

Luxury or a brand: What Chinese Millennials have to say?

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Abstract

China's luxury retail market is undergoing a transformational shift from an artificial level of demand driven by gift-giving to a more sustainable level driven by personal consumption (Pwc total retail, 2017). The middle-class, Chinese Millennials aged from 19 to 35, is one of the driving forces for luxury brands. Luxury brands concentrate their efforts on apparel (shoes, jewelry, and handbags), the three fastest-growing product categories which account for the bulk of the market. Choices made by young people are closely bound to their self-concept, and are used both as a means of self-expression and as a way of judging people and situations (Piacentini & Mailer, 2004).

Born during the "One-Child Policy" period, the Chinese Millennials benefited significantly from the economic reforms, and became a privileged generation, a dominant force and an influential customer segment in the retail market. Thus, this study aims to investigate the influencing factors (public self-consciousness, brand consciousness, susceptibility to interpersonal influence, brand consciousness, peer communication through social media and culture values) that affect Chinese Millennials towards the purchase intention for luxury fashion goods.

The research findings show that susceptibility to interpersonal influence mediates the relationship between public self-consciousness and brand consciousness, and brand consciousness mediates the relationship between public self-consciousness and purchase intentions. In addition, results indicate that cultural values (Collectivism, Masculinity, Uncertainty Avoidance, Long-term orientation, Indulgence) positively influence the effect of public self-consciousness on purchase intentions of luxury fashion goods. In terms of the managerial implications, the result of the relationship between public self-consciousness, susceptibility to interpersonal influence and brand consciousness provides some insights into marketing strategies to position luxury brands in China, and communicate with millennial consumers.

Brand managers, in the field of luxury fashion goods, would benefit on their strategies by: strengthening brand equity, focusing on shared values among social members and paying attention to cultural characteristics (collectivism, masculinity, long-term orientation, indulgence, and uncertainty avoidance) in order to better attract the millennial consumers in China.

Keywords: Luxury fashion goods; Chinese Millennials; Public self-consciousness; Cultural values.

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1. Introduction

Chinese Millennials, aged from 19 to 35, were born during the "One-Child Policy" period. They are considered middle class and the driving forces for luxury brands. In fact, China accounts for 32 percent of worldwide luxury personal good purchases (Bain report, 2017). Luxury brands concentrate their efforts on apparel, shoes, jewelry, and handbags, which are the three fastest-growing product categories, and account for the bulk of the market. Choices made by young people are closely bound to their self-concept and are used both as a means of self-expression and as a way of judging people and situations (Piacentini & Mailer, 2004).

Since the majority of customers in the luxury market are Chinese Millennials in major cities, they will be the main focus group of this study on luxury apparels. The objective of this research is to study the factors that influence purchase intentions of luxury fashion products for Chinese Millennials. China's luxury retail market is undergoing a transformational shift from an artificial level of demand driven by gift giving to a more sustainable level driven by personal consumption (Pwc total retail, 2017). As a result, a new wave of young millennial shoppers has emerged as the driving force behind the luxury sector. During the last few decades, China, once a poor and backward country, has experienced massive socio-political-economic changes such as the Cultural Revolution, the fastest economic development, and the only-child policy since the 1980s (Kaigler-Walker & Gilbert, 2009). The Chinese Millennials benefited significantly from the economic reforms, and are considered as a privileged generation. This differentiated them from other Millennials in a most fundamental way, and makes them become the most influential customer segment in the retail market.

In other countries, the millennials drew research attention in the luxury consumption field. For instance, Giovannini (2015) shed some light on the luxury consumption behavior of generation Y in the USA, and found that public self-consciousness and self-esteem have a significant influence on generation Y consumers' brand consciousness. Chu and Kamal (2013) examined the influence of social media usage, brand consciousness, and purchase intentions towards luxury products on millennial users' responses toward social media ads in Korea, and found a positive relationship between social media usage and users' responses. Others looked at factors such as brand consciousness, materialism, social comparison, fashion innovativeness, fashion involvement that affected attitudes in terms of luxury fashion consumption (Zhang & Kim, 2013). However, in this case, it was not in relation to the

Millennials. Thus, this study aims to investigate the factors that influence the purchase of luxury fashion goods for the Chinese Millennials such as public self-consciousness, susceptibility to interpersonal influence and brand consciousness.

The internet, and especially social media, have changed how consumers and marketers communicate (Hennig-Thurau et al., 2004). Social media websites provide the public a platform that allows consumers to give their own voices, as well as access to product information that facilitates their purchase decisions (Kozinets et al., 2010). An example is the case of “xiaohongshu”, which can be literally translated as “little red book” in Chinese. This social e-commerce shopping application helps users discover and buy luxury, fashion, and beauty products from overseas. This is becoming a new trend in China. In particular, peer communication through social media is a new form of consumer socialization, and it has profound impacts on consumer decision-making (Casteleyn et al., 2009; Okazaki, 2009). Furthermore, it has been shown that online consumer socialization through peer communication affects purchase intentions both directly and indirectly (Wang et al., 2012). However, little research has drawn attention on the influence of peer communications through social media websites on consumers' luxury fashion purchase decisions. Thus, this research will also investigate the effect of peer communications on Chinese Millennials luxury fashion buying habits.

Recent research focused on the cultural differences in consumer behavior and highlighted the importance of understanding the cultural context of consumer behavior in an increasing globalized marketplace (Maheswaran & Shavitt, 2000). As luxury consumption is driven by social motives that are shaped by culture, it is essential to understand the role of culture in influencing consumers' buying motives. For instance, Bian and Forsythe (2012) compared cultural differences between the U.S. and China when examining the effects of individual characteristics on purchase intentions for luxury brands and found that Chinese students have higher similarity avoidance need for uniqueness than do U.S. students. However, the nature of Chinese Millennials motivations to buy luxury brands has remained. In fact, apart from the social-political-economic changes of the past decades, the Chinese culture, passing from generation to generation (Confucianism, Taoism, collectivism), also has a major influence on consumers' behavior including: buying behaviors, need recognition and problem awareness, information search, evaluation of alternatives and purchase, post-purchase evaluations (Luo, 2009). Wong and Ahuvia (1998) found several clues in terms of luxury consumption in Confucius societies, such as Eastern interdependent assumptions.

Thus, how Chinese consumers are influenced by social cues and societal acceptance is further evaluated in this research.

2. Contextualization of the study: Culture

As a unique millennial group, the young Chinese are deeply influenced by Chinese culture and globalization. Their behavioral changes in terms of consumption are reflected at the cultural level. The introduction of Confucianism collective culture and the multi-level of culture will help to construct the contextualization of this study.

2.1 Confucianism collective culture

The Confucianism collective culture began with the Yi dynasty in Korea (500 years), the Tokugawa Shogun in Japan (250 years), and many dynasties in China (Yum, 1988). Over one thousand years, Confucianism value system and philosophy have been central to the social and political development of China and East Asia. One of the reasons for such a profound impact is the adoption of the Confucianism philosophy: human nature is considered essential and human relationships are the foundation of societal values (Yum, 1988).

The philosopher Confucius emphasized principles for self-guidance. It is advocated that the way to harmonious life is determined by the way we treat others, our ancestors, leaders, parents, spouses, neighbors, and friends. A person becomes noble not by birth but by developing the five virtues of humanity: benevolence (ren), righteousness (yi), proper conduct (li), wisdom (zhi), and trustworthiness (Luo, 2009). The central concept of Confucian teaching includes: *a)* social stability is based on the unequal relationship between people, which is that the junior should respect and obey the senior partner and the senior owes the junior protection; *b)* family relations should be used as a guide when dealing with social relationships: harmony in the family comes first rather than the individuality; *c)* virtuous behavior towards others; *d)* making efforts to acquire skills and education, working hard, not spending more than necessary. In order for Chinese society to operate smoothly, it was necessary to subject one's own desires to the greater good of the group. Thus, collectivism is inherent in a Confucian society.

Collectivism refers to the extent to which individuals are integrated into groups and form their judgments based on group norms (Hofstede & Bond, 1988). Members of collectivist societies acknowledge their interdependent natures and obligations to the group. They place relatively greater importance on the group's needs and norms than individualists (Triandis, 1990). Influenced by its long history and rich culture, the Chinese are more

collectivist, pay much more attention to their relationship with others and how others think of them, and focus more on family values, compared with people from western countries (Luo, 2009). Consumers in collectivistic societies are more closely linked, share common values and norms such as sentimental tendencies, common interests, and mutually agreed upon social practices (Etzioni, 1968). These social patterns are expected to have an impact on consumer buying behavior by affecting one's self-identity, the susceptibility to normative effects, etc.

2.2 Multi-level model of culture

2.2.1 *Definition and levels of culture*

Culture shapes the core values and norms of its members. These values are shared and transmitted from one generation to the other through social learning processes of modeling and observation as well as through the effects of individual actions (Bandura, 1986). Therefore, "Culture" refers to the patterns of values, norms, and beliefs that affect the way people assess information; it leads to differential processing and evaluations of environmental information (Hofstede, 1991).

Culture can be defined through various categories, including origin, history, religion, and language (Hunington, 1996). Also, numerous cultural dimensions exist in business and marketing contexts, such as organizational or professional culture (Hofstede, 1980; 2001; Schein, 1984). However, the culture itself is not an immutable subject, Berry and colleagues (Berry et al., 1992) believed that culture is an ever-changing adaptation to ecological and socio-political influences. Culture can also change through the invasion of another culture, through migration, international trade, which is globalization in today's context. To understand the dynamic mechanism of culture, several multilevel models were proposed. In one structural dimension proposed by Erez and Gati (2004), it includes hierarchies that are nested within each other; the internal level is the cultural representation at the individual level nested within groups, organizations, nations, and the global culture. In this model, the global environment, which can be seen as a macro level, affects the national culture through a top-down process, and further influences the meso level of organizations and groups, thus affecting individual identity and cultural self-presentation. On the contrary, they proposed that behavioral changes at the individual level also affect higher levels of behavioral norms and social characteristics through a bottom-up interacting process.

2.2.2 Wider and closer cultural environments

Globalization is the most significant change resulting in the transformation of contemporary social life in all its economic, political, cultural, technological, ecological, and individual dimensions. From the perspective of culture, it can be considered as the most macro level of culture, which impacts each nested level of culture gradually. At the individual level, the physiological change under the impact of globalization exists in the transformation of self-identity. Thus, in this research, we focus on the self-related concept at the individual level to have a better understanding of the consumer in the same macro-level cultural context, especially for the young Chinese. Despite a long history and rich cultural impact, Chinese Millennials are influenced by global trends, high-tech, social media and individualism (Luo, 2009). They are identified as born in the "Dusheng" generation (the only child in a family). This generation is more individualist and wants to be special. They crave for new experiences and develop the desire for luxury brands, modifying profoundly their purchase behavior process (Luo, 2009). In order to interpret the differences among individuals in the same cultural context, a cultural value model proposed by Hofstede was applied in this research. Although Hofstede emphasized that the studies of cultural values are meaningful at the national level only, the evaluations of each dimension at the individual level in societies and their direct effect on other outcomes are still considered valuable in recent research (Clugston et al., 2000; Kirkman & Shapiro, 2001).

3. Literature Review

Public self-consciousness will first be reviewed leading into brand consciousness and susceptibility to interpersonal influence. Consumers' decision-making processes are influenced by people with whom they interact, thus the susceptibility of interpersonal influence and peer communication through social media become an important point to consider, especially with Chinese Millennials. Finally, considering that particular segment, the enthusiasm for luxury fashion brands, brand consciousness and cultural values will be integrated in the overall design of this study.

3.1 Public Self-consciousness

Self-consciousness is the consistent tendency of persons to direct attention inward or outward (Fenigstein et al., 1975). It has three components: *a*) private self-consciousness is concerned with attending to inner thoughts and feelings (Gudykunst, Yang, & Nishida, 1987); *b*) public self-consciousness, in contrast, involves a general awareness of the self in

relation to others and is related to Mead's (1934) analysis of the self as a social subject (Gudykunst, Yang, & Nishida, 1987); *c*) social anxiety is defined by a discomfort in the presence of others (Gudykunst, Yang, & Nishida, 1987). It was believed that consciousness of the self will exert a strong impact on a variety of behaviors, including the acquisition and consumption of products (Duval & Wicklund, 1972; Fenigstein et al., 1975). With the higher consciousness of the self, the individual is more likely to take action to create and maintain a positive desirable self-image (Giovanini & Xu, 2015).

Recent marketing research has shed some light on assessing public self-consciousness with respect to consumer behavior. Solomon and Schopler (1982) suggested that compared with private self-consciousness, public self-consciousness is more consistently related to clothing variables, such as fashion opinion, attitudes towards conformity, and clothing interests. Public self-consciousness is also related to a number of consumer behaviors and decision-making processes including consumers' motivations for performing certain behaviors (Bigner & Johnson, 1999; Lee & Burns, 1993). In addition, Burnkrant and Page (1981) proposed that people who have high public self-consciousness would be more inclined than those with low public self-consciousness to manage impressions with consumer goods. It is also recommended that the public self-consciousness be a segmentation variable for socially consumed products. Investigating its potential applications to consumer behavior, Wong (1997) found that the consumption of luxury fashion products is believed to be influenced by consumers' public self-consciousness levels.

3.2 Brand consciousness

Brand consciousness refers to the psychological preference towards famous brand-named goods (Sproles & Kendall, 1986). It is a major influential factor to study consumer buyer behavior (LaChance et al., 2003). Especially for luxury consumption, consumers use brands as a quality indicator (Husic & Cicic, 2009). In fact, consumers who value prestige are willing to spend more on merchandise perceived as highly prestigious symbols (Deeter-Schmelz et al., 2000). In other words, when consumers have a high level of brand consciousness, they are likely to believe that brands are symbols of both status and prestige (Liao & Wang, 2009).

