Consumption Of International Luxury Brands Vs. Consumption Of Local Brands (Apparel Industry)

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ABSTRACT

The purpose of this research is to investigate consumer attitudes and preferences towards local and international brand purchases against a background of factors like purchase intention, quality, brand love, brand coolness, social status and price. It was found that the quality of global brands was perceived to be generally higher and superior and symbolic to local brands. Most purchasers are also associated with greater accessibility of foreign brands in the Indian market. As companies become global, a thorough understanding of the attitudinal and behavioral characteristics of emerging consumer markets should be done because what is known about consumers in one part of the world and is not applicable to consumers in other parts of the world. A survey design was employed to collect data for this research. A total of 167 questionnaires were collected from young adults within the campus area of Lovely Professional University. However, for the purpose of this research, young adults will be defined as those aged between 18 and 33 because young adults in this age range are more likely the earning generation and tend to indulge in status seeking consumption of brands. To collect data, digital approach was adopted, and questionnaire was distributed to the people online via media platforms.

INTRODUCTION

In today's fashion and apparel industry, the one basic thing that fulfills a consumer's desire are the brand which the product belongs to. Nowadays, consumers, mostly young adults prefer wearing clothes that belong to a good and named brand. In terms of apparels, luxury brands are playing a crucial role now. Moreover, there is one thing that people believe in terms of brands, the larger the brand name, the better it is.

The following study aims at understanding the consumer perception of global brands vs. local brands, which

one they prefer more, buy more and the reasons behind it. The perception of various Indian consumers is undertaken for this study for a simple reason, the reason being the large consumption of apparel brands among youngsters in India.. Organized brand retailing is at its infancy in India and presents huge growth currently. Standing on the threshold of fashion revolution and witnessing a fast changing brand retail landscape, India is all set to experience the phenomenon of a global brand market. Globalization has a lot to do with consumer's preferences of brands. Consumers are now becoming more informed, sophisticated, secure and demanding when it comes to apparels. They want the best of all in terms of quality, price, style and stature.

 With Globalization, more and more people are becoming aware of westernized products and they feel that the possession of an international luxurious brand in front of their social groups (friends, families and officials) gives them a sense of status, prestige and makes them stand out among all. It is therefore believed that products and possessions seem to have more of symbolic attributes rather than functional attributes. This study, therefore focuses on the reasons as to why consumers prefer foreign brands over local brands and it also proves that consumption is carried out for reasons such as symbolic consumption, materialism and depiction of high status, coolness and image.

Other than that, the study also talks about what are the various reasons that a particular customer buys or purchases a particular brand, whether national or international and what drives them to do so.

Several reasons can be there for moving towards global brands. But, not everyone prefers them. There are still people who are sticking to their traditional roots and prefer local and authentic brands over the foreign ones.

Status consumption means the tendency of individuals to seek prestige and recognition from the acquisition and consumption of branded products. Status conscious consumers generally have a distinct pattern of consumption and their idea of consumption and purchase is very different from those who still prefer local brands. Their patterns of consumption can be seen within the consumerism phenomenon. Consumerism, is basically a state where consumption is excessive and conspicuous, and self-fulfillment is sought through excessive consumption and personal demands. To this end we contend that when seeking status, the purchase of specific goods is given priority in societies that have higher levels of consumerism, and in this sense consumerism is a key driver of status consciousness. In consumer societies there is a movement towards the consumption of status symbols, not generic products and this gives rise to the status and luxury brand. As such, the symbolic meaning of a brand is seen as more important than the generic product itself.

In the following study, two attributes have been focused upon-

1. <u>Buying Behavior of the Consumer</u>

Buying behavior of the consumer refers to the actions taken by them before buying the particular product. Buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace while purchasing a product or service.

Buying Behavior comprises of the decision processes of people involved in buying and using products. In this study, this factor is the most important factor because it is the buying behavior of the consumer only that makes them consume a particular product. We have studied the buying behavior of the consumers with respect to international and local brands and on what basis they make their decisions of buying those particular brands.

Consumers are evolving entities. Their aspirations and expectations are continuously changing. Today's consumers are more intelligent, demanding and tuned to their individual preference. They are highly fashionable and brand conscious and go for labels which define who they are or whothey want to be. The biggest challenge for all thebrands is to create customer loyalty.

2. <u>Apparel Industry</u>

The Apparel Industry reflects people's lifestyles and shows their social and economic status. The Apparel and Textile industry is India's second largest industry after IT Industry. At present it is amongst the fastest growing industry segment and is also the second largest foreign exchange earner for the country. The apparel industry accounts for 32% of all Indian exports. The Indian government has targeted the apparel and textiles industry segments to reach $150 billion by the year 2025.

One of the most interesting features of the apparel industry is that it migrates from high cost nations to the low cost nations. The growth of the domestic demand for clothing in India is linked with the success of the retailing sector. India presently has entered the second phase of growth and is witnessing a massive rise in the foreign demand. This is primarily due to the rise in the standard of living caused by the rise in the middle-income groups. In our present economic world of demand and supply, price and quality are the key factors, which determine the success of any industry. And in this apparel industry, brands play a major role. We have taken this particular industry in our study because the most consumed luxury items by Indians are apparels only. More than any other commodity, the international luxury apparel industry commodities are consumed more by young adults.

REVIEW OF LITERATURE

Swagata.C and Amrut.S(2020).The study compared Indian consumers' attitude (AT) and purchase intention (PI) towards western clothing brands, based on western acculturation (WA), utilitarianism and consumerism (CE). In clothing consumption, consumer cosmopolitanism (CC) and country of origin, residence (India vs USA). – WA creates CE for Indian consumers especially Indians residing in India. The research shows how WA and CC positively affect AT. CE has no significant negative effect on. Regardless of Indians residing in India or USA, their AT and PI will be affected by WA, CE and CC. The study provides empirical support that WA positively affects CE, AT, and PI.

The research by Made Rony.N, Gede.S2(2021). explained the influence of luxury brand, Maria.K, Hildegard.L(2019) on the existence of brand love for luxury brands in the Indian market. Research on the love of luxury goods for luxury goods exists, and if so, what kind of results are associated with this phenomenon. Being part of an active collective society WOM of Indian consumers is a powerful tool to stimulate purchasing decisions.

Saleh.B , Raffaele.Filieric (2020) Customers interacting with brands on social media is essential for social media managers; However, there is still a lack of in-depth research on what drives consumer engagement with luxury brands. The study identified 13 drivers grouped into six macro dimensions: perceived relevance of content (brand timeliness, post quality, and celebrity endorsements), relationship between brand and customer (brand love and brand elegance), preferences (entertainment), aesthetics (eye-catching design).), psychosocial (realistic identity, status signaling, face enhancement and retention), brand equity (perceived brand quality) and technological factors (ease of use) and convenience. Thus, social media transforms consumers from passive recipients of marketing communications into active influencers and creators by transferring some of the marketing power over brands to consumer's consumption.

Fang.L, Jianyao.L(2011) The study examined the impact of three constructs of self-relevance: brand personality fit, brand user image relevancy and user image relevancy. Brand, in consumer attitudes and brand loyalty towards the two high-fashion brands, relevancy of user image and usage were stronger predictors of brand attitudes and brand loyalty than brand personality. In the context of high-fashion brands tested, the relevance of user image and usage has a significant influence on brand attitudes and brand loyalty.

Sanga Song, Hye-Young Kim (2022) The study examined the relationship between customer perception of luxury company brand pages (i.e. brand page value and self-represented brand) and sentiment (i.e. site satisfaction), brand, brand love and behavior (i.e. word of mouth) and attitudinal loyalty intentions. Consumer brand page satisfaction, influenced by the informative and entertaining value of brand pages, is related to brand

love and WOM intent. Meanwhile, brand love - defined as emotional devotion to a brand - is influenced by brands' self-expression and is positively associated with both WOM and loyalty intent by attitude brand image and product quality on consumer purchase intention. By establishing a good brand image, especially on Zara products that have a good reputation in the eyes of consumers, it will eventually be possible to increase the consumer's purchase intention. Consumer purchase intent can be generated through companies that provide the best quality products to satisfy their consumers.

Nguyen.N, Phuong (2019). In a competitive business environment, organizations are always looking for useful practices to build strong brands and improve purchase intent. Accordingly, this study proposed and tested the impact of country of origin image on brand image, brand valuation and purchase intention. Country of origin image has a positive effect on brand image, brand valuation and purchase intention. Brand image and brand valuation also have a positive effect on purchase intention. Customers also develop their beliefs and perceptions about a brand based on the country of origin. In the paper The Influence of Social Media Marketing on Consumers' Purchase Decision: Investigating the Effects of Local and Nonlocal Brands by Mehedi.H & M. Sadiq Soha(2020), the purposed better understand the premise of social media marketing and its impact on purchase intention as well as the moderate influence of local and non-local brands with these relationships. Research showed that purchasing decisions based on social media marketing actually influence consumer brand loyalty.

The study by Aniket S, Scarlett W(2022) analyzed two global brands (i.e. Benetton and Tommy Hilfiger) and one Indian brand (i.e. Wills Lifestyle) in terms of overall brand impression, brand-specific associations, and commitment. The study showed how regional differences in India and Indian consumers' relationship with global brands influence the relationship between consumers and brands. Indian consumers' relationship with global brands influences their evaluation of global brands and local Indian brands.

Research by Satoko Suzukia and Saori Kannob (2022) proposes co-branding as an alternative strategy for luxury brands to achieve bulk. Luxury brands can partner with mass brands to leverage their power in mass marketing. Because luxury and mass are conceptually opposite ideas, co-branding between the two can be difficult. The brand novelty of a mass brand affects the perceived relevance, which in turn affects the attitude towards the co-branded product and its purchase intention. Furthermore, the association of the private brand with the luxury brand attenuates this effect, and entry into the product category has a negative effect on perceived relevance.

Consumers of luxury brands are described as those looking for products that have signaling value to recommend to others but also value for their self-concept in Existentialism is likely related to "luxury or not". that the brand's connoisseurship acts as an additional mediator between luxury value and passionate desire. The final contribution is to invite brand managers to consider how the luxury and coolness values of the brand

can be proactively used to stimulate the consumer's intense desire in the relationship with luxury fashion brands. Sandra Maria and Correia Loureiro (2020)

Saman Attiq 1, * Abu Bakar Abdul Hamid (2022). The study used the stimulus organism response (SOR) model by integrating with brand attribution theory to conduct a cross-sectional study using targeted sampling techniques and surveying young consumers about smart devices. Make a significant contribution to theory and practice by examining the untapped results of brand freshness. Above all, this study contributes to the literature on consumer welfare, an untapped aspect of the marketing literature.

The study by Isaac Cheah, Zahirah Zainol, Ian Phau (2016) was conducted to investigate how brand authenticity impacts the judgements of the consumers and whether the country of ingredient authenticity is also a factor that acts as a trigger in consumer purchase decisions. In this study as experimental research design was set up to know the factors like what type of raw materials are required in designing a product and where the product is originating from. The influence of tags like "Made in India", "Made in China", "Made in Italy", etc. was also studied. In the study it was concluded that sustainable and ethical practices also positively impact the judgements of the consumers related to the product.

Manish Das, Achchuthan Sivapalan (2022) studied about the influence of brand authenticity for buying luxury products very recently. All the trending factors like consumption values, standard of living of the people, emergence of new category luxury brands were taken into consideration under this study and results were concluded to the extent that all these factors inspire the masstige purchase but not overall based on functionality and symbolic attributes.

Jean Boisvert, Nicholas J Ashill (2022). In this study two international luxury markets were studied, namely, France and the United States. Both of these cou tries are high on luxury fashion purchase. The purpose of the study was to find out whether the brand authenticity is important for a consumer for a luxury brand. The findings resulted that status signaling, familiarity with a brand and the quality of the product do matter and impact the brand authenticity which ultimately effects their purchase decisions.

SCOPE OF THE STUDY

The scope of this research was to know the how the consumers perceive with respect to brands (local and foreign) and the behavioral pattern exhibited while purchasing. It also aimed to examine whether there is a switching/shifting from local to foreign brand behavior exhibited and what are the reasons for it?

This study collected convenient samples from various young adults. Therefore, one cannot generalize the results of this study to a limited population. This study can only reflect a specific and limited population's apparel brand preferences. The study aims at understanding the various factors that lead people into buying

an international branded or a local branded product. And which amongst the two is more consumed.

