables (Cooper & Schindler 2014). The selection of questionnaires as the data collection method further supported the choice of quantitative design as the variables are expressed as numbers through the use of a likert-scale (Saunders & Lewis 2012). The advantages to selecting this method of data collection was that it was inexpensive, adaptable and an instant method for the study to be carried out.

Furthermore, the choice a quantitative research design lends itself to correlational research design. Saunder and Lewis (2012) assert that a correlational research design is where a relationship is assessed between two variables, providing empirical evidence to demonstrate whether those two variables are related or not. Personality factors; need for uniqueness, need for materialism, need for status and conspicuousness and need for social comparison were assessed as independent variables. Consumer's purchase intentions towards luxury brands were assessed as the dependent variable.

As the data collected for this study was gathered at one specific point in time, a cross-sectional study was conducted (Cooper & Schindler 2014). Furthermore, respondents only completed the questionnaire once, in order to provide data to the study. The choice of a cross-sectional design was chosen due to the time constraints relating to this study.

3.4 Population:

3.4.1 Units of Analysis:

The unit of analysis was a consumer who resides within South Africa and contributes to the South African economy.

3.4.2 Target Population:

The transformation of the South African economy has resulted in an increasing number of consumers who are able to partake in the South African market (Shaklas, 2012). Unsurprisingly, the attraction towards luxury brands has increased, broadening the scope of the population to varying demographic factors (Shaklas, 2012).

The target population for this study is: Consumer's who resided in South African and contribute to the South African Market. i.e earn any form of wages. This included both male and female consumers as well representatives from the following ethnic groups; White, coloured, Indian and Black individuals.

3.4.3 Population parameters:

Due to the measurement instrument being an online measuring tool, it enabled the researcher to gain access to South African consumers across the country.

As stated, former literature that has investigated consumer luxury behavior within South Africa has demonstrated that the rise of South African as an emerging market is largely credited to the purchasing behavior of middle class South African consumers. For this reason, the sample population was merely restricted to South African consumers who were above 18, as these respondents would be of legal age to work. Thus, the sample population was restricted to South African consumers between the ages of 18 and 50+ years as this was most appropriate sample to reach this study's objectives against the emerging market landscape (Chattalas & Shukla 2015). Moreover, filter questions ensured respondents who did not earn any sort of wages did not complete the survey.

3.5 Sampling:

3.5.1 Sampling technique

The type of sampling that is most suitable is non-probability sampling. Non-probability sampling is described as random and arbitrary and is appropriate when all participants of a population do not have equal opportunity of being chosen (Cooper & Schindler 2014). This choice of sampling is most effective for this study due to the difficulty in gaining access to the entire population.

3.5.2 Sampling method

Two types of non-probability sampling methods were regarded as most appropriate; snowball sampling and convenient sampling

Snowball sampling is described as a multi-stage sampling technique whereby after the first sample of participant have completed the questionnaire, succeeding participants are drawn in based on interrelationships of the first sample participant (Neuman, 2011). Snowball Sampling was advantageous for this study due to the relatively young to middle aged target population. Duh and Struwig (2015) assert that due to rapid advancements in social media platforms within South Africa, the majority of young-middle aged luxury consumer's are currently digitally connected. Moreover, Snowball sampling is a cost effect method as well holds the potential to increase the size of the sample, given the relatively short time frame of this study.

Another type of non-probability sampling that the study will use is convenient sampling. This method relates to including elements of the population due to their easy accessibility to the researcher (du Plooy-Cilliers et al, 2014). This method is beneficial as it is less time consuming, as well as an affordable method in which to sample the population (Neuman, 2011).

3.5.3 Sampling Size:

A reasonably vast number of consumer participation was necessary for this study so that the validity of the hypotheses can be accurately tested. According to Truong et al (2008) study relating to status consciousness states and purchase intentions, a sample of 80 responses was suggested as a sufficient number of responses in order to draw conclusions from the nature of this research. According to O’Cass and Mc Ewan (2004) however, a suggested sample of 150 respondents was the minimal suggestion of responses required. A sample size of 100 respondents was decided as adequate in order to gather data from so that conclusions could be drawn.

3.6 Data Collection methods

A questionnaire was created using the online survey software programme called Google Doc Forms via the online platform of Facebook. This was chosen due to its inexpensive nature, as well as the rapid rate in which data could be collected. Furthermore, Google Forms allowed for responses to be captured in real time and eliminated potential for bias; such as social desirability bias and interview bias as responses were completed individually without the influence of the researcher. Once the questionnaire was designed Google Forms software ensured that the survey reached respondents through several means. Firstly, the link to the survey was provided by Google Forms , which contained customized text as well as the html code in which to send respondents to the survey webpage. This link was randomly sent to individuals on Facebook. Moreover, snowball sampling ensured respondents was able to share the questionnaire link with other individuals.

The questionnaire was distributed within a 4-week period commencing in the beginning of 1 September 2017 and the ending 30 September 2017. When the 6-week timeframe was over the link to the questionnaire on Facebook was shut down. A reasonably vast number of consumer participation was necessary for this study, in order for the validity of the hypotheses to be accurately tested. The use of an online survey was assessed as the most appropriate method as it allowed for a larger geographic range of South Africa

as a whole, as well as obtained a relatively large sample within a brief time period. Moreover, electronic survey's enabled data to be transferred straight onto a computerized database preventing the potential errors that could occur with paper. A disadvantageous of online surveys is that they tend to yield low response rates. In order to combat this, potential respondents received several reminders/prompts to fill in the survey while still reassuring that their participation was voluntary. The data collection process only commenced once formal approval from The independent institute of Education (IIE) was given.

3.7 Measuring instrument

The measuring instrument used within this study was a self-administrated questionnaire that was written in English. The questionnaire included a cover note that provided a brief explanation of the study, an explanation as how to answer the questions to avoid confusion, as well as a confidentiality declaration. As the questionnaire is self-administrated in nature, it enabled participants to complete the questionnaire within their own pace (Hennig *et al.* 2012). Furthermore, the use of a self-administrated questionnaire eliminated the potential for interviewer bias or social desirability bias.

The first section of the questionnaire focused on demographic questions about the respondent as well as filter questions. The questionnaire was structured in a way that ensured respondents identified their gender, race etc. in order to determine the influence of these demographic elements in relation to purchase intention.

The second section of the questionnaire aimed to test hypothesis relating to personality factors and purchase intentions. Therefore, personality traits were measured in relation to participants need for luxury brands. This included measuring personality factors; need for materialisms, need for uniqueness, need for status and consciousness and need for social comparison through various items. In order to combat the potential for a low item non-response rate, the questionnaire ensured that respondents needed to answer each question before moving on towards the next question.

All of the items was be measured using a five-point Likert-type scale ranging from 1 (strongly agree) to 5 (strongly disagree). According to Welman and Kruger (2005) Likert-type scales are most effective for this sort of research as they facilitate the testing of multi-dimensional attitudes and responses of participants to certain items.

