ABSTRACT

YANG, RUI. The Influence of Public Self-consciousness on Chinese Consumer Behavior for Luxury Fashion Products: A Cultural Perspective. (Under the direction of Dr. Yingjiao Xu.)

With the growing rise of the economic and purchasing power, China has become the world's second largest luxury market in 2009 and China’s market keeps growing rapidly. Culture has played a significant role in shaping the personality and behavior of a person. This research is designed to study the influence of culture on Chinese consumer behavior for luxury fashion products through shaping consumers’ public self-consciousness. Specifically, the following three dimensions of culture from Hofstede’s framework were investigated: individualism, uncertainty avoidance and power distance. Chinese consumer behavior for luxury fashion products was studied in terms of: luxury consumption motivations (social identification, social salience, and self-oriented motivation) and purchase intentions (buying genuine luxury fashion products and buying both genuine and counterfeits luxury products).

A survey was administered through street intercept interviews in Shanghai in May, 2011. Data from the surveys were entered into SPSS. By using SPSS and AMOS, descriptive analyses, Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) Analysis were conducted. The SEM results showed that uncertainty avoidance and individualism had significant influences on consumers’ public self-consciousness and social oriented motivations. However, the influence of individualism on public self-consciousness was negative, instead of positive as hypothesized. Consumers’ social oriented motivations for luxury consumption were significantly influenced by public self-consciousness. Social identification motivations had a positive influence on Chinese consumers’ purchase intentions for genuine luxury products over others while the influence on purchase intention to purchase intentions for counterfeits was negative. However, social salience had an
opposite influence on purchase. When consumers are driven by self-oriented motivations, they are more willing to pay a higher price for genuine luxury fashion products
The Influence of Public Self-consciousness on Chinese Consumer Behavior for Luxury Fashion Products: A Cultural Perspective

by
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BIOGRAPHY

Rui Yang was born on August 15, 1988, in Hebei province, People’s Republic of China. In 2007, she became an undergraduate student in Donghua University in Shanghai. In 2010, she participated the 3+X program, which is a cooperation program between Donghua University and North Carolina State University, and became a graduate student of NC State University. In 2011, she received her bachelor’s degree of textile engineering from Donghua University. Ms. Yang expects to be awarded the degree of Master of Science in Textiles in May, 2012.
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Chapter 1

Introduction

1.1 Overview of the luxury fashion market

Luxury products, which are seen as goods for which the mere use or display of a particular branded product brings prestige to the owner other than the functional utilities, are frantically pursued by people all over the world (Grossman & Sharpiro, 1988). With the growing purchasing power of individuals, a limited edition LV handbag or a fancy Chanel dress is no longer the preserve of elite but the mass marketing phenomenon of everyday life. As a result, the market for luxury goods and services has been expanded steadily and strongly since early 1990s. According to Bain&Co, sales of luxury goods may rise 8% in 2011 and total spending on luxury goods such as apparel, accessories, jewelry, may reach 185 billion euros in 2011 compared with 172 billion euros in 2010 (Roberts, A, 2011). According to Mintel’s report (2001), a growing tendency of sales of luxury products is shown from 163 billion euros in 2007 to 218 billion euros in 2013 and account for 33.7% increase (Appendix A).

With the growing rise of the economic and purchasing power of China, the positive outlook for luxury consumption in Chinese market has attracted great attention from the major luxury companies. The first wave of retailers started exploring the potential Chinese market more than ten years ago. Louis Vuitton, Bally, Gucci and Ferragamon have opened outlets in major cities in China. In the past few years, Luxury fashion companies are
expanding rapidly in China to meet Chinese consumers’ demand (Debnam & Svinos, 2007). In 2008, the financial crisis struck the world. The global luxury market was affected and showed a declining trend of sales in most of the traditional luxury markets, such as the US and Japan. However, China’s market kept growing rapidly (Cavender & Rein, 2009). According to the latest report from World Luxury Association (“ChinaRetailNews”, 2011), the total luxury consumption in Chinese mainland market was $10.7 billion, accounting for 25% of the global luxury market. The mainland China has become the world's second largest luxury market in 2009, next to Japan’s 34% share. China was forecasted to be the number one of the luxury goods market by 2020 accounting for 44 percent of the market share (CLSA, 2011). The categories for luxury fashion products are apparel, accessories, handbags, shoes, watches, jewelry, and perfume.

Literature indicated that culture is of great importance in shaping people’s values and behaviors. The five thousand years of splendid history has well established the Chinese traditional culture, which distinctively differs from the western culture. For example, “face” plays an important role in Chinese consumer behavior because of the pressures of living up to other people’s expectation while individualism is deeply rooted in western countries like the U.S. (Wong & Ahuvia, 1998). Although many luxury companies are starting to gain profits from the Chinese market, they are faced with great challenges in terms of strengthening Chinese consumers’ brand loyalty and keeping their market share (Debnam & Svinos, 2007). Strategies should be made based on Chinese consumers’ consumption habits and behaviors (Debnam & Svinos, 2007). However, limited research has been conducted
regarding Chinese consumers’ behavior for luxury fashion products (CLSA, 2011; Debnam & Svinos, 2007). This study was designed to investigate Chinese consumers’ behaviors towards luxury fashion products from the culture perspective.

1.2 Motivations for luxury consumption

As the consumption of luxury fashion products keeps increasing globally, a research upsurge has risen to investigate the motivations that drive consumers to spend considerable amount of money on luxury items. There are two categories of the studies of motivations for luxury consumptions: personal orientation and social orientation. Personal oriented motivation refers to the desire to self fulfill or rewarding by purchasing luxury products (Tsai, 2005). It is the internal driven motivation. Social oriented motivation refers to the desire to impress others by using luxury products and to show their status and wealth (Tsai, 2005).

Consumption of luxury products is often associated with conspicuous assumption-the public consumption of luxury products to signal wealth, status, and power (Bagwell & Bernheim, 1996; O’Cass & Frost, 2002). Individuals with high awareness of themselves as a social and public object will care more about how others will think the way they act including the products they use. Research has found that public self-consciousness has a significant impact on consumers’ conspicuous behavior and luxury consumptions (Gould & Barak, 1988; Husic & Cicic, 2008). It is reasonable to expect that people who have high public self-consciousness would be more inclined to use luxury goods to create favorable impressions.
1.3 Public self-consciousness the impact of culture

Public self-consciousness refers to the awareness of the self as a social and public object. Individuals who have high level of public self-consciousness are considered to be especially concerned about their social images and exhibiting orientations towards gaining approval and avoiding disapproval (Doherty & Schlenker, 1991). Culture was found to have significant influence on a person’s public self-consciousness and the influence of a particular cultural dimension on public self-consciousness varies (Wong and Ahuvia, 1998; Oetzel et al’s, 2001).

Culture has played a significant role in shaping the personality and behavior of a person (Nazir et al, 2009). Studies have been conducted to investigate how culture will influence an individual’s personality and behavior. Hofstede (1980) proposed a four factor cultural model to investigate the impact of culture on individual’s behavior, which has been widely applied to the studies of culture influence on human behaviors. The four dimensions are individualism and collectivism, uncertainty avoidance, power distance, and masculinity. The unique culture dimensions in different countries directly or indirectly result in diverse values and behaviors.

Early cross-culture studies have labeled China as a collectivistic society, in which individuals pay more attention to in-group goals and give less consideration to personal ones (Eves & Cheng, 2007). Influenced by the Confucian culture tradition, Chinese people emphasize the interdependence of members in their reference group and the priority of group goals over individual goals. In addition, “face”, which is often represented by symbols of
prestige or reputation gained through the expectation of and impression on others, is very important to Chinese people. Chinese people are very concerned with other persons’ perceptions of them and with the maintenance of their own status (Wong & Ahuvia, 1998; Podoshen et al, 2011). As a result, Chinese people may have a higher level of uncertainty avoidance than people from western society. China is also found to be a high-power distance (hierarchical) culture (Hofstede, 2001). The respect of authority prevails in Chinese society. In a high-power distance culture, consumers are motivated to seek higher status and products that represent higher status. And their purchase behaviors are often influenced by the opinion leaders, especially when purchasing the status goods (Hofstede, 2001).

1.4 Objectives of the research

While the sales of luxury fashion products declining in western markets, the luxury fashion market in China is growing dramatically. In addition, Chinese consumer behavior could be quite different from that of western consumers. The importance of the research about Chinese consumers’ behaviors towards luxury fashion products and the underlying influencing factors can never be too emphasized. This study was designed to investigate Chinese consumer behavior towards luxury fashion products from the following aspects:

(1) What is the Chinese consumers’ consumption level for luxury fashion products?
(2) What are the motivations for Chinese consumers’ luxury consumption?
(3) What is the role of public self consciousness on Chinese consumers’ motivations and intentions for luxury consumption?
(4) How Chinese consumer behavior for luxury fashion products is influenced by the unique Chinese culture?

The focus of this study is the role of public self-consciousness on Chinese consumer behavior towards luxury fashion products from a cultural perspective. Specifically, the following three dimensions of culture from Hofstede’s framework will be investigated: individualism, uncertainty avoidance and power distance. Chinese consumer behavior for luxury fashion products is studied in terms of: social oriented motivations, self oriented motivations and purchase intention. Results of this study will provide insights and implications to practitioners in the luxury fashion industry, especially in the fast growing Chinese market.

1.5 Organization of the thesis

This thesis research is structured as follows. First, the literature review describes the role of public self-consciousness in influencing consumers’ motivations and intentions for luxury consumption. Culture, especially Chinese culture, and its influence on public self-consciousness and consumer behavior are discussed. The literature review leads to the formulation of the hypotheses. Second, the conceptual model is described in relevance to the methodology of this study. Third, the results and analyses are then presented. At last, the conclusion, limitation and suggested future research directions from this study are discussed.
Chapter 2

Literature Review

This review of literature provides an overview of the luxury fashion market in China. Then the role of public self-consciousness on luxury consumption behaviors is discussed. Research on Chinese culture and its influence on Chinese consumer behavior towards luxury fashion products are then reviewed. This literature review also provides a discussion on the different motivations for luxury fashion consumption. Based on the literature reviewed, hypotheses were developed for this study.

2.1 Luxury fashion consumption in China

Luxury is a constantly evolving and subjective concept. It is used to define an inessential but desirable item or a state of extreme comfort or indulgence (Debnam & Svinos, 2007). Luxury goods not only convey a standard of excellence, but act as social codes indicating access to the rare, exclusive and desirable. Luxury fashion goods are apparel, accessories, handbags, shoes, watches, jewelry, and perfume for which the mere use or display of particular branded products brings prestige to owners, apart from any functional utility (Vigneron & Johnson, 2004). The luxury products may not provide the users clear functional advantages over other products but they have some special characteristics, such as premium quality, craftsmanship, recognizability, exclusivity and reputation, which appeal to the consumers (Debnam & Svinos, 2007).

Luxury fashion market is a global multi-billion dollars sector comprising of
considerable brands. Luxury fashion brands like Louis Vuitton, Hermes and Gucci are among the most valuable and influential brands in the world (Dinnie, 2009). In recent years, the overall sales of luxury goods kept increasing globally. According to the estimation of Mintel (2011), LVMH remains a strong leader in the global luxury market (Appendix B). The year of 2010 witnessed 20% sales growth in its core product category. Polo Ralph Lauren, Gucci group, Chanel and Coach also had a remarkable share in the market. The demands for luxury products vary geographically. Asia, exceeding the United States and Europe, is the largest target market for luxury brands (Debnam & Svinos, 2007). For example, 40 percent of world sales for LVMH, the world’s largest luxury goods company, went to Asia while for Gucci, the figure is 45 percent. China attributes to a large part of the luxury consumption growth in Asia (Debnam & Svinos, 2007). As the economic crisis hit the global economy, the luxury brands faced gloomy situation in North America and Europe until 2010. Global luxury spending rose 6.5% in 2007 and slowed to only 3% growth in 2008. Mature markets such as Europe, Japan, and the United States even experienced flat or negative growth in 2009 (Cavender & Rein, 2009). Like the rest of the world, China was also affected by the economic crisis, but consumer spending in China remained strong and the sales of the luxury goods were still strong (Cavender & Rein, 2009).

