

Identify influential factors on change tendency to luxury goods consume by adjustment Demographic Features (Case Study: Mashhad City)

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Abstract

In previous decades, consumer purchases were related to access to needed goods and services. Today, consumers meet their psychological needs by buying goods. Consumers purchase products by showing their personality or boosting their self-esteem; in other words, the purchased product has become a mental confirmation. This study was conducted to investigate the effective factors in changing consumer behavior towards luxury products. This study has been made to study the relationship between variables (perceived quality, perceived social status, attitude, brand perception, mental image) and consumer consumption behavior for luxury goods with a moderating effect (self-esteem). For this purpose, a researcher-made questionnaire was distributed among 384 people in Mashhad. This research has been done by descriptive survey method with the simple random sampling method. Structural equation modeling has been used for the relationships between variables. The analysis results show that perceived social impact, brand perception, consumer attitude, and service quality are related to the influential factors with consumers' intention to buy.

In contrast, mental image and self-esteem do not have a significant effect on buying motivation. On the other hand, among the independent variables, the impact of brand perception on purchase intention was more significant than other variables. In addition, the narcissism of the interactions between the independent variables, the perception of the brand and the social effect, and the dependent variable does not moderate the consumer buying behavior.

Keywords: perception, social effect, mental image, shopping, selfishness, luxury goods, service quality.

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