As brand names have gradually become a part of the public language (Friedman, 1985), it plays a crucial role in consumers' lives, especially for the people in Eastern cultures, who perceive social status and prestige as important (Hofstede, 2001). For instance, Fan and

Xiao (1998) found that for young Chinese people, brand consciousness has become the key determinant of consumer decision-making style. The young Chinese care about foreign brands and well-known brands. Also, the women in mainland China are found to be brand conscious and perceive foreign brands to be superior to local brands, and they associate prestige with the image of the brand, without respect to the value of the product (Tai & Tam, 1997)

Brand consciousness has often been used in research to explain consumers' socialization processes and features related to self-conceptual expression (Sirgy, 1982). Consumers who are inclined to high prestige brands should favor the brand that enhances their actual or desired prestigious self-image and communicate to other individuals who are seen as sharing this image (Husic & Cicic, 2009). Asian consumers use luxury fashion goods to signal their status or boost their self-recognition. Furthermore, Giovannini and Xu (2015) have shown that generation Y consumers with higher public self-consciousness develop a greater level of brand consciousness. This aspect requires further attention and more information needs to be collected around the susceptibility of consumers to interpersonal influence, especially in the context of this study.

3.3 Susceptibility to interpersonal influence

Susceptibility to interpersonal influence, as an inherent personality trait, is considered as an essential factor that influences customer purchase decisions (Cheng et al., 2013). Sufficient research indicates that the influence of others affects the individual's behavior (Cialdini & Goldstein, 2004; McGuire, 1968). Reference group effects will be stronger for individuals who are more influencable, and who have a characteristic called: *the susceptibility to interpersonal influence* (McGuire, 1968). The susceptibility to interpersonal influence is composed of informational and normative dimensions. Normative influence refers to the group's power to affect behavior by setting formal and informal norms (Schroeder, 1996). Informational norms influence the group's effect on the gathering, coding, and integration of information about an issue (Schroeder, 1996). Also, scholars define susceptibility to interpersonal influence as the: *need to identify with or enhance one's image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others or seeking information from others* (Bearden, Netemeyer, & Teel, 1989, p. 473).

Prior research seems to have focused on how susceptibility to interpersonal influence is affected by diverse socio-psychological constructs; for instance, Belk (1988) investigated the relationship between consumption and the self and found that public self-consciousness leads to greater susceptibility to social influence (Santee & Maslach, 1982).

In relation to buying behavior and luxury branding, consumers make different choices from those they would have made by themselves (Ariely & Levav, 2000). People who are highly susceptible to interpersonal influence are more hesitant when making decisions and easily depend on the expectations of others. Additionally, people who are highly susceptible to interpersonal influence care more about others' opinions and how others judge their behavior. Prior finding suggested that the impact of interpersonal influence is one essential premise of both status and conspicuous consumption (O'Cass & McEwen, 2004). Achieving a better image in the eyes of significant others is through the acquisition and use of products and brands (Leigh & Gabel, 1992; Tsai, 2005). Many studies have found a positive relationship between susceptibility to interpersonal influence and luxury brands, which stimulate consumers' desire for status consumption. (Wiedmann et al., 2009; Wong & Ahuvia, 1998).

In the relationship between susceptibility to interpersonal influence and luxury brands, Yi-Cheon et al. (2014) found that the higher the level of consumers' susceptibility to normative interpersonal influence, the greater their brand consciousness. Furthermore, in a particular study of French and English Canadian consumers, Murali et al. (2005) found that individualism has a significant negative effect on consumer susceptibility to normative interpersonal influences, from which it can be concluded that higher levels of collectivism will lead to higher levels of susceptibility to normative interpersonal influence. In a result, for the Chinese Millennials, which in the prior discussion are considered immersed in "collective" culture, the effect of susceptibility to interpersonal influence is to be predicted. Thus, it is possible that for Chinese Millennials, the higher self-consciousness will result in a higher level of susceptibility of interpersonal influence, which lead to a greater level of brand consciousness. The following hypothesis is developed:

H1: Susceptibility of interpersonal influence positively mediates the relationship between public self-consciousness and brand consciousness.

3.4 Peer communication through social media

Social media, in particular Chinese social network sites (Weibo), give the young Chinese a platform to communicate and socialize. In the social media setting of today's society, the young Chinese share fashion ideas from their peers online, and they are influenced by the young fashion bloggers. Also, the consumers learn attitudes and purchase behaviors through written messages that peers send (i.e., peer communication) (Wang et al., 2012). From a consumer behavior perspective, it appears that the products and brands that individuals select can be influenced by their reference groups (Bearden & Etzel, 1982). Childers and Rao (1992) further explore the reference groups and how they influence the consumer's product and brand categories, ratings and final selection. Peers' ownership of a certain product or service constitutes a modeling process; to be like peers, the consumer can buy the same brand or avoid other brands (Lueg & Finney, 2007).

Thus, peer communication through social media can moderate the effect between SNI and brand consciousness for the Chinese Millennials. The following hypothesis is developed:

H2: Peer communication through social media positively moderates the effect between susceptibility to interpersonal influence and brand consciousness.

3.5 The effect of self-consciousness and brand consciousness on luxury fashion goods purchase intentions

3.5.1 *Luxury fashion goods*

Luxury represents “refined enjoyment, of elegance, of things desirable but not essential” (Goody, 2006, p.341), which is attracting more and more people all over the world. Luxury fashion goods are defined as apparel, accessories, handbags, shoes, watches, jewelry, and perfume for which the mere use or display of a particular branded product that brings prestige to owners (Gao et al., 2009). However, luxury fashion goods are not only the material itself, but also contains social meanings. Luxury possesses both conspicuous value and social value (Vigneron & Johnson, 1999). Kapferer and Bastien (2008) indicated that it is through luxury that the social stratification is rebuilt, people treat luxury as a way to define themselves as they wish socially.

3.5.2 *Purchase intentions*

Motivation has been an essential subject in consumer behavior research. Consumers' motivations play an important role in consumers' intended and actual behaviors. This study

focuses on purchase intentions instead of behavior, because of the wider implication of the intention and its potential positive impact on consumer behavior, which has been supported by other scholars (Ajzen & Driver, 1992; Pierre et al., 2005). With regard to the antecedents of luxury purchase intentions, both the self and the external world play important roles.

As discussed before, the consumption of luxury fashion products is believed to be influenced by consumers' public self-consciousness level (Wong, 1997). Assessing the impact of public self-consciousness on various socially conspicuous consumption behavior and traits, they found that self-consciousness is directly related to the consumption of socially conspicuous products. (Gould & Barak, 1988). Public self-consciousness involves a focus on the self as a social object (Feinstein et al., 1975). Individuals who are high in public self-consciousness are more likely to be concerned by the way of presenting themselves and caring about how others perceive them. They are intensely concerned with their appearances and fashion (Miller & Cox, 1982). Thus the Chinese Millennials who have more self-consciousness are predicted to be more inclined to purchase luxury fashion goods. Although it has been shown that the public self-consciousness has a positive impact on luxury purchase intentions indirectly, little research has drawn attention on the effect of public self-consciousness on luxury fashion product purchase intentions. The following hypothesis is developed:

H3: The higher level of public self-consciousness will lead to a higher level of purchase intentions for the luxury fashion goods.

Luxury related constructs were examined in the literature: brand consciousness, as an individual personality trait that affects consumer shopping orientation and product evaluation (Jamal & Goode, 2001). LaChance et al. (2003) found that for the brand conscious consumers, brands play an important role in the psychological process that influences buying decisions. Teimourpour and Hanzae (2011) found that the brand conscious consumers are more likely to purchase well-known and expensive products to relay a certain level of wealth or status. Giovannini and Xu (2015) noted that the higher brand consciousness will lead to stronger purchase intentions for generation Y consumers in the U.S.A. Thus, it is to be predicted that for Chinese Millennials, brand consciousness positively mediates the relationship between public self-consciousness and purchase intentions for luxury fashion products. The following hypothesis is developed:

H4: Brand consciousness positively mediates the relationship between public self-consciousness and purchase intentions.

3.6 Hofstede cultural values and purchase intentions

As mentioned, the purchase intentions of luxury fashion products of Chinese Millennials may be affected by self-consciousness. However, under the impact of traditional culture and globalization, the characteristics of the Chinese Millennials in terms of cultural dimensions also have an impact on purchase intentions. In the luxury fashion industry, companies have realized the importance of the business value that culture can bring. Therefore, the companies have begun to participate in the study of local culture and to localize marketing adjustments. Also from the theoretical perspective, researchers are aware that cultural variations have significant impacts on the way people view the world, which ultimately affects their behavior (Manstead, 1997). Moreover, researchers shed light on how culture greatly influences the way consumers perceive and behave (Clark, 1990; McCracken, 1988). With regard to luxury purchase intentions, many researchers take the impact of cultural differences into consideration (Li & Su, 2007; Wong & Ahuvia, 1998). Thus, it is essential to evaluate the role of the cultural values in terms of purchase intentions.

Culture is a multidimensional, complex concept. In the existing literature, Hofstede cultural values theory has largely been used in the psychological and marketing fields, which considered it as the most appropriate dimensions for conceptualizing and operationalizing culture (Steenkamp, 2001). Since the 1960s, Hofstede conducted studies of how values in the workplace are influenced by culture. He used 116,000 questionnaires from 60,000 respondents in over 70 countries in his empirical studies (Hofstede, 1984, 1991, 2001). Initially, four dimensions were included in his model: Individualism-collectivism, Uncertainty avoidance, Power distance, and Masculinity-Femininity. The dimensions are assigned indexes for each of the nations and linked the dimensions with demographic, geographic, economic, and political aspects of society (Kale & Barnes, 1992). In Hofstede's later research in the 21st century, the fifth and sixth dimensions were added: Long term orientation and Indulgence-Restraint. As discussed before, Hofstede's cultural dimensions have also been largely used to measure the cultural variations in individual levels for its importance and significance. The possibility of the large cultural diversity within any one country enables the scholars to no longer focus on the cultural values of customers based on countries (Yoo, 2009). It is believed that individuals may have more incentives for their personal cultural orientations when compared with country based cultural values.

Scholars have shed light on the role of cultural values on consumers' purchase intentions for luxury brands. For instance, Bian (2011) compared the purchase intention formation for luxury brands across cultures, and found that Chinese students have higher similarity avoidance need for uniqueness than do U.S. students. Wong (1998) examined the cultural factors in terms of luxury consumption in Confucian societies, in which research he also reviewed the self-concept theory. Also, the level of public self-consciousness seems to be influenced by cultural traits. Significant differences were found to exist between the U.S. and Japanese samples on public self-consciousness (Gudykunst et al., 1987). Thus, this research aims to investigate the moderating role of individually based cultural values in influencing the effect of self-consciousness on the luxury fashion products purchase intentions of Chinese Millennials.

3.6.1 Individualism-collectivism

Individualism, on the opposite side of collectivism, indicates the degree to which people in a society are integrated into groups. Individualistic people pay more attention to themselves and personal desires instead of putting themselves in social spheres. On the other side, collectivist cultures encourage people to sacrifice their own benefits for the greater good of the group or society. Collectivistic people are more likely to follow other people's behavior and advice so as to maintain group harmony (Hofstede, 1984). Researchers have found that differences exist in the information seeking-process before making purchase decisions between two different cultures (Long-Chuan et al., 1999). Generally, collectivist consumers are more likely to follow other consumers' decisions in term of the information seeking procedure, which indicates that they will let the group influence their choices (Doran, 2002). Members from collectivist cultures are more motivated to adapt and more likely to recognize their public presentation. For the people who are high (vs. low) in public self-consciousness, who are more concerned about others' impressions of them, are also more affected by possible rejection from other people (Fenigstein, 1987), they may be more encouraged to engage in impression management in terms of shopping, especially for people who are more collectivist, who already tend toward impression management. Furthermore, because in Chinese culture, collective identity and the maintenance of social group esteem have long been highly valued, they emphasized public reputation through the display of luxury brands (Wong & Ahuvia, 1998) and choose the product to maintain face (Li & Su, 2007). The following hypothesis is developed:

H5: The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of collectivism.

3.6.2 Masculinity-Femininity

Masculinity is defined as the desire for success and the ambition to achieve the goals. The masculine side of the dimensions indicates a preference in society for achievement, heroism assertiveness, and material rewards for success. For its opposite, femininity, stands for a preference for cooperation, modesty, caring for the weak, and quality of life (Hofstede, 2001). In masculine cultures, achievement and success are considered more important than caring for others, and improving the overall quality of life. Also, masculine cultures tend to have more distinct gender roles than feminine societies. An individual's awareness of their gender roles in a society could stimulate their public self-consciousness in terms of luxury consumption. Newman and Nollen (1996) pointed out that masculine cultures have been viewed as "doing and acquiring rather than thinking and observing". Masculine traits of achievement, assertion, and performance may be conveyed in terms of success and luxury consumption. The following hypothesis is developed:

H6: The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of masculinity.

3.6.3 Uncertainty avoidance

Uncertainty avoidance refers to the degree to which the members of a society can tolerate the unstructured, ambiguous, and uncertain future events (Hofstede, 2001). In cultures with high uncertainty avoidance, people feel anxious about ambiguous and risky situations, and seek stability and predictability. In cultures with low uncertainty avoidance people are more comfortable about unstructured situations, and tend to be more innovative and less apprehensive. Consequently, consumers from high uncertainty avoidance societies, such as Japan, would prefer established brand name, superior warranty, security, and resistance to change. Studies indicated that uncertainty avoidance could influence consumers' decision making and behavior (Bao et al., 2003). Eng (2010) pointed out that societies with high uncertainty avoidance tend to follow acceptable norms and reference groups, which may explain the popularity of some foreign luxury brands. The Chinese Millennials who have the higher level of self-consciousness are more sensitive than others to the impression they make, which will result in the desire of luxury fashion products with the stimulate of the higher level of uncertainty avoidance. The following hypothesis is developed:

H7: The positive effect of public self-consciousness on luxury fashion products purchase intention increases with higher levels of uncertainty avoidance.

3.6.4 Long-term orientation

Long-term orientation was defined as “the fostering of virtues oriented towards future rewards, in particular, perseverance and thrift” (Hofstede, 2001). The concept is rooted in Confucian values concerning time, tradition, perseverance, saving for the future, and allowing others to “save face”. A short-term orientation refers to a culture that values the personal steadiness and stability, short feedback cycles, respect for tradition and reciprocation of greetings and gifts. People are considered to prefer prospective success than current profits in countries who have higher scores on this dimension. Conversely, short term orientation means people are concerned about current fulfillments rather than future accomplishments. Contrary to the short-term orientation of Western culture, long-term orientation emphasizes ordering relationships such as perceived status and class of luxury possession in the society (Eng, 2010). At individual levels, long term orientation is defined as the acceptance of sacrificing short term goals or materials in order to achieve long-term success (Hofstede, 1980). Zimbardo and Boyd (1999) argue that individual-level differences in time orientation have an impact on our behaviors; for instance, short-term orientation is more related to frequent self-reported alcohol, drug, and tobacco usage.

