



FACTORS INFLUENCING THE PURCHASE OF LUXURY GOODS BY UNIVERSITY STUDENTS IN MALAYSIA

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Abstract: *This paper mainly studies the factors influencing the purchase of luxury goods by university students in Malaysia. The first part mainly studies the background of luxury goods and related problem statement and determines the research objectives. The second part is to analyze the previous analysis and research done by scholars, determine independent variables and dependent variables, and explain them. The third part is to determine the research methods, quantitative analysis methods and collected data. The fourth part mainly analyzes the data and supports the assumptions based on the data. The fifth part summarizes this paper.*

Key Words: *Social Class, Group Influence, Motivation, Perception, Luxury products, Students, Malaysia*

I. INTRODUCTION

1.1 Background of the Study

This paper mainly studies the factors influencing the purchase of luxury goods by university students in Malaysia. Previously, luxury goods were used for scarce goods, and only a few people could use them. But demand has changed as the economy has boomed and markets for luxury and branded goods have flooded in. Both international and local students study at Malaysian universities. The appearance of purchasing luxury goods among college students is related to the psychological factors that hit the demand. Discover the characteristics of specific luxuries associated with satisfying needs (Park, Rabolt and Jeon, 2008).

1.2 Motivation of Study

The research was conducted with the motivation to determine the consumer's enthusiasm factors to buy luxury products. For a variety of reasons, this topic was selected by the researcher. The major reason was the lack of research present on the motivational factors of consumer buying behavior with respect to luxury products. Previous researches are based on high social class that had the ability to acquire luxury products because of financial status. Earlier, even companies selling luxury products targeted this niche segment.

1.3 Problem Statement

This research is designed to analyze the factors of motivation that could result in consumer purchase behavior for luxury products in Malaysia. For this research study, the problem statement is provided below:

"To analyze the motivating factors for university students to purchase luxury products in Malaysia"

The specific problems about performing are to elaborate the motivational factors for the students of the University in relation to making the purchase of luxury products in Malaysia as past research studies did not research on this particular topic. The motivational factors included the internal elements as well as the external elements. The internal elements comprise of the recognition of need and the evaluation of alternatives related, which satisfies the need and the external elements include the marketing and the promotional activities performed by organizations to stimulate the customer to make the purchase.

1.4 Research Objectives

The main research aims, and objective is related to performing a study to analyze the motivating factors for university students to purchase luxury products in Malaysia. The prime aim of this research is to assess and evaluate the factors that are preferred by manufacturers and are further reflected in their marketing and promotional activities, which encourages the customer to make the purchase of luxury products. The researcher has preferred students of university to perform this research study and the origin, around which this dissertation is revolving, is Malaysia. The preference of this specified region for performing the research study was based on targeting young generation, because as compared with adults and generation X, generation Y are considered as flexible in terms of adopting modern trends and are also perceived as brand consciousness for satisfying their needs and wants.

The detailed research objectives:

- 1) To examine the relationship between Social Class and university students to purchase luxury products in Malaysia
- 2) To examine the relationship between Group Influence and university students to purchase luxury products in Malaysia
- 3) To examine the relationship between Motivation and university students to purchase luxury products in Malaysia
- 4) To examine the relationship between Perception and university students to purchase luxury products in Malaysia

II. LITERATURE REVIEW

2.1 Underpinning Theory

Theories included in this research are consumer buying behavior in which consumers are the university students. Besides that, four independent factors are also selected which are social class, group influence, motivation, and perception. Besides that, motivational theories and purchasing steps will also be discussed in this area. The theories which were discussed within this literature review were learnt within their most suitable form followed by the perspective of consumer buying behavior. The variables studied were then reviewed within the identified theoretical contexts. This theory was administrated by the author on account of assessing the most factors which have a direct influence over the consumer behavior within the market (Ayupp, Ling and Tudin, 2013). In addition, the theory of reason action was then originated within the year 1960 and this study was provoked due to the researcher's concern towards identifying the core objective of consumer's beliefs and preferences that developed certain attitude of the consumer within the respective case, the founder of the theory was acknowledged as Ajzen and Fishbein, who released this study within the year 1980. The core objective behind such reading was related to studying the whole panel, which raised the study throughout a route from intention till the purchase decision of the consumer (Ajzen, 2011; Vigneron, 2004).

2.2 Dependent Variable: university students to purchase luxury products in Malaysia

According to Hassan, Ghani and Said (2009), Consumer behavior is an important topic for marketers because it affects their purchasing decisions and gives a success rate for the product (especially the brand). Therefore, it is important for marketers to understand consumer behavior before developing any strategy in order to understand their interest in buying branded products or even generic products. The following are the factors that motivate consumers to buy branded goods or products. Students belonging to the student category buy differently from other categories of consumers. However, according to Heaney, Goldsmith and Jusoh (2005); (Gil, Kwon, Good and Johnson, 2012; Heaney, Goldsmith and Jusoh, 2005), luxury goods fall into three broad categories.

2.3 Independent Variables

The independent variables discussed within the study are related to the consumer buying preferences and for that the sub-independent variables identified are social class, group influence, motivation and perception of the universities students. These were discussed within the context of identified theoretical framework that assisted in generating viable information. For that purpose, latest research articles were analyzed, which were published within the journal articles of 2005 or above.

2.3.1 Independent variable 1: Social Class

As per Ayupp and Ismail (2008); Weng and Run (2013), People who buy luxury goods show that they follow an elite lifestyle. Luxury brands are symbols of high status. People buy luxury goods or brands to win the respect of the society. This status symbol is the main factor that drives consumers to make decisions to buy brands or luxury goods. Social groups are formed within society according to people's interests, hobbies, etc. Members of the social class have similar characteristics, such as their attitude, communication style, education level and so on. Status is also a part of social class, which is defined in terms of culture and society. Social groups also have many variables, such as residential area, education level, income level, culture, and values.