Need for Materialisms: Measured through 3 statements on a 5 point likert scale (ranging from 1=completely disagree to 5=completely agree) through making using the following 3 statements:

- My Life would be better if I owned certain things I don't have.
- I would be happier if I could afford to buy more things.
- I greatly admire people who own expensive cars, homes clothes etc.

Scale derived from Hanzee et al 2012

Need for uniqueness: Measured through 3 statements on a 5-point likert scale (ranging from 1=completely disagree to 5=completely agree).

- I enjoy having things that others do not have
- In my opinion, brands that everyone can own are less valuable
- People who buy luxury products try to differentiate themselves from others.

Scale derived from Nelissen & Meijers 2011; Truon *et al.* 2008

Need for Status/Conspicuousness: Measure through 4 statements on a 5-point likert scale (ranging from 1=completely disagree to 5=completely agree)

- I enjoy it when other people know I am wearing a luxury brand
- Luxury brands are symbols of achievement
- Luxury brands help people to acknowledge me because of my image

Scale derived from O'Cass and McEwan (2004).

Need for Social Comparison: Measure through 3 statements on a 5-point likert scale (ranging from 1-completely agree to 5-completely disagree).

- I pay attention to the brands that people around me own
- I pay attention to what brands people I look up to are wearing
- Luxury brands can be used to impress other people

Scale derived from Kim & Zhang (2015).

3.8 Data Analysis Method:

As stated, data from the study was collected through the research instrument of a questionnaire through close-ended questions. The data was therefore analyzed in order to establish patterns and make predictions (du Plooy-Cilliers *et al.* 2014). It is important to note that purchase intentions are a latent variable that cannot be directly calculated. This study therefore, aimed to test the significance of the mentioned personality traits; need for materialism, need for uniqueness, need for self comparison and need for status/consciousness which then in turn explained the significance of purchase intentions. Google Forms Software provided an analysis mechanism that included analysis tools that aided in examining the data gained from the questionnaires. This allowed the researcher to automatically enter the collected data into a Microsoft spread sheet in order to be investigated. This was advantageous for the study as it allowed for minimal errors to occur as well as a time effective tool given this study's time constraints.

3.9 Methodology Limitations:

1: Sampling method: The study's biggest limitation when relating specifically to methodology, was due to the enlisting respondents, through a non-probability technique and more specifically, through snowball sampling via Facebook. According Maree (2015), non-probability samples do not yield accurate representations of a population when evaluated. Therefore, the ability for this study's findings to be generalized over the South African population may be limited. Moreover, snowball sampling further lends

itself to potential bias, as the survey was shared with similar South African citizens, potentially leading to a homogenous sample.

2: Potential for Bias: According to du Plooy-Cilliers *et al* (2014) the use of online self-administrated surveys can often lead to self-selection bias. Within Internet communities, certain individuals are more likely than others to complete an online survey. As a result, self-selection bias could have occurred within this study creating a tendency for only specific personalities to answer the survey leading to skewed results. Similarly, the increasing commonality for students to post surveys online has lead to a desensitisation of online individuals to partake in surveys, equally leading to specific individual's answering surveys (Zikmund 2013).

Additional limitations associated within this study are further discussed in chapter 5.

3.10 Chapter Conclusion

This chapter defined the research methodology that was necessary in order for this study's objectives to be solved. The chapter commenced with a review of the research paradigm, as well as a justification of the design approach that was chosen. This chapter then approached the unit of analysis, the population and most applicable sampling techniques. This was followed by the data collection methods, research instruments and how the data would be analysed. Moreover, a pilot test was suggested as a way to ensure reliability. Lastly, limitations of the chosen methodology were also explored ensuring that no points were left unconsidered. The discussed methodology can be considered the most suitable so that hypotheses for this research study could be concluded. Chapter 4 provides the results from the data collected as well as a discussion of these findings.

CHAPTER 4

DISCUSSION AND RESULTS

Introduction 4.1

Chapter 3 showcased the research design that was used for this study, which included, amongst others, considerations surrounding the research design and its justification. This chapter sets out to showcase the results from the responses that were based on the quantitative data received from the online questionnaire. Moreover, these responses will be analysed and further discussed while referring to the literature review framework that was provided in chapter 2. This aims to address the research problems and objectives as well as conclude the hypotheses related to chapter 2. The researcher analyzed the quantitative data obtained through tallying the responses while using an illustrative tool of pie charts to showcase the results of research questions.

4.2 Response rate:

Once the questionnaire had been disseminated on to Facebook, as well as posted on multiple Facebook groups, a total of 85 responses were received. The responses were collected over a 3-week period. From the 85 surveys that were answered no respondents were under the age of 18. 25 respondents however, were reliant on others or did not earn any sort of income and thus did not complete the rest of the survey. Their response rate for this survey was approximately 71 % (60 respondents).

4.3 Demographic Results:

Table 1 presents the demographic data of the respondents. Percentages were used in order to display the response distribution, as well as frequency column to display a numerical value for the respondents. The age category was categorized into 5 groups; 18-25, 25-35, 35-50 and 50+. The majority of the respondents (45%) were within the age bracket of 50+, with the 18-25 age group showcasing the second highest percentage (27%).

As this study specifically related to South African consumers, all respondents were South African citizens. 15% were black, 8% were coloured, 8% were Indian and 67%, the majority, were white. Moreover, respondents felt they did not fit into the above ethnicity brackets, were grouped within the 'other' bracket, which constituted 1 % of respondents.

The last demographic variable related to respondents monthly income. This was categorized into groups; 0-R5000, R5000-R20 000, R20 000- R50-000 and R50 000+. The majority of respondents fit within the R5000-R20 000 monthly income, with the second most common income being the R20 000-R50 000 income. The lowest monthly income bracket was within the R50 000+ which consisted of a dismal 11% of respondents.

Table 4.1: Demographic Data

<u>Categories in Questionnaire</u>	<u>Frequency</u>	<u>Percentage</u>
Sample Distribution by Age		
18-25 years	16	27%
25-35 years	10	16%
35-50 years	7	12%
50+ years	27	45%
Sample Distribution by Race		
Black	9	15%
Coloured	5	8%
Indian	5	8%
White	40	67%
Other	1	2%
Sample Distribution by Monthly Income		
0 - R5000	13	22%
R5000 - R20 000	16	27%
R20-000 - R50 000	20	33%
R50 000+	11	18%

4.4 Demographic Discussion:

As indicated, the response rate of this study was approximately 71%. This resulted in a total number of participation that was much smaller than initially anticipated for this study. Truong *et al's* (2008) study relating to status consciousness states and purchase intentions denotes that a sample of 80 responses is sufficient in order to draw conclusions from the nature of this research. According to O'Cass and Mc Ewan (2004) however, a suggested sample of 150 respondents was the minimal suggestion of responses required. The small number of responses for this study is an important factor to reflect on as it is a significant limitation that will be addressed in chapter 5.