In Chinese society, people who are more long-term oriented prefer investing in things, instead of enjoying instant gratification. Conveying the permanence and durability of the products or services is more appealing for long-term oriented customers. Thus, the luxury fashion products which possess high quality should be more attractive for the Chinese Millennials who have the higher levels of long-term orientation. The following hypothesis is developed:

H8: The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of long-term orientation.

3.6.5 Power distance

Power distance is known to be that members of organizations and institutions accept that power is distributed unequally (Hofstede, 1991). The inequality of this right is more derived from those who have less power than those who have greater power. People regard status as a means of obtaining power and they pursue status as a goal in itself, independent of competence and expressed by culturally flexible symbols. Sun and others (2009) found that

power distance positively influenced public self-consciousness. Also, the power distance level is related to decision-making style among individuals; based on de Mooij (2011), large power distance indicated that people are more comfortable with letting others make decisions for them. According to Lau (1999), China's tendency for strong respect for authority may influence looking for opinion leaders when forming purchase intentions. Moreover, de Mooij (2011) proposed that "power distance explains differences in the importance of appearance and status". In large-power distance countries, where people seek social status and respect, luxury brands fulfill the needs for the demonstration of social class. Thus the higher level of power distance may positively impact the effect of self-consciousness on the luxury fashion products purchase intentions for Chinese Millennials. The following hypothesis is developed:

H9: The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher power distance scores.

3.6.6 Indulgence-Restraint

The indulgence-restraint dimension was introduced to Hofstede's model in 2010, after a worldwide survey with 93 companies, conducted by Michael Minkov. This dimension is associated with a person's happiness, sense of freedom, and availability of leisure time. Indulgence refers to the pursuit of enjoying the present and returning to nature instead of the constraint of social contract. For the restrained side, people believe life should be outlined. An indulgent culture refers to a society that allows relative freedom to satisfy the basic and natural human desires associated with enjoying life and pleasure. (Hofstede & Minkov, 2010). In an indulgent society, a higher percentage of people declare themselves very happy, and the importance of leisure is accepted. Conversely, in a restraint society, the gratification of needs is controlled and regulated by strict social norms (Hofstede & Minkov, 2010).

With regard to the relationship with consumer purchase intentions, indulgence measure captures customer spending for gratification. Studies have shown that members from indulgent cultures are more likely to display behavior and be influenced by others (Korsakienė & Curina, 2012). Roschk et al. (2016) found that compared with people from restrained cultures, people from indulgent cultures engage more in extensive consumption. Regarding the fact that interest and desire are known as the main influencers and the beginning point of purchase decision in models of consumer behavior, consumers in an indulgent culture may feel happier after their shopping experiences and spending (Yaseen &

Omoush, 2012). Thus, people who score high in indulgence indicate they may be more inclined to luxury fashion consumption. The following hypothesis is developed:

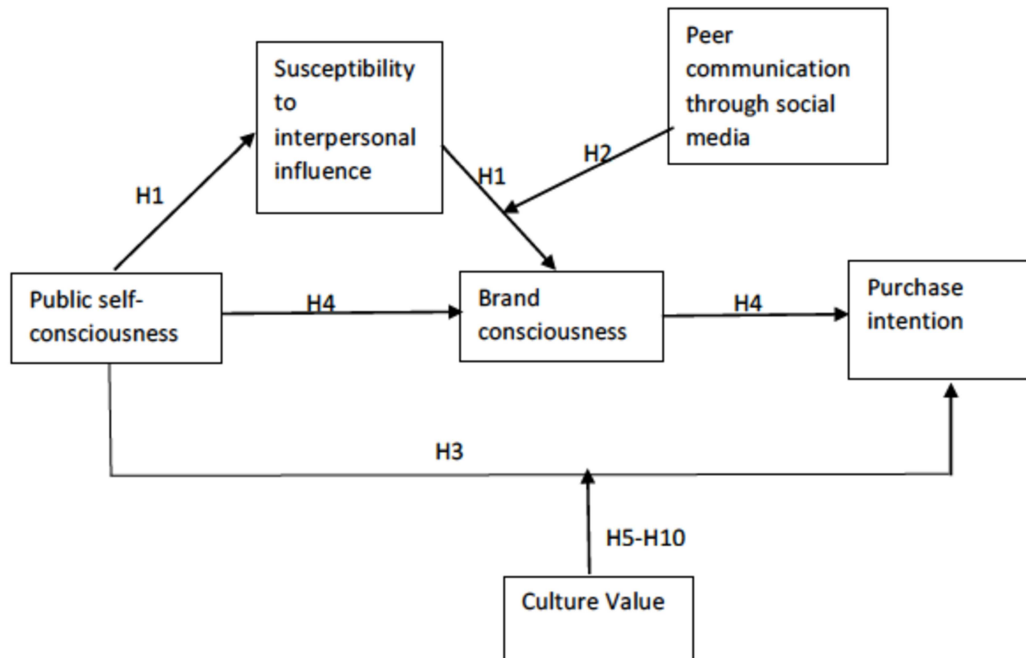
H10: The positive effect of public self-consciousness on luxury fashion products purchase intention increases with higher Indulgence scores.

The overall summary of hypotheses reviewed in this study are listed below and shown on Figure 3.1, the overall research model.

For Chinese Millennials:

- H1:** Susceptibility of interpersonal influence positively mediates the relationship between public self-consciousness and brand consciousness.
- H2:** Peer communication through social media positively moderates the effect between susceptibility to interpersonal influence and brand consciousness
- H3:** The higher level of public self-consciousness leads to a higher level of purchase intentions for the luxury fashion goods.
- H4:** Brand consciousness positively mediates the relationship between public self-consciousness and purchase intentions.
- H5:** The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of collectivism.
- H6:** The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of masculinity.
- H7:** The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of uncertainty avoidance.
- H8:** The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher levels of long-term orientation.
- H9:** The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher power distance scores.
- H10:** The positive effect of public self-consciousness on luxury fashion products purchase intentions increases with higher Indulgence scores.

Figure 3.1 Research Model



4. Research Methodology

In the research methodology, we review the research methods and design rationale by echoing the research objectives, and explain specific methods used in this study.

4.1 Research objectives

The objectives of this study are to investigate: 1) the Chinese Millennials luxury fashion products purchasing habits and purchase intentions; 2) the factors (public self-consciousness, susceptibility to interpersonal influence, brand consciousness, and peer communication) influencing the purchase intentions; 3) the moderating role of cultural values. A sequential, exploratory mixed methods design was used to achieve these aims. Both qualitative and quantitative data were collected and analyzed in two phases: a qualitative phase for completion of aim 1 to get grounded information on millennials customers and their purchase behavior around luxury accessories, and a quantitative phase divided into two studies for completion of aim 2 and 3.

4.2 Design rationale

Creswell (2004) suggests three types of research designs: a two-phase design, a dominant less dominant design and a mixed method design. The mixed method approach helps understand complex data and gives a more complete and comprehensive account of the inquiry (Creswell, 2003). In this research, the complexity in this research is the comprehension of Chinese Millennials' purchase of luxury fashion goods. Semi-structured in-depth interviews constitute the qualitative part of this research and give a sense of process and enhance the basis of the issue. The quantitative research in form of a questionnaire will provide numerical evidence and allow statistical analyses. The quantitative data could be expanded and explain further the qualitative data resulting in a more depth explanation of the analyzed gathering of information.

A triangulation design strategy was applied in this research, the quantitative and qualitative data were collected separately on the research topic and different results are converged during the interpretation. The quantitative survey results with qualitative interview findings will help to better understand the purchase behavior and intentions of Chinese Millennials in terms of luxury fashion products.

4.3 Phase 1: Qualitative research

Qualitative research is a type of scientific research that focuses on words and textual descriptions rather than on the quantification and analysis of data (Bryman & Bell, 2007). Applying flexible and semi-structured methods, qualitative research seeks to discover certain phenomena through structural perspectives. This inductive approach is often used to explain problems and phenomena when the existing theories are not sufficient (Liu, 2013). In this research, the qualitative method used in this phase is the in-depth interview. The in-depth interview, which takes an unstructured approach, is used to collect detailed and richly textured person-centered information. In this study, an in-depth, semi-structured interview was conducted in order to gain some insights regarding Chinese Millennials luxury fashion products purchasing habits and motivations. The in-depth interview has two advantages over a study purely based on the literature. First, it provides more detailed information than what is available through other data collection methods, such as surveys. Second, it provides a more relaxed atmosphere in which to collect information.

4.3.1 In-depth interview

In order to have a better understanding of the habits of the Chinese Millennials in terms of the luxury fashion products buying, three in-depth interviews were conducted in Montreal. The interviewees were the students from the same university as the researcher and the technique in selecting participants is convenience sampling. Nevertheless, the selection was also purposive in the sense that they fulfill the requirements that they are all Chinese Millennials raised in Beijing or Shanghai, addicted to luxury fashion products, and they all used social media frequently. The selection criteria are based on two reasons. First, these people have a rich experience in luxury fashion products shopping. They are very knowledgeable in terms of the luxury brands and products. In addition, the millennials come from tier one cities, such as Beijing, Shanghai, and are considered to be more influenced by world fashion trends.

Guided by research questions presented previously, a semi-structured interview guide for aim 1 was prepared. Questions designed to help understand the Chinese Millennials purchasing habits focus on three parts: 1) The motivations in terms of luxury fashion products buying; 2) their consumption habits including the buying category, the influencing factors and the way of buying; 3) the influence of luxury fashion products and luxury brands. The final interview guide used in the study is presented in the Appendix.

The three in-depth interviews were conducted individually. The location of interviews was in the cafe near university and the duration of each was around 35 minutes. All the interviews were audio recorded using a digital voice recorder. In addition to audio recordings, the researcher kept written notes. All the interviews started with a brief introduction of the aim of the discussion. Based on the guidelines, the interviewer proposed several warm-up and engagement questions to make the interviewee comfortable with the topic of discussion. Afterward, exploration questions were proposed in order to get an in-depth understanding of the topic. During the interviews, the questions were adjusted depending on the answer of interviewees instead of only relying on the interview guide.

The results of the in-depth interviews supplemented the existing shortage in the literature. It should be noticed that the development of factors and hypothesis will not solely rely on the qualitative data collected in the interview.

4.4 Phase 2: Quantitative research

The objective of the quantitative research is to examine specific relationships among variables based on the analysis of qualitative data. In this study, after summarizing the literature and the in-depth interviews and identifying potential constructs for the study, a theoretical framework and several hypotheses were proposed. In order to test these hypotheses, two studies were designed separately: study 1 to test hypotheses 1-4, and study 2 to test hypotheses 5-10. Two questionnaires were designed and used for the Chinese Millennials consumers.

4.5 Data collection and sample

The data collection focused on Chinese Millennials consumers who are frequent buyers of luxury fashion products, users of social media websites, and based in large cities (Beijing, Shanghai, Chongqing, Cities in Guangdong) for both study 1 and 2. Logical questions such as “Do you have luxury fashion products consumption” and “Do you use social media websites” were asked to satisfy the prerequisite. Age and city are also set on the online survey platform to screen the qualified participants. The demographic information was also collected at the end of the study.

The two surveys were completed in December 2018 on the Chinese largest online survey platform. The online surveys contain 33 and 47 questions in each of the study individually in the questionnaire. The questionnaire one designed for study 1 focused on the factors influencing purchase intentions explained in hypotheses 1-4, and questionnaire two

designed for study 2 focused on the role of culture in influencing purchase intentions explained in hypotheses 5-10. For study 1, a total of 252 participants clicked the survey link individually, and 244 of them passed the screening question and took the survey. While for study 2, a total of 254 participants clicked the survey link, and 247 of them passed and took the survey. To clean the data, the incomplete responses or responses submitted from the same computer Internet protocols were removed, leaving a usable sample of 244, and 233 questionnaires for the analyses. Finally, the demographic information was collected as shown in the tables for each of the study. Please refer to Tables 4.1 and 4.2.

Table 4.1 Sample demographic for study 1 (N=244)

		Frequency	Percent
Gender	Male	100	40.98%
	Female	144	59.02%
	Total	244	100%
Age	18-25	107	43.85%
	26-30	137	56.15%
	31-38	0	0%
	Total	244	100%
Education level	High School/College	87	35.66%
	Undergraduate	142	58.20%
	Graduate	15	6.15%
	Total	244	100.00%
Region	Beijing	65	26.64%
	Shanghai	40	16.39%
	Guangdong	119	48.77%
	Chongqing	20	8.20%
	Total	244	100%

Table 4.2 Sample demographics for study 2 (N=244)

		Frequency	Percent
Gender	Male	91	37.30%
	Female	153	62.70%
	Total	244	100%
Age	18-25	124	50.82%
	26-30	120	49.18%
	31-38	0	0%
	Total	244	100%
Education level	High School/College	88	36.07%
	Undergraduate	141	57.79%
	Graduate	15	6.15%
	Total	244	100.00%
Region	Beijing	54	22.13%
	Shanghai	66	27.05%
	Guangdong	85	34.84%
	Chongqing	39	15.98%
	Total	244	100%

4.6 Measurement and scales

In this research, all scales were adopted from previous studies, and are well established. In order to measure public self-consciousness, five items were chosen from Feinstein's (1975) studies. To measure susceptibility of interpersonal influence, nine items were chosen from Bearden's (1989) studies. Five items were chosen from Nelson and McLeod's (2005) research in order to measure brand consciousness. For the peer communication, the items from Moschis and Churchill (1978) were applied with some minor changes to accommodate the social media context. For the purchase intentions of luxury fashion products, two items in Summers' (2006) study were used. Last but not least, this research used 25 items from Yoo (2011)'s study which were developed to measure Hofstede's cultural values at the individual level: Power distance (5 items), Collectivism (6 items), Masculinity (4 items), Uncertainty avoidance (5 items) and Long term orientation (5 items). For the newest cultural dimension indulgence, 8 items from Heydari, Laroche and Richard's (2017) research were applied. All items were measured by seven-point Likert scale: 1= "strongly disagree" and 5= "strongly agree". The final pool of items and their reliability values are illustrated in Table 4.3.