2.3.2 Independent variable 2: Group Influence

Hahn and Kean (2009) explain that it is relevant to consumers in the reference group. This group includes family, colleagues, friends, and neighbors. Purchasing decisions and consumer behavior are greatly influenced by this group. If the reference group has a positive view of a brand, then it will help consumers make positive decisions about the brand and buying the brand's products will not be a difficult decision.

The decision-making abilities of consumers of all ages are largely distracted by the influences suggested by groups portrayed as following certain norms and beliefs that have been further enforced and passed on to a generation. In society, for example, certain groups are created for the purpose of their initiative to represent their identity. Whereas Park and Gretzel (2007); Kamal, Chu and Pedram (2013), the younger generation, whether working or studying in universities, are strongly influenced by groups representing a particular status quo. What is more, the observation was more often made in women. But marketers working on advertising campaigns are also targeting women more, because they tend to shop more than men. Therefore, they are regarded as the company's main sales targets. In addition, according to the research of Park, Rabolt and Jeon (2008), the psychological factors of jealousy appear more in women than in men. Some authors, though, were found to have eliminated jealousy from their luxury purchases. The methodology used

in this study includes deductive method and cumulative mixed method. The empirical findings of the study were therefore assessed using a statistical tool, which was produced by running various regressions and related techniques, to examine the possible effects and relationships between variables.

2.3.3. Independent variable 3: Motivation

Rahbar and Wahid (2010) assert that needs vary from person to person, and many people have specific needs at the same time. There are different kinds of needs, some of which are called physiological needs due to physical discomfort or hunger, and others are called psychological needs, which are classified to some extent as social status, including recognition, belonging or self-esteem. As intensity increases, demand becomes a driver for consumers. Motivation is the aspect that influences people to act and take measures to meet needs. Regarding the current topic of the study, it was pointed out that the motivation of students to buy luxury goods was an important factor influencing students' purchasing decisions. According to the study conducted by Wilcox, Kim and Sen. (2009); Kwong, Yau, Lee, Sin and Alan (2003) are among the main factors for students to pursue luxury goods. Results the method based on collected through deductive method, this method is further involved in the main source of data collection, as a result, the data from a large collection of luxury consumer, the consumer can be in the right direction to guide researchers, so that researchers may receive the right information, in order to accumulate the right stakeholders advice, these stakeholders is, in fact, consumers or manufacturers, they will be based on products for the consumer to continue and get the corresponding supply. In addition, the group chosen for this particular study was a younger generation.

But the respondents belonged to the working class. Thus, the concept developed can effectively manage and lead the working class to a good concept of luxury and luxury. But it still lags in judging what college students think are the real motivations for buying luxury products, and the sample size chosen for a particular study is insufficient to represent the entire population's ideology. As a result, this study lags this view. In addition, since the entire data was analyzed through statistical tests and empirical findings were accumulated, statistical tests for data analysis were valid (Bian, 2010; Hauck and Stanforth, 2007). In addition, the motivation factor has its reasonable findings, which indicate that young consumers are mainly motivated by the glamorous charm of electronic technology and trends in wearable fashion. In addition, the independent variable of motivation has a direct positive correlation with the purchase behavior of luxury goods, because college students are greatly influenced by internal social motivation factors. For example, young people's ability to quickly adapt to luxury goods will cause problems when it comes to individual purchasing power. This will motivate the students in one way or another.

2.3.4 Independent variable 4: Perception

According to the research of Bian and Forsythe (2012), perceived value is another important factor for consumers to make purchasing decisions. Consumers understand the value of a product before they finally buy it, and then compare that value with brand reputation and price. If a good impression is made on the first purchase, consumers will become loyal customers of the brand and continue to buy products of the same brand.

III. RESEARCH METHODOLOGY

3.1 Research Paradigm

The present research aims to explore the factors that influence university students to purchase luxury products in Malaysia. The purpose of this research is to identify the key trends in buying behavior of university students in Malaysia. There are certain variables proposed in this research study. The research purpose is to incorporate every variable in accordance with the objectives. Research paradigm involves comprehensive understanding of the variables associated with the research (Popkewitz, 2012). In the view of Elo and Kyngas (2008), there are two kinds of research approaches namely deductive and inductive. Deductive research is based on hypothesis generation, whereas inductive research comprise of personal mirror image of the researcher. In the present research, researcher adapts deductive research due to hypothesis generation.

3.2 Research Framework

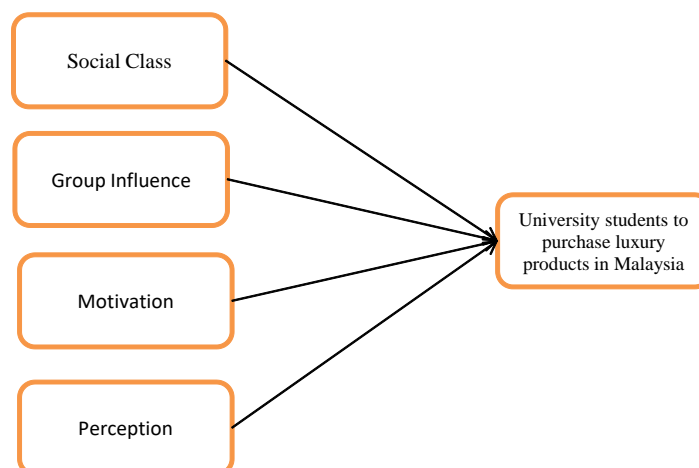


Figure 1: Research Framework

In relation with figure 1, research framework is displayed. The structure of framework is established on the basis of four independent variables namely social class, group influence, motivation and perception; however, the only dependent variable is university students to purchase luxury products in Malaysia.