4.4.1 Age: Interestingly, findings relating to the age of the sample demonstrate contrasting results as the majority of respondents either fell within the 50+ age bracket or the 18-25 age bracket. Within the 50+ age bracket it can be inferred that a stable income is maintained, thus allowing respondents to purchase luxury brands. Contrastingly, the second highest age was the 18-25 age bracket which could be attributed to the use of the sampling method that was used, being that researcher is within this age bracket and distributed the survey within their Facebook platform. Consequently gathering respondents of similar ages. Through this age demographic question, the researcher has been made aware, of the ages that had the highest response rate, and thus can take this into account when drawing conclusions.

4.4.2 Race: The profile of the sample is not an accurate reflection of the diverse South African population in relation to ethnicity. The sample demonstrated a predominantly white sample, which should be considered when drawing conclusions.

4.4.3 Income: The findings revealed that a considerable number of respondents stated a monthly income of R20 000- R50 000. This could have attributed due to the fact that a large percentage of the sample were within the 50+ age bracket, thus the likelihood of a steady income is high. A minimal amount of respondents reported a monthly income of R50 000+ which is an interesting consideration when drawing conclusions surrounding purchase intentions.

4.5 Respondent responses Analysis

As discussed, the quantitative data that was gathered from the sample was via closed ended questions that required the data to be tallied and then presented into diagrams, which can help draw conclusions (du Plooy-Cilliers *et al.*, 2014). The quantitative data that was gathered falls within the 4 personality traits that were measured; need for uniqueness, need for materialism, need for status/conspicuousness and need for social comparison. This was permitted due to the online survey obtaining closed-ended questions. The tallied data will be presented in the form of pie charts. Moreover from the data provided averages, means and frequencies can also be identified for future research.

4.5. 1 Research Question 1: Whether there is a relationship between materialisms and purchase intention towards luxury brands?

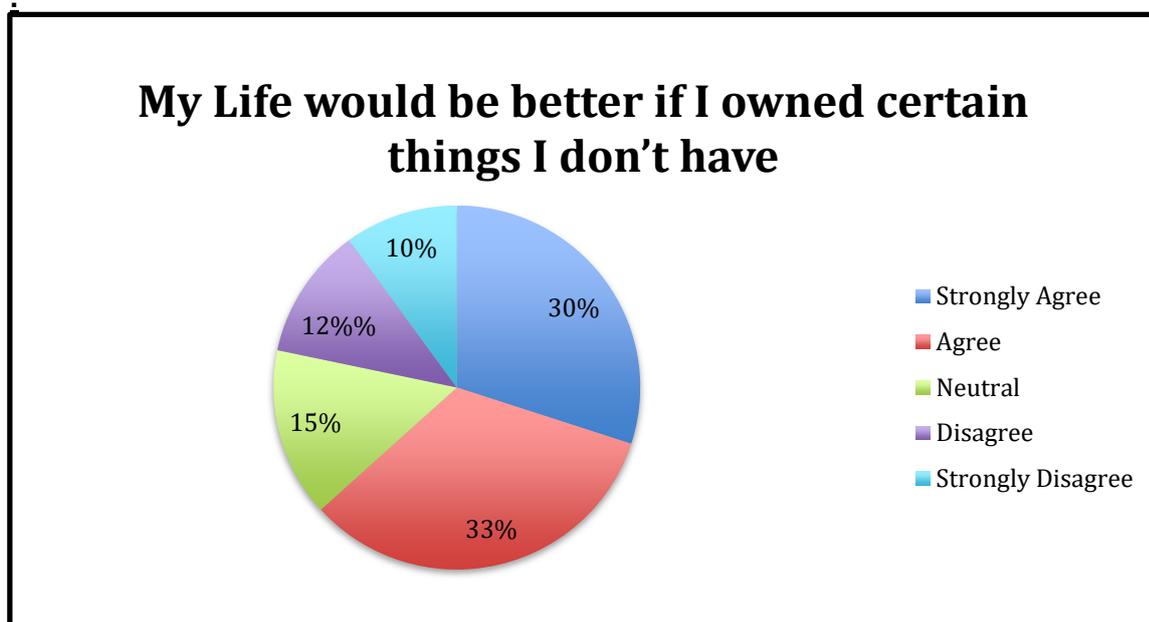


Figure 4.2: My Life would be better if I owned certain things I don't have

The data from this question demonstrates that the majority of respondents agree that their life would be better if they owned certain things they do not already have. With 33

% agreed and 30% strongly agreed with the statement. Of the respondents about 15% felt neutral towards the statement, with 12% disagreeing and 10% strongly disagreeing.

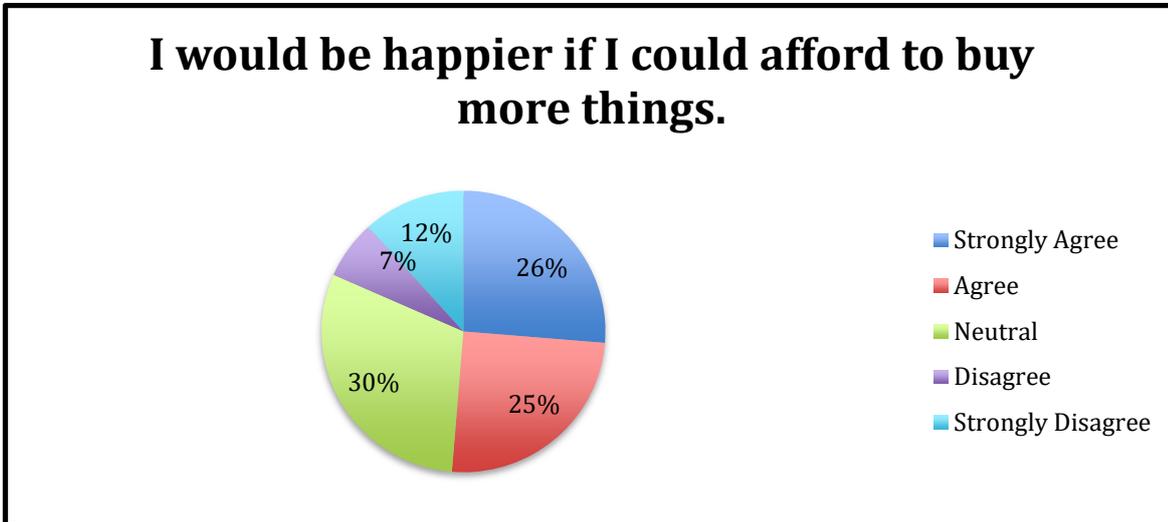


Figure 4.3: I would be happier if I could afford to buy more things!

The findings from this question demonstrate that over half of the respondents agreed that they would be happier if they could afford to buy more things, with 26% strongly agreeing and 25% agreeing with the statement. Moreover, 30% of respondents were neutral towards the statement. A fairly low percent of respondents did not agree with the statement with merely 7% disagreeing and 12% strongly disagreeing.