China has experienced a rapid economic growth since late 1970s. Although China’s economic growth eased slightly in 2011 due to the unstable international environment, China’s economic growth rate is expected to exceed nine percent in 2011 and remains far faster than that of western nations (Censky, 2011). The fast growing economy in China lead
to an increasing number of newly rich capitalists who are eager to show their wealth, power and status through the consumption of luxury brands. China has an estimated 18,000 billionaires and 440,000 multimillionaires (Knowles, 2008). These wealthy consumers account for a majority of luxury consumption and they spend a considerable amount of money in purchasing luxury goods each year (Atsmon et al, 2011). However, not only the super-rich people but also the fast rising middle-class consumers have showed great interest in luxury fashion products. They have attributed a large part for this “luxury explosion” in China (Debnam & Svinos, 2007). The middle class in China is mainly represented by white-collar office workers who are comparatively young (20-40 years old), well-educated and employed in well-paid professions (Chen& Sethi, 2007). This young and emerging middle class is beginning to equate accumulation of possessions and leisure opportunities with quality of life. Consumers in this group have also been instrumental in driving the growth of the luxury market within China as they try to display their success and status with luxury hand bags and high-end mobile phones (Cavender & Rein, 2009). Other motivations for middle-class Chinese consumers to buy luxury products include self-indulgence and pampering, superior quality, and the fashion elements denoted by the luxury products (Chen and Sethi, 2006).

Unlike those Western luxury markets, China’s luxury fashion market has its own characteristics and challenges. First of all, product counterfeiting is a big issue in China’s luxury fashion market. Chinese consumers are identified as price-conscious and public self-conscious consumers. For those super-rich consumers, they want and can afford the authentic luxury products. However, for those middle-class or low-class consumers, when they cannot
afford the expensive authentic products, they may purchase counterfeits hoping to convey the status associated with the authentic brand (Debnam & Svinos, 2007). Secondly, Chinese consumers’ purchase motivations and intentions towards luxury fashion products are greatly influenced by unique Chinese culture (Wong & Ahuvia, 1998). “Face”, for example, is of great importance for Chinese people who cherish the interdependence of each other in their reference group. This value leads to the phenomenon that conspicuous consumption and status consumption prevail in Chinese society. Thirdly, Chinese consumers have shown a strong willingness to purchase luxury fashion products overseas (Debnam & Svinos, 2007). Shopping in the designers’ boutiques is a way to ensure the authenticity of the luxury products. Moreover, the high taxes and duties associated with the luxury goods in the mainland China is another drive for consumers to purchase overseas.

2.2 Culture and its influence on consumer behavior

This pervasiveness of culture dimensions makes defining culture difficult. Tylor (1871) provides one the earliest definitions of culture: “the complex whole which includes knowledge, belief, art, moral, custom and any other capabilities and habit acquired by man as a member of society” (McCort & Malhotra, 1993). Another more specific definition for culture is from Keesing (1974), he defined culture as a system of competence shared in its broad design and deeper principles, and varying between individuals in its specificities. One of the most commonly adopted definitions of culture is from Hofstede (2005) and culture can be defined as “the forms of things that people have in mind, their models for perceiving relating or otherwise interpreting them”.

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Culture influences many aspects of human behavior and personality. For people who have different culture background, the same objects or event can have different conceptions based on their cultural norms and variables (Nazir et al, 2009). Kacen and Lee (2002) investigated the cultural influences on consumer impulsive buying behavior. They found that Asian collectivist consumers engage in less impulsive buying than Caucasian individualist consumers despite the highly developed shopping culture in East Asia. This finding indicated that collectivists are able to maintain inconsistent attitude-behavior relationships and put their own feelings aside in order to act in an appropriate manner. Wang et al (2010) found that Chinese consumers’ perceived expressiveness of using foreign products, perceived reliability of foreign retail service, and perceived enjoyment of shopping aboard have positive and significant influence on their propensity of shopping aboard. All this three intrinsic motives result from Chinese culture (Wang et al, 2010).

Scholars have been proposing alternative dimensions for conceptualizing culture. Wang and Mowen (1997) proposed a separateness-connectedness dimension to reflect the degree to which an individual perceives others as an extension of the self or the self as distinct from others. Singelis et al (1995) developed a cultural dimension to further differentiate individualistic/collectivistic societies that are horizontal (valuing equality) from those that are vertical (emphasizing hierarchy). However, Hofstede’s four-factor framework is the most widely used in the study of a national culture in psychology, sociology, marketing, or management studies (Soares, Farhangmehr, & Shoham, 2007). According to Hofstede’s framework, societies differ along four cultural dimensions: power distance (PDI),
uncertainty avoidance (UAV), individualism (IND), and masculinity (MAS). China is a
typical collectivistic society and Confucianism is deeply rooted in Chinese people’s mind. As
a result, Chinese cultural profiles based on Hofstede’s cultural dimension and Chinese
consumers’ behaviors are quite different from those in Western countries such as the United
States.

2.2.1 Power distance (PDI)

Power distance (PDI) refers to the degree to which an individual tend to accept the
power inequality in organizations (Hofstede, 1980). The power distance was the first cultural
factor identified by Hofstede (1980). Various injustices occur in every society and different
cultures accept varying degrees of it. High power distance culture emphasizes the restraint in
the face of authority or power disparity. Zhang et al (2010) found that consumers with high
PDI tend to be less involved in impulsive buying than consumers with low PDI for socially
“dangerous” categories or behaviors embodied in vice products because higher PDI will
activate control-related associations.

In Chinese society, submission to authority is an important part of its core culture.
According to Pan et al (1994), one of the six major differences between the U.S. and China is
that U.S. culture emphasizes horizontal dimensions of interpersonal relationship, whereas
Chinese culture places more importance on vertical interpersonal relationships (hierarchy). In
this high power distance society, individuals’ self-concept and behavior can be greatly
influenced by hierarchy. In the cross-cultural study of Oetzel et al (2001), power distance
was found to have positive effects on self-face concern, i.e. the concern for one’s own image. In this study, the concept of facework is also introduced, which is defined as the communicative strategies one uses to enact self-face and to uphold, support, or challenge another person’s face. Several different types of facework behavior are tested including dominating facework, which focused on presenting a credible image and wanting to win conflict, and avoiding facework, which emphasizes the preservation of relational concerns by not directly addressing the conflict. These two types of facework behavior are found to be positively influenced by power distance. Chinese, who live in a high power distance society, were found to have more self-face than consumers in other countries (the U.S., Germany and Japan). Research also suggested an influence of power distance on consumer behavior. De Roozmand et al (2003) found that car consumers in societies of large power distance are more likely to value “design” and “international image” in a purchased car. However, in societies of small power distance, environmental friendliness is a car buying motive. Shi and Gao (2010) found that power distance, as one of the key Chinese cultural values, has a moderating effect on having ideas and Chinese employee silence. For employees with high power distance beliefs, they are more inclined to remain silent and not to voice their opinions because they are often hemmed in by culture roles or conventions and they are concerned about the potential risks when voicing in public.

2.2.2 Uncertainty Avoidance (UAV)

Uncertainty avoidance (UAV) refers to the extent to which people within a society feel threatened by ambiguous situations, and have created beliefs and institutions that try to
avoid these (Hofstede, 1980). People with high uncertainty avoidance are more likely to feel threatened when faced with risky and unknown situations (Hofstede, 1991). Studies indicated that uncertainty avoidance could influence consumers’ decision making and their behavior (Shimp & Bearden, 1982; Bao et al, 2003). Shimp and Bearden (1982) found that high risk-adverse consumers tend to seek more information about the product they are interested in before making final purchasing decisions. Bao et al (2003) found that risk aversion negatively affect consumers’ “novelty and fashion-conscious” orientation and “recreational and hedonistic” orientation because it was posited that novelty and fashionable consumption might pose some risks to consumers. Low risk-adverse consumers appear to enjoy shopping around and tracking the latest fashion trend in consumption.

Traditional Chinese culture places great weight on proper manners, family relations and a Confucian-centered orientation. Conformity to the group is desired and expected in Chinese culture because of the emphasis on the interdependence of each other (Podoshen et al, 2011). To sustain the within-group harmony, people are expected to follow certain behavioral codes. Riske-taking behavior is regarded as possibly challenging the group’s interest and existence (Tse, 1996). As a result, Chinese people exhibit a high degree of uncertainty avoidance because they do not want to lose “face” by making mistakes when taking too much risk. This may lead to a belief that Chinese consumers are less likely to switch to new brands, which could result in a high level of brand loyalty.
2.2.3 Individualism (IND)

Individualistic cultures emphasize personal rights and responsibilities, privacy, freedom, and self-expression. However, collectivistic cultures emphasize more on community, collaboration, shared interests, traditions and public good (Hofstede, 1980). Individualism reflects a preference for a loosely knit social framework in society where individuals are expected to have a primary focus on the care of self and one’s immediate family. However, collectivism reflects a preference for a tightly knit social framework in which members expect relatives, clan or other in-groups to look after them in exchange for loyalty (Litvin & Kar, 2004).

China has been regarded as a collectivistic (low individualism) society in which individuals depend on each other and they treasure tradition, benevolence, and conformity (Xiao & Kim, 2009). Hofstede (2001) has evaluated the “cultures” of 66 nations, creating index scores and ordinal ranking for those indigenous to each nation. In his research, Hofstede (2001) found Asian societies tend to score high in collectivism. Conversely, Western cultures are generally individualistic. A study by Pecotich and Yang (2005) revealed that individualism and collectivism capture the nuances of Chinese culture more adequately than other traditional Chinese values.

Previous research consistently indicated that the collectivistic culture in China plays a significant role in Chinese consumers’ motivations and behavior towards luxury fashion products. Wong and Ahuvia (1998) found that the interdependent self-concept emphasizes
social roles and public perceptions as central to one’s identity, which leads to the Asian focus on “face”. As a result, relatively to Western consumers, Asian consumers will place more emphasis on publicly visible possessions and the public meanings of their possessions.

Podoshen et al (2011) argued that in Chinese society, Mien-tsu (face) is often represented by symbols of prestige or reputation gained through the expectation of, and impression on others. In this respect, the traditional value of face and standing in the community encourages the acquisition of similar material goods with other members in the community and/ society possess.

2.2.4 Masculinity (MAS)

Masculinity (MAS) refers to the degree to which a society focuses on assertiveness, task achievement and acquisition of things as opposed to quality of life (Hofstede, 1980). In masculine culture, the dominant values are the pursuit of achievement and success while caring for each other and quality of life are more cherished by members in high feminine culture (Nazir et al, 2009).

Hofstede (1972) found countries which are distinctly feminine included Sweden, Norway, Demark, The Netherlands, Costa Rica, Finland, Yugoslavia, and Chile. Countries that were high in masculinity included Japan, Austria, Venezuela, Mexico, Switzerland, Ireland, Jamaica, Germany and Italy (Culture–personality based affective model). Studies indicated that Chinese people had medium ratings in masculinity, which means there is a balance between masculinity and femininity in China (Dong & Liu, 2010). The Chinese
society is viewed as neither a feminine society nor a masculine society.