OBJECTIVES OF THE STUDY

The primary objective of this study is to analyze how well the international apparel industry and local apparel industry are doing in India and what are the various factors that they are influenced by. The other objectives for which the study is being conducted are as follows-

1. **One of the primary goals of the study is to determine why a consumer chooses a certain brand** - In order to analyse the elements influencing the purchase intention of international brands. What prompts people to purchase a luxury brand, and what is their original motivation—whether it be a status symbol, a component of quality, or just the love for the brand ?

2. **Exploring the role of brand authenticity, brand love and brand coolness in influencing international brand purchase intentions** - Another objective of this study is to determine brand authenticity. This is the degree to which the customer perceives the brand to be true. For them, the love of the brand and the coolness of the brand are the driving forces behind their purchase of luxury fashion brands. Whether your love for a particular brand is the only reason you buy it, or the cool image you want to portray in a social group is the only reason you buy a luxury brand. Moreover how each one of these elements influence consumers individually.

3. **To explore the role that factors such as quality and price play in purchasing preferences for domestic and international brands** - This study will discover whether brand purchases of domestic or international brands depend on factors such as quality and price. The study intended to look at whether consumers tend to favor local or international luxury brands when making purchases to determine which of the two brands (local or international) is favored. is also the goal.

STATEMENT OF PROBLEM

The basic aim of this study was to foresee and get knowledge about the concept of brand preference which has taken birth in the Indian youngster context with a wide spectrum and range of brands now available across product categories to the consumers. It aimed to study whether consumers can differentiate between brands or not and clearly measures the switching reasons across brands. The study provided a base to reasons that triggers the purchase intention of consumers in buying luxury brands or local brands.

RESEARCH METHODOLOGY

The preferences of consumers plays a vital role in today's generation. Research Methodology is basically a set of various methods that are followed to find out various information regarding market structure of different products. Research Methodology is required in every service industry for acquiring knowledge about their products.

Period of Study:

This study has been carried out for a maximum period of 7 weeks.

Data Collection:

Data is collected from various customers through digital interaction. Specific questionnaire was prepared for collecting the data. Data was collected with mere interaction and formal discussion with different respondents.

Tools of Analysis:

The consumer survey was carried out by digitally interacting with the potential users of luxury brands in the college campus of Lovely Professional University. The tools that were used for analysis include MS Excel and the SPSS software.

Research Design:

The research work is exploratory in nature and is meant to provide the basic information required by research objectives. It is a preliminary study based on primary data and the findings were consolidated after a detailed conclusive study.

Sampling Design:

The convenience sampling is done because any probability sampling procedure would require detailed information about the universe, which is not easily available further, it being exploratory research.

The research was conducted based on the following model

Figure 1: Conceptual Model
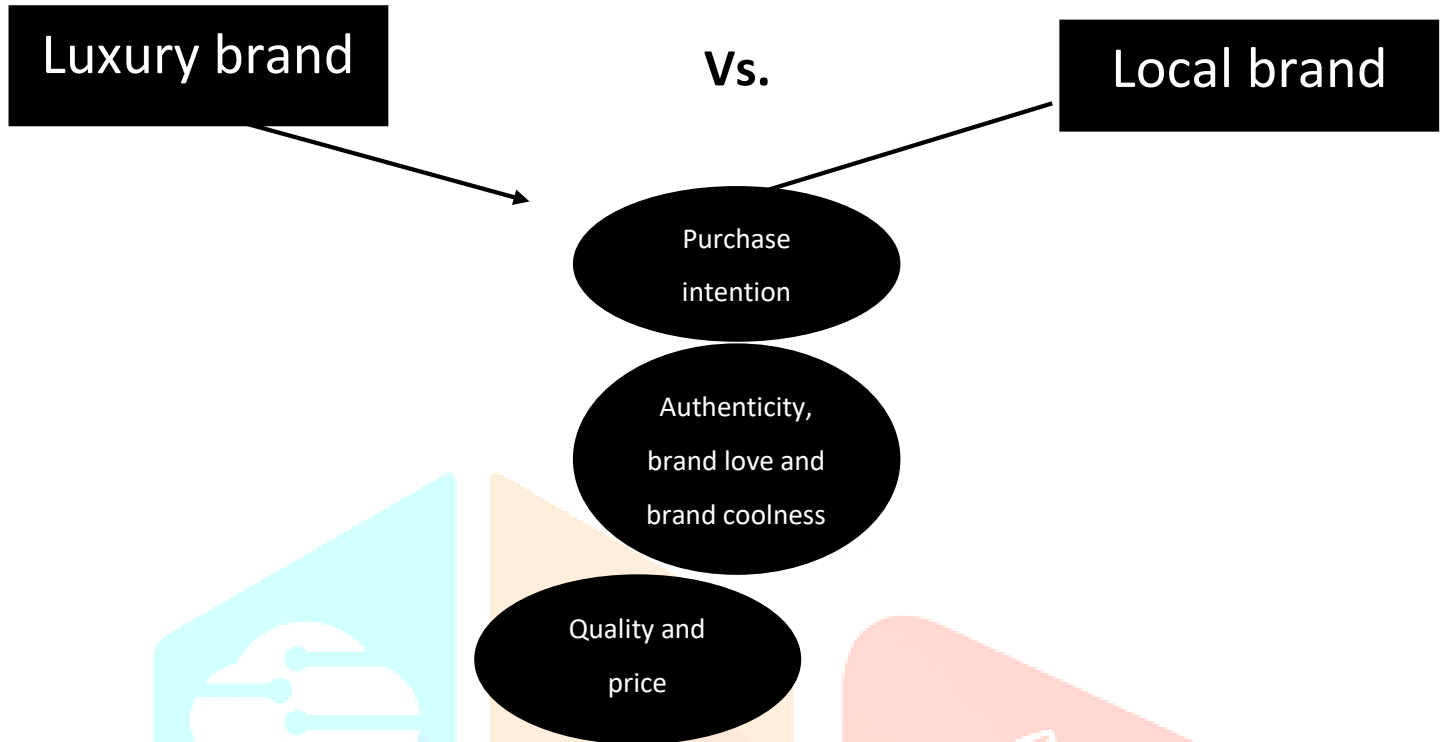
DATA ANALYSIS AND INTERPRETATION

Demographic data interpretation

The following table includes the descriptive analysis of the demographic data collected for the study

Table 1:

Demographics	Options	Frequency	Percentage
Gender	Male	84	50%
	Female	83	50%
Age	18-21	30	18%
	22-25	69	41%
	26-29	37	22%
	29-32	11	7%
	>32	20	12%
Education	PG	111	66%
	Graduate	45	27%
	N/A	11	7%
Monthly Income	Student	102	55%
	<20k	13	75%
	20-50k	23	13%
	50-100k	17	9%
	>100k	29	16%
Using International brands	yes	152	91%
	no	15	9%

Figure 2:

Figure 3:

Figure 4:

Education

PG 66%
Graduate 27%
N/A 7%

Figure 5:

Monthly Income

Student 55%
<20k 7%
20-50k 13%
50-100k 9%
>100k 16%
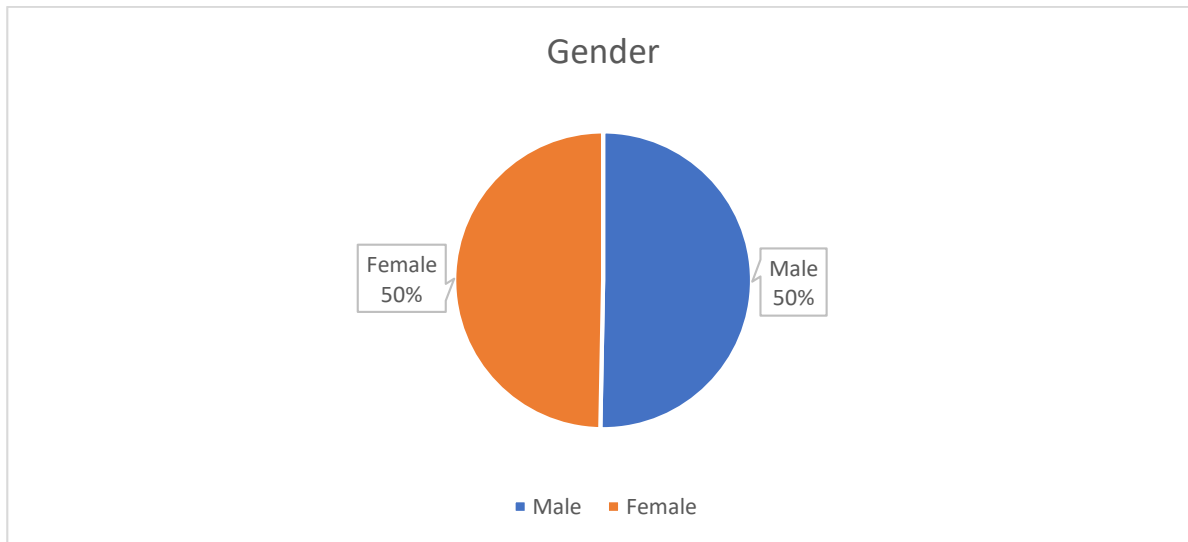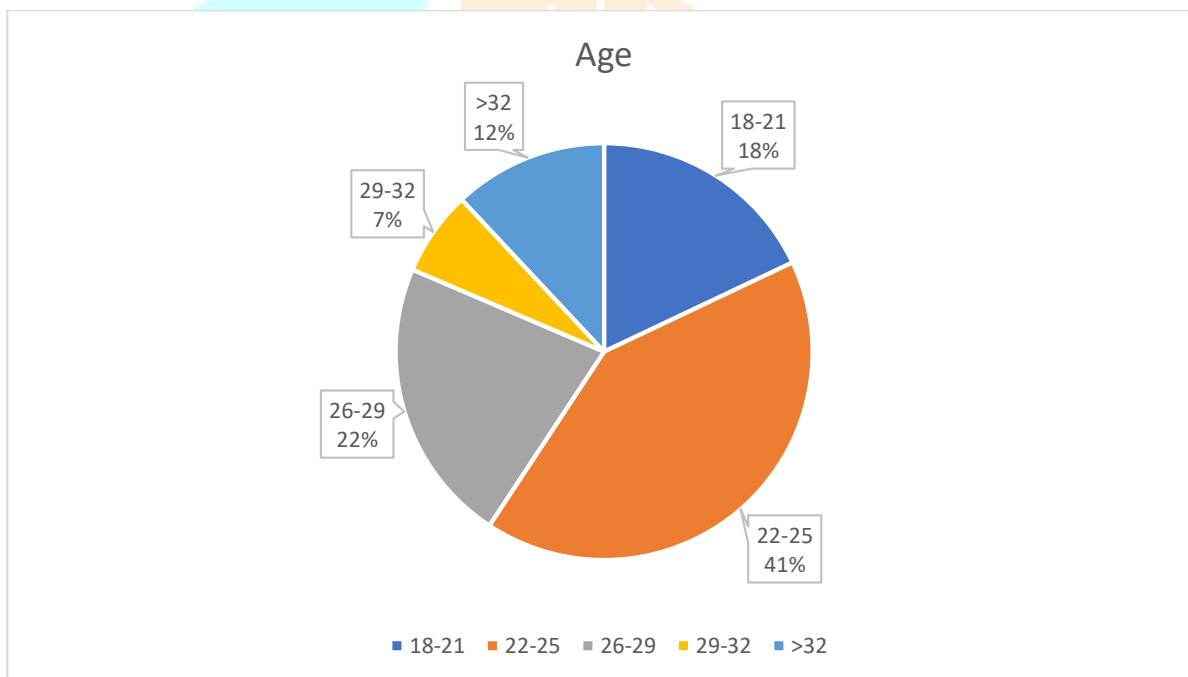
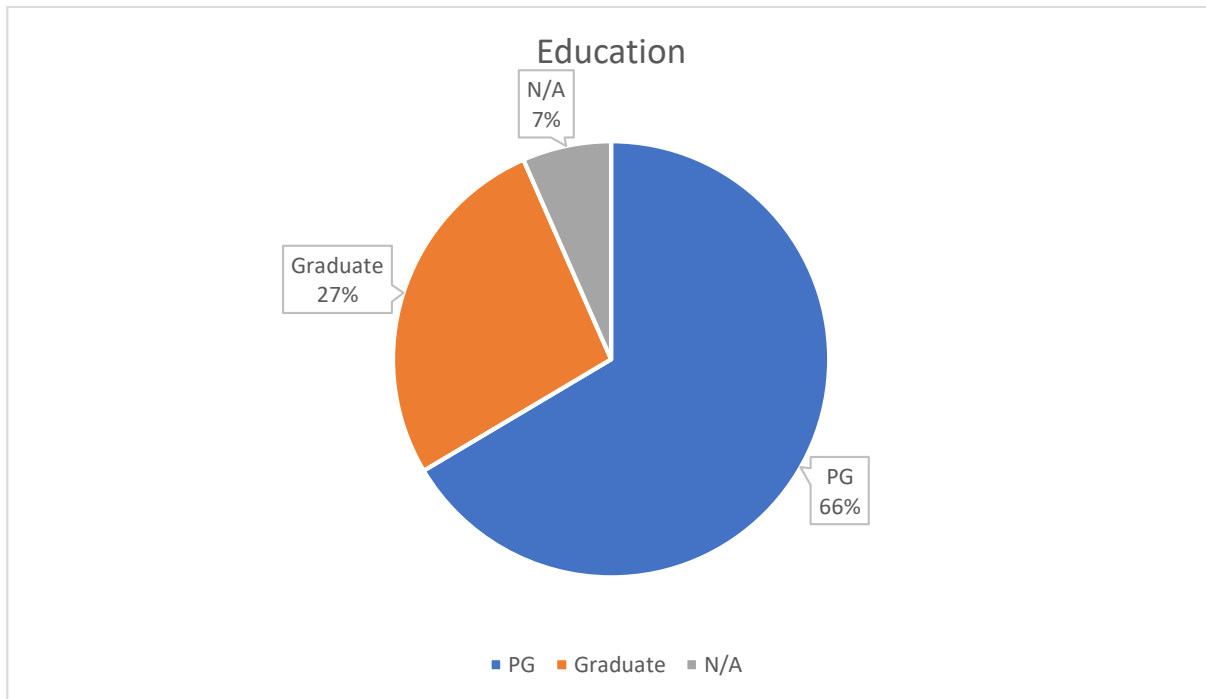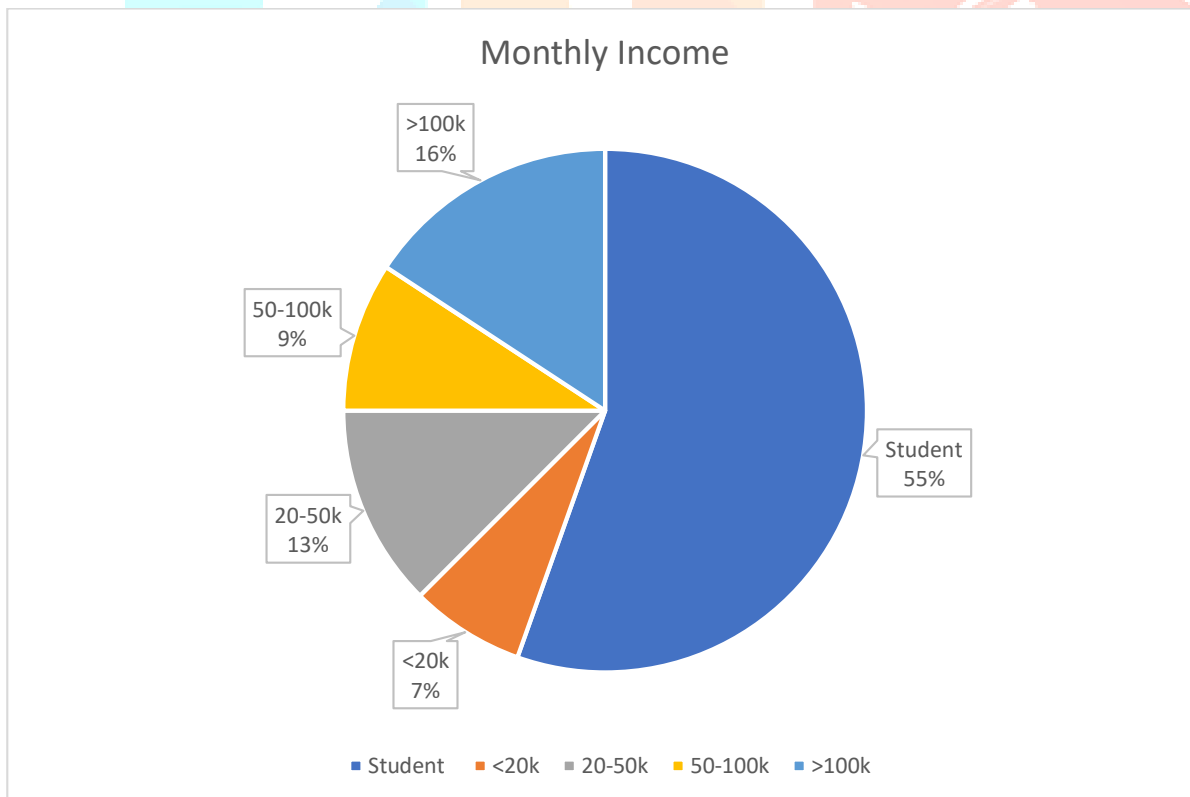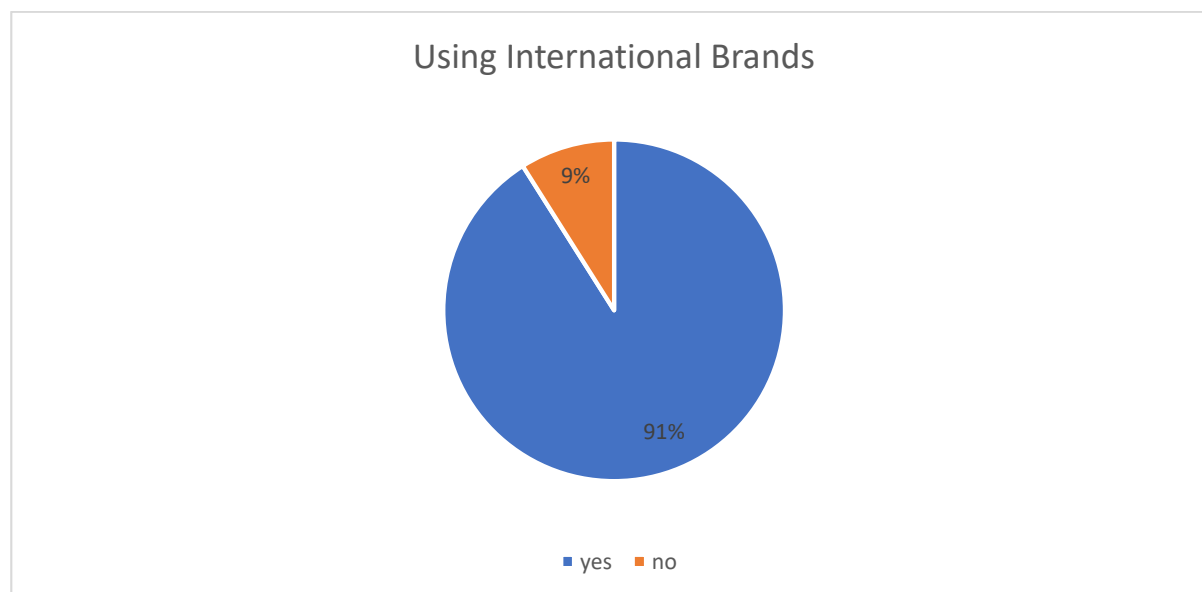**Figure 6:**

The data shown above identifies almost equal number of males and females. The data has people of the maximum age group between 22 to 25 years. The maximum number of people are post graduates and therefore when monthly salary is considered the highest frequency is of people who earn below 20 thousand or are students who do not earn. Next we have analyzed that how many people actually use international brands and products and the results show that out of 167 people 91% of the people definitely use them.

Question 2:

What drives you into buying a particular international brand?

This question was asked basically to recognize that out of quality, brand love and brand coolness what is the one factor that influences consumers the most in buying international brands. The results displayed below shows that quality is the most influential factor of the three.

Figure 7:

Chart Title

24, 14%
19, 12%
124, 74%

■ Quality ■ brand coolness ■ brand love
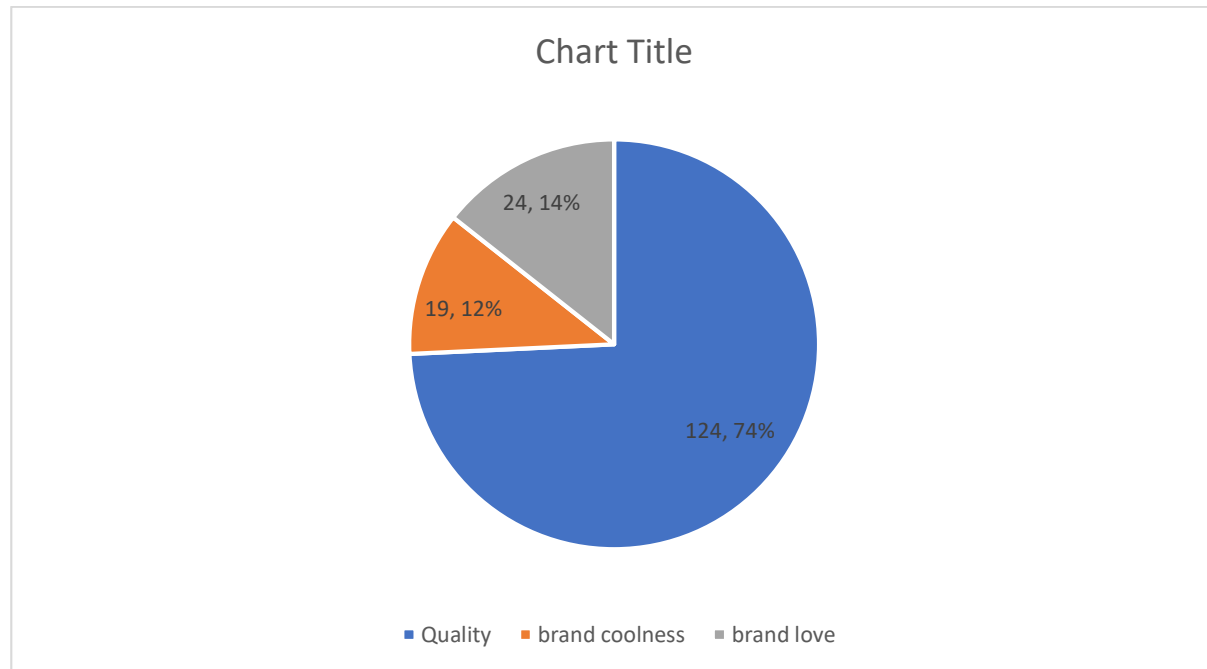
Question 3 to 5:

How important is brand authenticity to you, i.e., where a product is manufactured when you buy an international brand?

Table 2:

brand authenticity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.4	2.4	2.4
	2	13	7.7	7.8	10.2
	3	23	13.7	13.8	24.0
	4	26	15.5	15.6	39.5
	5	101	60.1	60.5	100.0
	Total	167	99.4	100.0	
Missing	System	1	.6		
Total		168	100.0		

On a scale of 1 to 5, above mentioned is the data which represents 1 as strongly disagree, 2 as disagree, 3 as neutral, 4 as agree and 5 as strongly disagree. 5 point has the highest frequency which shows that brand authenticity is important to people when they buy an international brand.

How likely do you think that buying an international brand makes you look cool in the society or lifts up your status in the society?

Table 3:

brand coolness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	4.8	4.8	4.8
	2	7	4.2	4.2	9.0
	3	17	10.1	10.2	19.2
	4	22	13.1	13.2	32.3
	5	113	67.3	67.7	100.0
	Total	167	99.4	100.0	
Missing	System	1	.6		
Total		168	100.0		

Here again, the metrics were same from 1 to 5, and yet again the point 5 had the highest frequency which proves that people believe that if they buy a particular brand they look cool in the society and get accepted in the high status category.

How important is the love for the brand to you in influencing your purchase intention for it?

Table 4:

brand love

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	4.8	4.8	4.8
	2	9	5.4	5.4	10.2
	3	17	10.1	10.2	20.4
	4	26	15.5	15.6	35.9
	5	107	63.7	64.1	100.0
	Total	167	99.4	100.0	
Missing	System	1	.6		
Total		168	100.0		

The factor "brand love" is influential and important to 63.7% people when they buy an international brand according to the above results.

Below is the table showing the standard deviation of the three factors – brand love, brand authenticity and brand coolness

Figure 8:

➡ **T-Test**

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
brand authenticity	167	4.24	1.104	.085
brand coolness	167	4.35	1.124	.087
brand love	167	4.29	1.147	.089

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
brand authenticity	49.614	166	.000	4.240	4.07	4.41
brand coolness	49.966	166	.000	4.347	4.18	4.52
brand love	48.326	166	.000	4.287	4.11	4.46

The high standard deviation (more than 1)in the above table determine that the data is not clustered around the mean. This is because in all the above three cases highest point frequency was of 5. This result was analyzed in the SPSS software by using a one sample T-test.

Question 6: Local brands vs. international brands

a. **If a local brand and an international brand had the same quality, which one would you buy?**
    The purpose of this question was to evaluate and discover how important the factor "Quality" is when a person buys a international or a local product and the results showed that 76% of the people would go for international brands if they had better quality.

Figure 9:
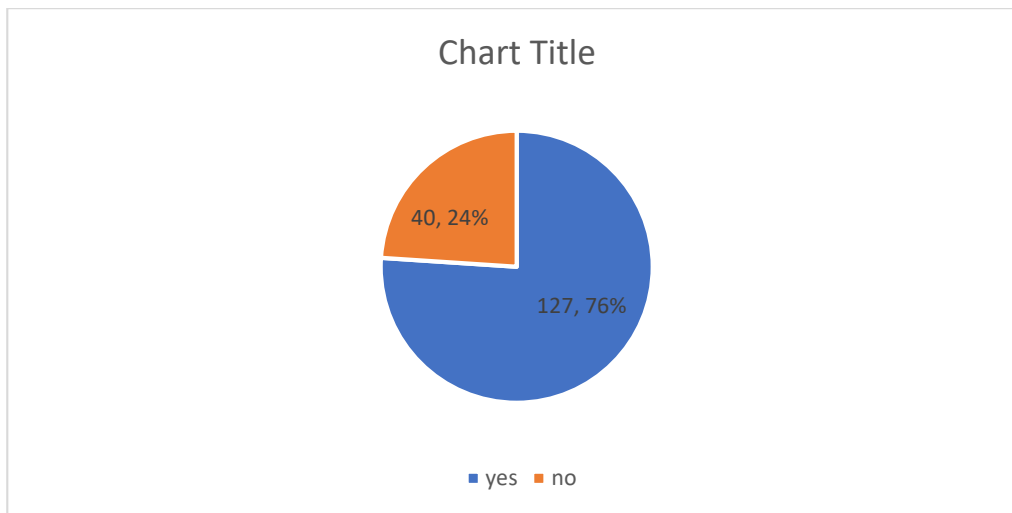
b. If local brands and international brands are priced same, would you prefer international brands

The main purpose of this question was to identify that the factor "price" is how important in influencing the purchase of international or local brand and according to the results it was found that 89% of the people would go for international products rather than local products if the price are the same. This means that if the choice is given between the international or local brand and there is equal pricing for both, people will definitely choose international brands in majority.
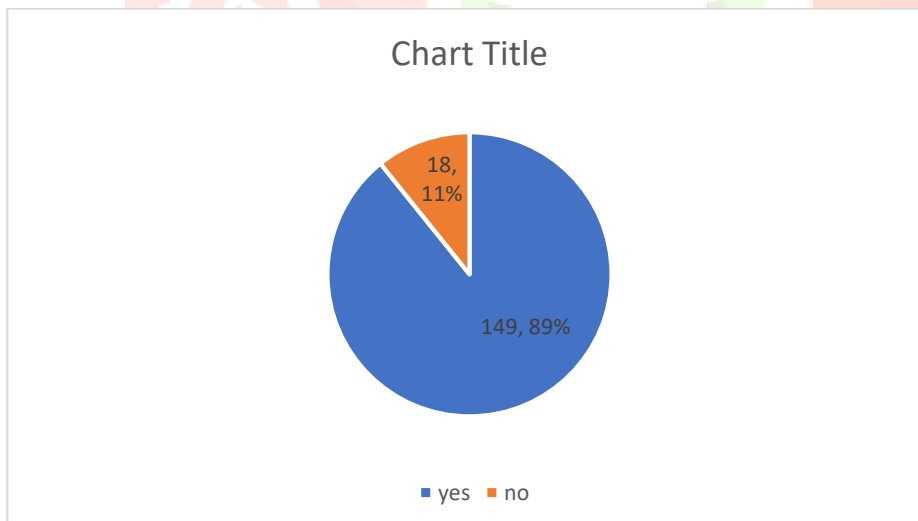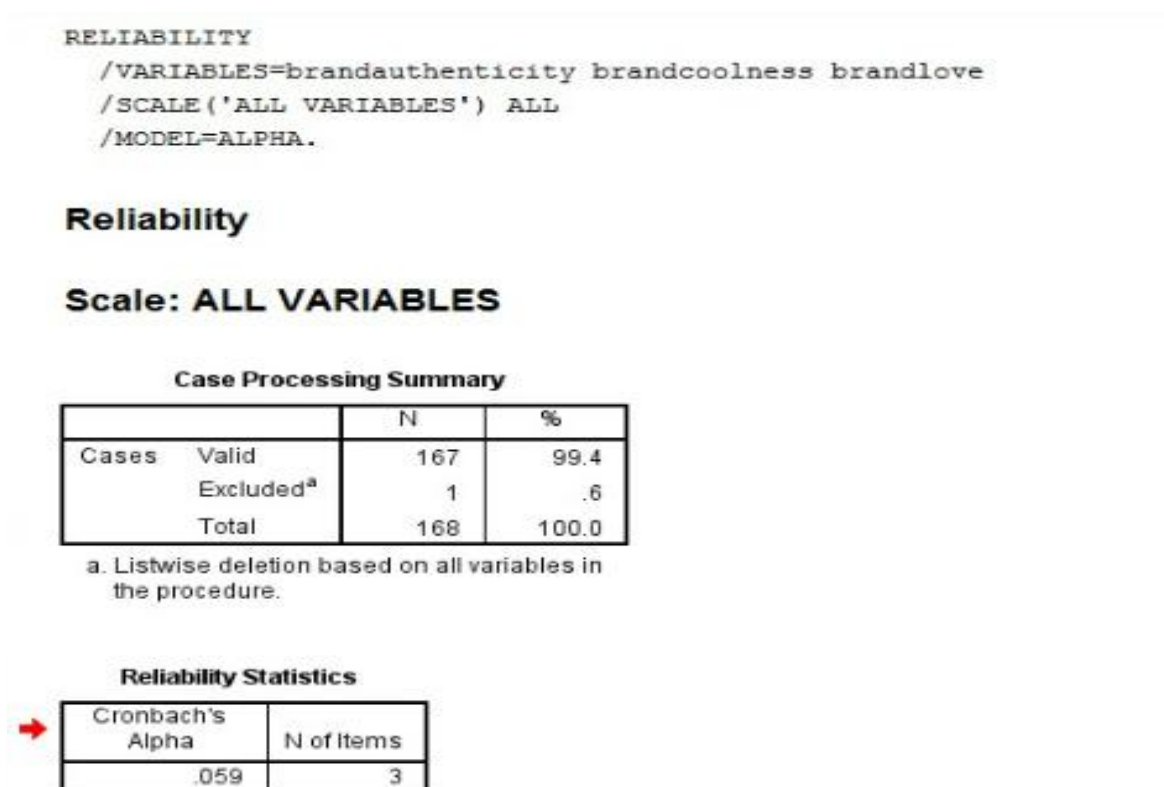
Figure 10:

Figure 11:

```
RELIABILITY
  /VARIABLES=brandauthenticity brandcoolness brandlove
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	167	99.4
	Excluded[a]	1	.6
	Total	168	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.059	3

CONCLUSION

According to the collected data, it is identified that the number of people who use international brands is more than the number of people who use local brands, actually a lot more. By the end of the study we got to know that if people are given a preference 87% will always choose an international brand over a local brand. Quality is one factor that determines whether buyers will go for a closely related brand or stick with a generic, both of which are expected to be of poor quality. The results showed that 89% of customers would go for the generic brand. Apart from that it is determined that price plays a very vital role in examining the shift of preference from global to local brand. Moreover, it is concluded that people are highly concerned about the country of origin of the brand which means that brand authenticity is valuable when it comes to the purchase intention. Talking about the status symbol and the brand coolness it is very evident that a large number of the population buys international luxury brands that are costly because they want to be accepted in the modern society and showcase a high standard of living among other people. A large proportion of shoppers viewed where an item was made as an important factor in influencing their purchasing choices. As indicated by the research, the factor brand love does not tend to influence the brand preference to a large extent. And last but not the least, the main purchase intention of the brand preference of international brands is the status symbol.

So concluding to all the factors, the most important objective that is fulfilled is that it is the international brands that are more preferred by people in the current generation.

ADDITIONAL FINDINGS

1) Information in the design is a dynamic person's brand awareness.

2) Most people buy defective goods also in the name of international brands considering the brand as a symbol status

3) In this study, we found that the apparel market is dominated by people who are open to different brands.

4) Many people feel that they feel more ideal in their clothes.

5) Focused people said they would switch brands in the hope that they would follow the idea better than others

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QUESTIONNAIRE

Consumption of Foreign Luxury brands vs. consumption of local brands (Apparel Industry)

We would love to hear your thoughts or feedback on how we can improve your experience!

eshirisha7@gmail.com Switch account

* Required

Email *

Your email

Name *

Your answer

How do you identify yourself *

○ Male

○ Female

○ Prefer not to say

Email *

Your answer

I fall under age group of *

○ Below 11

○ 11 to 26

○ 27 to 42

○ 43 to 58

○ 59 and Above

My Salary Range *

○ Student

○ Below 20K

○ 20K- 50K

○ 50K- 01Lakh

○ Above 01Lakh

How likely is it that you perceive and relate to the brand's value? *

	1	2	3	4	5	
Not always Related	○	○	○	○	○	Strongly Related

How likely do you think that country of origin matters when you purchase a luxury *
brand

	1	2	3	4	5	
Less likely	○	○	○	○	○	More likely

On what scale does marketing communication of the brand influence your idea of *
brand authenticity

	1	2	3	4	5	
Unlikely Influenced	○	○	○	○	○	Highly Influenced

After the purchase of a branded product, on what rate do you get satisfied with *
the realty of product

	1	2	3	4	5	
Not Satified	○	○	○	○	○	High Satisfied

How likely does the brand love matter to you *

	1	2	3	4	5	
Unlikely	○	○	○	○	○	Highly

Do you agree that brand love is more important than quality *

	1	2	3	4	5	
Do not Agree	○	○	○	○	○	Agree

On what scale does your love for a particular brand drive to keep continuity *

	1	2	3	4	5	
Less Likely	○	○	○	○	○	More Likely

Where do you stand when it comes to choosing between the price and the love *

	1	2	3	4	5	
Brand Love	○	○	○	○	○	Brand Price

On what scale do you think that a Luxury brand makes you look cool? *

	1	2	3	4	5	
Less Cool	○	○	○	○	○	More Cool

How much does the status symbol Matter to you. When you buy a branded product? *

	1	2	3	4	5	
Inessential	○	○	◉	○	○	Essential

How much does the brand coolness fix your trust for the brand? *

	1	2	3	4	5	
Less trust	○	○	○	○	○	Having great Trust

According to your perception What makes a brand cool? *

○ Authenticity.

○ High price.

○ Style.

○ Brand name.

○ Quality

On what scale does brand valuation effect your purchase intention? *

	1	2	3	4	5	
does not influence my intention to purchase	○	○	○	○	○	Highly influencial

What is the possibility of your purchase intention towards local luxury brands against foreign luxury brands? *

	1	2	3	4	5	
Local luxury brand.	○	○	○	○	○	Foreign luxury brand.

Which of the following influence your purchase decision for buying a luxury brand? *

○ Brand authenticity.

○ Brand coolness.

○ Brand love.

○ Brand name.

If value is what drives you to purchase luxury brand please rate it on the scale *

	1	2	3	4	5	
Low Value	○	○	○	○	○	High Value

On what scale your purchase intention is affected by The price of the brand. *

	1	2	3	4	5	
Low price	○	○	○	○	○	High price

Do you buy a luxury branded product if it does not align with your income expenditure? *

○ Yes, I prefer to buy

○ No, I do not Prefer

Does using Luxury brand Portray Cool image you want in social group *

○ Yes, It does portray cool image

○ No, it does not impact my coolness in social group

What extent do you believe Luxury apparels should be distinguished against Local brands? *

	1	2	3	4	5	
Equally deserving	○	○	○	○	○	Very Highly distinguished

What degree of favoritism do you believe should exist between affordable and upscale clothing? *

	1	2	3	4	5	
Local and Luxury apparels are same	○	○	○	○	○	Luxury Brand brand is more favored than local

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