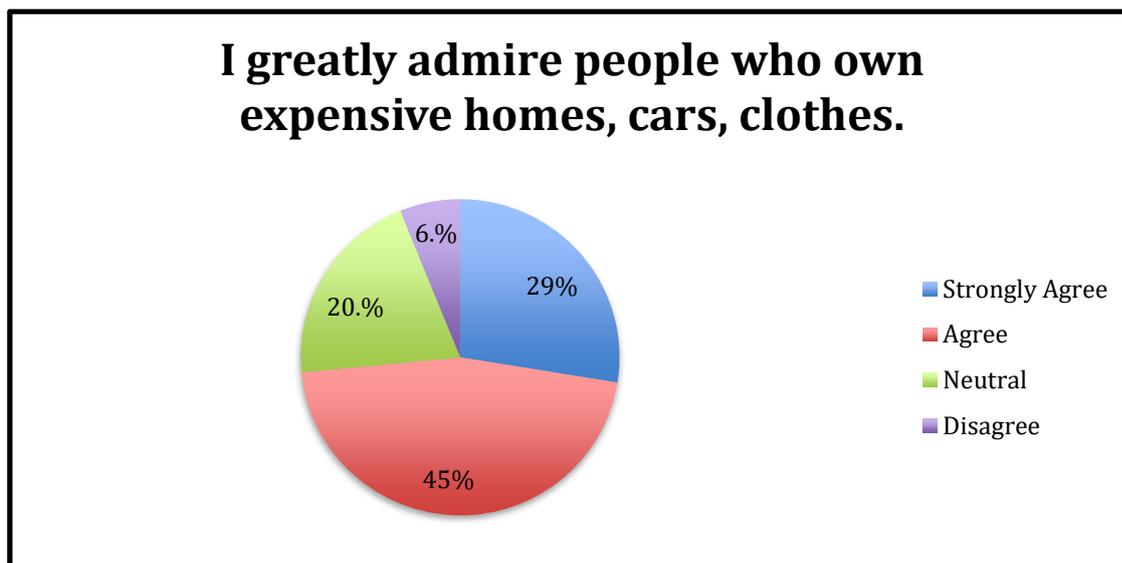


Figure 4.4: I greatly admire people who have expensive homes, cars, clothes

This question related to asking respondents their opinion on luxury materialistic items such as expensive homes, cars etc. A large majority of the respondents (63%) showed support for the statement with (45%) agreeing and 29% strongly agreeing with the statement hence showing strong support for the construct of materialism. Moreover, 20% were neutral on the matter and 6% disagreed. It is interesting to note that no respondents strongly disagreed with the statement.

Discussion of Hypothesis 1:

H₁: The higher the need for materialism the higher the purchase intention towards luxury brands

The first hypothesis tested the relationship between the need for materialism and luxury brand purchase intentions of South African consumers. All three questions that tested hypothesis 1 demonstrated a high degree of agreeableness. From the findings it is clear therefore, that there was a positive relationship between the need for materialism and purchase intentions. Thus, H₃ was supported.

These conclusions are similarly consistent with the findings Lio & Wang (2009) and Zang & Kim (2015) who established that individuals who have a high need for materialism take preference to brands that are costly and classed within the luxury brand bracket. Moreover, these findings support Belk (1985) theory of materialisms who suggested that individual's that are highly materialistic measure their degree of success through their belongings which directly links to question 2 that tested respondents to what extent they desire luxury brands with happiness which was supported.

The findings of H₁ are in line with the research objective 3, which was to determine the relationship between purchase intentions and personality factors of South African consumers. Similarly, these findings are also in line with research objective 2, which was to determine the most significant personality factors that effected purchase intentions towards luxury brands.

4.5.2 Research Question 2: Whether there is a relationship between need for uniqueness and purchase intention towards luxury brands.

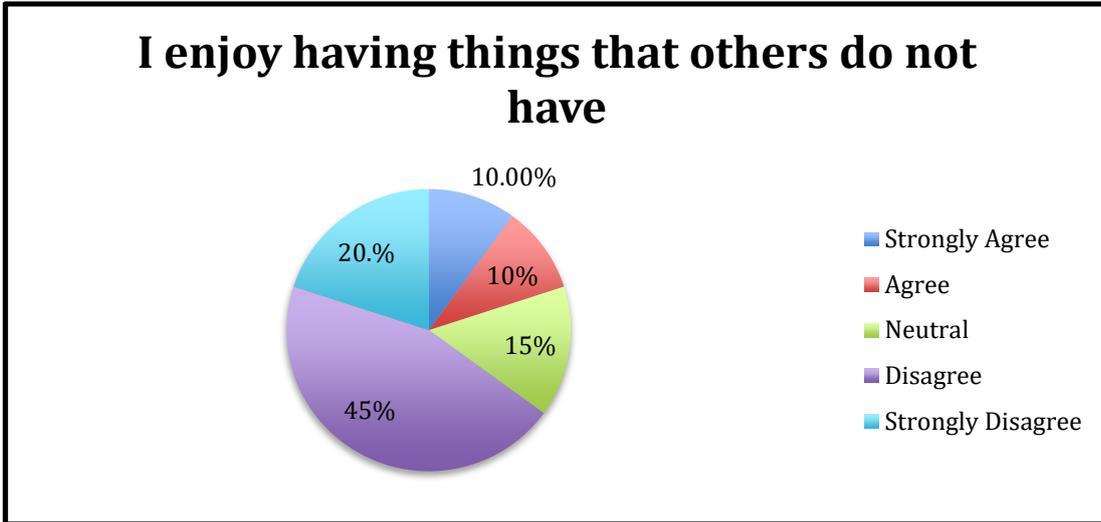


Figure 4.5: I enjoy having things that others do not have

The first question that looked at respondents need for uniqueness and purchase intention related to the statement “I enjoy having things others do not have”. An overarching amount of respondents (45%) disagreed with the statement. Moreover, 20% of respondents strongly disagreed and 15% were neutral to the statement. A dismal 10% strongly agreed or agreed with the statement demonstrating a low level of agreeableness. From this one can conclude that respondents did not support the statement therefore a positive predictive relationship between this personality construct and purchase intention was consequently not supported.

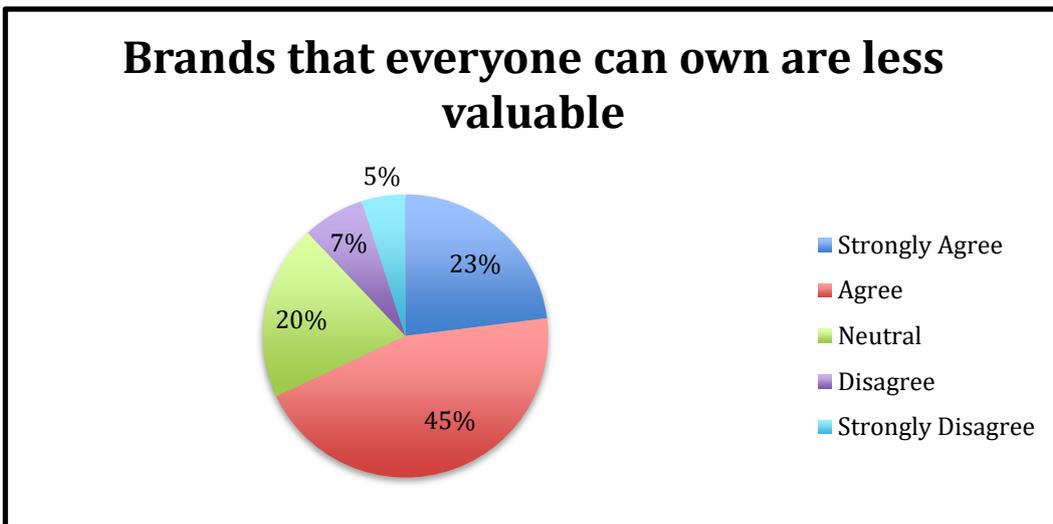


Figure 4.6: Figure 4.6: In my opinion, brands that everyone can own are less valuable

The findings from this question demonstrated that the majority of respondents (45%) agreed with the statement. In support of this finding, 23% strongly agreed with the statement, showcasing an overall high degree of support (68%) for this research question and the influence of need for uniqueness. Moreover, 20% reported feelings of neutrality to the statement and 7% disagreed with 5% strongly disagreeing.