2.3 Public Self Consciousness

Self-consciousness is defined as being the tendency to direct attention toward aspects of the self (Liu et al, 2009). Fenigstein et al (1975) developed Self-consciousness Scale (SCS) to measure individual differences on three dimensions: private self-consciousness, public self-consciousness and social anxiety. According to their study, public self-consciousness refers to the awareness of the self as a social and public object. Private self-consciousness is concerned with the dispositional tendency for an individual to focus on his or her own inner thoughts and feelings. Social anxiety reflects an individual’s degree of discomfort in the presence of others. Individuals who have high public self-consciousness are considered to be especially concerned about their social identities and exhibiting orientations toward gaining approval and avoiding disapproval (Doherty & Schlenker, 1991). Public self-consciousness is found to exert a great influence on consumers’ attitude and behavior. Solomon and Schopler(1982) intended to determine if different aspects of self-consciousness, public self-consciousness and private self-consciousness, relate to clothing attitudes and reported clothing behavior. Their results showed that compared to private self-consciousness, public self-consciousness is more consistently related to the clothing variables such as fashion opinion, attitudes toward conformity and clothing interest. Xu (2008) found that young consumers high in public self-consciousness were more likely to be high in materialism, and this high materialism will consequently cause a high intention to buy compulsively. Consumption of luxury products is often associated with conspicuous and status
consumption—the public consumption of luxury products to signal wealth, status, and power (Bagwell & Bernheim, 1996; Eastman, Goldsmith, & Flynn, 1999; O’Cass & Frost, 2002). Public self-consciousness is usually closely related to the public consumptions. Shukla (2010) indicated that acquisition of status goods is one of the strongest measurements of social success. Individual can gain socio-psychological advantage within a social network through status consumption, which is often closely related to consumers’ high level of public self-consciousness.

In Vigneron and Johnson’s (1999) framework of prestige-seeking consumer behavior, the concept of self-consciousness was used to represent consumers’ responses to social influence. The authors proposed that the consumption of prestige may vary according to the susceptibility to others. The private or public value of prestige goods comes from the inherent communicative status of these items. The bandwagon and veblenian types of consumers are more likely to have high level of public self-consciousness. Among most of the research about self-consciousness, an agreement was reached that the self is shaped, in part, through interactions with members within groups. Research in the self-consciousness domain provided the evidence about variations of the self across cultures (Marsella et al, 1985). Asai and Barnlund (1998) and Gudykunst (1987) found that since Japaness explore inner reactions less often and less thoroughly than Americans, they may be less known to themselves than Americans. As a result, Americans were reported significantly higher levels of public self-consciousness than Japanese.

Culture is believed to have direct influence on people’s public self-consciousness.
Different attention is put on the self between the individualistic and collectivist cultures. Wong and Ahuvia (1998) suggested that the independent construal of self is dominant in Western cultures. For those people, inner self (preference, tastes, abilities, personal values, etc.) is most significant in regulating behavior. In contrast, the interdependent construal of the self, commonly found in Southeast Asian cultures, is based on the fundamental connectedness of human beings to each other. For those with interdependent selves, one’s identity lies in one’s familial, cultural, professional, and social relationships. In Oetzel et al’s (2001) study, power distance was found to have positive effects on the concern for one’s own image. Merkin(2005) conducted a study to conceptually replicate Hofstede’s (1980, 2001) Uncertainty Avoidance(UA) by testing his conceptions in the context of how UA influences facework strategy choices in an embarrassing situation. The results showed that people from strong-UA cultures are less likely to use harmonious facework strategies than people from weak-UA cultures, that is, to express harmonious social graces. Sun et al (2009) conducted a study about how Hofstede’s cultural dimensions influence people’s public self-consciousness. The results from this 25-nations study found that power distance is positively related to the public self-consciousness while individualism is negatively related to the public self-consciousness.

In this study, the impact from three cultural dimensions- individualism, power distance and uncertainty avoidance- on Chinese consumers’ luxury consumption motivations are investigated.
2.4 Luxury consumption motivations

For practitioners in the luxury industry, a deeper understanding of why consumers want to buy luxuries is of great importance. With the strong association of being expensive and unique for luxury products, the motivation for acquiring luxury products is traditionally regarded as the desire of “buying to impress others” because the purchase and possession of luxury brands can, to some extent, create a favorable social image and display prominent achievements (Tsai 2005). Luxury brands are assumed to evoke exclusivity and perceived quality (Phau & Prendergast, 2001). Consumption of luxury products is often associated with conspicuous or status consumption, which is defined as the public consumption of luxury products (O’Cass & Frost, 2002). Desires of gaining social status and social prestige can be fulfilled through the conspicuous consumption of luxury products.

A number of studies about luxury consumption focus on social oriented motivations. In Vigneron and Johnson’s framework (1999), three values of prestige behavior driven by social oriented motivations were defined, which include conspicuousness related value. From these values, three different categories of prestige consumers were identified.

- **The Veblen effect – perceived conspicuous value.** Veblen suggested that conspicuous consumption is used by people to signal wealth, inference power and status. Veblenian consumers attach greater importance to price as an indicator of prestige. The utility/functionality of the product carries a very light weight to these consumers.

- **The snob effect – perceived unique value.** The snob effect origins from both
interpersonal and personal effects. It influences and is influenced by other individual’s behaviors. The snob effect may occur during two circumstances: (1) when a new prestige product is launched, the snob will adopt the product first to take advantage of the limited number of consumers at that moment, and (2) snob effect is in evidence when status sensitive consumers come to reject a particular product as and when it is seen to be consumed by the general mass of people. To snob consumers, rare items like luxury products command respect and prestige.

- **The bandwagon effect—perceived social value.** The bandwagon effect can be seen as the antecedent of the snob effect. Vigneron and Johnson (1999) proposed that the bandwagon effect influences an individual to conform with prestige groups and/or to be distinguished from non-prestige reference groups. For example, motivated by the conformity with their professional position, a person may use a prestige brand during the week, and use a modest brand during the weekend to match social standards of his or her neighborhood.

In Tsai’s study (2005), luxury-brand products were viewed as a vehicle to display prominent achievement and the enhancement of sociality. When consumers are purchasing or using luxury products, they are anticipating two immediate effects of impression management:

- Social salience- the luxury brand serve as a symbol of prominence and tastefulness of the consumer, and
• Social identification—the brand is deemed a common icon for certain groups, so it helps the consumer who uses it to strengthen his/her membership in those groups.

The personally oriented motivation is also of great importance in the research of luxury consumption (Tsai, 2005). Wong and Ahuvia (1998) are among the first who fully studied personal orientation towards luxury-brand consumption. According to their study, some consumers are intent on (a) deriving self-directed hedonic experience from the use of the product; (b) pursuing private meanings in the product; (c) judging the product with individual-based standards. Vigneron and Johnson (1999) also introduced two personal effects in addition to the three traditional interpersonal effects.

• The hedonic effect – perceived emotional value. Research had identified that luxury products are likely to provide subjective intangible benefits including the emotional value, such as sensory pleasure, aesthetic beauty and excitement. Emotional value is viewed as an essential characteristic of the perceived utility acquired from luxury products. Therefore, when purchasing and using luxury products, consumers who relate to personal values and are not susceptible to interpersonal influence may represent hedonist type of consumers.

• The perfectionism effect – perceived quality value. Luxury or premium brands are expected to display greater levels of quality. Consumers perceive high prices as an evidence of greater quality. The perfectionist consumers will relate to personal values to the luxury products. They will assess the value of prestige brands according to the
value of reassurance expected from prestige brands.

Tsai’s (2005) cross-culture study of luxury brand consumption further confirmed that luxury-brand purchase is also affected by personal orientation, which is not constrainable to motives of “buying to impress others”. Tsai (2005) developed the model of Personal Orientation towards Luxury-Brand Consumption (PO-LBC) model. In this model, four personal orientation related antecedents were identified, including self-directed pleasure, self-gift giving, congruity with internal self and quality assurance. These four antecedents were found to have positive relationships with personal orientation towards luxury consumption.

Self-consciousness is found to relate to a number of consumer behaviors and decision making process including their motivations for performing certain behavior (Gould & Barak, 2001; Vigneron & Johnson, 1999). Burnkrant and Page (1981) argued that it is reasonable to expect that people who have high public self-consciousness would be more inclined than those with low public self-consciousness to use consumer goods to create favorable impressions. Gould and Barak (2001) assessed the impact of public self-consciousness on various socially conspicuous consumption behaviors and traits. In their study, public self-consciousness was tested against a number of variables with self-concept and conspicuous consumption. Individuals with a stronger personally oriented disposition are assumed to focus on the preservation and enhancement of the internal self (Carver & Scheier 1978; Check & Briggs 1982). Puntoni (2001) indicated that consumers who are more private-conscious and stronger in personally oriented disposition will buy a luxury brand product
primarily due to the congruity between their internal self and the image of the product.

Chinese society is a collective-oriented society in which the concept of “face” (known as mien-tsu) is of great importance (Yau, 1988; Chan & McNeal, 2003; Chan et al., 2006). The results of Podoshen et al.’s study (2011) showed a significant difference in materialistic values and conspicuous consumption between Chinese and American young adults. The interdependent Chinese culture has cultivated a surge in materialism and conspicuous consumption. East Asians may be more apt to engage in conspicuous consumption because they may feel they must in order to maintain stature in the community. However, the reason for westerners to engage in conspicuous consumption because they want to, based on personal tastes. As a result, public self-consciousness may positively influence Chinese consumers’ social oriented motivation for luxury consumption.

The Theory of Planned Behavior (Fishbein&Ajzen, 1975) indicates that behavioral intention is a very powerful predictor of consumers’ actual behavior. Studies (To et al, 2007; Okonkwo, 2009) have found motivations have a significant influence on consumers’ purchase intentions. To et al (2007) conducted a study to investigate the Internet shopping motivations and their influence on consumers’ search and purchase intentions. The results found that motivations such as convenience and cost saving are determinants of consumer intention to search and intention to purchase. For luxury consumption, to study motivating factors behind the purchase intention for luxury brands is of great importance (Okonkwo, 2009).
2.5 Hypotheses

In summary, public self-consciousness is proposed to influence Chinese consumers’ social oriented motivations and purchase intention for luxury consumption. Public self-consciousness and luxury consumption motivations are influenced by unique Chinese culture. In addition, luxury consumption motivations are key predictors for consumers’ purchase intention for luxury fashion products. Based on the literature review above, nine hypotheses were developed to examine Chinese consumers’ motivations and behavior for luxury fashion products from a cultural perspective.

The review of literature indicated that culture influences the consumers’ personalities including public self consciousness. In this study, culture was measured in three dimensions: individualism, power distance, and uncertainty avoidance. For consumers who emphasize individualism, they may care more about personal rights, privacy, freedom, and self-expression rather than other people’s perception of themselves. As a result, consumers who are more individualistic may have a lower level of public self-consciousness. However, consumers who have a high level of uncertainty avoidance and power distance may be more concerned about the consequences of their actions and the vertical (hierarchical) interpersonal relationship. As a result, the higher level of these concerns about uncertainty avoidance and power distance, the higher level of public self-consciousness they may hold. Therefore the following hypotheses regarding the influence of culture on Chinese consumers’ public self-consciousness were developed:

H1. Culture has a strong influence on Chinese consumer’s public self-consciousness.
Three sub-hypotheses were developed regarding the influence of three culture dimensions: negative influence from individualism (H1a), positive influence from power distance (H1b), and positive influence from uncertainty avoidance (H1c).