Table 4.3 Reliability (Constructs, Citations and Cronbach's Alpha)

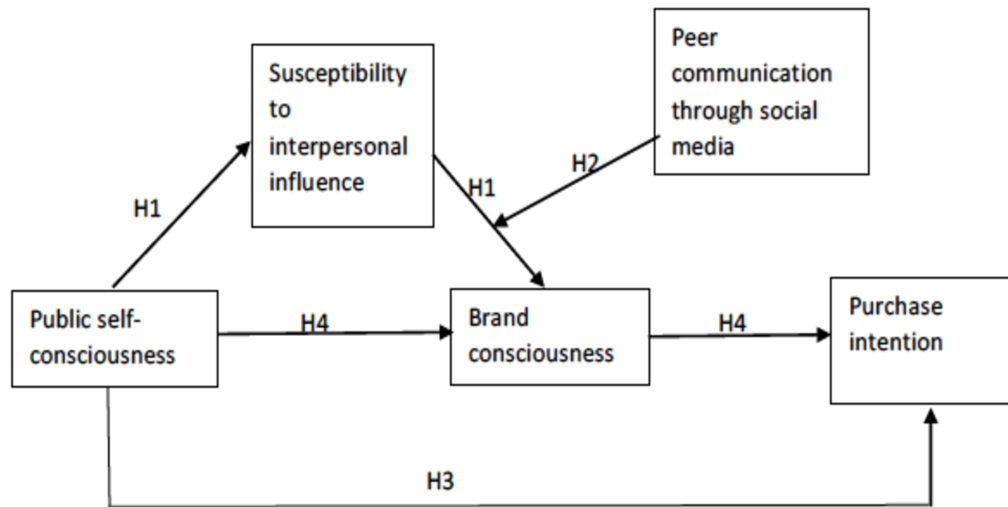
Reliability(Constructs,Citations and Cronbach's Alpha)			
Constructs	Citation	Used items	Cronbach's Alpha
Public Self-Consciousness	Fenigstein et al(1975)	5	0.819
Purchase intention	Summers et al.(2006)	2	0.827
Power distance	Yoo(2011)	5	0.851
Collectivism	Yoo(2011)	6	0.851
Masculinity	Yoo(2011)	4	0.737
Uncertainty Avoidance	Yoo(2011)	5	0.802
Indulgence	Laroche et al (2017)	8	0.845
Long Term Orientation	Yoo(2011)	5	0.733
Reliability (Constructs,Citations and Cronbach's Alpha)			
Constructs	Citation	Used items	Cronbach's Alpha
Public Self-Consciousness	Fenigstein et al(1975)	5	0.799
Purchase intention	Summers et al.(2006)	2	0.815
Susceptibility to interpersonal influence	Bearden et al.(1989)	9	0.806
Brand Consciousness	Nelson&McLeod(2005)	5	0.767
Peer communication	Moschis&Churchill(1978)	6	0.839

5. Data analysis and results

5.1. Study 1: Factors influencing the purchase intentions

Study 1 focuses on public self-consciousness, susceptibility to interpersonal influence, brand consciousness, and peer communication influencing the purchase intentions. The mediating role of susceptibility to interpersonal more or less influence public self-consciousness, and has a mediating role on brand consciousness as well influencing public self-consciousness and purchase intentions. The moderating role of peer communication in influencing brand consciousness is further examined in study 1. Please refer to Figure 5.1.

Figure 5.1 Study 1 research model



The descriptive statistics of the intercorrelation (Table 5.1) indicate that correlations were verified to avoid multicollinearity. Results indicated that none of the independent variables are over correlated, which allow us to further examine the next step. This part aims at testing the mediating effect using PROCESS macro mediation model 4 on SPSS version 23 (Hayes, 2013). Compared with the traditional approaches, the bootstrapping approach applied in PROCESS is a non-parametric approach that bypasses the problem of questionable distributional assumptions of traditional techniques and enables an accurate test of the indirect effect (Shrout & Bolger, 2002). As shown in the figure, susceptibility to interpersonal influence is the mediator (M), and is proposed to explain the relationship between the independent variable (X: public self-consciousness) and an outcome variable (Y: brand consciousness).

Public self-consciousness is proposed to influence susceptibility to interpersonal influence (path a), which in turn would affect brand consciousness (path b). The indirect effect (path a*b) is considered as the impact of public self-consciousness on brand consciousness through susceptibility to interpersonal influence, which is obtained by multiplying a by b, the two effects associated with this pathway. In addition, the path c' indicates the direct effect of public self-consciousness on brand consciousness while keeping the levels of susceptibility to interpersonal influence constant. Path c is the combination of direct and indirect effect. The strength of the indirect and the direct effects will determine the result of the mediation analysis. It is considered to be a successful mediation if the indirect and direct effects are significant (Mackinnon et al., 2007). The direct effect may disappear or

remain significant. If it disappears, it is considered as complete mediation, where as if it remains, it is considered as partial mediation.

The indirect effect of public self-consciousness on purchase intentions is calculated by BootLLCI and BootULCI. In order to determine whether this coefficient is significantly different from zero, 95% confidence intervals are calculated with a bootstrapping analysis using 5000 samples with replacement. If the confidence intervals for the indirect effect do not contain a zero between them, the coefficient effect ($a*b$) is considered significant at the .05 level of significance. In order to mitigate any confusion, a direct effect is when X influences Y while controlling for a mediating variable which is different from a main effect which is simply the influence of X on Y, regardless of the mediator (path c). Please refer to Figure 5.1.

Using SPSS results, public self-consciousness positively predicts susceptibility to interpersonal influence ($B=.5014, p=.0000$), susceptibility to interpersonal influence has a significant positive effect toward purchase intentions ($B=.3844, p=.0000$) (Please refer to Table 5.2). First, for the indirect effect of public self-consciousness on purchase intentions through susceptibility to interpersonal influence ($a*b$), as shown in the figure, the upper and lower limits of the bootstrap confidence interval (BootLLCI=.1123, BootULCI=.2818) do not include zero; thus a significant mediation of public self-consciousness on purchase intentions through susceptibility to interpersonal influence can be inferred, **H1 is supported**. Additionally, the direct effect of public self-consciousness on purchase intentions (path c') is considered significant ($p=.0013$); thus we can conclude complementary partial mediation.

Table 5.1 The descriptive statistics and intercorrelations for study 1

<i>Descriptive Statistics and Intercorrelations</i>					
Variable	SC	SII	BC	PI	PC
SC	1				
SII	.498**	1			
BC	.394**	.478**	1		
PI	.410**	.408**	.594**	1	
PC	.434**	.561*	.625**	.623**	1
<i>M</i>	2.50	3.50	3.27	3.07	3.17
<i>SD</i>	.973	.980	1.006	1.261	1.084

Note. *N* = 244. Entries on the main diagonal are Cronbach's alpha. SC =Public self-consciousness; SII = Susceptibility to interpersonal influence; BC=Brand consciousness; PI=Purchase intention; PC= Peer communication

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

Figure 5.2 The mediation effect of susceptibility to interpersonal influence in influencing public self-consciousness and brand consciousness

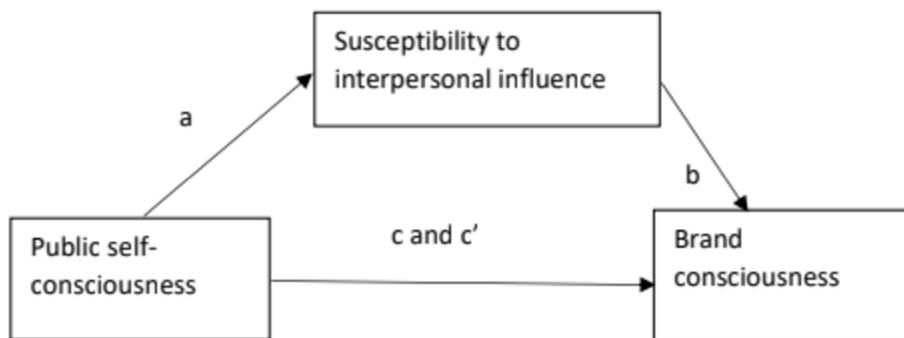


Table 5.2 The mediation effect of susceptibility to interpersonal influence in influencing public self-consciousness and brand consciousness

OUTCOME VARIABLE: Susceptibility to interpersonal influence (path a)						
Model Summary						
R	R-sq	MSE				
.4977	.2477	.7263				
Model						
	coeff	se	t	p	LLCI	ULCI
constant	2.2446	.1511	14.8543	.0000	1.9469	2.5422
SC	.5014	.0562	8.9256	.0000	.3908	.6121

OUTCOME VARIABLE: Brand consciousness(path b and c')						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.5108	.2609	.7535	42.5322	2.0000	241.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	1.3892	.2128	6.5276	.0000	.9699	1.8084
SC	.2144	.0660	3.2491	.0013	.0844	.3443
SII	.3844	.0655	5.8700	.0000	.2554	.5133
***** TOTAL EFFECT MODEL *****						
OUTCOME VARIABLE: Brand consciousness						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.3940	.1552	.8577	44.4603	1.0000	242.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	2.2519	.1642	13.7133	.0000	1.9284	2.5753
SC	.4071	.0611	6.6679	.0000	.2868	.5274
***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****						
Total effect of X on Y (path c)						
Effect	se	t	p	LLCI	ULCI	c_ps
.4071	.0611	6.6679	.0000	.2868	.5274	.4049
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_ps
.2144	.0660	3.2491	.0013	.0844	.3443	.2132
Indirect effect(s) of X on Y:						
	Effect	BootSE	BootLLCI	BootULCI		
SII	.1927	.0434	.1123	.2818		
Partially standardized indirect effect(s) of X on Y:						
	Effect	BootSE	BootLLCI	BootULCI		
SII	.1917	.0401	.1150	.2746		
Completely standardized indirect effect(s) of X on Y:						
	Effect	BootSE	BootLLCI	BootULCI		
SII	.1865	.0396	.1110	.2685		

In order to test H3 and H4, purchase intentions was entered as the outcome variable, brand consciousness was entered as the mediator variable, and the public self-consciousness was entered as the independent variable (Please refer to Figure 5.3).

In terms of SPSS results, public self-consciousness positively predicts brand consciousness ($B=.4071, p=.0000$), brand consciousness has a significant positive effect toward purchase intentions ($B=.6425, p=.0000$). For the indirect effect of public self-consciousness on purchase intentions through susceptibility to interpersonal influence ($a*b$), as shown in the figure, the upper and lower limits of the bootstrap confidence interval (BootLLCI=.1663, BootULCI=.3663) do not include zero; thus a significant mediation effect of public self-consciousness on purchase intentions through brand consciousness can be inferred. H4 is thus supported. Additionally, the direct effect of public self-consciousness on purchase intentions (path c') is considered significant ($p=.0002$), H3 is also supported. We can also infer complementary partial mediation since the total direct model (path c) was also significant (effect=.5309, $t=6.9829, p=.0000$). In conclusion, **H3 and H4 are supported.**

Figure 5.3 The mediation effect brand consciousness in influencing public self-consciousness and purchase intention

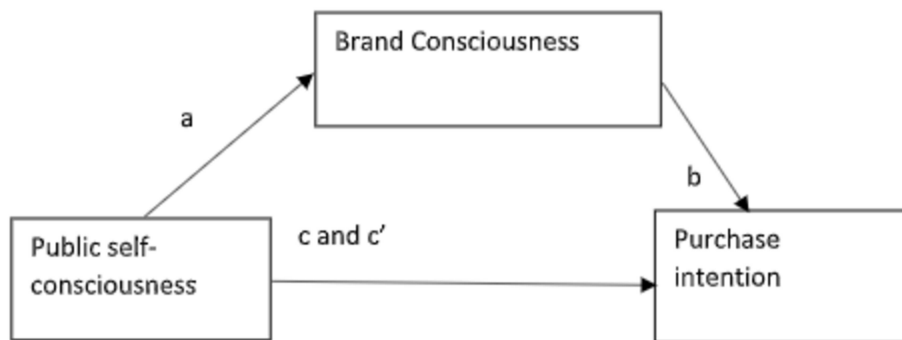


Table 5.3 The mediation effect of brand consciousness in influencing public self-consciousness and purchase intention

OUTCOME VARIABLE: brand consciousness (path a)							
Model Summary							
R	R-sq	MSE	F	df1	df2	p	
.3940	.1552	.8577	44.4603	1.0000	242.0000	.0000	
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	2.2519	.1642	13.7133	.0000	1.9284	2.5753	
SC	.4071	.0611	6.6679	.0000	.2868	.5274	

OUTCOME VARIABLE:Purchase intention(path b and path c')							
Model Summary							
R	R-sq	MSE	F	df1	df2	p	
.6239	.3893	.9799	76.8110	2.0000	241.0000	.0000	
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	.2955	.2340	1.2628	.2079	-.1654	.7564	
SC	.2693	.0710	3.7932	.0002	.1295	.4092	
BC	.6425	.0687	9.3511	.0000	.5071	.7778	
***** TOTAL EFFECT MODEL *****							
OUTCOME VARIABLE:Purchase intention(path c)							
Model Summary							
R	R-sq	MSE	F	df1	df2	p	
.4095	.1677	1.3299	48.7612	1.0000	242.0000	.0000	
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	1.7423	.2045	8.5208	.0000	1.3395	2.1450	
SC	.5309	.0760	6.9829	.0000	.3811	.6806	
***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****							
Total effect of X on Y							
Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.5309	.0760	6.9829	.0000	.3811	.6806	.4208	0.4095
Direct effect of X on Y							
Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.2693	.0710	3.7932	.0002	.1295	.4092	.2135	.2077
Indirect effect(s) of X on Y:							
	Effect	BootSE	BootLLCI	BootULCI			
BC	.2616	.0512	.1663	.3663			
***** ANALYSIS NOTES AND ERRORS *****							
Level of confidence for all confidence intervals in output:							
95.0000							
Number of bootstrap samples for percentile bootstrap confidence intervals:							
5000							

To test the moderating effect of peer communication, the moderated mediation model of PROCESS (model 14) was selected within the macro (Figure 5.4). The peer communication was entered as the proposed moderator V. The public self-consciousness entered as the independent variable and brand consciousness as the outcome variable. The same mediator and bootstrapping methods were used. The overall model was significant ($R^2 = .65$, $df = 4$, $F = 44.41$, $p < .0001$). However, the direct effect (c' path) of public self-consciousness on brand consciousness after controlling for peer communication, susceptibility to interpersonal influence and the interaction of susceptibility to interpersonal influence and peer communication was not significant ($t = -1.3836$, $p = .1678$) (Table 5.4). Thus, the interaction between susceptibility to interpersonal influence and peer communication does not exist, **H2 is not supported**. The overall hypothesis results for Study 1 are summarized on Figure 5.5.