Figure 4.7: People who buy luxury brands try to differentiate themselves from others

This question similarly, demonstrated a strong support for the statement with 42% of respondents strongly agreeing with the statement. As the majority of respondents felt so strongly towards a statement, it supports the predictive powers of this personality construct and purchase intentions. Additionally, 25% agreed with the statement with 12% were neutral. 13% of respondent's disagreed and only 8% strongly disagreed.

Discussion of Hypothesis 2:

H₂: The higher the need for uniqueness the higher the purchase intention towards luxury brands

The second hypothesis tested the relationship between the need for uniqueness and luxury brand purchase intentions of South African consumers. Although the first question did not demonstrate a positive correlation, the following questions had a large

degree of agreeableness with the statements thus signifying a positive correlation. Consequently, the over all results demonstrated a moderate but positive correlation between the need for uniqueness and the purchase intentions of South African consumers. Therefore, H₂ was supported.

These results support the findings of Tian and Mcensi (2001) who explained that consumers with a high scoring of need for uniqueness took preference to luxury brands that are exclusive and extraordinary. This can be further explained within a South African context through the research of Amaldos and Jain (2005) who claimed that the need for uniqueness was a especially prevalent amongst younger South African consumers who assess luxury brands as a method to assert their uniqueness into society. Moreover, these findings support by outcomes of this study, as a large demographic fell into the 18-25 age bracket.

According to Bian and Forsythe (2012) the personality of individualists is rooted in the need for uniqueness. Moreover, Shukla (2012) further supports these ideals by stating that need for uniqueness was a noteworthy predictor of the purchase intention's of luxury brands in individualist emerging markets compared to collectivist emerging markets. Due to the findings in this study proposing that the higher the need for uniqueness the higher the purchase intention towards luxury brands, one can deduce that this could be attributed to South African society being that of an individualist emerging society.

The findings of H₂ are in line with the research objective 3, which was to determine the relationship between purchase intentions and personality factors of South African consumers. Similarly, these findings are also in line with research objective 2, which was to determine the most significant personality factors that effected purchase intentions towards luxury brands.

4.5.3 Research Question 3: Whether there is a relationship between status/consciousness and purchase intentions towards luxury brands?



Figure 4.8 : I enjoy it when other people know I am wearing a luxury brand.

This question specifically tested respondent’s need for status. The findings from this question showed interesting results, as respondents either agreed (45%) or disagreed (35%), with very few respondents feeling neutral (8%) towards the statement. This demonstrated very little variance within the sample, suggesting that there was a general consensus amongst respondents who either agreed or disagreed. Moreover, there was a low percentage of strong feelings towards the statement with 8% strongly disagreeing and 12% strongly agreeing.



Figure 4.9 : Luxury Brands are symbols of achievement

The second question that measured respondent's need for status/conspicuousness related specifically to conspicuousness. This statement presented varying results, as there was not a strong lenience towards a certain opinion from respondents. The majority of respondents (25%) did strongly agree with the statement however, with 20% agreeing. Moreover, 23% of respondents took a neutral stance and 16% disagreed and 10% strongly disagreed.

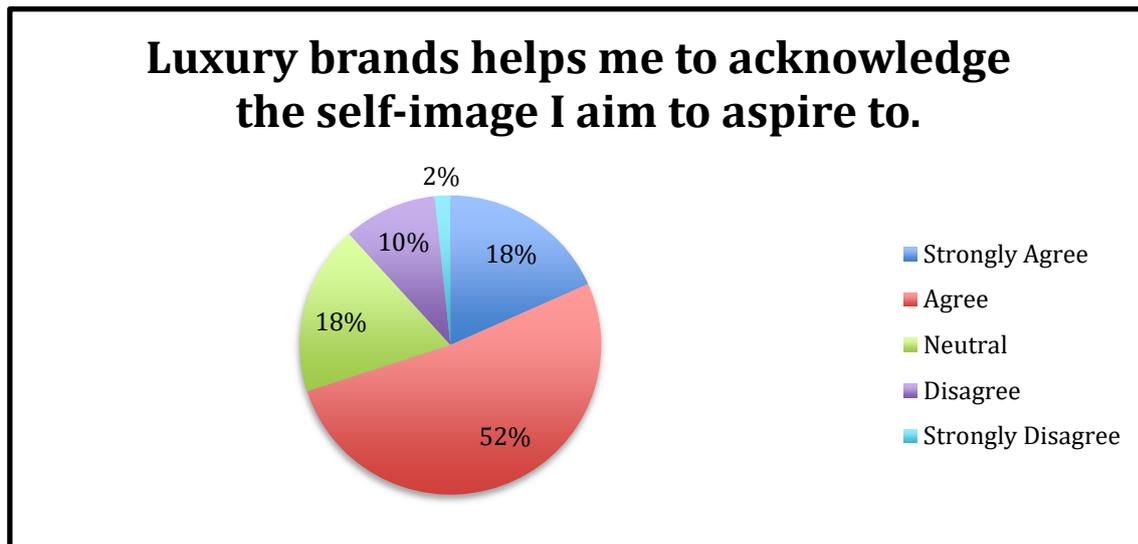


Figure 4.10 : Luxury brands helps me to acknowledge the self-image I aim to aspire to

This question specifically aimed to measure the need for status. The data from this question revealed that over half of the respondents (52%) agreed with the statement. Similarly, 18% strongly agreed with the statement bringing the agreeableness of this question to 70% showcasing a degree of support for the predicative power of the status/conspicuousness personality trait. 18% of respondents reported feeling neutral to the statement with 2% strongly disagreeing and 10% disagreeing.

Discussion of Hypothesis 3:

H₃: The higher the need for status and conspicuousness the higher the purchase intention towards luxury brands.

The third hypothesis predicted the relationship between the need for status/copiousness and the purchase intentions of South African consumers towards luxury brands. The results showed a positive relationship. Therefore, H₃ was supported.