3.3 Hypothesis

The hypotheses involved in this research study are provided below:

H1₁: There is a significant relationship between Social Class and university students to purchase luxury products in Malaysia

H1₀: There is no significant relationship between Social Class and university students to purchase luxury products in Malaysia

H2₁: There is a significant relationship between Group Influence and university students to purchase luxury products in Malaysia

H2₀: There is no significant relationship between Group Influence and university students to purchase luxury products in Malaysia

H3₁: There is a significant relationship between Motivation and university students to purchase luxury products in Malaysia

H3₀: There is no significant relationship between Motivation and university students to purchase luxury products in Malaysia

H4₁: There is a significant relationship between Perception and university students to purchase luxury products in Malaysia

H4₀: There is no significant relationship between Perception and university students to purchase luxury products in Malaysia

3.4 Research Method

According to Popkewitz (2012), quantitative research method refers to the numeric and statistical computation of the extracted data. The rationale of implementing quantitative research method in the present research refers to the compliance with hypothesis. On the other hand, qualitative research method focuses primarily on secondary data and interviews; however, quantitative research method caters to the broad needs of this current research study.

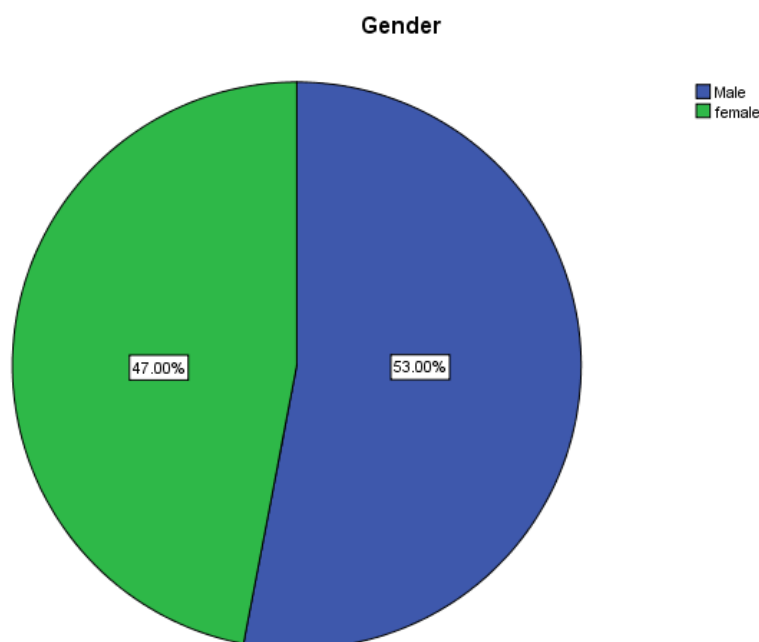
IV. DATA ANALYSIS

4.1 Demographic Characteristics Analysis

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	106	53.0	53.0	53.0
	female	94	47.0	47.0	100.0
Total		200	100.0	100.0	

Table 1: Frequency analysis of Gender

As the table above, 53.0% of the respondents are male while 47.0% of them are female. It can be said that majority of the respondents are male.



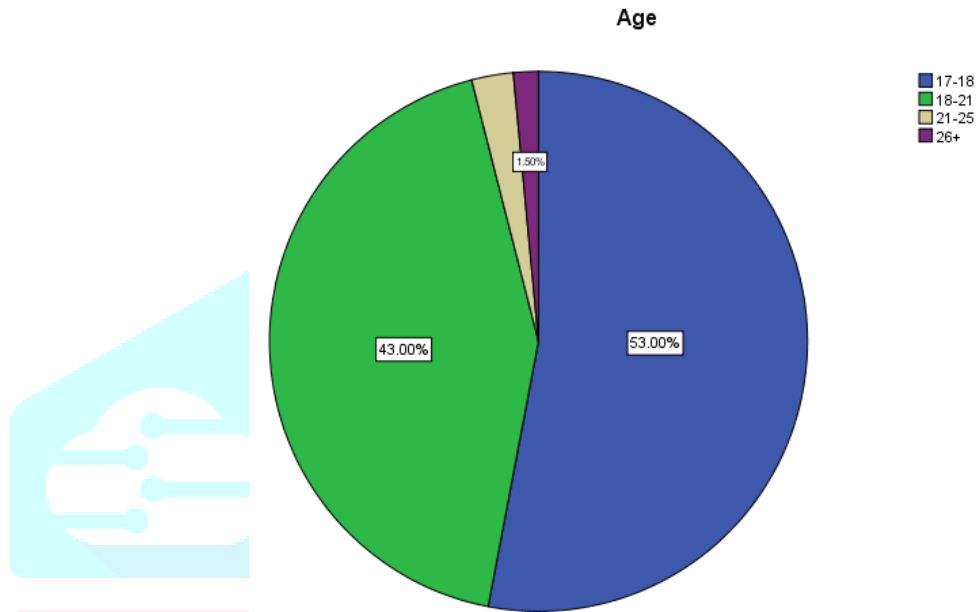
Pie chart 1: Frequency analysis of Gender

According to the pie chart above, it has been identified that majority of them are male who have taken part in filling out the questionnaire

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-18	106	53.0	53.0	53.0
	18-21	86	43.0	43.0	96.0
	21-25	5	2.5	2.5	98.5
	26+	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Table 2: Frequency analysis of Age

As the table above, 53.0% of the respondents are in between the age of 17-18 while very less of them are in the age of 26+.