In this study, two different social oriented motivations were investigated. Social salience refers to the desire of using luxury brands as a symbol of prominence and tastefulness of the consumer. Social identification refers to the desire of using luxury brands as a common icon for certain groups to strengthen his/her membership in those groups. When consumers have a high level of public self-consciousness, they may be more likely to emphasize and utilize the social function of luxury fashion products. Therefore, the following hypotheses regarding the influence of public self-consciousness on Chinese consumers’ social oriented motivations were developed:

H2. Public self-consciousness has a significant influence on Chinese consumers’ social oriented motivations for luxury consumption. Two sub-hypotheses were developed regarding the influence of public self-consciousness on two social oriented motivations for luxury consumption: positive influence on social identification (H2a) and positive influence on social salience (H2c).

The influence of public self-consciousness on consumers’ purchase intention for genuine luxury fashion products was also investigated in this study. Consumers with higher level of public self-consciousness may be more willing to create favorable public images. To purchase or use luxury fashion products could enhance their public images. As a result, these
consumers may have a higher purchase intention for genuine luxury fashion products. The following hypothesis regarding the influence of public self-consciousness on Chinese consumers’ purchase intention for luxury fashion products was developed:

H3. Public self-consciousness has a positive influence on Chinese consumers’ purchase intention for genuine luxury fashion products.

The luxury fashion products are often strongly associated with being expensive and unique. As a result, to acquire luxury fashion products traditionally regarded as the desire of “buying to impress others”. When consumers want to show others their wealth, success and status (social salience motivation), or they want to strengthen their membership in their reference group and gain respect from others (social identification motivation), they may be more willing to choose luxury fashion products. The following hypotheses regarding the influence of social oriented motivations on Chinese consumers’ purchase intention for luxury fashion products were developed:

H4. Social identification motivation has positive influence on Chinese consumers’ purchase intention for genuine luxury fashion products.

H5. Social salience motivation has positive influence Chinese consumers’ purchase intention for genuine luxury fashion products.

Not only the social oriented motivations but also self oriented motivation for luxury consumption was found to exert great influence on consumers purchase intention for luxury fashion products. When consumers pay more attention to self-identity and self-expression,
they may be more willing to purchase luxury fashion products because of the emotional values and great level of quality attached with them. As a result, the hypothesis regarding the influence of self oriented motivations on Chinese consumers’ purchase intention for genuine luxury fashion products was developed:


Culture influences various aspects of human life and the influence of the three culture dimensions vary on consumers’ motivations. When consumers cherish individualism, they may pay less attention on the social meanings conveyed by luxury fashion products. On the contrary, they may attach importance to the self emotional values brought by luxury fashion products. For consumers who have a high level of power distance, they may be attracted by the functions to display prominent achievement and the enhancement of sociality possessed by luxury fashion products. That is, the higher level of power distance that Chinese consumers hold, the more likely for them to be driven by social oriented motivations and less likely to be driven by self oriented motivations. Meanwhile, consumers with high level of uncertainty avoidance may be very cautious about the financial risks and about showing off their achievements to the public. Therefore, these consumers may be less likely to be driven by social oriented motivations but may be more driven by self-oriented motivations when purchase luxury fashion products. The following hypotheses regarding the influence of culture on Chinese consumers’ social and self oriented motivations for luxury consumption were developed:
H7. There is an influence of culture on Chinese consumers’ social identification motivations for luxury fashion products. Three sub-hypotheses were developed regarding the influence of three culture dimensions on social identification: negative influence from individualism (H7a), positive influence from power distance (H7b), and negative influence from uncertainty avoidance (H7c).

H8. There is an influence of culture on Chinese consumers’ social salience motivations for luxury fashion products. Three sub-hypotheses were developed regarding the influence of three culture dimensions on social salience: negative influence from individualism (H8a), positive influence from power distance (H8b), and negative influence from uncertainty avoidance (H8c).

H9. There is an influence of culture on Chinese consumers’ self oriented motivations for luxury fashion products. Three sub-hypotheses were developed regarding the influence of three culture dimensions on self oriented motivations: positive influence from individualism (H9a), positive influence from power distance (H9b), and positive influence from uncertainty avoidance (H9c).
Chapter 3

Research Methodology

3.1 Purpose of the Study

Culture has a great influence on every aspect of an individual’s life. Luxury consumption, which has become a mass marketing phenomenon, also differs across cultures. The purpose of this study is to investigate the influence of public self-consciousness on Chinese consumers’ motivations and intentions for luxury consumption from a culture perspective. Three dimensions of culture-power distance, uncertainty avoidance and individualism-from Hofstede’s framework were used to capture Chinese culture. Two social oriented motivations (social salience and social identification), and self oriented motivation were investigated in this study. Chinese consumers’ luxury consumption was also examined in terms of their purchase intention.

3.2 Conceptual Framework

In Chapter 2, hypotheses were developed based on the literature review. Public self-consciousness was assumed to have positive influence on two social oriented motivations (social identification and social salience). It was also purposed to positively influence Chinese consumers’ intention to purchase genuine luxury products. Both social oriented motivations and self oriented motivation were proposed to have positive influence on purchase intention for genuine luxury products. This study is based on a cultural perspective. The influence of three culture dimensions (individualism, power distance and uncertainty...
avoidance) on Chinese consumers’ public self-consciousness, social oriented motivations and purchase intention for luxury consumption were investigated. Power distance was proposed to exert positive influence on Chinese consumers’ public self-consciousness, two social oriented motivations (social salience and social identification), and purchase intention for genuine luxury fashion products while individualism influences these items negatively. Uncertainty avoidance was hypothesized to have positive influence on Chinese consumers’ public self-consciousness but negative influence on Chinese consumers’ social oriented motivations. Meanwhile, all these three culture dimensions were hypothesized to have positive influence on Chinese consumers’ self oriented motivations.

Based on the hypotheses developed above, the conceptual framework of this study is shown in Figure 1. The framework captures the possible influences of culture on consumers’ purchasing motivations and intentions for luxury fashion products.
3.3 Research design

A self-administered survey was designed to collect data for this study. It was a comprehensive survey which included different aspects of luxury consumption. In this study, only parts of the survey data were used. The survey was first developed in English, and then translated into Chinese using a double-blind translation procedure. A pilot study
was conducted to test the readability of the survey. Please see Appendix C for Chinese version of the survey and Appendix D for the English version of the survey.

Before the survey was administered, an IRB approval was obtained through North Carolina State University (Appendix E). The survey was conducted in May, 2011. Shanghai was chosen for this study as it is one of the major metropolitan cities in China where a rich variety of luxury fashion products are readily available. A street-intercept interview method was employed for data collection. Eight Chinese graduate students were hired and trained as interviewers. The interviews were conducted in six major streets in Shanghai. The interviewers handed out the questionnaire to the subject if he/she agreed to participate in the study, and the interviewers collected the completed survey on the spot. The target respondents were people between 25 to 40 years old and the ratio of male and female respondents should be close to 1:1. A total of 305 questionnaires were collected.

3.4 Instruments

Existing scales were adopted or modified to measure three culture dimensions, public self-consciousness, social and self oriented motivations for luxury fashion products. All the questions were measured on a 7-point Likert scale, with 1 being strongly disagree and 7 being strongly agree. Demographic information, including gender, age, education, income, marriage status and housing was also collected.

Power distance: The five-item scale from Sharma’s (2009) study was used to measure consumers’ power distance, which refers to the degree to which an individual tend to accept
the power inequality in organizations. A sample question is “I easily conform to the wishes of someone in a higher position than mine”.

Individualism: Individualism emphasizes personal rights and responsibilities, privacy, freedom, and self-expression. Among several scales measuring individualism, independence is chosen to investigate the degree of individualism. The six-item scale from Sharma’s (2009) study was adopted to assess consumers’ individualism. A sample question is “The well-being of my group members is important for me”.

Uncertainty avoidance: The six-item scale from Sharma’s (2009) study was used to assess consumers’ uncertainty avoidance, which refers to the extent to which people within a society feel threatened by ambiguous situations, and have created beliefs and institutions that try to avoid these. A sample question is “I tend to avoid talking to strangers”.

Public self-consciousness: The seven-item scale develop by Fenigstein et al (1975) was adopted to measure consumers’ public self-consciousness, the degree of which an individual view himself as a public object. A sample question is “I’m concerned about my style of doing things”.

Social identification motivations: Social identification refers to the consumer’s desire of using luxury fashion products to strengthen his/her membership in certain social groups. The items used in Wiedmann et al’s study (2009) were modified to measure social identification. A sample question is “Wearing luxury fashion products can help a person to gain respect”.

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Social Salience Motivations: Social salience refers to the anticipations from consumers that luxury fashion products can serve as a symbol of wealth, success and status. The items used in Wiedmann et al’s study (2009) were modified to measure social salience. A sample question is “Wearing luxury fashion products is a statement of success.”

Purchase Intentions: Four questions were used to measure consumers purchasing intentions for luxury fashion products. The following questions were used to measure the purchase intention for genuine luxury fashion products are: (1) I would like to buy at least one piece of luxury fashion product; and (2) I would be willing to pay a higher price for the luxurious fashion brands over other brands. Two other questions were used to measure consumers’ purchase intention for luxury counterfeits are: (1) If it looks just like the genuine one, I would like to choose to buy a counterfeit at a cheaper price; and (2) I would like to buy genuine luxury fashion products as well as counterfeits.

3.5 Data analysis

Data were analyzed using Statistical Package for the Social Science (SPSS) programs. Descriptive analyses were conducted to determine the sample profile. SPSS AMOS was used to conduct the Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) Analysis for model fit measurement and hypothesis testing.
Chapter 4

Results and Discussion

4.1 Data screening and cleaning

Three hundred and five (305) surveys were collected during the interview. Out of the 305 questionnaires, 68 questionnaires were excluded due to the following reasons: (1) respondents obviously filled out the surveys randomly (e.g., straight-lining answers); (2) at least half of the questions related to this research were unanswered; or (3) questions with obvious illogical answers (e.g., similar answers to the completely opposite questions such as attitudes towards the genuine luxury products or counterfeits). This data cleaning procedures resulted in a total of 237 questionnaires for further data analysis.