These findings are similarly in line with the findings of Shukla (2012) who claimed that status is a concept whereby possessions are the signifier of success. Thus, luxury brands that hold status are perceived to hold a higher level of prestige. It is insinuated that these findings are attributed because this prestige assists South African consumers to disassociate themselves from their less privileged past. Purchasing luxury brands therefore provides the feeling of 'having made it' and satisfies the need for status. This suggestion is supported by Crosswait (2014) who proclaimed that South Africa consumer's need for status is a way in which many black middle class consumers portray their freedom from the apartheid system.

The acceptance of this hypothesis therefore suggests that South African consumers intend to purchase luxury brands in order to gain a level of status within society and that similarly, the conspicuousness in this intention cannot be ignored.

Another interesting finding that is clear from testing need for status and need for consciousness separately, brought to light the fact that there is little differentiation between need for status and need for conspicuousness when relating to South African consumer's purchasing intentions of luxury brands. This suggests that these personality traits are greatly related. These findings are contradictory however to the theoretical framework discussed within chapter 2 of Vigneron and Johnson (2004) and Truon *et al* (2008) who proclaimed that these personality traits should not be considered as a single construct. Since the higher the Need for status and the higher the Need for conspicuousness did not yield different results the arguments of Vigneron and

Johnson (2004) and Truong *et al* (2008) are not supported by this study. It is therefore accurate to assume these two personality traits as a singular construct

4.5.4 Research Question 4: Whether there is a relationship between the need for social comparison and purchase intentions towards luxury brands.

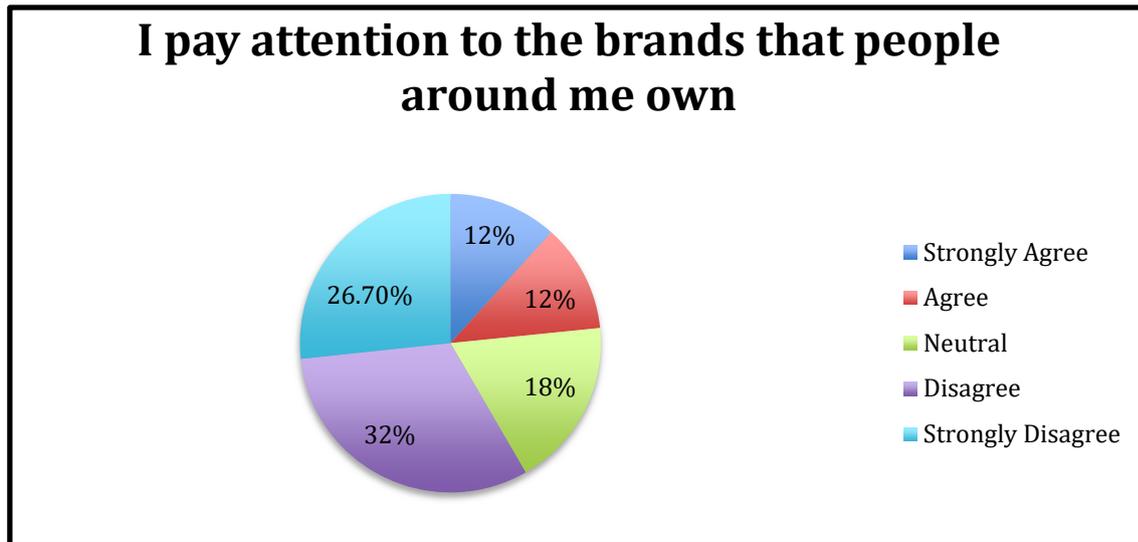


Figure 4.11 : I pay attention to the brands that people around me own

From the data the majority of respondents disagreed (32%) with the statement and 27% strongly disagreed demonstrating an overarching rejection of 59% towards the statement. From this one can conclude that respondents did not support the statement therefore a positive predictive relationship between this personality construct and purchase intention was consequently not supported

I judge my own success against the success of others.

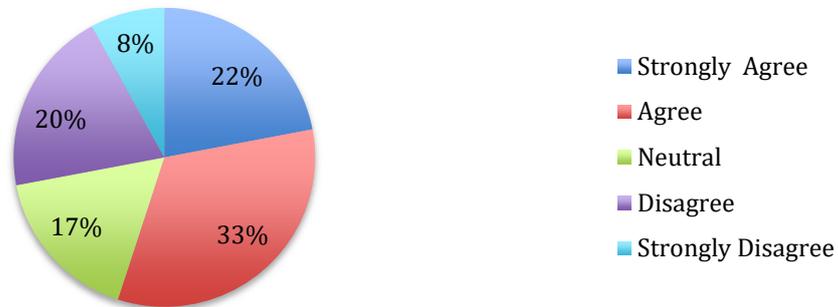


Figure 4.12: I judge my own success against the success of others.

The data from this question demonstrates that the majority of respondents agree that their life would be better if they owned certain things they do not already have. With 33% agreed and 22% strongly agreed with the statement. Of the respondents about 17% felt neutral towards the statement, with 20% disagreeing and 8% strongly disagreeing

I pay attention to what brands people I look up to are wearing

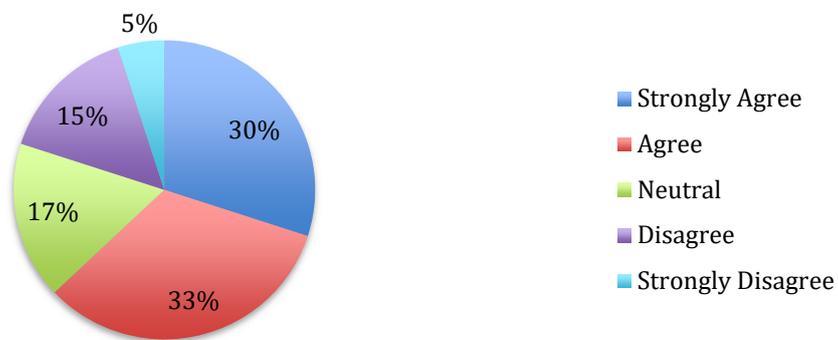


Figure 4.13: I pay attention to what brands people I look up to are wearing

This question related to asking respondents their opinion on comparing themselves to others. A large majority of the respondents (63%) showed support for the statement with 33% agreeing and 30% strongly agreeing with the statement hence showing strong support for the construct of materialism. Moreover, 17% were neutral on the matter and 15% disagreed and 5% strongly disagreed.

Discussion of hypothesis 4:

H₄: The higher the need for social comparison the higher the purchase intention towards luxury brands.

The fourth hypothesis predicted an increased need for social comparison would result in increased purchase intention towards luxury brands. The results demonstrated a degree of agreeableness with the statements therefore a positive correlation between these 2 variables was seen. Thus, H₄ was supported.

The findings of this study have shown that South African consumer's need to socially compare themselves is a predictor of their purchase intentions for luxury brands. These findings corresponds with Hans et al. (2011) who suggested that South African consumers reflect 'Parvenus' consumer's as they satisfy their need for upward social comparison through purchasing luxury brands. This could be attributed to the fact that South African consumers purchase luxury goods in order to satisfy an external needs like need for social comparison. Thus, South African consumers are influenced to purchase luxury brands to satisfy their own internal needs i.e need for status but external factors as well. South African consumer's purchase intentions are therefore influenced by an external trait of social comparison in order to gain approval. This inference is supported by Truon *et al* (2008) who suggested that South Africa's emerging market status has meant that many consumer's who were previously disadvantaged use luxury brands to associate themselves with individuals with higher social standing than themselves, and disassociate themselves from those who are assessed as less wealthy.