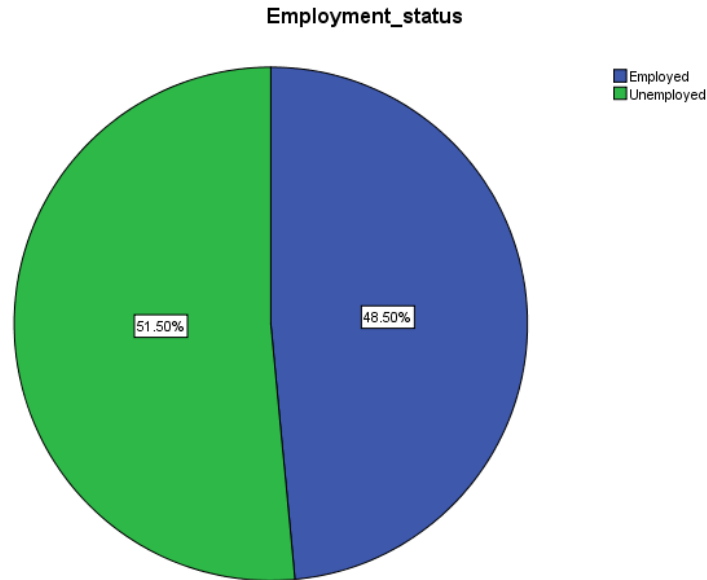
Pie chart 2: Frequency analysis of Age

As the pie chart above, it can be said that majority of the respondents are in the age of 17-18 while very less of them are in the age of 26 above.

		Employment_status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	97	48.5	48.5	48.5
	Unemployed	103	51.5	51.5	100.0
Total		200	100.0	100.0	

Table 3: Frequency analysis of Employment Status

According to the table above, majority of the respondents are employed somewhere while rest of them are unemployed.



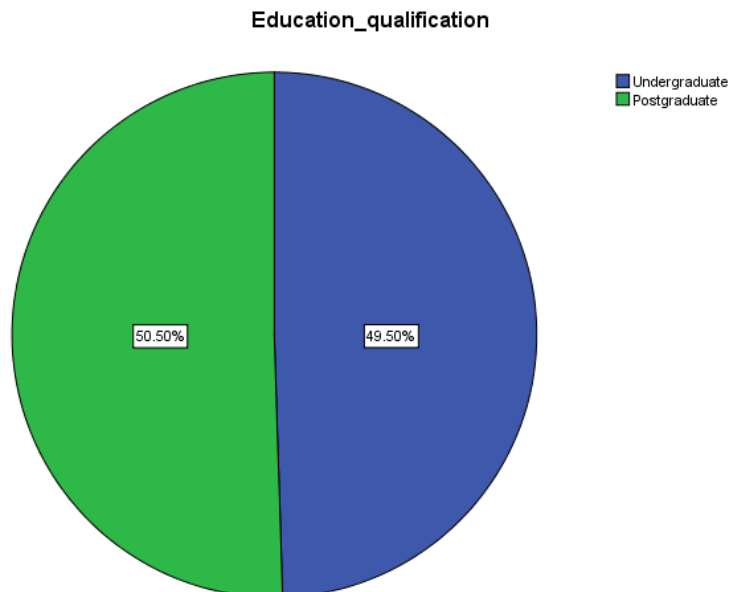
Pie chart 3: Frequency analysis of Employment Status

As the pie chart above, it has been examined that majority of the respondents are employed somewhere while few of them are unemployed.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undergraduate	99	49.5	49.5	49.5
Postgraduate	101	50.5	50.5	100.0
Total	200	100.0	100.0	

Table 4: Frequency analysis of Education Qualification

According to the table above, majority of the respondents are postgraduate while 49.5% of them are undergraduate.



Pie chart 4: Frequency analysis of Education Qualification

As the pie chart above, it has been identified that majority of the respondents are postgraduate while rest of them are undergraduate.

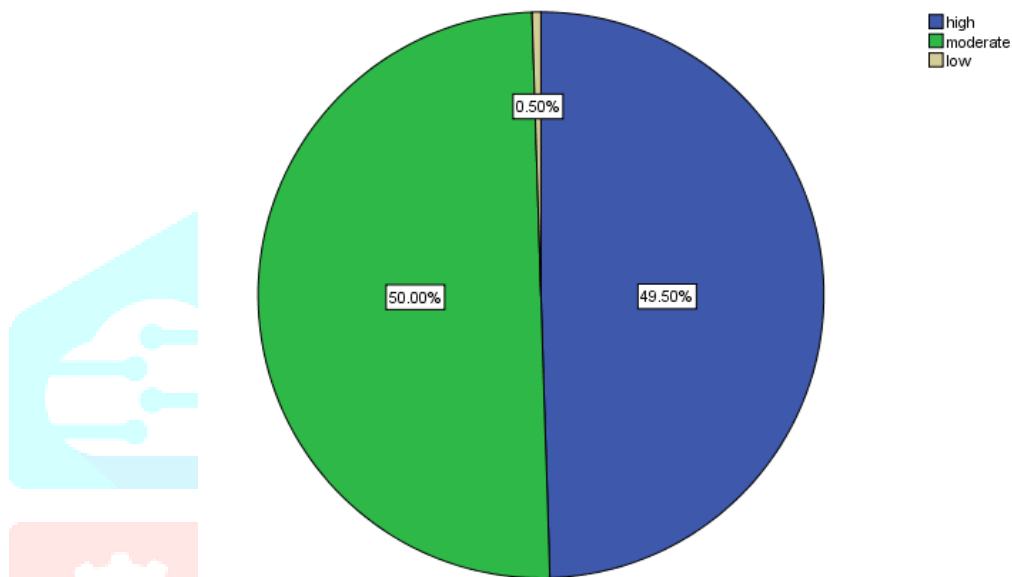
Dependency_level_on_Guardians

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high	99	49.5	49.5	49.5
	moderate	100	50.0	50.0	99.5
	low	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 5: Frequency analysis of Dependency level on Guardians

In accordance of the table above, 100% of the respondents have moderate dependency level on Guardians while 99% of them have high dependency level on Guardians.