4.2 Descriptive analyses

4.2.1 Demographics

Descriptive analyses were conducted to compile the sample profile. According to the frequency results (Table 1), among all the respondents (N=237), the majority respondents in the sample were female (64.8%), age ranging from 25-35 (61.2%), had at least 4-year college education (81.4%), unmarried (61.5%), had an annual income of more than 75,000 Chinese yuan (CNY) (11,887 USD) (66.4%) and own a house (with or without mortgage) (60.6%).
<table>
<thead>
<tr>
<th>Demographics</th>
<th>Frequency</th>
<th>Validpercentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>83</td>
<td>35.2</td>
</tr>
<tr>
<td>Female</td>
<td>153</td>
<td>64.8</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;25</td>
<td>66</td>
<td>27.8</td>
</tr>
<tr>
<td>25-30</td>
<td>103</td>
<td>43.5</td>
</tr>
<tr>
<td>31-35</td>
<td>42</td>
<td>17.7</td>
</tr>
<tr>
<td>36-40</td>
<td>16</td>
<td>6.8</td>
</tr>
<tr>
<td>&gt;40</td>
<td>10</td>
<td>4.2</td>
</tr>
<tr>
<td>Personal Annual Income (CNY)</td>
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<td></td>
</tr>
<tr>
<td>&lt;40000</td>
<td>29</td>
<td>12.3</td>
</tr>
<tr>
<td>40000-50000</td>
<td>17</td>
<td>7.2</td>
</tr>
<tr>
<td>50000-60000</td>
<td>21</td>
<td>8.9</td>
</tr>
<tr>
<td>60000-75000</td>
<td>12</td>
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</tr>
<tr>
<td>75000-100000</td>
<td>37</td>
<td>15.7</td>
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<tr>
<td>100000-125000</td>
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<td>13.6</td>
</tr>
<tr>
<td>&gt;125000</td>
<td>87</td>
<td>37.0</td>
</tr>
<tr>
<td>Education</td>
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<td></td>
</tr>
<tr>
<td>&lt;High School Graduate</td>
<td>2</td>
<td>1.3</td>
</tr>
<tr>
<td>High School Graduate/ Technical School/Some College</td>
<td>40</td>
<td>16.9</td>
</tr>
<tr>
<td>4-year College Graduate</td>
<td>129</td>
<td>54.7</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>63</td>
<td>26.7</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>Marital Status</td>
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<td></td>
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<tr>
<td>Single</td>
<td>144</td>
<td>61.5</td>
</tr>
<tr>
<td>Divorced</td>
<td>2</td>
<td>.9</td>
</tr>
<tr>
<td>Married</td>
<td>87</td>
<td>37.2</td>
</tr>
<tr>
<td>Widowed</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>Housing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent</td>
<td>54</td>
<td>22.9</td>
</tr>
<tr>
<td>Own a house without mortgage</td>
<td>86</td>
<td>36.4</td>
</tr>
<tr>
<td>Own a house with mortgage</td>
<td>57</td>
<td>24.2</td>
</tr>
<tr>
<td>Staying with relatives</td>
<td>10</td>
<td>4.2</td>
</tr>
<tr>
<td>Free dormitory of company</td>
<td>12</td>
<td>5.1</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
<td>7.2</td>
</tr>
</tbody>
</table>
4.2.2 Culture and public self-consciousness profile

In general, the results (Table 2) indicate that the respondents had medium scores for power distance and uncertainty avoidance (the mean scores are 4.21 and 4.41 respectively), and relatively high individualism scores (5.09). As expected, the respondents showed a high level of public self-consciousness, with a mean score of 5.13.

Table 2: Descriptive summary of culture dimensions and public self-consciousness

<table>
<thead>
<tr>
<th>Items</th>
<th>Mean score*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individualism</td>
<td>5.09</td>
</tr>
<tr>
<td>Power Distance</td>
<td>4.21</td>
</tr>
<tr>
<td>Uncertainty Avoidance</td>
<td>4.41</td>
</tr>
<tr>
<td>Public Self-consciousness</td>
<td>5.13</td>
</tr>
</tbody>
</table>

* The items were measured on a 7-point Likert Scale with 1 being strongly disagree and 7 being strongly agree.

4.2.3 Luxury consumption motivations and purchase intentions

For consumption motivations (Table 3), the respondents had medium scores for social oriented motivations and self oriented motivations. The mean scores for social salience, social identification and self oriented motivation are 4.43, 4.37 and 4.88 respectively.
Table 3: Descriptive summary of motivations

<table>
<thead>
<tr>
<th>Items</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Identification</td>
<td>4.37</td>
</tr>
<tr>
<td>Social Salience</td>
<td>4.43</td>
</tr>
<tr>
<td>Self Oriented Motivations</td>
<td>4.88</td>
</tr>
</tbody>
</table>

* The items were measured on a 7-point Likert Scale with 1 being strongly disagree and 7 being strongly agree.

Frequency analyses were conducted to investigate consumers’ purchase intentions for luxury fashion products. The results (Table 4) showed that majority (73%) of the respondents stated that they would like to buy at least one piece of luxury fashion products. About 64.1% of the respondents exhibited a positive intention to pay a higher price for luxury brands over other brands. Only 17.7% of the respondents indicated their intention to buy counterfeits with a cheaper price instead of the genuine luxury brands if the counterfeits look just like the genuine ones. About 38% of the respondents would like to buy genuine luxury fashion products as well as counterfeits.
Table 4: Descriptive summary of purchase intentions

<table>
<thead>
<tr>
<th>Purchase Intentions</th>
<th>No*</th>
<th>Mixed</th>
<th>Yes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention for at least one piece of Luxury fashion products</td>
<td>11.4%</td>
<td>15.6%</td>
<td>73%</td>
</tr>
<tr>
<td>Purchase intentions for counterfeit instead of genuine luxury brand</td>
<td>62.0%</td>
<td>20.3%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Willingness to pay a higher price for luxury brand over other brands</td>
<td>17.7%</td>
<td>18.1%</td>
<td>64.1%</td>
</tr>
<tr>
<td>Willingness to purchase genuine luxury brand as well as counterfeits</td>
<td>43.0%</td>
<td>19%</td>
<td>38.0%</td>
</tr>
</tbody>
</table>

*The items that were measured on a 7-point Likert Scale were collapsed into 3 categories in the following way:
“No” category includes responses between 1-3 on the 7-point Likert scale;
“Mixed” category includes response of 4 on the 7-point Likert scale;
“Yes” category includes responses between 5-7 on the 7-point Likert scale.

4.3 Measurement Model

The measurement model was developed to test the model fit. A Confirmatory Factor Analysis (CFA) was conducted to test the fit of the measurement model. The original measurement model with all the items loaded on the identified variables did not provide a good fit to the data ($\chi^2$ (df=491, n=237) = 1064.51, p = 0.000; RMSEA = .07; GFI = .71; NFI = .67; CFI = .79). Further examination of the model indicated that few items did not load well on their respective factors. Items with factor loadings lower than 0.5 were removed from the model. This procedure lead to a much better model fit ($\chi^2$ (df = 188, n = 237) = 295.293, p = 0.000; RMSEA= .05; GFI = .90; NFI = .87; CFI = .95).
However, for three culture dimensions, only two questions of each dimension were recommended to keep in the model. For cross-culture study, the translation and understanding of the questions could be obstacles to get the real thoughts from the respondents. Therefore, one additional item was remained in the factor for each of the three culture dimensions. The factor loadings of the finalized items in the model were shown in Table 5. Table 6 showed the reliability of the finalized scales. The reliability coefficients for the resulting factors are in the range of 0.55 to 0.85. The modified model provides an acceptable model fit ($\chi^2$ (df = 257, n = 237) = 455.78, p = 0.000; RMSEA = .06; GFI = .88; NFI = .82; CFI = .91), which permitted confidence in moving for the SEM.

Table 5: Factor loading

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDI-&gt;a1</td>
<td>.534</td>
</tr>
<tr>
<td>PDI-&gt;a3</td>
<td>.673</td>
</tr>
<tr>
<td>PDI-&gt;a4</td>
<td>.428</td>
</tr>
<tr>
<td>IND-&gt;c3</td>
<td>.739</td>
</tr>
<tr>
<td>IND-&gt;c5</td>
<td>.456</td>
</tr>
<tr>
<td>IND-&gt;c6</td>
<td>.725</td>
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<td>UAV-&gt;d2</td>
<td>.499</td>
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<tr>
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<td>.546</td>
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<td>.647</td>
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<td>.557</td>
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<td>.680</td>
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<td>.798</td>
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<tr>
<td>PSC-&gt;e4</td>
<td>.610</td>
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<tr>
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Table 5: Continued

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<td>Self Oriented Motivations-&gt;i2</td>
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Table 6: Reliability of the scales

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<td>Uncertainty Avoidance</td>
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<td>Public Self-consciousness</td>
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<td>Social Salience</td>
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<td>Self Oriented Motivations</td>
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4.4 Structural Equation Modeling (SEM) Analysis

A Structural Equation Model was developed based on the theoretical framework proposed in Figure 1. A total of eighteen paths were examined. The model provided an acceptable fit to the data ($\chi^2$ (df = 270, n = 237) = 529.52, p = 0.000; RMSEA= .06; GFI
Eleven of the eighteen hypothesized paths are significant. Table 7 demonstrates the SEM results.

Table 7: SEM Results

<table>
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<tr>
<th>Paths</th>
<th>Estimate</th>
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<th>C.R.</th>
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*The influence is significant at 0.05.
4.5 Discussion

4.5.1 Influence of Culture on Public Self-consciousness (PSC)

In this study, three culture dimensions from Hofstede’s model (power distance, individualism and uncertainty avoidance) were investigated. The individualism was hypothesized to have a negative influence on Chinese consumers’ public self-consciousness while uncertainty avoidance and power distance to have positive influence on Chinese consumers’ public self-consciousness.

China has been typically identified as a collective society. However, in this study, Chinese consumers’ mean score for individualism is 5.09, which is quite above the expectation. The reason for this result could be that with the development of Chinese society, modernity and individualism are more promoted and adopted by Chinese people especially people from major cities like Shanghai and Beijing (Zhang & Shavitt, 2003). Recent decades have witnessed some great changes in the Chinese society. Although the traditional values like collectivism are still rooted in China, Chinese people have a more open mind. They have adjusted themselves to the new ideas and influence of the western cultures in which individualism is often emphasized. Meanwhile, on the contrary to the hypothesis, individualism was found to have a positive relationship with Chinese consumers’ public self-consciousness. That is, the higher level of individualism the consumers hold, the higher level of public self-consciousness they will have. There could be several reasons for this. First, the scale used to measure individualism cannot well represent the real level of individualism due to the validity of the original scales and translation. In this study, the independence was used
to measure individualism. Moreover, the original English scales were translated into Chinese. For the same question, there may be deviant perceptions from foreign respondents. Second, the concern for “face” is still deeply rooted in Chinese consumers’ mind. Chinese consumers have a high level of both individualism and public self-consciousness. Therefore, a positive relationship was showed. This finding indicated that the individualism is rising in Chinese society. Luxury companies could launch new lines which stress the individuality and personality to attract the consumers who are more individualistic.

Chinese consumers had a medium score for uncertainty avoidance, which was 4.41. As expected, uncertainty avoidance had a positive relationship with Chinese consumers’ public self-consciousness. For consumers who concern about the consequences of their actions and try to avoid the uncertainty and ambiguity, they are more likely to be also sensitive about how other people think of them. That is, these consumers tend to hold a high level of public self-consciousness.

The hypothesis about the positive influence of power distance on public self-consciousness was not supported in this study. This result indicates that although submission to authority prevails in Chinese society, it did not directly change how sensitive people view themselves in the public.

In summary, the results showed that consumers with higher level of uncertainty avoidance will be more conscious about themselves as public subjects. The higher level of
individualism Chinese consumers hold, the higher level of public self-consciousness they may have.

4.5.2 Influence of Public Self-consciousness on Motivations and Purchase Intentions

The descriptive analysis indicated that Chinese consumers displayed a high level of public self-consciousness. This result confirmed the previous findings from other research that Chinese people care a lot about what others perceive them and that the “face” is very important (Wong & Ahuvia, 1998; Podoshen et al, 2011). In this study, the social oriented motivations consist of two parts: social identification motivation and social salience motivation. Social identification refers to the motivation for consumers to buy or wear luxury fashion products as a tool to gain or maintain membership in certain groups. Social salience refers to the anticipations from consumers that luxury fashion products can serve as a symbol of wealth, success and status. Chinese consumers showed a medium level on both social salience and social identification motivation. This result indicated that Chinese consumers’ luxury consumption was moderately driven by the social effects brought by luxury fashion products. The social effects could be gaining respects or showing off their wealth. The results are consistent with the findings from previous studies (Podoshen et al, 2011).