The findings of H₄ are in line with the research objective 3, which was to determine the relationship between purchase intentions and personality factors of South African consumers.

4.6 Chapter 4 conclusion:

This chapter brought to light the findings from the data that was collected within the online survey. The findings confirmed the positive relationship between the established four personality traits and the purchase intentions of South African consumers that was speculated within chapter 1. A discussion linking the research questions and objectives with the findings was also analysed. Chapter 5 will conclude the findings for this research paper while looking at limitations and recommendations for future research.

CHAPTER 5

CONCLUSION

5.1 Introduction

The findings of this study are aligned with the findings presented in chapter 2. This chapter aims to summarise the important findings presented in chapter 4 in order to demonstrate how the research problem and objectives were reached. Additionally, recommendations for future research as well as the significance of this study including its academic and business contribution are discussed. This chapter also indicates the limitations and the ethical implications and how this was addressed.

5.2 Final conclusions

From this study a deeper understanding into the relationship between purchase intention and personality for South African consumers within the emerging market was explored. Through testing the predicted theory established by academics it was concluded the predictive effect personality traits had in predicting South African consumers purchase intentions. This conclusion supports the frameworks established in chapter 2.

The study demonstrated that need for materialism and need for uniqueness were the most significant personality traits that effected South African consumer's purchase intentions of luxury brands. These results were consistent with the studies of Kao (2013) and Botha (2015) who similarly tested these constructs. Despite the cultural differences of these varying studies, the commonality of an emerging market was consistent with this study's South African perspective.

There it should be recognised that emerging consumers deeply desire the need for uniqueness and need for materialism yet their purchase intentions may differ greatly across cultures. Conclusions therefore, that relate to emerging and emerged societies' and their purchase intentions are not always straightforward when the factor of culture is not taken into account. These ideals were supported by Shukla (2012), who proclaims

that culture is an underlying influence of purchase intention that has been overlooked in emerging markets.

Secondly, this study's findings also suggest that it is crucial that luxury brand owners maintain a large scale recognition of their luxury brand, however, careful monitoring is advised to control the level of diffusion if luxury brands in South Africa is to thrive. This study has shown that a luxury brand cannot rely simply on the global status of luxury brands. In order to foster increased purchase intent of luxury brands in the South African emerging market specific personality traits that relate to South African consumers need to be satisfied. As shown, this would include branding that specifically focuses on consumer's need for materialism and need for uniqueness is essential for encouraging Luxury brands to thrive.

5.3 Evaluation Research Aim and Objectives

The purpose of this research was to deliver new insights towards the understanding of luxury brand usage of consumers by combining existing structures with empirical testing. The findings of this study helped gain understandings to the research objectives initially established.

The specific objectives of this study are:

- **Objective 1:** To determine South African consumers purchase intentions for luxury brands
- **Objective 2:** To determine which personality factors are the most significant personality factors that drive purchase intention.
- **Objective 3:** To determine the relationship between purchase intention and personality factors of South African consumers.

From the findings of this study, it is clear to conclude that South African consumer's within the emerging market present high levels of purchase intentions towards luxury brands. These conclusions can be made as most of the research questions demonstrated a high level of agreeableness, as well as the hypotheses were supported.

As earlier discussed, the higher the agreeableness of the statements that measured the personality traits, the higher the predictive power of that personality trait and purchase intentions. Relating to objective 2 therefore, this study's findings concluded that the personality factors need for uniqueness and need for status/consciousness were the most significant factors that drive the purchase intentions of South African consumers.

Similarly, purchase intentions are a latent variable and cannot be directly measured, so this study aimed to test the significance of the personality variables put forward (Need for materialism, need for uniqueness, need for status/consciousness and need for social comparison) to help explain the luxury brand purchase intentions of South African consumers. Therefore, this study determined that there was a positive relationship between purchase intentions and personality factors as the predictive power of the 4 hypothesis were accepted.

5.4 Recommendations for future research

It is suggested that future studies within this scope approach their study from a longitudinal perspective in order to assess consumer's desires and intentions over an extended period of time. This would achieve a more reflective representation of South African consumer's attitudes, so that their changes in preferences over time can be considered as well. Furthermore, this would be especially relevant in relation to this study's focus on the South African emerging market. A longitudinal study would further determine whether South African consumers in this emerging market would mature over time and perhaps become more sophisticated. Moreover, it would also be able to take into account the South African luxury market and its in growth overtime. Along with the growth of South Africa's luxury market, the development of South Africa's cultural diversity and its various sub-cultures could furthermore be an interesting factor to include when assessing South African's purchase intentions.

It is suggested that mixed method design that incorporates qualitative research could potentially combat the single perceptive nature of this study. As literature relating to luxury brands in South Africa is still relatively new. Through conducting a qualitative pre-

test the researcher would gain more in-depth information relating to the personality factors which could be adapted to the quantitative aspect of the study potentially providing a more relevant representation of the South African emerging market.

Furthermore, future research should also take into account the actual behaviour of consumers as well as their intentions to purchase. Additionally other personality factors should also be considered, as well as qualitative research into their past purchase experiences and social past, could aid further studies in predicting the behaviour of consumers purchase intentions towards luxury brands.

Moreover, in order to provide context for participants completing the survey for this study, 4 well known international luxury brands were provided as bench marks for what constitutes luxury brands. It is suggested that future researchers may benefit from focusing rather on domestic luxury brands, and whether disparities between the purchase intentions for domestic and internal luxury brands would occur.

5.5 Validity & Reliability of findings:

It has been argued amongst multiple researchers that the accuracy of a research study, as well as the potential to build upon research studies is largely determined by the reliability and validity of the methodology (Neuman 2011; du Plooy-Cilliers *et al.* 2014).

Validity refers to the degree to which a measuring instrument sufficiently reflects what it is proposed to be measure (Welman & Kruger, 2005). This was ensured as the questionnaire covered a full range of issues relating to the research of this study, as well as the comprehensive literature review that examined previously tested models and theories. Moreover, concepts and constructs within the literature review were thoroughly explored ensuring content validity.

Reliability relates to how coherent the research instrument/method is at yielding the same results each time the research is employed (du Plooy-Cilliers *et al.* 2014). Prior to the distribution of the questionnaire, a form of pre-test was conducted in order to ensure

reliability and validity of measuring instrument and overall research method (Neuman 2011). The questionnaire was sent via email to a selected sample of 10 respondents, in order to easily make amendments when responses were received so that the adapted questionnaire could be continually assessed. The pre-test enabled the researcher to make amendments before the launch of the study that allowed for the suitability of the study to be assessed. Moreover, it was also a cost effective and easy method in which to remove repetitive or confusing questions. Following the retrieval of the pre-test feedback, the only amendments made to the questionnaire was the removal of a repeat question as well as changes that were superficial in nature relating to spelling errors etc. Once changes had been made, the questionnaire's full release was launched. Another way to test reliability is through a inter-rater test, however given the online nature of the questionnaire this was not employed.