Figure 5.4 The moderator effect of peer communication in influencing susceptibility to interpersonal influence and brand consciousness

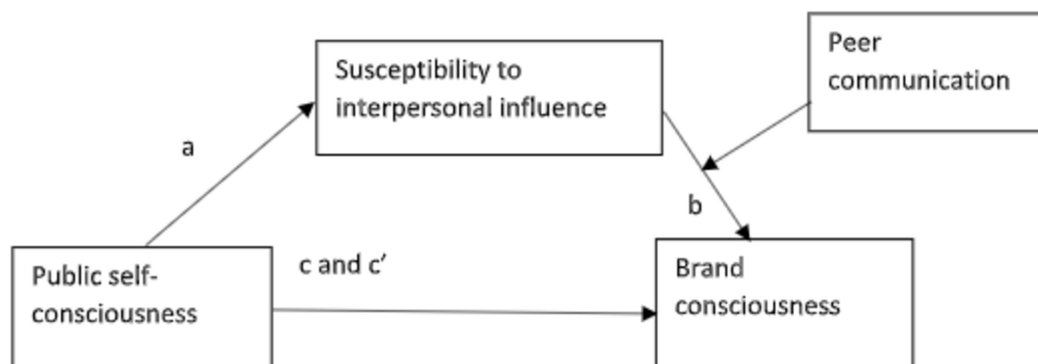
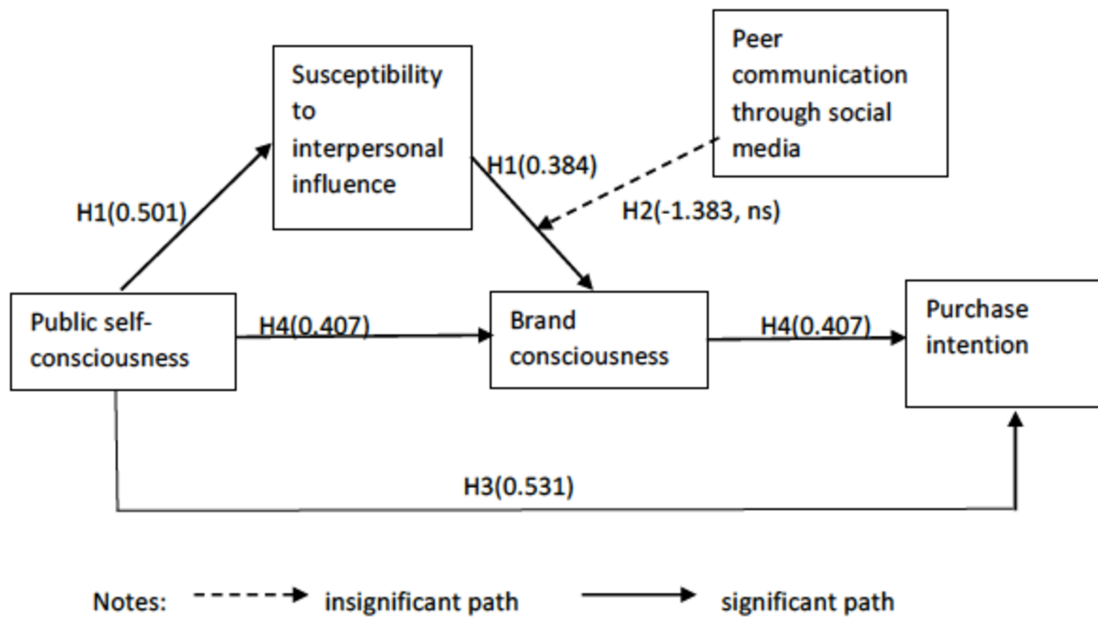


Table 5.4 The moderator effect of peer communication in influencing susceptibility to interpersonal influence and brand consciousness

OUTCOME VARIABLE: susceptibility to interpersonal influence						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.4977	.2477	.7263	79.6660	1.0000	242.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	2.2446	.1511	14.8543	.0000	1.9469	2.5422
SC	.5014	.0562	8.9256	.0000	.3908	.6121

OUTCOME VARIABLE: brand consciousness						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.6530	.4264	.5897	44.4108	4.0000	239.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	.4961	.4186	1.1852	.2371	-.3285	1.3207
SC	.1131	.0598	1.8898	.0600	-.0048	.2310
SII	.2900	.1196	2.4242	.0161	.0543	.5256
PC	.6425	.1432	4.4873	.0000	.3605	.9246
Int_1	-.0481	.0348	-1.3836	.1678	-.1166	.0204
Product terms key:						
Int_1 : SII x PC						
Test(s) of highest order unconditional interaction(s):						
	R2-chng	F	df1	df2	p	
M*W	.0046	1.9144	1.0000	239.0000	.1678	
***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****						
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	
.1131	.0598	1.8898	.0600	-.0048	.2310	
Conditional indirect effects of X on Y:						
INDIRECT EFFECT:						
SC ->	SII	->	BC			
PC	Effect	BootSE	BootLLCI	BootULCI		
2.1667	.0932	.0358	.0256	.1655		
3.0000	.0731	.0362	.0028	.1450		
4.1667	.0449	.0522	-.0613	.1432		
Index of moderated mediation:						
	Index	BootSE	BootLLCI	BootULCI		
PC	-.0241	.0243	-.0741	.0206		

Figure 5.5 Results for study 1



5.2. Study 2: The moderating role of the cultural values

First, as the intercorrelation table is shown, the correlation was checked to avoid multicollinearity. Results indicated that none of the independent variables are too correlated, which allow us to further examine the next step. To test the moderating effect of cultural values in influencing the relationship between public self-consciousness and purchase intentions of luxury fashion products, the PROCESS macro moderation model 1 (Hayes, 2013) is applied. In this model, cultural values were used to test whether there is an interaction effect between public self-consciousness and purchase intentions. Thus, public self-consciousness is the independent variable, purchase intentions is the dependent variable. The independent variables and the moderators (individualism, masculinity, power distance, uncertainty avoidance, and indulgence) were standardized to avoid the multicollinearity issue. The moderators were tested one at a time. Please refer to Table 5.5 synthesizing the descriptive statistics and intercorrelations for study 2. For clarity purpose, the concepts under scrutiny are visualized (please refer to Figure 5.6).

Table 5.5 The descriptive statistics and intercorrelations for study 2

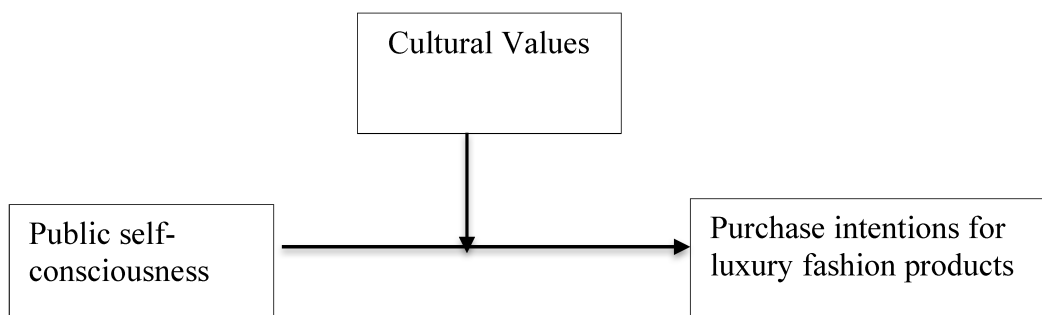
<i>Descriptive Statistics and Intercorrelations</i>								
Variable	SC	CI	MF	IR	PD	UA	LO	PI
SC	1							
CI	.274**	1						
MF	.132*	.268**	1					
IR	.496**	.265**	.269**	1				
PD	-.077	.132*	.297**	.184**	1			
UA	.525**	.419**	.245**	.350**	-.001	1		
LO	.308**	.453**	.262**	.391**	.264**	.419**	1	
PI	.205**	.056	.067	.262**	.087	.203**	.286**	1
<i>M</i>	2.52	3.19	3.62	3.16	5.13	2.62	3.09	3.26
<i>SD</i>	.97	1.10	1.24	1.01	1.23	.90	.93	1.35

Note. *N* = 233. SC = Public self-consciousness; CI= Collectivism; MF= Masculinity; IR = Indulgence; PD = Power distance; UA = Uncertainty avoidance; LO= Long-term orientation; PI=Purchase intention

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

* . Correlation is significant at the 0.05 level (2-tailed).

Figure 5.6 The moderating effect of culture value in influencing public self-consciousness and purchase intention

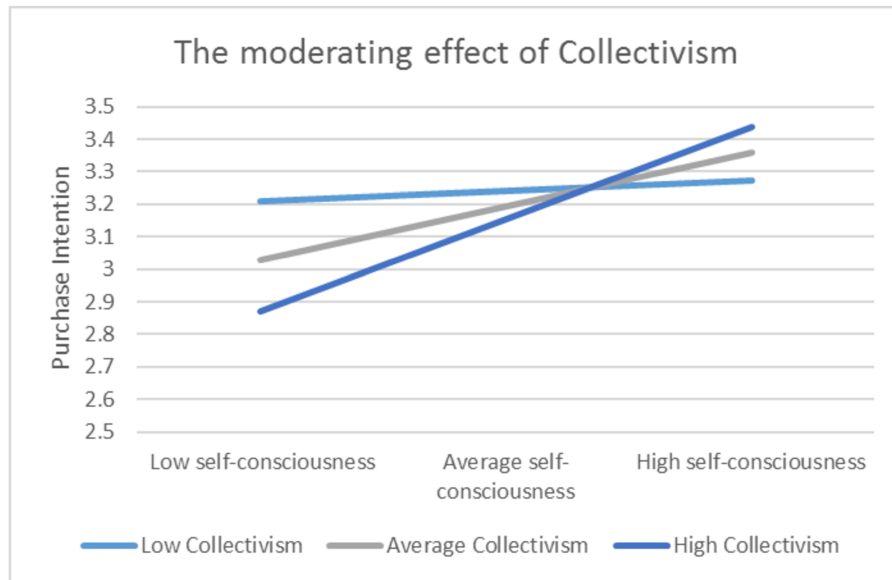


To test the moderating role of collectivism in influencing the relationship between public self-consciousness and purchase intentions for luxury fashion products, a third interaction variable was created by multiplying the variable collectivism and the variable public self-consciousness. First, a significant overall regression was found as shown in the table 7 ($F = 5.774, p < .001$), with an R^2 of .277. Research results showed that collectivism had an interaction that influenced the relationship between public self-consciousness and purchase intentions for luxury fashion products and it was positive. ($\beta=.1463, p=0.009$) (Table 5.6). To visualize the overall results, Figure 5.6 provides an overview of the moderating effect of collectivism in influencing public self-consciousness and purchase intention. Thus, **H5 was supported**, suggesting that Chinese Millennials consumers with higher scores on collectivism will strengthen the ties between public self-consciousness and purchase intention when compared with consumers with low collectivist scores.

Table 5.6 The moderating effect of collectivism in influencing public self-consciousness and purchase intention

Model summary		R	R-sq	MSE	F	P	
		0.2652	0.0703	1.7073	5.774	0.0008	
Model	coeff	se	t	p	LLCI	ULCI	
constant	3.2171	.0871	36.9388	.0000	3.0455	3.3888	
SC	.2118	.0958	2.2104	.0281	.0230	.4006	
CI	-.0229	.0818	-.2805	.7794	-.1841	.1382	
SC*CI	.1463	.0553	2.6464	.0087	.0374	.2552	
Conditional effects of the focal predictor at values of the moderator(s):							
CI	Effect	se	t	p	LLCI	ULCI	
-1.1896	.0378	.1307	.2891	.7728	-.2198	.2954	
-.0229	.2084	.0962	2.1671	.0313	.0189	.3979	
.9771	.3547	.0957	3.7080	.0003	.1662	.5432	
SC is public-self consciousness, CI is Collectivism							

Figure 5.7 The moderating effect of collectivism in influencing public self-consciousness and purchase intention

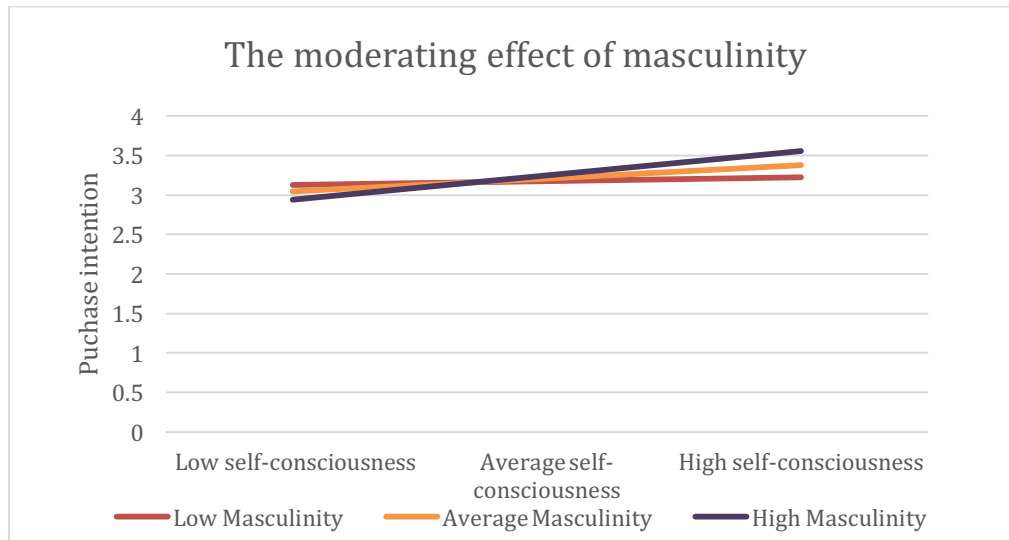


To test the moderating role of masculinity in influencing the relationship between public self-consciousness and purchase intentions for luxury fashion products, a third interacting variable was created by multiplying the variable masculinity and variable public self-consciousness. First, a significant overall regression was found ($F = 5.075, p < .01$), with an R^2 of .249. Research results showed that masculinity had an interaction that influenced the relationship between public self-consciousness and purchase intentions for luxury fashion products and it was positive. ($\beta = 1.293, p = 0.035$) (Table 5.7). Figure 5.8 offers an overall picture of the results. Thus, **H6 was supported**, suggesting that Chinese Millennials consumers with higher scores in masculinity will strengthen the ties between public self-consciousness and purchase intention when compared with consumers with low masculinity scores.

