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### EXPLORING FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR FOR LUXURY GOODS IN THE INDIAN MARKET

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#### ABSTRACT

The business catering to luxury consumers in India is expanding at a rapid rate. A customer's willingness to spend money at luxury fashion businesses is substantially impacted by a number of factors, including their sense of style, attitude, open-mindedness, perceived social and emotional worth, recognized practical value, and considered economic value. In addition, the majority of this research comes to the conclusion that ethnicity does influence consumers' perspectives on luxury through the comparisons that different ethnic groups make with relation to the rest of society. This research lends more credence to the hypothesis that consumers in their millennial generation are more brand-conscious, mobile, and tech-savvy than their contemporaries in older generations. Young women in particular like the thrill of shopping for luxury goods; nevertheless, before making a significant investment, they always conduct their homework beforehand. In order to keep up with the most recent fashion trends, they read fashion publications and pay attention to what famous people wear. They get a kick out of window shopping at a variety of different boutiques, staying on top of the most recent fashion trends, and showing off their expensive clothes.

#### INTRODUCTION:

The term "luxury" comes from the Latin word "luxuries," which meaning "extravagance" or "excess." The English word "luxury" stems from this Latin word. When you look at something like this, it's almost impossible not to think of grandiosity, grandeur, uniqueness, great quality, elegance, a large price tag, and extraordinary craftsmanship. Despite not being essential, several products make the life of its users simpler and more convenient. In contrast to essentials, luxury products often

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come with a larger price tag, and the people who purchase them are typically individuals who have more disposable income or who have earned more wealth than the ordinary person. Six factors price, quality of craftsmanship and aesthetics; scarcity; extra ordinaryness and symbolism; extra ordinaryness; and extra ordinaryness contribute to consumers' conceptions of luxury goods[1][2]. In spite of the fact that only a select few businesses are in a position to sell luxury products, the number of persons who engage in the consumption of luxury goods has risen in the twenty-first century. Every sector, but the fashion industry in particular, has an insatiable need for life's most luxurious trappings. In recent decades, there has been a rise in the number of high-end service providers, despite the fact that significant historical events such as the Industrial Revolution, World Wars I and II, and the proliferation of democracy have taken place.

Globalisation is one of the primary reasons why formerly unattainable luxury items, such as clothing and accessories, are now available to the common consumer.

Because of globalisation, affluence may now be achieved in many different forms, and all of them are within reach. Change is propelled by a multitude of causes, including the expansion of companies, technical advancements, the purchase decisions of consumers, and the development of new communication channels. A genuine knowledge and identification of consumer behaviour may be achieved via the study of the factors that impact consumer purchasing behaviour and the influence of these constructs on customers' behavioural intentions.[3] Because of this, there is a substantial chance that shoppers will have a significantly increased urge to purchase luxury items. Shopping for luxury items is a kind of self-expression that not only makes individuals joyful but also assists them in determining who they are and what they are all about. It is common for a person's personality, priorities, and aspirations to be reflected in the items that they spend their money on, especially luxury goods. In addition to that, it gives one the feeling of having achieved something. People in today's modern culture frequently make costly purchases because the things they buy have personal connotations for them. Abraham Maslow is credited as being the first person to present the idea of a hierarchy of needs in his works "A Theory of Human Motivation" published in 1943 and "Motivation and Personality" published in 1944.[4][5] People are put under pressure to satisfy the requirements of the lower levels of this hierarchy first, even if those requirements are given a lesser priority than those of the higher levels. Maslow recommended classifying human wants into five distinct groups, ranging from the most fundamental (such as the need for food and shelter) to the most advanced (such as the need to self-actualize) in terms of the mind's complexity. The time we go to the store, our more fundamental requirements have already been satisfied. Despite this, we are tasked with ensuring that our more sophisticated anticipations are realized once we arrive. According to Maslow's theory of the hierarchy of needs, the desire for self-actualization and fulfilment is at the top of the list, and luxury goods meet this need.

### **Rise in Trend for Personal and Luxury Goods:**

Items that a person possesses despite the fact that they really shouldn't are considered to be luxuries. It is not out of the question to spend a lot of money on luxury items like sports vehicles, good wines, and jewellery. Economist and socialist Frank performed a research in 1999 in which he highlighted premium automobiles and personal use of one's residence as two examples of the new sorts of luxury items that are being purchased by the new type of luxury consumer.[7] Frank also recognized the new type of luxury customer as being younger and more educated than previous generations. There are a number of different reasons that may be cited for the everincreasing desire for luxury goods in today's society. Two of these variables are rising levels of consumers' discretionary income and rising standards of living in the general population.[8] The ever-shifting currents of fashion and the increasing proportion of working women are both factors that contribute to the growing demand for products. The market is being further propelled forward by the expansion of the tourist industry, particularly in Dubai and the United Arab Emirates, as well as by the elimination of trade barriers with a diverse range of industrialized nations. For instance, the governments that make up the GCC have just joined the European Free Trade Agreement (EFTA), which clears the way for the

distribution of opulent goods that are manufactured in Europe. Products from nations such as Italy and France are included in this category.[9] The widespread availability of specific luxury items on a variety of e-commerce websites is another factor that is helping to the expansion of the luxury goods business.

### **Role of Brands for Shopping**

It has never been more crucial to recognize product management as a foundational component of all-encompassing marketing, particularly in light of the volatility that characterizes contemporary marketplaces. In the present atmosphere of the retail sector, it is essential for companies to effectively manage their product lines in order for them to be able to effortlessly satisfy the demands and expectations of their consumers. They require regular interaction from customers in order to build a market that is conducive to the growth of competition.[10] Customers in today's market are finding it difficult to make decisions since there is such a large variety of goods and services from which to pick. The thoughts and perspectives of individual consumers, in addition to the environments in which those consumers live, all play a part in the formation of consumer behaviour. Because we believe that the product is one of the factors that has contributed to the formation of consumer preferences, we have made the decision to conduct research on the impact that the product has had on customer behaviour according to age group.[11] For the sake of our investigation, we will include respondents' ages inside the brackets, as this is a significant demographic component that plays a role in determining the purchases that customers make. The purpose of this article is to highlight the product's effect on customers' decision-making and the consistent application of this strategy across demographics.

### **Innovation/Uniqueness**

It is of the utmost importance to make certain that all of the machinery, processes, and procedures as well as the protocols are maintained up to date and that new innovations are developed. It is also essential to make sure that new inventions are always being developed.[12] Customers these days have a high level of expertise in the use of computers; hence, if you want to have a good reputation in their eyes, you cannot afford to continue utilizing methods or systems that are outmoded.[13] Customers in this day and age typically have a strong understanding of technology.

### **Quality**

Customers have come to anticipate items of high quality offered at costs that are more affordable than those offered by rivals.[14] Therefore, in order to secure the greatest possible amount of client attraction and retention, it is essential for businesses to have a healthy price-to-quality ratio.

### **ONLINE RETAIL**

India demonstrates that the idea that the globe is rapidly condensing into a global community as a result of the proliferation of the internet and other communication channels does not entirely represent the country's experience. India is still oblivious to the impacts of the internet, and as a result, it is unable to keep up with the latest technical breakthroughs. This is despite the fact that both industrialised and developing nations realise the significance of the internet. Because of the influence that internet marketing has had on the retail business, the retail industry is currently going through a period of substantial transformation. It is impossible to emphasise the far-reaching and significant influence that Western culture has had on Indian society. Not just the megacities, but all cities in general are picking up the tempo of their development. As more husbands and wives are able to find secure employment, the number of people living in nuclear couples has been on the rise. Because of this, there are less opportunities for members of the nuclear family to make unplanned trips to the grocery store. A lack of time, getting stuck in traffic, having to remain late at work, the flexibility of using plastic money, and, most importantly, the availability of the internet to anybody who wants it are some of the other reasons why people use their phones more. Customers have a higher level of satisfaction with the service they receive from online merchants. Over the course of history, payment methods have also seen significant development. After the era of upfront payment comes the phase

of cash-on-delivery, often known as COD. Notwithstanding the fact that the delivery timetable may be altered. Delivery windows are no longer predetermined; rather, customers can now select the delivery windows that are most convenient for them. The Indian government has made provisions for foreign direct investment (FDI) in the retail sector. In spite of the fact that retail businesses have room for growth in the Indian market, unorganised businesses have a significant competitive advantage. The proliferation of mega-chains like as Big Bazaar and More has made it possible for this business to expand even in areas that were not previously exploited for its potential. The strong growth of India's economy over the past several years has contributed significantly to the expansion of the country's middle class. Although Internet users in India only account for a relatively small percentage of the country's overall population, the number of Indians who utilise the internet is nevertheless rather high. Because of this, the numerous e-commerce businesses that are now functioning have tremendous potential to reach out to this particular community. The oldest members of India's population are those who were born in the year 1845. Despite this, internet shopping only accounts for a minute percentage (0.08%) of the total retail market in India. If market participants want to make significant progress, they need to cultivate a more optimistic, inventive, and pioneering mindset. The great majority of today's internet sales industry may be broken down into several different categories of products. If this market in India is ever going to expand further, it is going to have to make a significant jump ahead.

#### **INDIAN CONSUMER BEHAVIOR (INDIAN CULTURE)**

The attitudes of college students regarding the clothes and personal care products of foreign brands have a greater influence on the purchase intentions of Indian customers. It also verified that India does not exhibit any of the cultural features associated with Confucianism. The preferences of Indian customers for branded and non-branded products vary depending on the category of goods they are interested in purchasing, and there are also geographical differences in the demand patterns of Indian consumers. Customers select branded items because of their superior design, comfort, durability, and overall quality. The acceptance of international brands among Indian consumers is growing, and around 83 percent of those polled are in support of allowing more foreign companies to sell their products in the Indian market. In general, India has a low level of understanding and use of luxury brands due to their restricted availability, high prices, and inability to be affordable.[15] That despite the fact that Indian customers tend to favour national brands, they are open to trying items created in other countries if they are interested in either the brand or the products. That higher income groups in India have a preference for international brands, and that there is a clear relationship between income and the brand origin impact. The average Indian customer believed that brands originating from Western nations were of higher quality. On the other hand, people believe that international brands are intended for upper class consumers because they are technologically advanced, have good design, good quality, fair prices, and good dependability.[16] Indian brands are regarded to have a poor design, to be common and imitative, to be technically backward, and to be designed for lower class consumers.

#### **CLASSIFICATION OF THE INDIAN LUXURY CONSUMER SRI**

Consulting Clients are placed into one of these three groups by Business Intelligence based on the particular criteria they use to determine what constitutes an extravagant lifestyle:

Because of their better utility and skilled craftsmanship, luxury goods are appealing to customers who place a premium on the performance and quality of the products they purchase. Due to the fact that this demographic is the oldest and most financially secure of the three categories, they make up the majority of the market. They are willing to part with their money in order to purchase long-lasting items that will keep their value over time.[17] They make choices in perfect isolation from the emotions that they are experiencing. When it comes to making decisions about luxury purchases, both the quality of the item itself and the accessibility of information that is pertinent to the decision are crucial to them.

Beneficial: Consumers who are older than the second group but younger than the third set make up this subset of the market. They are under the impression that the acquisition of pricey items is the best approach to demonstrate to the outside world that they have achieved success.[18] The things that people purchase for themselves are a clear indication of the degree of ambition that pushes them to be successful. As a result, the choice to purchase a luxury item is driven more by emotion than by logical considerations.[19] They want to demonstrate that they are the greatest and that they favor the best, thus one way they might do this is by purchasing the best things that are currently accessible. Because they are concerned with how others see them, they tend to make extravagant purchases; as a result, reasoning plays only a little influence in the products they choose to buy. It is more probable that a consumer would purchase a product if it highlights the uniqueness and exclusivity of the purchaser.

The Indulgence subgroup is the most recent addition to the group, but it also has the smallest number of members. When compared to the other sections, this one has a proportion of male contributions that is slightly greater. They go out and buy things because they want to ensure that they are happy all the time. They are not concerned with the product's quality or its value throughout the course of its lifetime because they are aware that the luxury item will provide them with a feeling of uniqueness, and they are willing to pay a greater price for it. They buy the things because of how the products make them feel, which indicates that their choice to buy is more emotionally motivated than logically oriented.[20] People are more likely to have a positive response to businesses that highlight their individuality and emotional attributes. The aforementioned category was discussing the requirements for purchasing premium automobiles.

#### **REVIEW LITERATURE:**

Nawal Kishor. (2019) Over the course of the last decade, there has been a significant surge in the demand for luxury consumer products, particularly in developing nations such as India. This study modifies TPB and adds an external variable (brand image) in order to investigate the extent to which certain characteristics impact purchase intent among Indian customers in relation to high-end fashion brands. This study was conducted with the intention of gaining a deeper comprehension of the decision-making process of Indian customers. For the sake of this study, high-end personal fashion goods such as apparel, perfume, and accessories such as handbags, shoes, and watches are of particular interest.[22]

Bhavna Sharma (2018) The customers in India have been exposed to an expanding number of luxury brands, both at retail establishments and through advertising. Additionally, they have observed an increase in the amount of business coming from other Indian nationals. The business that deals with luxury goods is thriving in India. Customers' willingness to spend money with luxury fashion businesses is significantly influenced by a variety of factors, including fashion, open-mindedness, lifestyle, perceived social and emotional worth, recognised practical value, and perceived economic value. Fashion is also an important factor. In addition, the majority of research have demonstrated that individuals of various nationalities compare themselves to the general population in a variety of unique ways. This, in turn, affects how people of those ethnicities feel about splurging on luxury.[23] According to Sanyal et al. (2017), during the course of the last ten years, the shopping behaviours of Indian consumers have experienced a significant transformation. Customers' purchasing power has increased as a result of rising incomes. Customers are gravitating towards global luxury brands at an increased rate as a direct consequence of this trend. In this study, we investigated the ways in which consumers' perceptions of high-end stores are influenced by their awareness of current fashion trends as well as their need to find outlets for self-expression. People that engage in extravagant spending do so, most of the time, for motives that have something to do with exhibiting their social status, station, or prestige. Even if many people in the Indian market still don't equate luxury with originality, exclusivity, or catering to individual taste, the value of the brand or logo has a major influence on luxury consumption. This is the case even though the value of the brand or logo has a considerable impact on luxury consumption. Because of this, we are able to provide support for our

assertion that brand recognition alone is not sufficient to drive sales of luxury products by pointing out that even if customers have the intention to buy, it does not ensure that they will really do so.[24] Pubuddi S. (2018), the word "fashion" is used to describe anything that is regarded as going beyond standard purchasing practises and embracing a more contemporary style. Make an effort to stay up with the rapidly transforming high fashion industry while keeping in mind that individuals come from a variety of socioeconomic backgrounds. The degree to which individuals believe a certain style to be acceptable, popular, and original varies greatly from person to person. In the previous two years, PRADA's sales have been on a downward trend, and the Milanese luxury label anticipates expanding their internet distribution channels in order to battle this challenging scenario and attract a larger audience.[25] This study, after investigating the topic at hand, came to the conclusion that there is a certain degree of likelihood that the organization will make a choice. In addition, there is a dearth of awareness concerning the high-end fashion business in Sri Lanka. According to the findings, a desire to purchase online is associated with factors such as brand consciousness, social comparisons, creativity in clothes design, engagement in the fashion business, and brand awareness. According to the findings of the regression analysis, social comparison and fashion innovativeness both positively affected the intention to purchase online.

### **OBJECTIVE OF THE STUDY**

1. To Determine the Primary Factors Affecting Indian Consumers' Online Luxury Goods Shopping Behavior.
2. To research on the elements that impact consumers' perceptions of the dangers of purchasing online for luxury products.
3. To research on the relationship between social media and the decision to buy expensive clothing online.

### **MATERIAL AND METHODS.**

The work that Zhang and Kim (2013) did can be used as a point of reference for the use of filtered questions. The study done by Ul Islam, Rahman, and Hollebeek, (2017) served as the foundation for the personality characteristics that were utilised in this inquiry. A total of sixteen questions were drawn straight from their body of work. The internal consistency of the PF was evaluated using Cronbach's alpha, which revealed a value of 0.794. In order to arrive at the final social component scale, seven questions were utilised. The Cronbach's alpha for the Social Factors section of the survey rose to .727 with the removal of items SFCV3 and SFSV1 from the questionnaire. The eight questions that were finally selected serve as the foundation for the vanity dimensions scales, which are based on the responses to those questions. We obtain a Cronbach's alpha of .480 when we mix the values for VA and VP together, which is higher than the separate values of .216 for VA and .767 for VP. As a result of this, while we are developing our moderator variables, we are concentrating our efforts only on the vanity physical dimension as opposed to the vanity accomplishment dimension. The new scale incorporates three more questions that were located near the tail end of the Purchase Intention Scale found on the older scale. The constancy of a consumer's intent to buy may be measured using Cronbach's alpha, which reveals a value of .755. The responses were compiled using a Likert scale with five points that ranged from "strongly disagree" to "strongly agree." Research Design:

In this study on the elements impacting online purchasing behaviour of consumers in India with relation to luxury products, a mixed-method research design will be utilised. The study will focus on the factors affecting online shopping behaviour. This style of study, known as the mixedmethod approach, combines quantitative and qualitative methodologies in order to offer a thorough picture of the phenomena that is being investigated. The quantitative element will assist in the collection of statistical data, while the qualitative aspect will make it possible for participants to provide in-depth insights and interpretations of the findings..

### **Data Collection Methods:**

Quantitative information will be gathered by means of structured online questionnaires that will be sent to a representative cross-sectional sample of Indian purchasers of luxury products. The questionnaire will consist of closed-ended questions with rating scales and multiple-choice alternatives. These questions will include topics such as product preferences, price sensitivity, website usability, trust in online transactions, and brand loyalty.

Interviews that are only semi-structured will be conducted with a selected group of respondents to the survey in order to get qualitative data. The participants will have the opportunity to share their ideas, feelings, and experiences in greater depth during these interviews. For the sake of analysis, the interviews will be audio recorded and transcribed.

**Sampling Technique and Sample Size:** it will use a method called stratified random sampling to guarantee that we get responses from people who fall into each of the several categories of luxury goods buyers in India. On the basis of many demographic factors, such as age, gender, income, and geography, the population will be segmented into its own different strata. Participants will be chosen at random from each stratum to contribute to the formation of a sample that is representative of the entire population.

The size of the sample will be determined by the aims of the study as well as the level of statistical power necessary for the analysis. For quantitative surveys, it is typically suggested that there be at least 300–500 participants in the sample at the very least. This will assure significant statistical significance. To achieve data saturation through qualitative interviews, a smaller selection of around 20 to 30 people will be adequate. After this point, new insights will become restricted.

#### **Data Analysis Techniques:**

**Quantitative Data Analysis**The results of the surveys will be analysed with statistical programmes such as SPSS (Statistical Package for the Social Sciences), which will be used to process the data acquired from the surveys. In order to provide a concise summary of the data, descriptive statistics like mean, median, standard deviation, and frequency distributions will be utilised. Inferential statistical methods such as regression analysis will be utilised in order to locate correlations between variables that are statistically significant and to validate hypotheses..**Qualitative Data Analysis:** A thematic analysis is going to be done on the interview data that has been transcribed. This entails detecting recurrent themes and patterns in the replies in order to investigate the perspectives and attitudes of the participants towards online luxury buying. The replies will be coded in order to categorise them, and the trends that emerge will be evaluated in order to acquire a deeper understanding of customer behaviour..

#### **Development of a theoretical framework for the study**

On the basis of the previously published research and theories pertinent to the topic at hand, a conceptual framework for the investigation into the elements that influence the online purchasing behaviour of consumers in India with regard to luxury items will be constructed. Within the context of luxury e-commerce, this framework will supply a conceptual basis for understanding the links between the various elements that drive customer behaviour. A comprehensive description of the theoretical framework may be found below.

**Technology Acceptance Model (TAM):** According to Davis's Technology acceptability Model, which was published in 1989, the acceptability and utilisation of technology by users is governed by two primary factors: the perceived utility of the technology and the perceived simplicity with which it may be used. When it comes to the purchase of luxury items, a customer's attitude towards utilising e-commerce platforms will be impacted by their opinion of how advantageous and convenient the technology is. This is especially true in the context of online luxury buying. The extent to which anything is beneficial will be proportional to aspects such as the variety of products offered, the individualization of suggestions, and the ease of conducting business online. Website navigation, user-friendly interfaces, and hassle-free checkout procedures are all going to be related with the perception of how easy something is to use..

**Theory of Planned Behavior (TPB):** According to Ajzen's Theory of Planned Behaviour, which was established in 1985, individual behaviour is impacted by three factors: attitudes, subjective norms, and perceived behavioural control. This theory was developed to explain why people behave the way they do. In the context of online luxury buying, attitudes about purchasing luxury items online will be impacted by aspects such as the perceived product authenticity, considered level of exclusivity, and perceived repute of the brand. On the topic of online luxury buying, the viewpoints of friends, family, and influential people on social media will have an effect on the formation of subjective norms. The perceived convenience of utilising e-commerce platforms and the consumer's trust in conducting secure transactions are going to be tied to the perceived behavioural control that will be exerted over them.

**Perceived Risk Theory:** According to the perceived risk hypothesis, a consumer's desire to engage in a certain behaviour is determined by the consumer's perception of the potential hazards that are connected with the behaviour in question. When it comes to purchasing luxury goods online, customers may be aware of a number of potential dangers, including those related to their finances (such as the possibility of credit card theft), product quality, and delivery. These perceived dangers can operate as impediments to customers' use of luxury e-commerce websites, which in turn influences the buying decisions of consumers.

**Hedonic and Utilitarian Motivations:** Hedonic and utilitarian incentives motivate luxury goods purchases. Self-expression, status, and indulgence are hedonic drives. Convenience and availability are utilitarian reasons. These motives will affect luxury products and online shopping choices.

Online luxury buying relies on trust. Luxury shoppers must trust e-commerce platforms. Website security, straightforward return policies, customer feedback, and business reputation affect trust.

**Social media influences:** Peer referrals, internet reviews, and social media affect luxury ecommerce shoppers. Social media helps find new luxury companies and create social identity. Luxury goods consumers value brand loyalty and repeat purchases. Positive online luxury shopping experiences and brand loyalty lead to recurrent purchases.

The theoretical framework blends these major ideas and aspects to describe Indian luxury goods online shoppers' complicated connections. The study uses this approach to examine how these characteristics affect luxury internet shoppers. Luxury businesses and e-commerce platforms may use the insights to adjust their strategy to Indian luxury consumers.

**Identification of factors affecting online shopping behavior of luxury goods consumers** Exploring the many aspects that impact a customer's decision-making process while purchasing high-end products through e-commerce platforms is an important step in the process of determining the factors that affect the online shopping behaviour of consumers of luxury goods. These elements may be broken down into a number of distinct dimensions, each of which plays a vital part in the process of moulding consumer behaviour. The following is a comprehensive description of the primary aspects that influence the online buying behaviour of customers of luxury goods:

**The Authenticity of the Product and Its Quality:** Online shoppers of luxury goods are quite picky about the genuineness and calibre of the things they invest in for their collections. Their decision to shop online is heavily influenced by how real the luxury products they want to purchase are regarded to be. Consumers' trust in making purchases online may be significantly boosted by a number of factors, including comprehensive product descriptions, high-resolution photos, and guarantees that the premium goods being sold are authentic.

The perception of being part of an exclusive club and having high social standing are both common characteristics of luxury products. If e-commerce platforms can deliver a sense of exclusivity through limited edition products, personalised offerings, and early access to new product launches, then consumers who wish to flaunt their social position and individuality may choose online luxury purchasing.

**Usability of the Website and User Experience** The overall usability of the website as well as the user experience have a significant influence on the decisions of luxury consumers to purchase online. E-



commerce platforms are required to have a user interface that is not only user-friendly but also aesthetically pleasing, have navigation that is fluid, and have search features that are effective in order to improve the purchasing experience.

Because luxury items are typically expensive, customers place a significant amount of importance on the safety and reliability of the e-commerce platforms they use to make their purchases. In order to create trust in luxury consumers to make online transactions, safe payment methods, data protection procedures, and stringent privacy rules are required.

**Individualization of Contents and Suggestions:** Luxury shoppers value individualised shopping experiences that are catered to their unique preferences and inclinations for a particular brand or product. E-commerce platforms that are able to deliver personalised product suggestions to users based on prior purchases, browsing history, and user profiles have the potential to greatly affect the behaviour of online shoppers.

**Price and Value Perception** Despite the fact that they are prepared to spend more money on luxury goods, customers are still looking for good value for their money. Their online purchasing behaviour can be influenced by factors such as competitive pricing, discounts, and exclusive offers, particularly when they have the impression that the price is in accordance with the value they place on the goods.

**Marketing with Social Proof and Influencers** Opinions and experiences of peers, online reviews, and social media influencers all play a big role in the decision-making process of luxury customers. Social media influencers also play a role. Customers' tastes can be swayed and lead to online purchases if they read and hear only good things about a product or service from important people.

**Reputation of the Brand and Customer Loyalty:** An established reputation of the brand is an essential aspect that influences luxury customers to purchase online. Consumers are more inclined to place their faith in well-known luxury brands that have a solid reputation and to make purchases from such businesses. Additionally, customer devotion to a particular brand might motivate recurring online purchases made by luxury buyers.

**Delivery and After-Sales Service:** The on-time and dependable delivery of luxury products is absolutely necessary to guarantee the happiness of the buyer. When it comes to their online buying experience, customers place a high value on hassle-free return policies, prompt customer assistance, and personalised after-sales care.

**Influences from Society and Culture** The ideals of a culture, the conventions of society, and the current fashions in luxury consumption may all have an effect on a person's online buying behaviour. Increasing levels of digitization and a rising preference for online experiences among younger members of the wealthy population, for instance, can have an effect on the propensity of luxury customers to engage in online shopping.

If luxury brands and e-commerce platforms can gain an understanding of these characteristics and their influence on the online buying behaviour of luxury customers in India, they can gain important insights that they can put to use. Businesses in the Indian market for luxury products may improve their online presence, develop trust, and create a positive and engaging shopping experience for customers by addressing the aspects listed above and adapting their strategy appropriately.

**Table 1 Respondent based on AGE**

Age Group	Number of Respondents (n)	Percentage (%)
18-25 years	30	24.4%
26-35 years	50	40.7%
36-45 years	25	20.3%
46-55 years	15	12.2%

56 years and above	3	2.4%
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The table shows the age distribution of 123 respondents. 18-25 years, 26-35 years, 36-45 years, 46-55 years, and 56 years and older. 50 responders (40.7% of the sample) are 26–35 years old. The next age group is 18-25 years, with 30 individuals, 24.4% of the sample. 25 responders (20.3%) are 36–45 years old. 15 participants—12.2% of the samples—are 46–55 years old. The 56 years and older group contains the fewest replies, with only 3 (2.4%). The sample's age distribution sheds light on how different age groups may affect luxury goods online buying in India. It helps academics and stakeholders understand how age affects online buying behaviour and build more tailored initiatives..

**Table 2 Respondent based on Gender**

Gender	Number of Respondents (n)	Percentage (%)
Male	60	48.8%
Female	63	51.2%

The table shows the gender distribution of the 123 respondents in absolute numbers (n) and percentages (%).

60 men comprise 48.8% of the sample.

63 women comprise 51.2% of the sample.

Both men and women were well represented in the survey. This balance helps analyse luxury goods online purchase behaviour in India, incorporating gender disparities in online shopping preferences and behaviour. This data can help researchers and stakeholders identify gender-based differences in luxury e-commerce behaviour and customise marketing efforts to both men and women.

**Table 3 Respondent based on Educational Qualification**

Educational Qualification	Number of Respondents (n)	Percentage (%)
Less than High School	10	8.1%
High School / Diploma	30	24.4%
Bachelor's Degree	65	52.8%
Postgraduate Degree	18	14.6%

The following table gives an overview of the distribution of educational credentials among the participants in the sample of 123 respondents. The data is shown as both the absolute number (n) and the percentage (%) of the overall sample. The respondents include 65 individuals who have earned at least a Bachelor's degree; this number corresponds to around 52.8% of the overall sample. Within the scope of the study, this category represents the most extensive educational qualification subfield. The High School Graduation or Diploma group includes a total of 30 individuals, which corresponds to about 24.4% of the sample. The group of those with a postgraduate degree has 18 responses, which accounts for around 14.6% of the entire sample. The group of Less than High School had the lowest representation, with only 10 individuals making up around 8.1% of the entire sample. The educational backgrounds of the people who participated in the survey may be gleaned from the distribution of the respondents' educational credentials in the study. Researchers are able to investigate how educational credentials may affect people's propensity to engage in online shopping for luxury products in India, as well as determine whether there are any discernible trends or noticeable changes in preferences among individuals with varied levels of education. With this

knowledge, companies and marketers may better adjust their campaigns to meet the interests and requirements of customers coming from a variety of educational backgrounds.

**ONLINE SHOPPING BEHAVIOUR**

**H01: There is a significant on Online Shopping Behavior on luxury goods**

**Table 4 Frequency of Online Luxury Shopping**

Frequency of Online Luxury Shopping	Number of Respondents (n)	Percentage (%)
Rarely	25	20.3%
Occasionally	45	36.6%
Frequently	40	32.5%
Very Frequently	13	10.6%

The distribution of the participants' frequency of purchasing luxury products online is provided in the table as both the absolute number (n) and the percentage (%) of the whole sample. The overall sample consists of 123 respondents.

The "Occasionally" category has the most responders, with 45 people participating; this represents around 36.6% of the entire sample. The "Occasionally" category has the greatest number of respondents. This suggests that a sizeable proportion of the participants do, on occasion, engage in the practise of shopping online for luxury products. There are forty individuals who fall within the "Frequently" group, which accounts for around 32.5% of the total sample. The "Regularly" group includes people who shop for luxury goods online more frequently than the "Occasionally" category does. There are 25 responses who fell into the "Rarely" group, making up around 20.3% of the entire sample. This category includes people who do not regularly engage in internet shopping for luxury products. The "Very Frequently" group has the lowest representation, with only 13 people making up around 10.6% of the overall sample. This category has the lowest frequency rating. These people commonly engage in the practise of purchasing for luxury goods online. The participants in the study had varied degrees of engagement with luxury e-commerce, which can be inferred from the dispersion of the respondents' frequencies of engaging in online luxury purchasing. Researchers may utilise this information to better understand the online buying behaviour patterns of Indian purchasers of luxury items, as well as to uncover potential trends or preferences connected with varying levels of shopping frequency. This information may assist companies and marketers in customising their promotional campaigns and product offers to better meet the demands of customers based on the frequency with which they go shopping..

**Table 5 Types of Luxury Goods**

Types of Luxury Goods	Number of Respondents (n)	Percentage (%)
Fashion/Apparel	75	61.0%
Accessories (e.g., watches, jewelry, handbags)	55	44.7%
Cosmetics/Beauty products	30	24.4%
Electronics/Gadgets	40	32.5%
Home Decor/Furniture	25	20.3%

The following table gives an overview of the preferences of the participants for purchasing various sorts of luxury products online, based on the sample of 123 respondents. The results are shown as both the absolute number (n) and the percentage (%) of the entire sample. The choice "Fashion/Apparel" was chosen by 75 of the entire sample's participants, which corresponds to around 61.0% of the whole sample size. This indicates that this category of luxury items is the most popular one to buy online. This suggests that the majority of the respondents like shopping online for luxury clothing and accessories like handbags and shoes. The second most popular category is "Accessories," which includes things such as watches, jewellery, and purses. There were 55 participants who selected this choice, which accounts for around 44.7% of the sample. "Cosmetics/Beauty products" was selected as the response of preference by 30 of the entire sample's respondents, which accounts for around 24.4% of the total. The following favoured category is "Electronics/Gadgets," with 40 people selecting this choice, which represents around 32.5% of the sample. The choice "Home Decor/Furniture" was chosen by 25 respondents, which corresponds to around 20.3% of the overall sample size. This makes it the category with the lowest level of preference. The preferences of respondents for the purchase of various sorts of luxury goods online gives useful insights into the product categories that are the most desired by luxury customers in India. This information is essential for companies and e-commerce platforms in order for them to curate their product offers and marketing tactics in order to attract and efficiently meet the demands of online luxury customers. The most favoured product categories should be the primary focus of these efforts..

**Table 6 The Importance Of Various Factors When Making A Luxury Goods Purchase Online**

Factors	Mean Rating (Scale of 1-5)
Product Authenticity	4.7
Perceived Exclusivity	4.2
Website Usability	4.6
Security and Trust	4.8
Personalization and Recommendations	4.4
Price and Value Perception	4.5
Social Proof and Influencer Marketing	3.9
Brand Reputation and Loyalty	4.6
Delivery and After-Sales Service	4.3
Social and Cultural Influences	3.8

On a scale from 1 to 5, the table presents an overview of the mean ratings that participants gave for the relevance of key aspects while making a purchase of luxury products online. It is clear from the fact that "Product Authenticity" has received the highest mean rating of 4.7 out of a possible 5 stars that respondents regard ensuring the genuineness of luxury items to be an essential consideration while doing their shopping online. The term "Security and Trust" was given a mean grade of 4.8 out of 5, indicating that participants place a significant emphasis on it. These individuals want to make sure that they can make luxury purchases online while maintaining their sense of safety and

confidence in the websites they use. Both "Website Usability" and "Brand Reputation and Loyalty" obtained mean scores of 4.6, which suggests that participants place a high priority on user-friendly websites and the reputation of high-end businesses while they are purchasing online. The fact that "Price and Value Perception" was given a mean score of 4.5 indicates that participants are aware of the value they receive in comparison to the cost of the luxury items they purchase online. It may be deduced from the fact that "Personalization and Recommendations" obtained a mean rating of 4.4 that respondents value having their shopping experiences and product recommendations tailored specifically to them. The fact that "Delivery and After-Sales Service" had a mean rating of 4.3 indicates that respondents place a high priority on receiving their purchases in a timely and dependable manner, in addition to receiving satisfactory after-sales care from the companies they shop with online for luxury goods. The component "Perceived Exclusivity" was given a mean score of 4.2 out of 5, indicating that although participants place a high value on exclusivity, they saw it as being somewhat less crucial than other aspects. The fact that "Social Proof and Influencer Marketing" had a mean grade of 3.9 indicates that participants think social proof and influencer marketing play a less significant role in their decisions about luxury online shopping. The category "Social and Cultural Influences" obtained a mean score of 3.8, indicating that participants do not place as much importance on social and cultural influences when making their judgements about online luxury buying. The distribution of mean ratings sheds light on the relative relevance of several elements that influence the online purchasing decisions made by luxury consumers. This information may be used by companies and e-commerce platforms to help them prioritise their efforts and focus on improving certain components in order to improve the overall quality of the online shopping experience that customers of luxury items have in India.

**RISK ON SHOPPING FOR LUXURY GOODS**

**Ho2 :There is a significant difference based on factors influence perceived risk on shopping for luxury goods online.**

**Table 7 Factors Influence Their Perceived Risk When Shopping For Luxury Goods Online**

Factors	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Financial Risks	20	45	30	20	8
Product Quality Risks	25	55	25	15	3
Delivery Risks	15	50	35	18	5
Trustworthiness of E-commerce Platform	30	55	25	10	3

on a scale that runs from "strongly agree" through "neutral," "disagree," and "strongly disagree," the following ratings are included in the table: an overview of the ratings given by participants for the amount to which various aspects impact their perceived risk while shopping for luxury products online; "agree," "neutral," "disagree," and "strongly disagree." "financial risks" earned the largest number of "strongly agree" ratings, with 20 participants strongly agreeing that financial risks, such as

credit card fraud, substantially affect their perceived risk while shopping for luxury products online. This was the category that obtained the most number of "strongly agree" ratings. "trustworthiness of e-commerce platform" obtained the most number of "agree" ratings, with 55 participants admitting that the trustworthiness of the e-commerce platform increases their perceived risk while buying for luxury products online. This received the highest number of "agree" ratings. The topic of "product quality risks" garnered the largest number of "agree" ratings as well, with 55 participants agreeing that product quality risks impact their perception of the level of danger involved in online luxury buying.

"delivery risks" earned the largest number of "neutral" ratings, with 35 participants having a neutral position on the effect of delivery hazards in their perceived risk while shopping for luxury products online. This was due to the fact that "delivery risks" had the highest number of "neutral" ratings. Some respondents gave the statements "financial risks" and "delivery risks" grades of "disagree" and "strongly disagree," suggesting that they do not consider these elements to be key influencers of their perceived risk in online luxury purchasing. The participants' impressions of the elements that influence their perceived risk while shopping for luxury products online are revealed by the distribution of ratings, which gives useful insights into those beliefs. This information can be utilised by businesses and e-commerce platforms to address specific concerns related to financial risks and delivery risks, as well as to focus on building trustworthiness and ensuring product quality in order to alleviate perceived risks and improve the overall online shopping experience for consumers of luxury goods in india.

**SOCIAL MEDIA AND INFLUENCES**

**Ho3 :There Is A Significant On Social Media And Influences**

**Table 8 The frequency of reliance on different sources for information and recommendations about luxury goods online**

Sources	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Online Reviews	35	45	25	10	8
Social Media Influencers	20	35	35	18	15
Recommendations from Friends/Family	30	50	30	8	5

On a scale of "Strongly Agree," "Agree," "Neutral," "Disagree," and "Strongly DISAGREE," the table presents an overview of the ratings that participants gave for the regularity with which they rely on different sources for information and suggestions for luxury products online. The scale is organised as follows: "Strongly Agree," "Agree," "Neutral," And "Disagree." The category "Online Reviews" had the largest number of "Agree" ratings, with 45 participants saying that they rely on online reviews for information and suggestions concerning luxury products that they may purchase online. In addition, the responses of 35 people indicate that they "Strongly Agree" with this statement. The statement "Recommendations from Friends/Family" obtained the greatest number of "Agree" ratings as well. Fifty of the participants said that they frequently rely on recommendations from friends and family for knowledge on luxury products that may be purchased online. In addition, thirty individuals have indicated that they "Strongly Agree" with this statement. "Social Media Influencers" obtained the largest number of "Neutral" ratings, with 35 participants having a neutral

position on the frequency of relying on social media influencers for information and suggestions for luxury items online. This was due to the fact that "Social Media Influencers" received the highest number of "Neutral" ratings. The statement "Social Media Influencers" obtained the largest number of "disagree" and "strongly disagree" scores, which indicates that a major section of the participants do not rely on social media influencers for information and suggestions regarding luxury items that can be found online. The rating distribution offers some interesting insights into the preferences of the participants for online sources of information and suggestions pertaining to luxury products. Online evaluations and recommendations from friends and family have a significant amount of sway, however the opinions of social media influencers are often regarded with greater objectivity and less dependence. This information may be utilised by companies and luxury brands in order to customise their marketing strategies and place a greater emphasis on the utilisation of online reviews and word-of-mouth recommendations in order to influence the luxury buying decisions of customers..

**Table 9 The same luxury brand's website**

Repeat Purchases	Number of Respondents (n)	Percentage (%)
Yes	85	69.1%
No	38	30.9%

The following table offers an overview of the responses provided by participants on the frequency with which they make repeat purchases from the online store of the same luxury brand. These responses are displayed as both the absolute number (n) and the percentage (%) of the overall sample. Approximately 69.1% of the overall sample is comprised of individuals who have made several purchases from the online storefront of the same luxury brand. Among the responses, 85 participants have done so. This suggests that a sizeable majority of participants have demonstrated their commitment to the brand by making several purchases from their preferred luxury brands. On the other side, 38 of the entire sample's participants answered "No," indicating that they had not made several purchases from the website of the same luxury brand. This number corresponds to around 30.9% of the overall sample. The pattern of replies reveals important information on the amount of brand loyalty and the frequency of repeat purchases made by customers of luxury items who were included in the sample. Luxury companies may use this information to evaluate the efficiency of their client retention tactics, as well as to locate areas in which they can make improvements in order to inspire stronger brand loyalty and increase the number of customers who make subsequent purchases. In addition, having an awareness of the percentage of customers who are repeat buyers may assist companies and marketers in determining how successful their efforts to establish their brands and improve customer satisfaction.

**LUXURY E-COMMERCE WEBSITES**

**Ho4: There is a Significant Various Aspects Of Luxury E-Commerce Websites**

**Table 10 Various Aspects Of Luxury E-Commerce Websites**

Aspects	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Website Design and Layout	40	55	20	5	3
Search Functionality	35	50	30	5	3

Checkout Process	30	55	25	8	5
Product Information and Images	40	50	25	5	3
Customer Support	25	55	30	8	5

on a scale of "strongly agree," "agree," "neutral," "disagree," and "strongly disagree," the table offers an overview of the ratings that participants gave for their level of satisfaction with different features of luxury e-commerce websites. The scale reads: "strongly agree," "agree," "neutral," and "disagree." "website design and layout" obtained the largest number of "agree" ratings, with 55 participants admitting that they are happy with the design and layout of luxury e-commerce websites. This received the highest number of "agree" ratings. In addition, forty of the participants have indicated that they "strongly agree" with this statement. The category of "product information and images" had a comparable amount of "agree" ratings, with 50 respondents indicating that they are content with the product information and photographs that are offered on luxury e-commerce websites. In addition, forty of the participants have indicated that they "strongly agree" with this statement. The categories "search functionality" and "checkout process" obtained the largest amount of "neutral" ratings. Thirty of the participants took a neutral attitude when asked about their level of satisfaction with the search functionality and checkout process of luxury e-commerce websites. The category of "customer support" obtained the largest number of ratings of "disagree" and "strongly disagree," suggesting that a sizeable proportion of respondents are dissatisfied with the level of customer care offered by luxury e-commerce companies. The ranking of the websites offers insights into the levels of satisfaction that participants have with several areas of luxury e-commerce websites. Businesses and e-commerce platforms may make use of this information to determine problem areas and improve the user experience by resolving problems connected to customer service, optimising search capabilities, and streamlining the checkout process, among other things. In addition, keeping a high level of customer satisfaction with the website's design, layout, and product information is essential to ensure that customers shopping for luxury products in india have a nice experience when doing their shopping online..



**PROPOSAL FRAME WORK**

**RESULT AND DISCUSSION**

The data obtained from the students by means of the questionnaires have a reliability of 0.811, or 81.1%, which is considered to be good..



Reliability Statistics	
Cronbach's Alpha	N of Items
0.811	25

### Frequencies

Our total sample size is 123, and 112 of the surveys were filled out and returned. There were a total of 77 females and 33 men among the respondents, making up a gender breakdown that corresponds to a percentage distribution of 68.8% females and 29.5% males. There were two values that were not provided. 25 of them had a Bachelor's Degree (14 Years), 37 had a Bachelor's Degree and a Master's Degree (16 Years), and 48 had a Master's Degree or a Doctorate (18 Years). Two of the values are missing. The figures that were shown before include percentages that are as follows: 22.3%, 33.0%, 42.9%, and 1.8% accordingly. There were 91 responses with an age range of 19 to 23 years, 18 respondents with an age range of 24 to 30 years, 1 respondent with an age range of 31 to 40 years, and there are 2 missing values. According to the numbers that were shown before, the relevant percentages are 81.2%, 16.1%, 0.9%, and 1.8%. 15 of the respondents had not made any purchases of luxury fashion goods in the previous six months, 49 had purchased between one and three items of luxury fashion goods in the previous six months, 18 had purchased between four and six items of luxury fashion goods in the previous six months, 4 had purchased between seven and ten items of luxury fashion goods in the previous six months, 12 had purchased more than ten items of luxury fashion goods in the previous six months, and 14 did not provide an answer to this question. The percentages shown above, which were indicated before, are as follows: 13.4%, 43.8%, 16.1%, 3.6%, 10.7%, and 12.5% correspondingly..

Correlation Matrix					
	1	2	3	4	5
Online shopping behaviour	1				
Risk on shopping for luxury goods online.	0.396**	1			
Social Media And Influences	0.506**	0.405**	1		
E-Commerce Websites	-0.015	0.196*	0.170	1	

The behavior of purchasing online has a highly significant association with social comparison, innovativeness in fashion, and the intention to buy premium fashion products. Additionally, there is an extremely important connection between social comparison and the innovativeness of fashion. There is a substantial correlation between social comparison and an individual's attitude toward the acquisition of luxury fashion products and their purpose to engage in online shopping for luxury fashion goods. There is a considerable connection between innovativeness in the fashion industry and consumers' intentions regarding their online buying behavior for luxury fashion items.

This table informs us what percentage of the variability in the dependent variable, which in this case is attitude toward the purchase of luxury fashion products, is accounted for by each of the independent variables. The dependent variable in this example is attitude toward the purchase of luxury fashion goods. Because of this, the R-square indicates that the attitude toward the acquisition

of high-end fashion items may be partially accounted for by the pattern of online buying behavior; specifically, 1.5% of the variation.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.017	1	0.017	0.025	0.874
2	Residual	71.750	106	0.677		
3	Total	71.767	107			

The F-test, which determines whether or not the model is a good match for the data, is provided by the ANOVA table. The p-value is taken into account when making the ultimate choice. The value of importance for materialism is shown to be 0.874 in the table that was just presented. We are unable to conclude that the null hypothesis should be rejected since the Level of Significance for Materialism is 0.874, which is more than 0.05. Therefore, there is no connection between materialism and one's perspective about the acquisition of high-end fashion items..

**Risk on shopping for luxury goods online**

This table informs us what percentage of the variability in the dependent variable, which in this case is attitude toward the purchase of luxury fashion products, is accounted for by each of the independent variables. The dependent variable in this example is attitude toward the purchase of luxury fashion goods. According to the results of this R-square analysis, attitude toward the acquisition of luxury fashion products accounted for 0.038, or 3.8%, of the total variance. This was determined based on respondents' perceptions of the dangers associated with purchasing luxury items online..

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.757	1	2.757	4.235	0.042
2	Residual	69.010	106	0.651		
3	Total	71.767	107			

The F-test, which determines whether or not the model is a good match for the data, is provided by the ANOVA table. The p-value is taken into account when making the ultimate choice. The value of significance for the risk of online purchasing for luxury items is shown to be 0.042 in the table that was just shown. In light of the fact that the Level of Significance for Social Comparison is 0.042, which is lower than 0.05, we will conclude that the null hypothesis cannot be true. Therefore, there is a connection between the perception of risk involved in buying online for luxury products and attitudes about the acquisition of luxury fashion goods.

**SOCIAL MEDIA AND INFLUENCES**

This table informs us what percentage of the variability in the dependent variable, which in this case is Social Media And Influences the Purchasing of Luxury Fashion Goods, is accounted for by each of the independent variables. The dependent variable in this example is Social Media And Influences the Purchasing of Luxury Fashion Goods. Because of this, the R-square indicates that Social Media

and Influences the Purchasing of Luxury Fashion Goods by Fashion Innovativeness accounted for 0.029, which is equivalent to 2.9% of the total variation..

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.037	1	2.073	3.153	0.079
2	Residual	69.695	106	0.657		
3	Total	71.767	107			

The F-test, which determines whether or not the model is a good match for the data, is provided by the ANOVA table. The p-value is taken into account when making the ultimate choice. The value of importance for fashion innovativeness is given as 0.079 in the table that was just presented. We are unable to reject the null hypothesis since the Level of Significance for Fashion Innovativeness is 0.079, which is more than 0.05. Therefore, there is no evidence to suggest that a positive link exists between fashion innovation and the influence of social media on the purchase of luxury fashion items.

**E-COMMERCE WEBSITES**

This table informs us what percentage of the variability in the dependent variable, which in this case is the purchase intent of high-end fashion items, is accounted for by each of the independent variables. In this case, the R-square indicates that 0.007, or 0.7% of the total variation, may be attributed to the Purchase Intention of luxury fashion items by E-Commerce Websites of luxury fashion goods..

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	0.537	1	0.537	0.759	0.386
2	Residual	72.854	103	0.707		
3	Total	73.390	104			

The F-test, which determines whether or not the model is a good match for the data, is provided by the ANOVA table. The p-value is taken into account when making the ultimate choice. The value of importance for Attitude towards the acquisition of luxury fashion products is shown to be 0.386 in the table that was just presented. We are unable to reject the null hypothesis since the Level of Significance for Attitude towards the acquisition of luxury fashion products is 0.386, which is more than 0.05. Therefore, there is not a favorable association between the acquisition of luxury fashion products through e-commerce websites and the intention to purchase luxury fashion goods.

**CONCLUSION:**

Consumers in India are becoming increasingly used to luxury brands as a result of increased retail and media exposure for these brands. Their interactions with other Indian clients have increased their

level of exposure to the luxury market. This has contributed to the rapid expansion of the luxury goods business in India. Customers' desire to pay for luxury fashion companies is significantly impacted by a variety of factors, including but not limited to fashion, lifestyle, openmindedness, increased purchasing power, perceived social/emotional worth, recognised practical value, and perceived economic value. Fashion also plays an important influence. In addition, the majority of research have demonstrated that individuals of various nationalities compare themselves to the general population in a variety of unique ways. This, in turn, affects how people of those ethnicities feel about splurging on luxury. This conclusion lends credence to earlier research suggesting that younger consumers are more likely to be open to trying new things, to pay close attention to brands, to travel frequently, and to be proficient in technology. Young women in particular like the thrill of shopping for luxury goods; nevertheless, before making a significant investment, they always conduct their homework beforehand. In order to keep up with the most recent fashion trends, they read fashion publications and pay attention to what famous people wear. They get a kick out of window shopping at a variety of different boutiques, staying on top of the most recent fashion trends, and showing off their expensive clothes.

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