5.6 Ethical implications:

It was crucial that research for this study was conducted ethically, by upholding the moral code of conduct. This ensured that through every phase of research; such as interaction with respondents, data collection/analysis, as well as data reporting, was handled in an ethical fashion (du Plooy-Cilliers *et al.* 2014; Davis & Bezuidenhout 2014).

In order to uphold to the ethical code, it was made clear to potential participants that their participation was on a voluntary basis, and should they feel uncomfortable, they were able to pull out of the study whenever they wished to do so. All respondents were informed as to the nature of the questionnaire as well as the estimated time that the survey would take them to fill out. This was ensured through a consent form that was provided prior to the conduction of the data collection.

To combat confidentiality issues respondents were made aware within the consent form that their contact details would remain confidential. To further combat this concern respondents were made aware that their identity would not be disclosed within the study, as well as an understanding that the study is for academic reasons. This aimed

to prevent any privacy concerns surrounding the nature of an online survey as well as encouraged respondents to answer truthfully as they knew they were not being linked to their responses.

Lastly, respondents were not exposed to unreasonable discomfort, harm, risk or any violations of their human rights. Given the quantitative nature of the study and thus to ensure lessen bias from the researcher, data was interpreted by the researcher in the most impartial manner as possible.

5.7 Limitations:

Although this study does provide some valuable insights, this research is not free from limitations.

General limitations

The focus on consumers within the South African emerging market posed as a significant limitation for this study. The presence of sub-cultures within South Africa and how this might affect purchasing behaviors according to different cultures was not considered for the purpose of this study. This potentially may have limited the ability to generalize findings to all South African consumers. Secondly, limitations revolving around definitions of luxury are an ongoing limitation for research involving luxury brands (Vigneron & Johnson 2004). Given the situation-specific and objective nature of luxury, biased answers regarding the concept of luxury may result in biased notions despite efforts to provide definitions of luxury brands within the questionnaire (Vigneron & Johnson 2004). Additionally, despite the growth of luxury within South Africa, varieties of luxury brands remain relatively limited compared to developed nations (Shakulas 2012).

This study investigated merely a few possible personality traits and their relationship with South African consumer's purchase intention towards luxury brands. Moreover, the aspect of consumer's physical purchasing behaviour was not measured.

Given the various languages spoken within South Africa and the questionnaire being compiled in English, a limitation to the study could have been that respondents may have experienced confusion when answering the questionnaire or an overall lower response rate could have occurred as a result. Furthermore, a limitation associated with this form of online questionnaires results in little control over responses from the sample participants, as responses may be untruthful, rushed or interpretation of questions may vary from participant to participant potentially reaping skewed results.

Methodology limitations:

The first limitation refers to the research approach that was chosen. A quantitative method holds potential for the study to be seen from a single-dimensional perception, not taking any in-depth research into account. As earlier demonstrated in chapter 4, the small sample size of this study is another limitation as this ultimately questions the true effect of this study and limits its potential for generalisations to a greater population to be made. Additionally, the small sample also lessens the reliability of this study. Another limitation relating to sample was that the majority of respondents were white. This highlighted the limitation that this study could not capture the influence that culture and ethnicity could possibly have on the findings. Additionally, as a convenience sampling method was used it also hindered the ability for generalizations to be made to the broader public. Due to the time constraints of this research paper being less than 12 months, time constraints may hold potential limitations for this study. This may potentially affect the extent that a representative sample was attained, thus preventing generalizations to the greater population to occur.

5.9 Significance of Research

As stated, this study aims to provide both practical and theoretical contributions.

5.9.1 Business Significance

Marketing strategists can gain a deeper understanding as to how personality factors influence purchasing decisions towards luxury brands and thus will be better able to

address their target consumers and produce more sales. Key findings from this study can also guide marketing strategists in adapting strategies towards a South African perspective instead of surface based market research demographics that are more applicable to developed nations. Furthermore, having greater insight into what personality factors effect purchase intent can potentially aid marketing strategists in developing campaigns that will be more aligned to their own brand while incorporating the most relevant personality traits of South African consumer's, therefore, campaigns will be more optimally aligned to their target consumers. This will in turn enhance their brand relevance and strengthen their brand loyalty from target consumers.

5.9.2 Academic Significance:

The findings of this study are significant to academic exploring the existing literature of consumer behavior as well as insights towards luxury branding. Through extending upon existing models of purchase intention and personality factors, a deeper understanding was garnered as well as the degree of appropriateness of these constructs which will aid future researchers in their development of studies using these existing models. Through this study's focus on the under researched but highly influential South African emerging market it will continue to open discourse regarding the generalizations of culture towards personality and purchase intention within research.

This chapter acts as the formal conclusion for this study. Aspects relating to validity, reliability, ethical concerns and limitations were discussed. The significance of this research was also described along with future research recommendations.

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Appendices:

A: Ethical Clearance Form

B: Online survey Questionnaire consent form

Dear participant,

Welcome and thank you for participating in this survey!

This online survey will contribute to my thesis where I am currently studying a BA Honours in Brand Communication at the Vega School of Brand Leadership. In this study I am investigating South African consumers' purchase intentions toward luxury brands. Types of brands to consider when completing this survey could be **Gucci, Chanel, Christian Dior, Versace, Rolex, BMW, Hilton to name a few.**

This survey will ask you to answer a series of questions, where you will be asked to state your agreeableness of a statement ranging from (1) Strongly agree to (5) Strongly Disagree. Filling in all questions will take about 5 minutes.

If you decide to participate in this research survey, you may withdraw at any time. All data will be treated confidentially and anonymously.

Thank you for your time and participation.

Ashleigh Bills

By submitting this questionnaire you are agreeing to the following:

I hereby declare I have been informed about the nature and reason for this study as described above. I agree to participate and I understand I am able to withdraw at any time. If this research is published in any way, my answers will remain anonymous. Any personal data will not be made public with my permission.

C: Online questionnaire Questions:

This survey will ask you to answer a series of questions, where you will be asked to state you agreeableness of a statement ranging from (1) Strongly agree to (5) Strongly Disagree.

- 1 My Life would be better if I owned certain things I don't have.
 - A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree

- 2 I would be happier if I could afford to buy more things.
 - A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree

- 3 I greatly admire people who own expensive cars, homes clothes etc.
 - A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree

I enjoy having things that others do not have

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

- 4 In my opinion, brands that everyone can own are less valuable
- A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree
- 5 People who buy luxury products try to differentiate themselves from others.
- A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree
- 6 I enjoy it when other people know I am wearing a luxury brand
- A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree
- 7 Luxury brands are symbols of achievement
- A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree
- 8 Luxury brands help people to acknowledge me because of my image
- A. Strongly Agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly Disagree

9 I pay attention to the brands that people around me own

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

10 I pay attention to what brands people I look up to are wearing

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

11 Luxury brands can be used to impress other people

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree