

A STUDY OF INFLUENCE OF PERSONAL
FACTOR ON CONSUMER BEHAVIOR IN LUXURY GOODS IN CHINA

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*I dedicatd this entire work to my beloved mother and father who are always be my side
For all their selfless love, support, inspiration and encouragement...*

Thanks...

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Abstract

This study attempts to investigate the influence of personal factors in consumer behavior regarding luxury consumption in Beijing, China. The relevant literature was used to build a conceptual model to guide the development of the analysis. Based on this model a survey was conducted on 270 respondents in Beijing, China. Quota sampling method was applied to collect data. Income at least 50000RMB per year, and possessing at least one luxury product was used as the criteria for the sample. Some 234 useable questionnaires were returned for analysis. This study mainly focuses on how personal factors influence people purchase luxury goods, for personal factors of age, gender, lifestyle, self-concept, perception, and brand experience. The findings were: (1) there is significant difference in consumer behavior by age groups, and also generation Y is the most loyal group for a brand compared with other age groups; (2) women are likely to purchase luxury goods more than men and they tend to consume the same brand more than men; (3) the personal factors such as lifestyle, self-concept, perception, brand experience can clearly explain consumer behavior. Remarkably, brand experience is the most significant factor that influences consumer behavior; (4) the personal factors are also significantly associated with brand loyalty for luxury consumption among Beijing luxury consumers. Knowledge of Chinese consumers' personal factors can substantially improve the efficiency and effect of marketing effort on the luxury market. Such knowledge can make marketing planning such as promotion strategies and positioning product to different consumers easier. The analysis of this study provides measurable variables that reflect the main element of Chinese consuming the luxury products and enrich the knowledge of luxury companies beyond the demographic information about Chinese consumers.

ABSTRAK

Kajian ini bertujuan mengkaji pengaruh faktor individu dalam perilaku pengguna tentang penggunaan barangan mewah di Beijing, China. Kajian literatur yang berkaitan telah digunakan untuk membina model konsep dalam pembangunan analisis. Berdasarkan model tersebut, satu tinjauan telah dijalankan ke atas 270 responden di Beijing, China. Kaedah persampelan kuota telah digunakan untuk mengumpul maklumat. Pendapatan berjumlah sekurang-kurangnya 50000RMB setahun, dan mempunyai sekurang-kurangnya satu barangan mewah digunakan sebagai kriteria sampel. 234 soal selidik telah berjaya dikumpul untuk dianalisis. Kajian ini memberi tumpuan terhadap bagaimana faktor individu seperti umur, jantina, gaya hidup, konsep sendiri, persepsi dan pengalaman jenama mempengaruhi orang untuk membeli barangan mewah. Kajian mendapati bahawa: (1) terdapat perbezaan yang ketara dalam perilaku pengguna dari segi umur, dan generasi Y adalah kumpulan yang paling setia terhadap sesuatu jenama berbanding dengan kumpulan umur yang lain; (2) wanita lebih cenderung untuk membeli barangan mewah berbanding dengan lelaki dan lebih cenderung untuk menggunakan jenama yang sama berbanding dengan lelaki. (3) Faktor individu seperti gaya hidup, konsep sendiri, persepsi jenama pengalaman jenama jelas menerangkan perilaku pengguna. Lebih-lebih lagi, pengalaman dari segi jenama merupakan faktor paling penting dalam mempengaruhi perilaku pengguna; (4) faktor individu berkait rapat dengan kesetiaan terhadap sesuatu jenama di kalangan pengguna mewah di Beijing. Pengetahuan tentang faktor individu di kalangan golongan Cina membantu usaha pemasaran di “pasaran mewah” secara efisien dan berkesan. Pengetahuan ini memudahkan perancangan pemasaran seperti strategi promosi dan kedudukan produk terhadap kumpulan pengguna yang berbeza. Analisis kajian ini menyediakan pembolehubah yang boleh diukur lantaran untuk mencerminkan elemen utama golongan Cina dalam penggunaan barangan mewah dan memperkayakan pengetahuan syarikat barangan mewah yang melangkaui informasi demografi tentang pengguna Cina.

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