Table 5.7 The moderating effect of masculinity in influencing public self-consciousness and purchase intention

Model summary	R	R-sq	MSE	F	P	
	0.249	0.62	1.7225	5.0476	0.0021	
Model	B	se	t	p	LLCI	ULCI
Constant	3.2392	0.0865	37.4396	0.0000	3.0687	3.4097
SC	0.2253	0.0927	2.4310	0.0158	0.0427	0.4079
MF	0.0430	0.0704	0.6117	0.5143	-0.0956	0.1817
SC*MF	0.1293	0.0608	2.1269	0.0345	0.0095	0.2491
Conditional effects of the focal predictor at values of the moderator						
MF	Effect	se	t	p	LLCI	ULCI
-1.2634	.0619	.1348	.4592	.6465	-.2037	.3275
-.1234	.2093	.0949	2.2060	.0284	.0224	.3963
1.2666	.3891	.1040	3.7399	.0002	.1841	.5940
MF is masculinity, SC is public self-consciousness						

Figure 5.8 The moderating effect of masculinity in influencing public self-consciousness and purchase intention



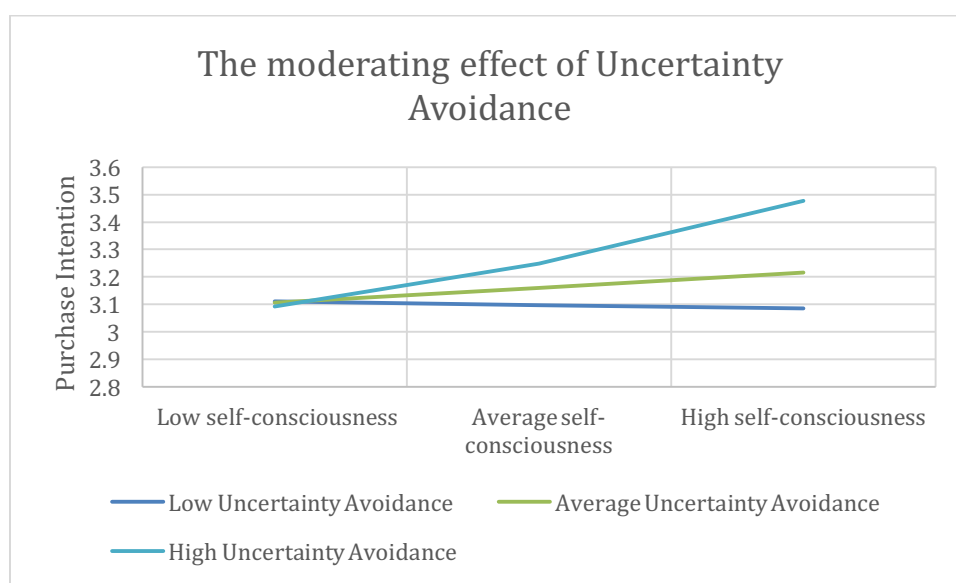
To test the moderating role of uncertainty avoidance in influencing the relationship between public self-consciousness and purchase intentions for luxury fashion products, a third interacting variable was created by multiplying the variable uncertainty avoidance and the variable public self-consciousness. First, a significant overall regression was found ($F = 56.35, p < .001$), with an R^2 of .277. Research results showed that uncertainty avoidance had an interaction that influenced the relationship between public self-consciousness and

purchase intentions for luxury fashion products and it was positive. ($\beta=.143, p=.02$) (Table 5.8 and Figure 5.9). Thus, **H7 was supported**, suggesting that Chinese Millennials consumers with higher scores on uncertainty avoidance will strengthen the ties between public self-consciousness and purchase intention when compared with consumers with low uncertainty avoidance scores.

Table 5.8 The moderating effect of uncertainty avoidance in influencing public self-consciousness and purchase intention

Model summary		R	R-sq	MSE	F	P
		0.2771	0.0768	1.6954	6.3506	0.0004
Model	coeff	se	t	p	LLCI	ULCI
constant	3.1942	.0898	35.5887	.0000	3.0173	3.3710
SC	.0994	.1100	.9038	.3671	-.1173	.3162
UA	.1196	.1163	1.0285	.3048	-.1096	.3488
SC*UA	.1430	.0609	2.3462	.0198	.0229	.2631
Conditional effects of the focal predictor at values of the moderator(s):						
UA	Effect	se	t	p	LLCI	ULCI
-.8163	-.0173	.1353	-.1279	.8983	-.2838	.2492
-.2163	.0685	.1152	.5948	.5526	-.1584	.2954
.9837	.2401	.1059	2.2677	.0243	.0315	.4487
SC is public self-consciousness, UA is Uncertainty Avoidance						

Figure 5.9 The moderating effect of uncertainty avoidance in influencing public self-consciousness and purchase intention

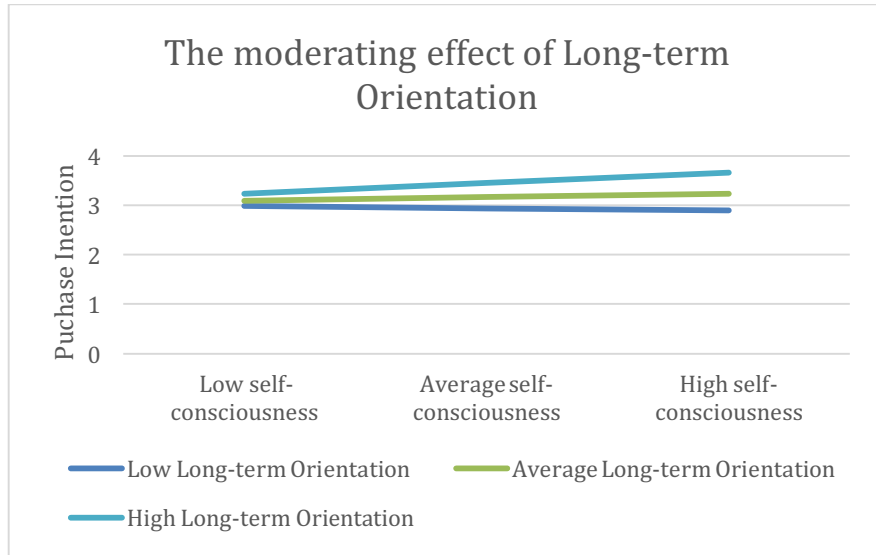


To test the moderating role of long term orientation in influencing the relationship between public self-consciousness and purchase intentions for luxury fashion products, a third interacting variable was created by multiplying the variable long-term orientation and the variable public self-consciousness. First, a significant overall regression was found ($F = 11.24, p < .0001$), with an R^2 of .358. Research results showed that long-term orientation had an interaction that influenced the relationship between public self-consciousness and purchase intentions for luxury fashion products and it was positive. ($\beta = .1784, p = 0.004$) (Table 5.9, Figure 5.10). Thus, **H8 was supported**, suggesting that Chinese Millennials consumers with higher scores in long term orientation will strengthen the ties between public self-consciousness and purchase intention when compared with consumers with low long-term orientation scores.

Table 5.9 The moderating effect of long-term orientation in influencing public self-consciousness and purchase intention

Model summary		R	R-sq	MSE	F	P
		0.3582	0.1283	1.6008	11.2376	0.0000
Model	coeff	se	t	p	LLCI	ULCI
constant	3.2102	.0847	37.9205	.0000	3.0434	3.3770
SC	.1058	.0934	1.1325	.2586	-.0782	.2898
LO	.3052	.0955	3.1966	.0016	.1171	.4933
SC*LO	.1784	.0620	2.8759	.0044	.0562	.3006
Conditional effects of the focal predictor at values of the moderator(s):						
LO	Effect	se	t	p	LLCI	ULCI
-.8944	-.0538	.1208	-.4451	.6567	-.2919	.1843
-.0944	.0889	.0951	.9346	.3510	-.0985	.2764
.9056	.2673	.0951	2.8118	.0054	.0800	.4546
SC is public self-consciousness, LO is Long-term orientation						

Figure 5.10 The moderating effect of long-term orientation in influencing public self-consciousness and purchase intention



For testing the moderating role of power distance in influencing the relationship between public self-consciousness and purchase intentions for luxury fashion products, a third interacting variable was created by multiplying the variable power distance and the variable public self-consciousness. Even though a significant overall regression was found ($F = 5.0156, p < .01$), with an R^2 of .248, the LLCI and ULCI for the interaction effect went through 0 (-.0356 and .2577). The results showed that the interaction effect of power distance is not significant. ($\beta = .111, p = 0.137$) (Table 5.10, Figure 5.11). Thus, **H9 was not supported**, suggesting that power distance could not moderate the relationship between public self-consciousness and purchase intention for luxury fashion products.

Table 5.10 The moderating effect of power distance in influencing public self-consciousness and purchase intention

Model summary		R	R-sq	MSE	F	P
		0.2483	0.0617	1.7232	5.0156	0.0022
Model	coeff	se	t	p	LLCI	ULCI
constant	3.2699	.0863	37.9027	.0000	3.0999	3.4398
SC	.2834	.0893	3.1719	.0017	.1073	.4594
PD	.1138	.0702	1.6209	.1064	-.0245	.2521
SC*PD	.1110	.0744	1.4915	.1372	-.0356	.2577
SC is public self-consciousness, PD is power distance						

In order to test the moderating role of indulgence in influencing the relationship between public self-consciousness and purchase intentions for luxury fashion products, a third interacting variable was created by multiplying the variable indulgence and variable public self-consciousness. Even though a significant overall regression was found ($F = 7.5412$, $p < .001$), with an R^2 of .300 the LLCI and ULCI for the interaction effect went through 0 (-.0059 and .2165). The results showed that the interaction effect of indulgence is positive but marginally significant. ($\beta = .1053$, $p = 0.064$) (Table 5.11, Figure 5.12). Thus, **H10 was supported**, suggesting that indulgence could moderate the relationship between public self-consciousness and purchase intention for luxury fashion products.

An overall review of hypothesis supported and rejected are summarized in Table 5.12.

Table 5.11 The moderating effect of indulgence in influencing public self-consciousness and purchase intentions

Model summary		R	R-sq	MSE	F	P
		0.2999	0.0899	1.6713	7.5412	0.0001
Model	coeff	se	t	p	LLCI	ULCI
constant	3.2087	.0890	36.0599	.0000	3.0334	3.3841
SC	.0406	.1132	.3586	.7202	-.1825	.2636
IR	.2647	.0977	2.7099	.0072	.0722	.4571
SC*IR	.1053	.0565	1.8650	.0635	-.0059	.2165
SC is public self-consciousness, IR is Indulgence						

Figure 5.11 Results for study 2

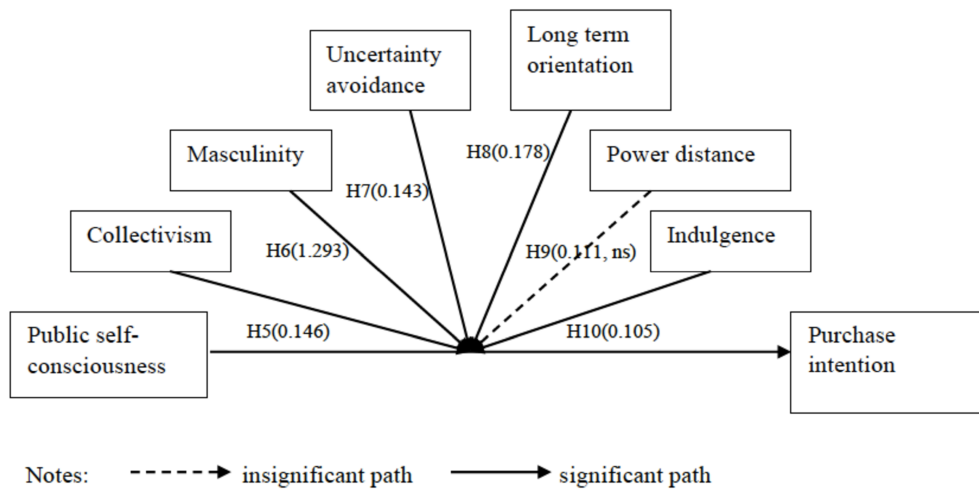


Table 5.12 Summary of hypotheses testing

Hypotheses	Unstandardized B	<i>p</i>	Supported or Rejected
Mediation effect			
H1: SII→ brand consciousness	.4071	.0000	supported
H4: Brand consciousness→ purchase intentions	.5309	.0000	supported
Moderation effect			
H2: peer communication →brand consciousness	.0046	.1678	not supported
Direct effect			
H3: public self-consciousness → purchase intentions	.2693	.0002	supported
Moderation effect on purchase intentions			
H5: public self-consciousness* collectivism	.1463	.0087	supported
H6: public self-consciousness * masculinity	.1293	.0345	supported
H7: public self-consciousness * uncertainty avoidance	.1430	.0198	supported
H8: public self-consciousness * long term orientation	.1784	.0044	supported
H9: public self-consciousness * power distance	.1110	.1372	not supported
H10: public self-consciousness * Indulgence	.1053	.2165	Supported (marginally)

6. Discussion

6.1. General discussion

The Chinese Millennials play an important role in influencing luxury fashion products and behavior patterns. This group represents a challenge in designing marketing strategies to meet their specific needs. This study aims to provide insights into the Chinese Millennials luxury fashion products purchasing habits and purchase intentions and, understand the underlying factors (public self-consciousness, susceptibility to interpersonal influence, brand consciousness and peer communication) that may influence their purchase intentions while considering the cultural values that may play a crucial role in this adventure.

6.1.1. The Chinese Millennials luxury fashion products purchasing habits and purchase intentions

In terms of purchasing habits, results from the qualitative in-depth interviews indicate that among all the luxury fashion products; shoes, bags, and jewelry are the categories favored by the young Chinese. All respondents mentioned these three categories, which can be considered as consumable type luxuries. These products are ones “that possess higher levels of quality, taste, and aspiration than other goods in the category, but are not so expensive as to be out of reach” (Silverstein & Fiske, 2008). The respondents also mentioned that the central business district is their best place to shop. With regard to the motivation for luxury fashion products consumption, results indicate in both studies (qualitative and quantitative) that self-related personality plays an important role. Respondents value how others perceive them as well as how they present themselves.

6.1.2 The factors (public self-consciousness, susceptibility to interpersonal influence, brand consciousness and peer communication) influencing the purchase intentions

First, in the quantitative study, the interaction of public self-consciousness and susceptibility of interpersonal influence positively consumers’ brand consciousness. As predicted, results from the quantitative study support the susceptibility aspect to interpersonal influence, and positively mediates the relationship between public self-consciousness and brand consciousness for Chinese Millennials. The findings are aligned with Fernandez (2009). The author analyzes how young consumers get addicted to purchasing brand name clothing because they are concerned with how their peers viewed them. In this study, susceptibility to interpersonal influence positively predicts brand consciousness, also confirmed by Yi-Cheon et al. (2014). In fact, the collectivistic culture rooted in Chinese

culture makes Chinese consumers perceive publicly visible. Thus, meaningful possessions of luxury items are important. As a result, there is a tendency for Chinese Millennials to be more susceptible to opinions of other consumers; as Belk (1988) pointed out, they build their own identity based on the social consciousness towards them. This explains the attention being given to brand names of luxury goods.

Second, in terms of other major factors that influence consumers' purchase decisions, in the qualitative part, respondents strengthen the importance of peer communication and word of mouth on social media platform. Female respondents mentioned a few applications on which they exchange product information and experiences. Their actions generate product interests amongst others. Social media platforms give them access to product information and facilitate their purchase intentions. They often discuss and share brand information with friends and strangers about the brands they purchase or are considering purchasing. Wang et al. (2012) investigated peer communication through social media and found that online consumer socialization through peer communication affects purchasing decisions for Chinese consumers. Thus, peer communication through social media was predicted to moderate the relationship between susceptibility to interpersonal influence and brand consciousness. However, in this study, the moderating effect was not significant. The mediator model became unstable after adding the moderator "peer communication". Peer communication seems to have a strong impact on attitudes toward advertising (De Gregorio & Sung, 2010), shopping orientations (Lueg et al., 2006), and consumer decision-making (Sivakumar, 2005). Connections with the brands remain to be demonstrated. Social media platforms are part of consumers' lives and affected their behavior and influence their brand choice. More attention is required to further understand the complex behavioral processes.

Third, all respondents mentioned the essential role of the luxury fashion brands. Possessing strong brand consciousness, respondents claimed their preferences for brands other than the products, when making purchase decisions. Gucci, Channel, and Louis Vuitton were mentioned as brands leaders and trend setters. The quantitative study results indicate that brand consciousness mediates the relationship between public self-consciousness and purchase intention of luxury fashion products. The study's results are in line with Giovannini's (2015) and confirm that Chinese Millennials consumers tend to connect brand symbols to self-concepts (Deeter-Schmelz et al., 2000), seek prestige and symbols of status and prosperity from famous international luxury brands.

6.1.3 The influencing role of culture

In study 2, the moderating roles of the six cultural values in influencing the relationship between public self-consciousness on purchase intentions were tested respectively. Results showed that cultural values play an important moderating role. Collectivism positively influences the relationship between public self-consciousness and purchase intentions. To be more specific, for the Chinese Millennials consumers who have high public self-consciousness level, the ones with higher collectivism scores are more inclined to luxury fashion products consumption compared with those with lower collectivism scores. The results confirm that in Chinese societies, the social group esteem has been highly valued; Chinese Millennials who are more collectivist valued their public reputation and tend to be more conscious of their public appearances. The special term is *mianzi*, meaning face. In the Chinese culture, it indicates that people are concerned by their public image. For Chinese consumers, it is important to maintain “face” or signal their social status through the display of luxury fashion products to their in-groups.

Moreover, uncertainty avoidance was found to positively moderate the relationship between public self-consciousness and purchase intentions. The Chinese Millennials who have self-consciousness tend to follow acceptable norms and reference groups, which results in the popularity of some prestige brands and luxury fashion products. The results confirm that masculinity positively impacts the relationship between public self-consciousness and purchase intentions. Previous research has shown that masculinity has a positive impact on consumers’ public self-consciousness (Sun, 2009). For Chinese Millennials, the role of gender awareness could not be ignored. In fact, the distinct gender roles in advertising may help stimulate purchase intentions.

In terms of long-term orientation, a significant moderating effect was found between public self-consciousness and purchase intentions for Chinese Millennials who score high on public self-consciousness. The results confirm that long-term orientation emphasizes ordering relationships such as perceived status and class of luxury possession in society (Wiedmann & Hennigs, 2012). Lastly, the moderating effect of indulgence was marginally significant, which confirms that indulgence positively influences the relationship between public self-consciousness and purchase intentions. Even though China is considered as a restrained society, the Chinese Millennials who have grown up in a time of tremendous culture and economic change move toward a global vision of the future. Boiled by their parents, the

young Chinese are the first generation to accept short-term debt in exchange for instant gratification. They prefer to enjoy the present and indulge in today.

This study did not show that power distance moderates the relationship between public self-consciousness and purchase intentions. Even though Sun (2009) demonstrates that power distance positively influences the public self-consciousness, there is not enough evidence to demonstrate its impact in terms of luxury consumption. Power distance is a common phenomenon in China and does impact Chinese consumer behaviors. For a reason we ignore, its influence has not yet expanded to luxury consumption for the Chinese Millennials. It could be that they are still young in the overall process of social status recognition.

6.2. Managerial implication

This study offers several implications. First, the relationships between public self-consciousness, susceptibility to interpersonal influence and brand consciousness provide some insights into marketing strategies to position a luxury brand in China and to communicate with specific millennial consumer groups. For the positive relationship of public self-consciousness and brand consciousness, the millennials are considered as being high public self-conscious individuals. Appreciation of Chinese Millennials consumers' need for public self-consciousness can help marketers better address their brands specificities to this consumer group. Advertising messages that use a peer-to-peer approach would support this strong link between high self-consciousness need and brand consciousness.

Second, the positive relationship between susceptibility to interpersonal influence and brand consciousness indicates that Chinese Millennials high in susceptibility to interpersonal influence are motivated to enhance their social image with brands, and are more likely to display brands that others admire, so that luxury brands whose values have been shared among social members will receive more attention. It also helps add new explanation to the lately overserved bandwagon effect in Chinese markets. The effect explains that high demand for a particular brand or product that can fulfill the function of making consumers fit in with a particular group. Thus, the brand becomes socially accepted within a group and serves as a symbolic sign of group membership (Silverstein & Fiske, 2003), and in particular, when targeting the Chinese Millennials.

Last, the direct relationship between brand consciousness and purchase intentions highlighted the role of brands for Chinese Millennials. Marketing strategies that position luxury fashion brands as status symbols that support or encourage specific lifestyles or

personal values would be useful when addressing communication strategies to the Chinese Millennials consumers.

This study also identifies the cultural values for market segmentation, by investing the moderating role of the cultural values. A majority of research studies have suggested that a group of consumers with similar cultural characteristics behaves in a similar manner (Shavitt et al., 2006), and thus an individual level of cultural orientation should be investigated as a basis for a more accurate application of market segmentation in selecting target markets to serve (Dubois et al., 2005). Globalization reduces the domestic cultural salience in each country (Zhang, 2010), classifying consumers in groups that have similarities within and difference between often could help firms' to better position their brand and communication strategies. Marketers should take into consideration the different cultural characteristics such as collectivism, masculinity, long-term orientation, indulgence, and uncertainty avoidance to when addressing their marketing campaign to Chinese Millennials.

6.3. Limitation and future research

There are several limitations and obstacles. First, the sampling and data collection for the qualitative study was restrained by time and recourses, the in-depth interviews were conducted only with three interviewees who were selected using a convenient sample. Convenience sampling chooses samples from population based on their accessibility and proximity to the researcher, which may not be representative and appropriate for research involving population inferences. The sample size is also problematic. For the qualitative research, most scholars suggest a range of participants, from 5 to 50, to consider the concept of saturation: "when gathering fresh data no longer sparks new theoretical insights, nor reveals new properties of your core theoretical categories" (Charmaz, 2006, p. 113). Even if the qualitative study aims to gain insight and get grounded information (Chinese Millennials consumers in terms of luxury fashion products buying), the information provided by those three interviewees may still be insufficient.

For the quantitative study, firstly, the sample size was also a problem. In the total of 250 samples for each study. Originally, the expectation was to get at least 420 respondents, according to the rule by Rigdon (1995), that is at least 10 cases per item. The insufficient sample size in general reduces the overall fit of the conceptual model. Furthermore, the study only involved consumers living in Shanghai, Beijing, Chongqing and major cities in Guangdong Province, and thus may represent only the Millennial consumers living in other

tier-1 cities and top tier-2 cities. The results cannot be generalized to other cities, especially those in less-developed regions, due to the fact that the consumption behaviors differ greatly in those places.

Second, for the mediation effect of the construct “susceptibility to interpersonal influence”, this study considers a single variable, and does not delve into the effects of its two dimensions. Future research could further investigate the mediating relationship of susceptibility to informational influence and to normative influence separately. Third, only the interactions between public self-consciousness and the individual’s cultural values were investigated; whether the cultural values also impact the purchase intentions through other paths were not mentioned in this study. For instance, Murali and Laroche (2005) found that the individualistic orientation had a significant negative effect on consumers’ susceptibility to interpersonal influence. Thus, the impact of cultural orientation on other variables such as susceptibility to interpersonal influence and brand consciousness can be further investigated in future studies.

Fourth, Hofstede’s cultural dimensions have largely been used in cross-cultural studies, although Yoo (2011) has developed the CVSCALE to measure Hofstede’s cultural values for individual consumers or managers. Few studies have applied the method for the consumer segment within one country. Therefore, in future research, scholars may compare Hofstede’s cultural framework and other cultural frameworks and choose the cultural framework that best suits their needs. Last, this study only focusses on few subjects including brands in terms of luxury consumption; other aspects such as the product attributes, the millennials attitudes’ towards the luxury products are not included. Future research could expand the subject and shed light on other aspects of purchasing experience on Chinese Millennials consumers’ luxury consumption, such as customer service, and store environment.

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Appendix

Interview guide

Opening

I want to thank you for taking the time to meet with me today. My name is Lan and I would like to talk to you about your experiences participating in our research project. Specifically, the purpose of this interview is to investigate the influencing factors that affect Chinese Millennials towards purchasing luxury fashion goods. The interview should take less than an hour. Because we're on tape, please be sure to speak up so that we don't miss your comments. All responses will be kept confidential. This means that your interview responses will only be shared with research team members and we will ensure that any information we include in our report does not identify you as the respondent. Please remember you don't have to talk about anything you don't want to and you may end the interview at any time. Are there any questions about what I have just explained? Are you willing to participate in this interview?

Demographic questions

Part 1. To discover our research question “Why do Chinese Millennials consumers buy luxury fashion goods?”

1. Do you often purchase luxury fashion goods? Please list three that you think it is luxury fashion goods.
2. Are you care about your style of doing things? Could you make an example?
3. Are you self-conscious about the way you look?
4. Do you like luxury fashion goods? Why?
5. What luxury fashion goods do you buy?
6. When you normally will buy luxury fashion goods?
7. What push you do buy luxury fashion products?

Part 2. To discover our research question “How do the Chinese Millennials buy goods?”

1. Do you check the information on the social media in terms of the luxury fashion products?
2. Do you share this information with your friend? Can you tell me more about it?
3. Is there any factors influence your Choice?
4. How you get influenced?

Part 3. Does the impact of the wider and closer culture environment lead the Chinese Millennials more addict to the luxury product or brands?

1. What factors do you consider most when purchasing luxury fashion goods?
2. Considering buying a luxury fashion goods, do you focus more on specific product or specific brand?

Ending

Is there anything more you would like to add?

I will be analyzing the information you and others gave me and continue the research. If you have any questions or do not want us to use any information of this interview, please contact us. I will leave my contact information.

Thank you for your time.