Dependency_level_on_Guardians



Pie chart 5: Frequency analysis of Dependency level on Guardians

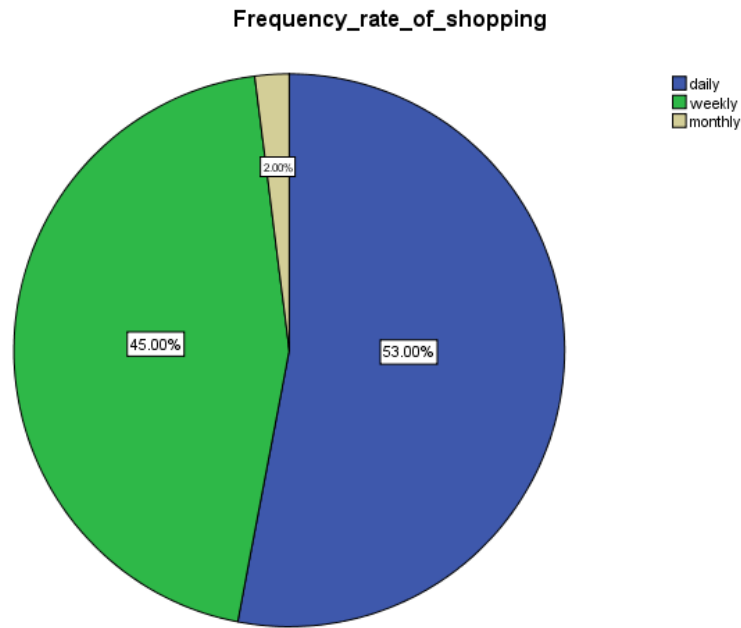
As the pie chart above, it can be said that majority of the respondents have moderate dependency level of Guardians while 99% of them have high dependency level of Guardians.

Frequency_rate_of_shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	daily	106	53.0	53.0	53.0
	weekly	90	45.0	45.0	98.0
	monthly	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table 6: Frequency rate of shopping

In accordance of the pie chart above, it can be determined that majority of the respondents used to shop daily while 45.0% of them used to shop weekly and 4% of them used to shop monthly.



Pie chart 6: Frequency rate of shopping

As the pie chart above, it can be said that majority of the respondents used to shop daily while rest of them used to shop weekly. On the contrary, it can be determined that the improvement of the current research is much better than the past researches.

4.2 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.820	36

Table 7: Reliability Test for Overall

The Cronbach's alpha value of the above table is 0.820 which is above 0.6. It can be said that the data is reliable and further statistical test can be performed on it. It also shows that the data is consistent and valid.

Reliability Statistics

Cronbach's Alpha	N of Items
.723	6

Table 8: Reliability Test for university students to purchase luxury products in Malaysia

The above reliability test demonstrates that the Cronbach's alpha value is greater than 0.6 which is considered as reliable.

Reliability Statistics

Cronbach's Alpha	N of Items
.768	6

Table 9: Reliability Test for Social Class

As per the above reliability test, it can be said that the Cronbach's alpha value is 0.768 which is greater than 0.6. Hence, it shows that the data is reliable enough to be pursued for analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.766	6

Table 10: Reliability Test for Group Influence

As per the reliability test above, it is determined that the Cronbach's alpha value is greater than 0.6. Hence, it can be said that the data is reliable enough and further statistical test can be performed on it.

Reliability Statistics

Cronbach's Alpha	N of Items
.770	6

Table 11: Reliability Test for Motivation

As per the reliability test above, it can be said that the data is reliable and strong as the Cronbach alpha value is greater than 0.6.

Reliability Statistics

Cronbach's Alpha	N of Items
.782	6

Table 12: Reliability Test for Perception

As per the reliability test above, it can be said that the data is reliable and further statistical test can be performed on it.

4.3 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Luxury products available in Malaysia are up to the standards	200	2	5	4.42	.651
Luxury products available in Malaysia match the preference levels of University students	200	2	5	4.24	.701
Luxury products are frequently consumed in university life	200	2	5	4.32	.760
The purchasing behavior of luxury products is influenced by university colleagues	200	2	5	4.02	.874
Social media plays a vital role in indulging university students towards luxury products	200	2	5	4.15	.901
Luxury products serves as a necessity for university students	200	2	5	3.52	1.499
Valid N (listwise)	200				

Table 13: Descriptive analysis on university students to purchase luxury products in Malaysia

A data which consist of summarize statistics and illustrates the whole sample is called descriptive statistics (Oja, 2012). As per the descriptive statistics above, it is to explain that the collected data set can be measured to check the central tendency and variability of the data. The SPSS output has been generated that represents the responses of the respondents which are towards agreed to all Likert-scale questions. This data set also demonstrates that it is consistent and valid because the mean value is greater than 3.0. This also illustrates that data is distributed normally. This clearly tells that there is a strong relationship between examined variables. It is determined that most of the respondents prefer luxury products that are up to the standard in Malaysia while very few of them said that luxury products serve as a necessity for them.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Purchasing behavior of luxury products vary in social classes of students	200	2	5	4.57	.696
Social influence is precedent element of luxury products purchases such as Louis Vuitton, Burberry, Prada.	200	2	5	4.09	.749
The consumption of luxury products is associated with upper social class	200	2	5	4.05	.740
Students economic position is directly related to purchase of luxury products	200	2	5	4.40	.898
Social class of university students in Malaysia are related to higher purchasing power	200	2	5	4.17	.921
Social interaction of students relates to indulgence in luxury product purchases	200	2	5	3.55	1.509
Valid N (listwise)	200				