Public self-consciousness was hypothesized to have positive influence on both social oriented motivations- social salience and social identification. The results showed that the hypotheses regarding the influence of public self-consciousness on these two social motivations of luxury consumption were both supported. The SEM results suggested that the
more conscious about the public image, the stronger the consumers’ motivation to purchase and use luxury fashion products as a way to show their status, wealth and success. The soaring Chinese economy has created a group of newly rich people. They have accumulated tremendous amounts of wealth during a very short time. Those super-rich may be highly conscious about themselves as public subjects and are eager to attract attention from the society. They want to show others they are important figures and are wealthy. Purchasing or using luxury fashion products is a good way to achieve this goal. In other word, social salience could be the main motivation for them to purchase luxury fashion products.

The number of the middle-class is also rapidly expanding and these consumers are lapping up luxury too. For certain group of people, luxury fashion products may be seen as an icon. If a person purchased or is using luxury products, they may be more respected by their group members. They can use luxury fashion products to build favorable public images which can meet his/her psychology to enhance their public images, that is, a strong social identification motivation. Especially for the middle-class consumers, to purchase luxury goods may make them more confident to knock the door to the higher social circles. The higher level of public self-consciousness and higher intention to be accepted by the public, the higher social identification may exhibit to purchase luxury fashion products. As a result, for luxury companies, promoting the social function of luxury products can never be too emphasized.

The result showed that the score for Chinese consumers’ self oriented motivation for luxury consumption is 4.88. To purchase luxury fashion products is not only a vehicle to
state status or wealth and to enhance social membership but also to express self-identity. As what Wong and Ahuvia (1998) had found in their study, “to impress others” was not the only aim for luxury consumption. Luxury-brand purchase is also affected by personal orientation. Luxury companies should make strategies to address the self related attributes in their products in order to win over the group of consumers who are driven by self-oriented motivation. For example, consumers who are driven by self oriented motivation for luxury consumption may care a lot about the premium quality and materials of the luxury goods.

It was expected that public self-consciousness will have a positive influence on Chinese consumers’ intention to purchase genuine luxury fashion products. However, no direct influence of public self-consciousness on the purchase intention was found. But instead, public self-consciousness indirectly influenced the purchase intention through consumers’ social oriented motivations.

In summary, public self-consciousness was found to have positive influence on both social oriented motivations: social salience and social identification. Self oriented motivations were not influenced by Chinese consumers’ public self-consciousness. As for Chinese consumers’ purchase intentions, motivations play a mediated role between public self-consciousness and purchase intentions, which is discussed in detail in next section.

**4.5.3 Influence of Motivations on Purchase Intentions**

The results from descriptive analysis showed that Chinese consumers in general had high intentions to purchase genuine luxury fashion products. Even though a number of
counterfeits are available to them with a cheaper price and similar styles, majority of Chinese consumers would like to have at least one piece of luxury fashion item and were willing to pay higher price for genuine luxury fashion products over other brands.

The SEM results suggested a strong relationship between consumers’ social motivations and their purchase intention. As expected, social identification has a positive influence on purchase intentions of genuine luxury fashion products over other brands. For consumers who intend to strengthen his/her membership in certain groups and gain respects from others, using the genuine product can attract more attention from others. As the goal is to gain social approval or membership in certain group, these consumers may not want to take risks to be humiliated when they are found to use counterfeits.

The influence of social salience motivations on purchase intentions of genuine luxury fashion products was hypothesized to be positive. However, the result was opposite to the hypothesized relationship. Consumers who are driven by social salience may not have a strong intention to purchase genuine luxury fashion products. The result is reasonable because for consumers who consider wearing luxury fashion products as a vehicle to express their success, wealth or prestige, they may care a lot about some attributes that are visible to others such as brand name or unique design. If the look is almost the same as the genuine ones, the counterfeits could meet those consumers’ conspicuous psychology. Moreover, luxury fashion product is a special product which requires the consumer to have a certain purchasing power. Even if consumers deem the luxury products as a way to show off, they may not have money to purchase it or they don’t want to pay a higher price for luxury
fashion products when they are exposed to high imitations which look just like the genuine ones. If consumers are driven by social salience motivation, a piece of high imitation may be enough for them.

The results also confirmed the expectation that when consumers are driven by self-oriented motivations, they are willing to pay a higher price for genuine luxury fashion products as an expression of themselves. Luxury fashion products usually have a story behind the brands and the design is unique, which attract a lot of consumers who believe that luxury fashion products need to be consistent with their own characteristics and who they really are. For example, Channel is most famous for the “little black dress”. Many ladies choose it because it is elegant and versatile, which may match their modest and unassertive personality (“Vintagetextile”, n.d.). This result also confirmed findings from previous research that a growing number of consumers who buy luxury fashion products are more to congruent with their internal self rather than to impress others (Tsai, 2005).

In summary, the mediating role of social oriented motivations between public self-consciousness and purchase intention was found in this study. Social identification, that is, to strengthen membership on certain groups or social image, were found to have positive influence on Chinese consumers purchase intention for genuine luxury fashion products. However, social salience, that is, to view luxury fashion products as a symbol of wealth, prestige and status, was found to have a negative influence on Chinese consumers purchase intention for genuine luxury brands. Self oriented motivations were also found to have positive influence on Chinese consumers’ purchase intention for genuine luxury fashion
products. Luxury companies should not only focus on promoting the social functions of the luxury fashion products but also attach importance of the self congruity to the products.

4.5.4 Influence of culture on Chinese consumers’ motivations for luxury fashion products

The influence of culture on Chinese consumers’ motivations for luxury fashion products was also investigated in this study. Individualism and uncertainty avoidance were hypothesized to have negative influence on Chinese consumers’ social oriented motivations (social salience and social identification) and positive influence on Chinese consumers’ self oriented motivations. Power distance was hypothesized to have positive influence on Chinese consumers’ social oriented motivations and self oriented motivations. As expected, individualism and uncertainty avoidance had significantly negative influence on Chinese consumers’ social oriented motivations. For people who emphasize individualism, they may not want to use luxury fashion products to show off success or to gain social respect. People who cherish the individualism will emphasize on freedom, privacy and self-expression rather than on traditions and community. Accordingly, it will be less likely for these consumers to purchase luxury fashion products with strong social consumption motivations- to show others their wealth or gain face. Uncertainty avoidance was also found to have a negative influence on Chinese consumers’ social oriented motivations. For consumers with high level of uncertainty avoidance, they may concern of the financial risk of overpaying for luxury fashion products. Moreover, they may feel
uncomfortable for bragging or showing off in front of public through luxury consumption because of the social risks.

The result also showed that the influence of power distance on social oriented motivations was not significant. Chinese people pay a lot of attention on the vertical interpersonal relationship. People in high positions may gain more respects than those on lower positions. However, the hypothesized relationship was not supported. A possible reason could be that Chinese consumers did not want to reveal their real thoughts on power distance when answering the questions on the survey due to the face concern.

None of the three culture dimensions were found to have significant influence on Chinese consumers’ self oriented motivation for luxury fashion products. Culture has a profound influence on many aspects of humans’ life (Nazir et al, 2009) and personalities. Chinese culture, which attaches great importance on tradition, community and interpersonal relationships, encourages Chinese people to pay close attention to their “face”. In other word, Chinese culture has more powerful influence on social related behavior than self related behavior.
Chapter 5

Conclusions, Limitation and Future Research

5.1 Conclusion and implications

Luxury fashion products have unique characteristics. They can not only convey excellence but also act as social codes indicating access to the rare, exclusive and desirable (Debnam & Svinos, 2007). The review of literature indicated that Chinese market is and will continue to be a huge market for luxury companies. With the rapid development of Chinese economy, Chinese consumers’ annual income, housing condition as well as education level have much improved, which can be seen from the demographic information. The majority of respondents have an annual income of more than 75,000 Chinese yuan (CNY) (11,887 USD), own a house (either with or without mortgage) and have a 4-year college or higher degree.

In this study, public self-consciousness was found to have a significant influence on Chinese consumer behavior for luxury fashion products. Consistent with the literature (Xu, 2008; O’Cass & Frost, 2002), Chinese consumers in this study displayed a high level of public self-consciousness. Public self-consciousness was found to exert a positive influence on Chinese consumers’ social oriented motivations. When consumers are very sensitive about how the public view them, they are more likely to purchase luxury fashion products for the symbolic function of luxury fashion products. Luxury fashion products are often considered by some people as a symbol of prominence and wealth. Consumers could use luxury fashion products as a way to indicate (to the public) their wealth, success, or prestige.
This social salience motivation represents the consumers’ desire to be viewed (by others or the public) as being different, or better, in some way, than others. Consumers could also use luxury fashion products as a tool to gain access to or membership of certain social circle. This motivation reflects the consumers’ need to identify themselves with other members in that circle. Both social salience and social identification motivations are related to consumers’ consciousness to their self in the eyes of the public. Therefore, the promotion of social functions of luxury fashion products will be strategically effective when marketing to consumers who hold high public self-consciousness. From product design perspective, some bold design styles, such as a visible logo or brilliant color, can be applied to the luxury fashion products sold in China to meet the consumers with high level of public self-consciousness and consumers seeking social salience or identification. Especially for consumers who are driven by social salience, some special or limited edition of the luxury fashion products can be launched to make the consumers feel different from others.

Overall, in this study, Chinese consumers exhibited a high level of intention to purchase at least one luxury fashion item and to pay a higher price for luxury fashion product over other brands. Counterfeits of luxury fashion products are easily available in the Chinese market. However, results in this study showed that the intention to buy counterfeits over genuine luxury fashion products is much lower, even when the look is very similar between the counterfeits and the genuine ones. Consumers’ intention to buy genuine luxury as well as counterfeits was also relatively lower compared to intention to buy only genuine ones.
Social identification motivation was found to have positive influence on Chinese consumers’ purchase intention for genuine luxury fashion products. It is reasonable to think that when consumers want to get approval from their reference group or to enhance their social image, they may not want to take the risk to be embarrassed when they are found to using cheap counterfeits. Therefore, they are more likely to pay a higher price for genuine luxury fashion products over other brands. Social salience motivation had a negative influence on the purchase intention for genuine luxury fashion products. The higher their motivations to purchase luxury fashion products as a statement of wealth, status and prestige, the less likely for them to purchase genuine luxury fashion products. When consumers are driven by social salience motivations, that is, the image-related reasons, they could turn to purchase counterfeits because they are designed to look like luxury brands and they are much cheaper.

According to the different influence of social motivations on Chinese consumers’ purchase intentions, strategies should be adjusted for luxury companies. In addition to their classic brands or lines which are recognized and approved by people all over the world, they could launch new lines with similar design and quality but with a lower price to win over those Chinese consumers with less money but high profile. For example, in 1992, the world – famous luxury brand Prada presented a more affordable Miu Miu line, which targeted in younger consumers. Although, the price is cheaper, Miu Miu continued the quality of the Prada label (Grosvenor, n.d.).
The results of this study also indicated that Chinese consumers’ luxury consumption was not only driven by social oriented motivations but also the self oriented motivations. The descriptive analysis showed that Chinese consumers had medium scores on both social oriented and self oriented motivations. Besides, self oriented motivations exerted a significant influence on Chinese consumers purchase intentions for luxury fashion products. When it comes to the self-image congruity and self-expression, only the genuine luxury fashion products with premium quality and the unique concept or message the designer want to express through the product can meet the requirements for this consumer population. The luxury brand should adopt a dual-branding approach, which synthesizes both personal and social purchasing value and meaning of luxury fashion products.

Culture was found to have both direct and indirect influence (through public self-consciousness) on Chinese consumers’ motivations for luxury fashion products. Among three culture dimensions from Hofstede’s four factor model, individualism and uncertainty avoidance were found to have significant influence on Chinese consumers’ public self-consciousness and social orientated motivations. Thanks to the rapid progress in opening-up and fast growing economy in mainland China, Chinese people, especially those in major cities, have more opportunities to communicate or interact with people from foreign countries. Through daily contacts or mass media like television or Internet, Chinese people have a better understanding about western culture (Taylor, 2004; Keller et al, 2011). As a result, individualism is getting more important among Chinese people especially those in major cities. However, the traditional Chinese value is still rooted in Chinese people’s heart.
“Face” is still of great important to their social life. Although Chinese society is often considered as a collective society, individualism and personality should still be stressed in some products in order to keep pace with the rapid changes.

As expected, Chinese consumers who value individualism were less likely to be driven by social oriented motivations to purchase luxury fashion products. Uncertainty avoidance was found to exert positive influence on Chinese consumers’ public self-consciousness, but negative influence on both of social oriented motivations. It is reasonable to think that consumers who have high level of uncertainty avoidance may concern about the financial risk of overpaying for luxury fashion products. They may also try to avoid the social risk brought by bragging and showing off. As a result, they may be unwilling to purchase luxury fashion product which show others their private information like the purchase power or personal taste. The luxury companies could increase the diversity of their products and launch more safe or classic products. Although power distance is a common phenomenon in China and influences some of the Chinese consumer behaviors, its influence has not expanded to luxury consumption yet.

In summary, Chinese market is a growing and profitable market for luxury companies. Chinese consumers had a strong intention to buy luxury fashion products, both for personal oriented and social oriented purposes. The social oriented motivations, either social identification or social salience, were significantly influenced and determined by public self-consciousness. Chinese consumers displayed a high level of public self-consciousness in this study. This consciousness to the public image, or face, actually is deep rooted in the Chinese
culture. Uncertainty avoidance was also significantly associated with Chinese consumers’ high level of public self consciousness. However, while still holding a strong consciousness of public images, Chinese consumers displayed an increasing level of individualism.

Besides the theoretical contributions of this study, the results also provide insights to the luxury industry. Various product lines, different product designs and effective marketing strategies should be considered by luxury companies to attract different market segments in China.

5.2 Limitation and recommendation for future studies

Despite the contributions to the academy and the industry, this study bears some limitations. The following limitations were found:

- The scales adopted/modified in this study did not generate an excellent level of reliability. Few items had to be deleted from the scale due to low factor loadings. Though the reliability of the scales were improved by taking off those low loaded items, a concern was that the validity may be reduced due to the reduced numbers of items used to measure the construct. Cautions need to taken when applying existing scales in a different culture.
- There are several different scales available in the literature to measure the individualism. An “independence” oriented scale was used in this study because the scenarios described in the questions seem easily identifiable to Chinese
consumers. In the future, other scales could be considered to investigate Chinese culture.

- Since this study was conducted in Shanghai, China, caution should be taken when generalizing findings of this research. Shanghai is one of the major cities in China with most of the luxury brands available to consumers. With different levels of modernity and accessibility to luxury brands, attitudes and behaviors towards luxury fashion products for consumers in other cities may vary greatly from these in Shanghai.

- The street-intercept interview method has its own limitation. The chosen respondents might not answer the questions carefully or they did not want to reveal their true information such as the annual income and housing condition. Also, the definition of luxury is very subjective and dependent on consumers’ background, future studies could provide a definition or examples in the survey. In addition, in-depth interview also could provide complimentary information to findings from street-intercept survey.

5.3 Future research

As China has become the key market for the luxury industry, the importance of intensive research about Chinese luxury consumption Chinese consumer behavior towards luxury fashion products can never be too emphasized. Based on the results of this study, future research areas are proposed:
• Majority of the respondents in this study fall into the category of middle or upper middle class. There is a growing population of superrich consumers. Though it is difficult to reach this segment, their behavior may be of strategic value to the luxury industry. With collaboration from luxury companies, efforts could be made to investigate these consumers’ behavior.

• Despite the rapid economic growth in China, the development in the country is imbalanced. Shanghai is one of the most developed cities in the country. Consumers in Shanghai may present a very different profile compared to those in other cities. Future studies could investigate the luxury consumption behaviors for consumers in other cities to reflect the influence of other demographic and geographic factors.

• This study focused on the Chinese consumer behavior towards luxury fashion products. Culture could exert influence on consumers’ satisfaction towards customer shopping experience and their evaluation of customer service for luxury fashion products. Future study could make efforts to investigate the influence of culture on consumers’ satisfaction towards this area and provide insight to luxury companies to adjust their strategies to improve consumers’ shopping experience and the quality of customer service.
References


Appendix
Appendix A. Global luxury goods: Estimated market size at retail selling prices
Appendix B. Global luxury fashion & leather goods market: Estimated market shares of leading brands, 2006 & 2010
Appendix C. Chinese version of the survey
您好，我们邀请您参加美国北卡州立大学这项关于中国消费者对高档名牌服装服饰产品消费行为的调研问卷。这项问卷大概会耽误您10分钟的时间。参与者需要年满十八周岁。您的参与是完全自愿的。您反馈的信息是完全匿名的，并被严格保密，最终的结果仅仅是总结所获得的这些信息。对于您的配合，我们表示由衷的感谢！

如果您希望了解更多关于本课题的信息，您可以与徐英娇教授联系。邮箱地址：yxu11@ncsu.edu。再次感谢您的配合！

R1.请问您的年龄是？

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R2.请问您的税前家庭年收入是多少？

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<th>4万元以下</th>
<th>4万元以上-5万元</th>
<th>5万以上-6万元</th>
<th>6万以上-7.5万元</th>
<th>7.5万以上-10万元</th>
<th>10万以上-12.5万元</th>
<th>12.5万元以上</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>2</td>
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<td>6</td>
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</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

P. 受访者基本信息

P1.您的性别：

【单选】P001/

<table>
<thead>
<tr>
<th>选项</th>
<th>男性</th>
<th>女性</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### P2. 您的婚姻状况:

<table>
<thead>
<tr>
<th></th>
<th>未婚</th>
<th>已婚</th>
<th>离婚</th>
<th>丧偶</th>
<th>其他【请注明】</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### P3. 您的住房状况:

<table>
<thead>
<tr>
<th></th>
<th>租房</th>
<th>买房付按揭</th>
<th>买房无按揭</th>
<th>公司免费宿舍</th>
<th>借住亲戚家</th>
<th>其他【请注明】</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>4</td>
<td>5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### P4. 您的受教育程度:

<table>
<thead>
<tr>
<th></th>
<th>高中以下学历</th>
<th>高中毕业/技术或专科学校</th>
<th>本科毕业</th>
<th>硕士或博士</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

### P5. 请问您的职业是:

<table>
<thead>
<tr>
<th></th>
<th>机关干部</th>
<th>商业服务业职员</th>
<th>企业管理干部</th>
<th>企业职工</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>
以下我们会对消费者行为进行一些描述，请判断我们的描述与您的实际经历和感受是否一致。请根据您的同意程度请用7分制打分，7分表示我们的描述您非常同意，1分表示您非常不同意。

**A 部分**

非常不同意 | 非常同意
---|---
A1. 我很容易遵从比我职位高的人的意愿。 | 1 2 3 4 5 6 7
A2. 我很难拒绝比我年长的人对我的要求。 | 1 2 3 4 5 6 7
A3. 我倾向于不问问题而只是服从命令。 | 1 2 3 4 5 6 7
A4. 我发现向有权势的人提出异议是很难的。 | 1 2 3 4 5 6 7
A5. 职位高的人比职位低的人有更多的权力。 | 1 2 3 4 5 6 7

**B 部分**

非常不同意 | 非常同意
---|---
B1. 将来比过去对我更重要。 | 1 2 3 4 5 6 7
**B2.** 我愿意朝着将来的发展方向努力。

**B3.** 我花更多的时间思考明年，而不是去年。

**B4.** 我喜欢思考将来可能发生的事情。

**B5.** 我喜欢制定计划，而且明白将来我要做什么。

**B6.** 我更关心当下发生的事。

**B7.** 为将来担心是没有用的。

**B8.** 我现在过得好最重要。

**B9.** 我更在意我目前的状态和感觉。

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B6</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>B7</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>B8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**C 部分**

<table>
<thead>
<tr>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1. 我更愿意靠自己而不是靠别人。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C2. 我很在意我表现自己的方式。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C3. 拥有不同于别人的个性对我很重要。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C4. 大部分时候我都会依靠自己，很少依靠他人。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C5. 在工作上比别人做的更好对我很重要。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C6. 在各个方面都与众不同对我是很享受的一件事。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C7. 我常常我行我素。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

**D 部分**

<table>
<thead>
<tr>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1. 我更愿意靠自己而不是靠别人。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C2. 我很在意我表现自己的方式。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C3. 拥有不同于别人的个性对我很重要。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C4. 大部分时候我都会依靠自己，很少依靠他人。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C5. 在工作上比别人做的更好对我很重要。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C6. 在各个方面都与众不同对我是很享受的一件事。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>C7. 我常常我行我素。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>
D1. 我尽量避免和陌生人交谈。

D2. 我更喜欢平静、常规的生活方式而不是充满变化、无法预知的生活。

D3. 为了避免犯错，我不喜欢凭运气做事。

D4. 在花钱方面我非常谨慎。

D5. 我很少做“第一个吃螃蟹的人”。

E 部分

<table>
<thead>
<tr>
<th></th>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1. 我很在意自己办事的风格。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>E2. 我很在意我表现自己的方式。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>E3. 我很在意自己的外表。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>E4. 我经常担心自己没法给别人留下好印象。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>E5. 每天出门前我都要照一下镜子。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>E6. 我很在意别人对我的看法。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>E7. 我通常在意自己的外表。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

F 部分

<table>
<thead>
<tr>
<th></th>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1. 我会在意我所购买的衣服的品牌。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>F2. 品牌在某种程度上象征着服装的质量。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>F3. 从服装的品牌上，我能了解到这件衣服有多酷。</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>
有时我会因为服装的品牌而愿意多花些钱。 1 2 3 4 5 6 7

通常昂贵的名牌服装质量很好。 1 2 3 4 5 6 7

我会在意我所购买的大部分商品的品牌。 1 2 3 4 5 6 7

### G 部分

<table>
<thead>
<tr>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1. 相比尝试一些新的牌子，我更愿意坚持购买同一个品牌。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

G2. 如果我喜欢一个品牌，我极少会仅仅因为想尝试一下不同而购买其他牌子。 1 2 3 4 5 6 7
G3. 我极少向我的同事介绍新的品牌和商品。 1 2 3 4 5 6 7
G4. 我极少会冒险购买不熟悉的品牌，尽管这意味着我所拥有的品牌会比较单一。 1 2 3 4 5 6 7
G5. 我通常会购买相同的品牌哪怕是很一般的品牌。 1 2 3 4 5 6 7
G6. 我宁愿等别人去尝试一个新品牌。 1 2 3 4 5 6 7
G7. 当网上购物时，我更愿意坚持购买知名品牌。 1 2 3 4 5 6 7

### H 部分

<table>
<thead>
<tr>
<th>非常不重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1. 我购买高档名牌服装服饰只是因为它们能使我感到快乐，所以我不在意它们是否能愉悦别人。</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

H2. 购买高档名牌服装服饰是是我感到快乐的方式之一，与别人的感受无关。 1 2 3 4 5 6 7
H3. 无论别人怎么想，我可以完全按照我自己的想法来享受高档名牌服装服饰带给我的乐趣。

<table>
<thead>
<tr>
<th>部分</th>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>I1</td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>I2</td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>I3</td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

J部分

<table>
<thead>
<tr>
<th>表格</th>
<th>非常不重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>J1</td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>J2</td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>J3</td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

K1. 购买高档名牌在我的生活中有深远的意义。
K2. 自我实现对我来说是奢侈品消费的重要刺激因素。
K3. 奢侈品消费能提高我生活的质量
| L1. 穿着高档名牌服装服饰可使我赢得别人的尊重。 | 1 2 3 4 5 6 7 |
| L2. 穿着高档名牌服装服饰是成功的表现。 | 1 2 3 4 5 6 7 |
| L3. 穿着高档名牌服装服饰是时尚品味的证明。 | 1 2 3 4 5 6 7 |
| L4. 穿着高档名牌服装服饰可以提高个人形象。 | 1 2 3 4 5 6 7 |
| L5. 穿着高档名牌服装服饰是财富的象征。 | 1 2 3 4 5 6 7 |
| L6. 穿着高档名牌服装服饰是名誉的象征。 | 1 2 3 4 5 6 7 |

| M1. 穿着高档名牌服装服饰是一种自我奖励的方式。 | 1 2 3 4 5 6 7 |
| M2. 穿着高档名牌服装服饰是一种享受。 | 1 2 3 4 5 6 7 |
| M3. 穿着高档名牌服装服饰可以用来展示自我 | 1 2 3 4 5 6 7 |

| N1. 我愿意至少购买一样高档服装服饰产品。 | 1 2 3 4 5 6 7 |
| N2. 假如有和高档名牌非常相像的仿品, 我会选择价格便宜的仿品, 而不是正品。 | 1 2 3 4 5 6 7 |
| N3. 我宁愿付更高的价格买正品, 而不是仿品, 哪怕仿品跟正品之间除价格外在外观上几乎看不出差别。 | 1 2 3 4 5 6 7 |
| N4. 我会既买正品高档名牌, 也会买仿品, 混搭穿 | 1 2 3 4 5 6 7 |
购买高档名牌服装服饰时下列因素是否重要

<table>
<thead>
<tr>
<th>因素</th>
<th>非常不重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>O1.价格</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O2.款式</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O3.质量</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O4.独特性 (限量版)</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O5.舒适的面料、材质</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O6 品牌</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O7 品牌标志很明显</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O8 品牌拥有国（国外牌子 vs. 中国牌子）</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>O9 产品生产国（西方国家生产 vs. 中国生产）</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

Q 部分

Q1.您在过去有没有购买过任何高档名牌服装服饰产品？

| 有………………………1【继续回答 Q2 题】 | 没有………2【访问结束，感谢您的参与！】 |

Q2. 请列举几样您最近买的高档服装服饰产品：

<table>
<thead>
<tr>
<th>产品名称</th>
<th>品牌</th>
<th>购买的店名或网站</th>
</tr>
</thead>
</table>

85
Q3.您是否经常穿戴这些名牌产品？
【单选】Q003/
<table>
<thead>
<tr>
<th>是………………………………………………………</th>
<th>否………………………………………………………</th>
</tr>
</thead>
<tbody>
<tr>
<td>…1</td>
<td>2</td>
</tr>
</tbody>
</table>

Q4.请列出您最喜欢的五个高档服装服饰品牌。
【文字题】Q004-Q020

Q4.您的朋友和同事当中是不是也有人穿戴以上您所列举的这些品牌的产品？
【单选】Q021/
<table>
<thead>
<tr>
<th>是，有很多人…………</th>
<th>是，但只有少数人…………</th>
<th>没有…………</th>
<th>没注意，不清楚……</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

访问到此结束，谢谢您的合作，再见！
Appendix D. English version of the survey
I invite you to participate in this survey, which is designed to investigate Chinese consumers’ shopping behavior for fashion luxury products. It will take about 10 minutes to finish the questionnaire. You must be 18 years of age or older to participate. You are free to skip a question without penalty, if you do not want to answer. You may also discontinue participation at any time. Your participation is completely voluntary. Your completion and return of the survey implies consent to use the data provided. Your confidentiality will be strictly maintained and the results will only be reported in a summary form. Your cooperation in this research is greatly appreciated.

If you would like to learn more about this project, you can contact Dr. Yingjiao Xu at the following email address: yxu11@ncsu.edu

Thank you again for your cooperation,

Yingjiao Xu, Associate Professor at North Carolina State University
Demographic

1. Gender: _______ Male _______ Female
3. Your present marital status: _______ Single _______ Married
4. Do you own a house or rent? _____ Rent _____ Own, paying mortgage _____ own, no mortgage
5. Please check the following category that identifies your household income last year.
   _____ less than ¥40,000 _____ ¥40,000 - ¥50,000 _____ ¥50,001 – ¥60,000
   _____ ¥60,001 – ¥8,000 _____ ¥8,001 – ¥100,000 _____ ¥100,001 - ¥125,000
   _____ ¥125,001 – ¥ 150,000 _____ > ¥150,000
6. Education
   ____ <High School Graduate ____ High School Graduate  ____ Technical school/Some College  ____ 4-year College Graduate  ____  Graduate degree
7. Occupation ____________________________________________
A: Power Distance

1. I easily conform to the wishes of someone in a higher position than mine
2. It is difficult for me to refuse a request if someone senior asks me
3. I tend to follow orders without asking any questions
4. I find it hard to disagree with authority figures
5. People in higher positions have more power than those in lower positions

B: Time Orientation

1. The future is more important than the past to me
2. I prefer to keep myself free and ready to go wherever the future may lead
3. I spend more time thinking about next year than last year.
4. I like thinking about what will happen in the future
5. I make plans and I think I know what I am going to do.
6. I think mostly about what is happening in the here and now.
7. It is really no use worrying about the future, because whatever will be, will be.
8. I live for today.
9. I am mostly concerned about how I feel now, in the present.

C: Independence

1. I would rather depend on myself than others
2. My personal identity, independent of others, is important to me
3. I rely on myself most of the time, rarely on others
4. It is important that I do my job better than others
5. I enjoy being unique and different from others in any respects
6. I often do “my own thing”

D: Risk Aversion

1. I tend to avoid talking to strangers
2. I prefer a routine way of life to an unpredictable one full of change
3. I would not describe myself as a risk-taker
4. I do not like taking too many chances to avoid making a mistake
5. I am very cautious about how I spend my money
6. I am seldom the first person to try anything new

E: Public-self Consciousness
1. I’m concerned about my style of doing things.
2. I’m concerned about the way I present myself.
3. I’m self-conscious about the way I look.
4. I usually worry about making a good impression.
5. One of the last things I do before leaving my house is looking in the mirror.
6. I’m concerned about what other people think of me.
7. I’m usually aware of my appearance.

F: Brand Consciousness

1. I pay attention to the brand names of the clothes I buy.
2. Brand names tell me something about the quality of the clothing.
3. Brand names tell me something about how ‘cool’ an item of clothing is.
4. Sometimes I am willing to pay more money for clothing because of its brand name.
5. Brand name clothes that cost a lot of money are good quality.
6. I pay attention to the brand names of most of the products I buy.

G: Brand Loyalty

1. I would rather stick with a brand I usually buy than try something I am not very sure of.
2. If I like a brand, I rarely switch from it just to try something different.
3. I rarely introduce new brands and products to my colleagues.
4. I rarely take chances by buying unfamiliar brands even if it means sacrificing variety.
5. I usually buy the same brands even if they are only average.
6. I would rather wait for others to try a new brand than try it myself.
7. I would rather stick to well-known brands when purchasing directory advertising.

H: Purchase motivations

(1) Personal oriented

H : Self-directed pleasure

1. I buy a luxury brand only because it is pleasant to me, so I do not care about whether it pleases others.
2. Luxury brands are one of the sources for my own pleasure without regard to the feelings of others.
3. I can enjoy luxury brands entirely on my own terms no matter what others may feel about them

I: Self-Identity Value

1. I never buy a luxury brand inconsistent with the characteristics with which I describe myself.
2. The luxury brands I buy must match what and who I really am.
3. My choice of luxury brands depends on whether they reflect how I see myself but not how others see me.

J: Hedonic Value: Self–Gift Giving

1. Purchasing luxury brands can be seen as giving me gifts to celebrate an occasion that I believe significant to me.
2. On the whole, I may regard luxury brands as gifts I buy for treating myself.
3. Reward for hard work or that I feel I have earned or am entitled to is an important motivator for my luxury consumption.

K: Hedonic Value: Life Enrichment

1. Purchasing luxury brands provides deeper meaning in my life.
2. Self-actualization is an important motivator for my luxury consumption.
3. Luxury consumption enhances the quality of my life.

(2) L: Social oriented (conspicuous consumption and face consumption)

1. Wearing luxury fashion products can help a person to gain respect.
2. Wearing luxury fashion products is a statement of success.
3. Wearing luxury fashion products is a statement of a person’s fashion taste.
4. Wearing luxury fashion products can enhance a person’s image.
5. Wearing luxury fashion products indicates my wealth.
6. Wearing luxury fashion products is a symbol of prestige.

M: Personally orientation towards luxury-brand consumption

1. Wearing luxury fashion products is a way of self reward.
2. Wearing luxury fashion products is an enjoyment.
3. Wearing luxury fashion products shows who I am.

N: Behavior Intention

1. I would like to buy at least one piece of luxury fashion product.
2. If it looks just like the genuine one, I would like to choose to buy a counterfeit at a cheaper price.
3. I would be willing to pay a higher price for the luxurious fashion brands over other brands.
4. I would like to buy genuine luxury fashion products as well as counterfeits.

O: Please indicate the importance of the following attributes to the luxury fashion products that you would like to buy.

- Reasonable price
- Style
- Quality
- Uniqueness
- Comfortable material
- Brand name
- Visible logo
- Country of Origin of the Brand
- Country of Origin of the product

Q: Please provide answers to the following questions:

1. Have you purchased any luxury fashion products in the past?
   
   ______ Yes  ______ No (if no, please skip to questions on section L)

2. Can you list several items that you recently purchased (what it is, what is the brand, and where you purchased)
   
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
3. Do you wear your luxury fashion products often? _______Yes _______NO

4. Can you list 5 of your favorite luxury fashion brands? (clothing, shoes, handbags, sunglasses, …)


5. Do many of your friends/colleagues own some of the products of the above luxury brands?

________Yes _______NO _______I don’t know.
Appendix E. IRB Approval Letter
From: Carol Mickelson, IRB Coordinator
North Carolina State University
Institutional Review Board
Date: May 6, 2011
Title: A Cross-culture Study of Consumer Behavior for Luxury Fashion Products
IRB#: 2033

Dear Dr. Xu,

The research proposal named above has received administrative review and has been approved as exempt from the policy as outlined in the Code of Federal Regulations (Exemption: 46.101. b.2). Provided that the only participation of the subjects is as described in the proposal narrative, this project is exempt from further review.

NOTE:

This committee complies with requirements found in Title 45 part 46 of The Code of Federal Regulations. For NCSU projects, the Assurance Number is: FWA00003429.

Any changes to the research must be submitted and approved by the IRB prior to implementation.

If any unanticipated problems occur, they must be reported to the IRB office within 5 business days.

Please forward a copy of this letter to your faculty sponsor, if applicable.

Thank you.

Sincerely,

Carol Mickelson
NC State IRB