Table 14: Descriptive analysis on Social Class

The above descriptive statistics demonstrates about the social class of the student which shows that many of the students' responses are towards strongly agree. This has been confirmed by the values of mean which are near and above to 3.0. This also demonstrates that the data set is consistent and valid. According to the past researches, the mean values illustrate the growth of the data set which demonstrate that the findings of the results have the accurate mean. 80% of the respondents are agreed that their preferences are closely related to purchasing behavior of luxury products which varies in their social class while very few of them answered that the social interaction relates to indulgence in luxury product purchases.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reference group of university students play a vital role in purchasing behavior of students	200	2	5	4.48	.611
Personality of students in university group influence the mind set of colleagues	200	2	5	4.52	.701
The adaption procedures of luxury products of students is higher in university life	200	2	5	4.51	.776
University students in Malaysia face positive group influence throughout their tenure of education	200	2	5	4.15	.811
Group influence is closely related to luxury product offering	200	2	5	4.00	.921
Group influence is precedent element of the cultural norms of students	200	2	5	3.41	1.426
Valid N (listwise)	200				

Table 15: Descriptive analysis on Group Influence

The above descriptive statistics table show that responses are towards agreed scale because of the mean value which shows perfection in the data set. It can be said that the above descriptive statistics is consistent and valid. This demonstrates that majority of the students said that their personality in university group influence the mind set of colleagues while few of them were agreed on the statement that group influence is precedent element of the cultural norms. In accordance of the past researches, the enhancement of the data set is much better than the past researches.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
University students in Malaysia are highly motivated towards luxury products	200	2	5	4.35	.639
The motivational levels are luxury products in Malaysia are met by the market offering	200	2	5	4.00	.729
University students are motivated through advertisement activities of luxury products	200	2	5	4.15	.830
University students who own luxury products feel motivated to study and attend classes.	200	2	5	4.10	.830
University students in Malaysia feel motivated towards luxury products to fulfill their higher level needs of Maslow's hierarchy	200	2	5	4.40	.910
University students in Malaysia are motivated towards spending their money on luxury products	200	2	5	3.45	1.321
Valid N (listwise)	200				

Table 16: Descriptive analysis on Motivation

The table above shows that responses are towards agree scale as all values of mean are nearest and above to 3.0. This show that most of the respondents are agreed on the statement that they are highly motivated towards luxury products while very few of them are motivated towards spending their money on luxury products. It has been determined that the data set is consistent and valid. In accordance of the past researches, it has been examined that mean values represent perfection in the data set.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perception of university student of Malaysia towards luxury product is on the higher side	200	2	5	4.49	.658
Luxury products match the perception levels of university students in Malaysia	200	2	5	4.56	.737
Cognitive of university student of Malaysia are met by luxury product offerings	200	2	5	4.00	.727
Sales promotions regarding luxury products have direct influence on perception levels of university students in Malaysia	200	2	5	4.47	.1
Perception levels of university students of Malaysia are on the higher side	200	2	5	4.15	.911
luxury products have direct influence on psychology of university students in Malaysia	200	2	5	3.50	1.309
Valid N (listwise)	200				

Table 17: Descriptive analysis on Perception

According to the descriptive statistics, it has been determined that most of the respondent's responses are towards agreed scale. It is said that the data set is consistent and valid. This show that majority of the respondents are agreed to the statement that sales promotions concerning luxury products have direct influence on perception levels of university students in Malaysia while very few of them said that luxury products have direct influence on psychology of university in Malaysia.

4.4 Pearson Correlation

Correlations

	DV	IV1	IV2	IV3	IV4
DV Pearson Correlation	1	.718	.821	.883	.938
Sig. (2-tailed)		.000	.000	.000	.000
N	200	200	200	200	200
IV1 Pearson Correlation	.718	1	.824**	.858	.907**
Sig. (2-tailed)	.000		.000	.000	.000
N	200	200	200	200	200
IV2 Pearson Correlation	.821	.824**	1	.919**	.879**
Sig. (2-tailed)	.000	.000		.000	.000
N	200	200	200	200	200
IV3 Pearson Correlation	.883	.858	.919**	1	.889**
Sig. (2-tailed)	.000	.000	.000		.000
N	200	200	200	200	200
IV4 Pearson Correlation	.938	.907**	.879**	.889**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Table 18: Correlations

Pearson correlation can be said to identify the relationship between two variables which also demonstrate the scale level of measurement. This is considered as one of the bivariate correlations (Hansen, Hodnett, Knowlton and Craig, 2011). According to the

table above, each value of the correlation is above and greater than 0.6. This means that there is a strong relationship among dependent and independent variables namely Social Class, Group Influence, Motivation and Perception. As per the table above, the Pearson and significance values of the variable are below 0.05 which demonstrates that all hypotheses can be accepted as it shows the strong relationship between dependent and independent variable. To tabulate each variable with dependent variable below are the hypothesis which has been identified in this current research.

H₁: There is a significant relationship between Social Class and university students to purchase luxury products in Malaysia

As to check the first hypothesis, it is demonstrated that the value of significance is less than 0.05 which is said to be accepted. According to the past researches, students with established background have no limitations on purchasing the luxury goods as the affordability rate in them is elevated as compare to others.

H₂: There is a significant relationship between Group Influence and university students to purchase luxury products in Malaysia.

As to check the second hypothesis, it has been identified that the significance value is less than 0.05 which is said to be accepted. The Pearson correlation value is 0.821 which illustrates the strong and significant relationship between two variables. This demonstrates that a remarkable relationship among variables has been identified which can aid the second hypothesis to be accepted. In accordance of the past researches, young consumer decision making abilities are mostly distracted by the influences which are raised by several groups who represents certain sets of beliefs and norms that are performed and forward to the generation.

H₃: There is a significant relationship between Motivation and university students to purchase luxury products in Malaysia

Coming to the third hypothesis, it has been acknowledged that the significance value is below 0.05 which represents that there is a strong and significant relationship between group influence and dependent variable. The value of Pearson correlation is 0.883 which shows a reliable and strong connection among recognized variables. According to the researcher, motivation has a direct positive relationship with the aspects of purchasing behavior of luxurious goods as university students are extremely influenced through the motivating elements in the society.

H₄: There is a significant relationship between Perception and university students to purchase luxury products in Malaysia

Coming to the last hypothesis, it has been identified that the value of significance is less than 0.05 which demonstrates that the fourth hypothesis can be accepted. The Pearson correlation value is 0.938 which illustrates a strong and reliable connection between variables. According to the researcher, perceived value is an important factor for the students to make purchase decision. University students make final purchase and always compare its value against reputation of a price and brand. This also illustrates that students are a loyal customer of the brand who keep on purchasing the same brands products.

4.5 Regression Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 ^a	1.000	1.000	.00000

a. Predictors: (Constant), IV4, IV1, IV2, IV3

Table 19: Model Summary

This kind of testing reveals the regression and bugs into existing non-functional and functional areas of the system after alterations configuration, patches or enhancement changes that have been made to them (Panda, Riedewald and Fink, 2010). The above model summary table shows that the R square value is greater than and above 0.6 so the relationship among variables is highly significant. To tabulate all variables in one and only Regression test, all four independent variables and dependent variable are examined in three tables that are model summary, ANOVA and coefficients generated via SPSS. Regression Test is run to strengthen the choice to accept or reject hypothesis in Pearson Correlation test. The hypothesis testing is only through the Pearson correlation analysis.

In this current study, the value of R is demonstrated as 1.0 which shows that data is good fitted. In the above table, the value of R square determines and indicates the power of the connections between 0.2 and 0.4; that is 20% and 40% then the association among variable is said to be modifiable. Pearson correlation value with this R square with Regression means demonstrates that Pearson mean value is higher than 0.7 and is significantly contributed to R Square value of 1.0. As per the table above, it can be said that Pearson value of social class is greater than 0.7 which is significantly contributed to R square value of 1.0. The second independent variable group influence Pearson correlation value is higher and greater than 0.7 which is significantly contributed to R square value of 1.0. On the other hand, Pearson value of motivation which is the third independent variable shows that it is significantly contributed to R square value of 1.0. The last independent variable which is perception shows that it is highly significant and contributed to the R square value

of 1.0. According to the past researches, the result findings illustrated that all the recognized variables have significantly contributed to R square value.

4.6 ANOVA

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	348.092	4	72.023	8.193	.000 ^a
	Residual	.000	195	.000		
	Total	348.092	199			

a. Predictors: (Constant), IV4, IV1, IV2, IV3
b. Dependent Variable: DV

Table 20: ANOVA

According to the ANOVA table above, it is evaluated that the differences between group means has been analyzed and linked through the identified compilation of statistical models (Schmider, Ziegler, Danay, Beyer and Bühner, 2010). It has been defined as to give the significant value below 0.05 which show that the relationship between dependent and independent variable is strong and significant. The ANOVA table above demonstrates the values of R, R square, degree of freedom, F value and significance value. As per the outcomes of the findings, the ANOVA table demonstrates that alternate hypothesis can be accepted as the value of significance is below 0.05. As per the past researches, the variables which have been tested have enough reliability that can be precise appropriately. ANOVA table cannot be used in hypothesis testing therefore; hypothesis testing can be done only from Pearson correlation analysis.

4.7 Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.518	.152		9.993	.166
	IV1	-.026	.076	-.026	-.348	.003
	IV2	-.024	.083	-.025	-.289	.000
	IV3	.051	.092	.054	.557	.000
	IV4	.020	.085	.021	.233	.000

a. Dependent Variable: DV

Table 21: Coefficients

The coefficient table comes from regression test and can be measured by great significance. This is since actual significance value tells about whether the alternate hypothesis is accepted or rejected. As per the above table, one of the independent variables which is motivation demonstrates the largest standardized beta coefficient stated in the coefficient table. This indicates that motivation have an impact on the predictor variable that directly show the strongest contribution in influencing the dependent variable. It relies on the dependent variable which represents that alternate hypothesis means university students to purchase luxury products in Malaysia do impact on the predictor variable that shows the strongest contribution in influencing the dependent variable. All independent variables values are significant which is below 0.05.

The equation proposed Dependent variable Multiple Linear Regression Model shown below:

$$Y (\text{University students to purchase luxury products in Malaysia}) = b_0 + b_1 (X_1) + b_2 (X_2) + b_3 (X_3) + b_4 (X_4) + e$$

Where:

Y = Dependent Variable (University students to purchase luxury products in Malaysia)

b_0 = unstandardized beta value of Constant (Intercept)

b_{1-4} = unstandardized beta value

X_1 = Standardized beta value of Social class (SC)

X_2 = Standardized beta value of Group Influence (GI)

X_3 = Standardized beta value of Motivation (M)

X_4 = Standardized beta value of Perception (P)

e = Error

$$Y (\text{University students to purchase luxury products in Malaysia}) = 1.518 + (-.026) (SC) + (-.024) (GI) + .051(M) + .20(P)$$

The above equation of Multiple Linear Regression shows that there are four independent variables social class, group influence, motivation and perception which have been gathered in one equation. This shows that there are three negative values in the equation and rest of them are positive so it can be said that there is a significant relationship among dependent variable university students to purchase luxury products in Malaysia and social class, group influence, motivation and perception. According to Bian and Forsythe (2012), the findings of the results show that student use luxury products for the sake of temporary satisfaction. According to Ayupp, Ling and Tudin (2013), this factor has been illustrated as an encouragement aspect that makes students purchase with comfort for specific product.

V. CONCLUSION

The overall findings of the research depicts that each of the hypotheses is accepted during the analysis, the Pearson correlation and Regression R square value for every variable is 0.6 or above that reflects a positive and strong relationship between independent variables and dependent variables. Similarly, the significant value for each of the variable was below 0.05 that shows the significant relationship between each independent and dependent variable. All of the hypotheses are accepted except the alternatives that help in evaluating the success of the research. Hypotheses summary Table 22 is given below:

Hypothesis	Pearson Correlation	Regression R Square Value	Significant Value	Status of Hypothesis
H1	0.718	1.000	0.003	Accepted H1, Rejected H1 ₀
H2	0.821	1.000	0.000	Accepted H2, Rejected H2 ₀
H3	0.883	1.000	0.000	Accepted H3, Rejected H3 ₀
H4	0.938	1.000	0.000	Accepted H4, Rejected H4 ₀

Table 22: Hypotheses Summary table

The current study produces positive impacts towards luxury products industry in a way, that it enables the marketers of such industry to manage their practices according to the findings of the research so that they can experience high sales and productivity.

Likewise, the negative impacts towards luxury products industry produced through outcomes are observed in a manner that luxurious brand consumption can affect the interest and motivation of students towards the studies and education because this can make them used to of shopping and staying update about the brands and luxurious products.

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APPENDIX

Questionnaire

Section A: Demographic analysis

Please circle the one which represents you (kindly put one circle for every question only),

1. Gender

- Female
- Male

2. Age

- 17-18
- 18-21
- 21-25
- 26+

3. Employment Status

- Employed
- Unemployed

4. Education Qualification

- Undergraduate
- Postgraduate

5. Dependency level on Guardians

- High
- Moderate
- Low

6. Frequency Rate of Shopping

- Daily
- Weekly
- Monthly

Section B: Dependent variable: university students to purchase luxury products in Malaysia

The questions are concern with various conceptions about university students to purchase luxury products in Malaysia. Answer by circling the number which best corresponds to your opinion. There are no right answers. Please read the question carefully and circle your preference number with your opinion.

The question corresponds with my opinion.

Strongly disagree = 1, disagree = 2, Neutral = 3, agree = 4, strongly agree = 5

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Luxury products available in Malaysia are up to the standards	1	2	3	4	5
2	Luxury products available in Malaysia match the preference levels of University students	1	2	3	4	5
3	Luxury products are frequently consumed in university life	1	2	3	4	5
4	The purchasing behavior of luxury products is influenced by university colleagues	1	2	3	4	5
5	Social media plays a vital role in indulging university students towards luxury products	1	2	3	4	5
6	Luxury products serves as a necessity for university students	1	2	3	4	5

Section C: Independent Variables**Independent variable 1: Social Class**

The questions are concern with various conceptions about **Social Class**. Answer by circling the number which best corresponds to your opinion. There are no right answers. Please read the question carefully and circle your preference number with your opinion.

The question corresponds with my opinion.

Strongly disagree = 1, disagree = 2, Neutral = 3, agree = 4, strongly agree = 5

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Purchasing behavior of luxury products vary in social classes of students	1	2	3	4	5
2	Social influence is precedent element of luxury products purchases such as Louis Vuitton, Burberry, Prada.	1	2	3	4	5
3	The consumption of luxury products is associated with upper social class	1	2	3	4	5
4	Students economic position is directly related to purchase of luxury products	1	2	3	4	5
5	Social class of university students in Malaysia are related to higher purchasing power	1	2	3	4	5
6	Social interaction of students relates to indulgence in luxury product purchases	1	2	3	4	5

Independent variable 2: Group Influence

The questions are concern with various conceptions about Group Influence. Answer by circling the number which best corresponds to your opinion. There are no right answers. Please read the question carefully and circle your preference number with your opinion. The question corresponds with my opinion.

Strongly disagree = 1, disagree = 2, Neutral = 3, agree = 4, strongly agree = 5

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Reference group of university students play a vital role in purchasing behavior of students	1	2	3	4	5
2	Personality of students in university group influence the mind set of colleagues	1	2	3	4	5
3	The adaption procedures of luxury products of students is higher in university life	1	2	3	4	5
4	University students in Malaysia face positive group influence throughout their tenure of education	1	2	3	4	5
5	Group influence is closely related to luxury product offering	1	2	3	4	5
6	Group influence is precedent element of the cultural norms of students	1	2	3	4	5

Independent variable 3: Motivation

The questions are concern with various conceptions about Motivation. Answer by circling the number which best corresponds to your opinion. There are no right answers. Please read the question carefully and circle your preference number with your opinion. The question corresponds with my opinion.

Strongly disagree = 1, disagree = 2, Neutral = 3, agree = 4, strongly agree = 5

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	University students in Malaysia are highly motivated towards luxury products	1	2	3	4	5
2	The motivational levels are luxury products in Malaysia are met by the market offering	1	2	3	4	5
3	University students are motivated through advertisement activities of luxury products	1	2	3	4	5
4	University students who own luxury products feel motivated to study and attend classes.	1	2	3	4	5
5	University students in Malaysia feel motivated towards luxury products to	1	2	3	4	5

	fulfill their higher level needs of Maslow's hierarchy					
6	University students in Malaysia are motivated towards spending their money on luxury products	1	2	3	4	5

Independent variable 4: Perception

The questions are concern with various conceptions about Perception. Answer by circling the number which best corresponds to your opinion. There are no right answers. Please read the question carefully and circle your preference number with your opinion. The question corresponds with my opinion.

Strongly disagree = 1, disagree = 2, Neutral = 3, agree = 4, strongly agree = 5

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Perception of university student of Malaysia towards luxury product is on the higher side	1	2	3	4	5
2	Luxury products match the perception levels of university students in Malaysia	1	2	3	4	5
3	Cognitive of university student of Malaysia are met by luxury product offerings	1	2	3	4	5
4	Sales promotions regarding luxury products have direct influence on perception levels of university students in Malaysia	1	2	3	4	5
5	Perception levels of university students of Malaysia are on the higher side	1	2	3	4	5
6	luxury products have direct influence on psychology of university students in Malaysia	1	2	3	4	5