奢侈品或品牌：中国千禧一代消费者看法调查

您好！您将被邀请参与此项研究实验，这个表格将提供关于参与实验意义的相关信息。请您在决定是否参与实验前仔细阅读。

A. 研究目的：这项实验的研究目的在于调查中国千禧一代消费者对于时尚奢侈品的购买的影响因素。

B. 研究过程：如果您决定参加，您将会被调查关于自我意识，对人际影响的敏感度，同伴交流，品牌意识，奢侈品购买意愿一系列问题。全部问题共计约 11 分钟。

C. 潜在利益与风险：参加此项调查不存在风险。

D. 隐私问题：我们将会取得如下方面信息：您的自我意识程度，对人际影响敏感度，同伴交流，品牌意识，奢侈品购买意愿程度五个维度。除了实验的直接参与人员，我们将不会将信息泄露给任何人。我们将信息仅用于实验目的。信息将会被匿名收集，意味着您和您提供的信息将不会被联系到一起。我们将通过将信息在云端储藏加密的方式保护信息不被泄露，只有实验人员及其导师可以查看。我们将有意愿发表实验结果，但在结果中您将不会被披露。如果您有意愿查看实验结果，您可以通过康考迪亚大学开放网站 SPECTRUM(<https://spectrum.library.concordia.ca/>) 查询发表论文。

E. 参与条件：您并不被强制要求参与实验，您拥有决定权。如果您参与实验，也可以中途退出。因为实验的匿名性，一旦提交问卷，您不能再查看您的数据。参与实验的风险仅仅是不能收获奖励，在您选择不参与实验，中途退出实验，以及不让我们使用您的实验信息的情况下。

1. 请在下列陈述自我的概念里选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我在意我的行事风格	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在意我的自我表现形式	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我对我的形象有自我意识	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

我经常担心我是否给别人留下较好印象	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在意别人如何看待我	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. 请在下列有关奢侈品购买人际影响的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
别人是否喜欢我买的奢侈品或品牌很重要	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我极少在确认我的朋友认可之前购买最新潮品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
在我购买奢侈品时，我通常购买哪些被大众	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

接受的品 牌							
在被别人 看见我购 买的奢侈 品情况 下，我经 常购买那 些大众期 望的品牌	○	○	○	○	○	○	○
如果我想 跟随某人 的风格， 我会尝试 去买他们 购买的品 牌	○	○	○	○	○	○	○
我经常购 买同款奢 侈品和品 牌为了和 他人保持 一致	○	○	○	○	○	○	○

3. 请在下列有关奢侈品购买人际影响的陈述中选择您的看法[矩阵量表题] *

	非常同 意	同意	有点同 意	不一定	有点不 同意	不同意	非常不 同意
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我会观察别人购买或使用的产品以确保我买入了恰当的奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在同级产品中挑选最佳选项时会咨询别人的看法	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
在购买奢侈潮品之前我会询问朋友和家人相关信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. 请在下列有关品牌认知的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我在意我购买服饰的品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌名称会给我传	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

递服饰质量的信息							
品牌名称会给我传递单品“潮”度信息	○	○	○	○	○	○	○
有时我愿意因为品牌而为单品付更高价格	○	○	○	○	○	○	○
高价品牌产品代表更好的质量	○	○	○	○	○	○	○
我在意我购买的大多数产品的品牌	○	○	○	○	○	○	○

5. 请在下列有关奢侈品购买线上同伴交流的陈述中选择您的看法[矩阵量表题]*

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我在社交媒体上会与同伴谈	○	○	○	○	○	○	○

论奢侈潮品							
我会在网络上与同伴谈论奢侈潮品的购买	○	○	○	○	○	○	○
在奢侈潮品购买方面我会咨询我朋友的建议	○	○	○	○	○	○	○
我从我朋友方面获取奢侈潮品的信息	○	○	○	○	○	○	○
朋友支持我购买奢侈潮品	○	○	○	○	○	○	○

6. 请在下列有关奢侈品购买意向的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我会愿意购买奢侈潮品	○	○	○	○	○	○	○

我在明年 会有购买 奢侈潮品 的意愿	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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7. 您的性别： [单选题] *

- ☐男 ☐女

8. 您的年龄段： [单选题] *

- ☐18~25 ☐26~30 ☐31~40

9. 您的受教育程度 [单选题] *

- ☐高中或中专
- ☐本科生
- ☐硕士

1. 请在下列自我陈述的概念里选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我在意我的行事风格	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在意我的自我表现形式	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

我对我的 形象有自我意识	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我经常担心我是否给别人留下较好印象	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在意别人如何看待我	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. 请在下列有关文化价值的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我有按自己意愿生活的自由	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我寻求一切可以获得乐趣的机会	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
与亲友享乐相关的感觉和欲望应该得到自由满足	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

在个人享受方面不应该有任何的限制	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
社会应该重视对欲望和感情的相对自由的满足	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
欲望，特别是关于感官愉悦的欲望不应该被压制	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
对欲望的需求应该当下被满足	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
积极的感受不应该受到限制	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. 请在下列有关文化价值的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
处于较高职位的人	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

在做决策时不需要咨询低职位人员的意见							
处于较高职位的人不应经常向处于较低职位人员咨询看法	○	○	○	○	○	○	○
处于较高职位的人应避免与较低职位人员的社会接触	○	○	○	○	○	○	○
处于较低职位的人不应该质疑处于较高职位的人的决策	○	○	○	○	○	○	○
处于较高职位的人不应该将重要任务	○	○	○	○	○	○	○

委托给较低职位的人							
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4. 请在下列有关文化价值的陈述中选择您的看法[矩阵量表题]*

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
对我来说有细节的明确指令很重要，以便我始终知道我应该做什么	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
对我来说仔细遵从指令与程序很重要	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
规则和规定很重要，因为它们告诉我对我的期望	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
标准化的工作程序	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

十分有帮助							
操作说明很重要	○	○	○	○	○	○	○

5. 请在下列有关文化价值的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
个人应该为团体牺牲自身利益	○	○	○	○	○	○	○
即使遇到困难，个人也应该与团体共同进退	○	○	○	○	○	○	○
团体福利比个人奖励更重要	○	○	○	○	○	○	○
团体的成功大于个人的成功	○	○	○	○	○	○	○
个人目标的追求应次于团体的福利	○	○	○	○	○	○	○

即使个人 目标受到 影响，也 应该鼓励 团队忠诚	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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6. 请在下列有关文化价值的陈述中选择您的看法[矩阵量表题] *

	非常同 意	同意	有点同 意	不一定	有点不 同意	不同意	非常不 同意
我认为我 自己是一 个注重金 钱管理的 人	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
尽管反 对，我也 绝对坚持 所求	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我是一个 有长远计 划的人	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我会为了 长远的成 功放弃当 下的享乐	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我有稳健 的个人特 质	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. 请在下列有关文化价值的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
相比较女性，男性有一份专业工作更重要	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
男性通常用逻辑分析问题，女人通常用直觉解决问题	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
解决问题通常需要积极，强制性方法，这是典型的男性作风	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有些工作，男性总是做的比女性好。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 请在下列有关奢侈品购买的陈述中选择您的看法[矩阵量表题] *

	非常同意	同意	有点同意	不一定	有点不同意	不同意	非常不同意
我会愿意购买奢侈潮品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在明年会有购买奢侈潮品的意愿	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 您的性别： [单选题] *

☐男 ☐女

10. 您的年龄段： [单选题] *

☐18~25 ☐26~30 ☐31~40

11. 您的受教育程度： [单选题] *

☐高中或中专

☐本科生

☐硕士

English version for the items used in the questionnaire

Public self-consciousness

1. I'm concerned about my style of doing things
2. I'm concerned about the way I present myself
3. I'm self-conscious about the way I look
4. I usually worry about making a good impression
5. I'm concerned about what other people think of me

Susceptibility to interpersonal influence

1. It is important that others like the luxury products and brands I buy
2. I rarely purchase the latest luxury fashion styles until I am sure my friends approve of them
3. When buying luxury products, I generally purchase those brands that I think others will approve of
4. If other people can see me using a luxury product, I often purchase the brand they expect me to buy
5. If I want to be like someone, I often try to buy the same brands that they buy
6. I often identify with other people by purchasing the same luxury products and brands they purchase
7. To make sure I buy the right luxury product or brand, I often observe what others are buying or using
8. I often consult other people to help choose the best alternative available from a product class
9. I frequently gather information from friends or family about a luxury product before I buy

Peer communication

1. I talked with my peers about the product on social media.
2. I talked with my peers about buying the product on the Internet.
3. I asked my peers for advice about the product.
4. I obtained the product information from my peers.
5. My peers encouraged me to buy the product.

Brand consciousness

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

Purchase intentions

1. I would like to buy luxury fashion goods.
2. I intend to purchase luxury fashion goods within the next year.

Hofstede cultural values

Indulgence vs restraint

1. I have the liberty to live my life as I please

2. I seek every chance I can to have fun
3. Feeling and desires related to merrymaking with friends should be gratified freely
4. There should not be any limits on individuals' enjoyment
5. Societies should value relatively free gratification of desires and feelings
6. Desires, especially with respect to sensual pleasure should not be suppressed
7. Gratification of desires should not be delayed
8. Positive feelings should not be restricted

Power distance

1. People in higher positions should make most decisions without consulting people in lower positions.
2. People in higher positions should not ask the opinions of people in lower positions too frequently.
3. People in higher positions should avoid social interactions with people in lower positions.
4. People in lower positions should not disagree with decisions made by people in higher positions.
5. People in higher positions should not delegate important task to people in lower positions.

Uncertainty avoidance

1. It is important to have instructions spelled out in detail so that I always know what I am expected to do.
2. It is important to closely follow instructions and procedures.
3. Rules and regulations are important because they inform me as to what is expected of me.
4. Standardized work procedures are helpful.
5. Instructions for operations are important.

Collectivism/ Individualism

1. Individuals should sacrifice self-interest for the group.
2. Individuals should stick with the group even through difficulties.
3. Group welfare is more important than individual rewards.
4. Group success is more important than individual's success.
5. Individuals should only pursue their goals after considering the welfare of the group.
6. Group loyalty should be encouraged even if individual goals suffer.

Long-term orientation

How closely do you associate with the following qualities?

1. Careful management of money (Thrift)
2. Going on resolutely in spite of opposition (Persistence)
3. Personal steadiness and stability
4. Long-term planning
5. Giving up today's fun for success in the future
6. Working hard for success in the future

Masculinity/Femininity

1. It is more important for men to have a professional carrier than it is for a woman.
2. Men usually solve problems with logical analysis, woman usually solve problems with Intuition.

3. Solving difficult problems usually requires an active, forcible approach, which is typical of men.
4. There are some jobs that a man can always do better than a woman.

Interview transcript-1

Part 1. To discover our research question “Why do Chinese Millennials consumers buy luxury fashion goods?”

Q: Do you often purchase luxury fashion goods? If so, how often do you buy it?

A: I do buy luxury fashion goods but not quite frequently, I normally buy luxury fashion goods during the holiday or when I found a good deal.

Q: Could you please list three luxury fashion goods you bought recently?

A: I bought two luxury purses in Hong Kong recently, before that...my Bvlgari necklaces on me right now, and another purse for my boyfriend's mother.

Q: Wow cool, so you are really into luxury fashion goods, in regards to that, are you concerned your style of doing things? Could you make an example?

A: Yes, like for everyday outfit, I do consider what style should I go with before I go out every day, like the lady style, or another sports style. So basically depends on the necessity, like what occasion I am going to, what I go out for or who I am going to meet.

Q: Talking about style, are you self-conscious about the way you look?

A: Not exactly a certain type of style but I am totally aware that what style goes well on me and what styles will look like disasters on me. Well my style is not so fixed, I tried trendy styles in many ways.

Q: So in a word, what is your attitude toward luxury fashion goods? Do you like them? Why?

Yes, I do like luxury fashion goods

Q: For the luxury fashion goods what category do you buy most often?

A: Purses, accessory are my choices, I do not consider clothes because there are many memory points in terms of clothes which means that I could not wear them so often shoes, not like my purses, which have more ways to match them with the outfits.

Q: Cool, that make sense. So when you normally will buy luxury fashion goods?

A: Like I've told you when there was good deal and holiday but mostly I purchase them when season changes, I will prepare a bit for the new seasons.

Q: I see....and one more question for this part, what push you do buy luxury fashion products? Is the trend? Or the latest fashion?

A: Not exactly, instead of following the trends, I rely more on personal like, like the purses, if everyone owns their fake one and I have my real one, I will feel very uncomfortable. I will buy what I like no matter its trendy or not.

Part 2. To discover our research question “How do the Chinese Millennials buy goods?”

Q: I understand...so we did discussed a bit about the luxury fashion good that interested you, then we can move to the second part in terms of the way you buy them, my first question is like..Do you check the information on the social media in terms of the luxury fashion products?

Yes, like the fashion blogger, their way of the styling, I will also check the word of mouth of other consumers on some social media platform.

Q: And if possible, do you share these information with your friend? Can you tell me more about it?

A: Definitely, for example, yesterday I discussed with my friends about the trendy stuff and at last we decided to go shopping today.

Q: Well have a great shopping tomorrow! And for this point, is there any factors influence your Choice?

A: Definitely, like if all my friends give negative comments about the item and I am going to buy then I am gonna rethink about it.

Q: So normally how do you get influenced?

A: Like I mentioned, I give pictures to my friends, they give me their opinion and we discuss about it.

Part 3. Does the impact of the wider and closer culture environment lead the Chinese Millennials more addict to the luxury product or brands?

Q: Okay I get it, so let's move to the last part of our interview, it is also related to the pursuing habit. First of all, What factors do you consider most when purchasing luxury fashion goods?

A: For that I would say personal like will be my first consideration, others opinion do matters as well.

Q: Is there any specific brands that you are addicted with? Why?

A: Celine, because I do like the brand with too much logo, I would not go with that.

Q: Do you plan to buy any luxury fashion products in the next three months? What are you planning to buy?

A: Yes I do, I am gonna buy a birthday gift for my boyfriend, a scarf for myself, and that's it. I am rational actually.

Q: When considering buying a luxury fashion goods, do you focus more on specific product or specific brand?

A: I do go with a specific brand but that is part of my consideration, I do have some brands in mind before I decide to buy something.

Ending

Q: Is there anything more you would like to add?

A: No that's it.

A: I will be analyzing the information you and others gave me and continue the research. If you have any questions or do not want us to use any information of this interview, please contact us. I will leave my contact information.

Thank you for your time.

Interview transcript-2

Demographic questions

Q: Hi, thank you for your time today JL, can you tell me something about yourself?

A: Yes, my name is JL and I graduated this year and just start to work. My major is Finance but now I work as an account manager. Concerning on the interview topic... I am really a luxury fashion product lover.

Q: Ok cool, so it must be an interesting interview with you, we can start it.

Part 1. To discover our research question “Why do Chinese Millennials consumers buy luxury fashion goods?”

Q: So we can start with our first part, the first question will be “Do you often purchase luxury fashion goods? And if you could, please list three that you think it is luxury fashion goods.”

A: Yes, like I said I really love them, the luxury fashion goods will be Chanel purse, Gucci purse and Louis Vuitton purse.

Q: Oh you do familiar with those brands, so let's go further, are you concerned your style of doing things? Could you make an example?

A: Yes, I do love those brands which means a lot to me, and I do concerned my style especially before I go out. Like every day before I go to work or hang out I will always consider the match of the outfit. I could not tolerate the mismatching of my outfit and my purse.

Q: Ok, and are you self-conscious about the way you look?

A: Of course, for me I think I try to be as fashionable and good-looking as possible in others view.

Q: I am sure you are, and could you tell me do you like luxury fashion goods and the reason why.

A: Yes, first of all the luxury fashion products looks so nice and beautiful. What's more they represent my fashion taste.

Q: Right, and could you tell me normally what luxury fashion goods do you buy?

A: Yes, so for me that will be purses, shoes, accessories and tops.

Q: And when you normally will buy luxury fashion goods?

A: When I see something I like or I see anything in the poster or social media. That's the moment that I need to buy something.

Q: Cool, and what do you think the thing push you do buy luxury fashion products?

A: Fashion, and the style I like and the brands that I am addicted to.

Part 2. To discover our research question “How do the Chinese Millennials buy goods?”

Q: Cool, So that is pretty much of the part one, from which part I can see you passion about the luxury fashion goods, later we will go through part two, which we will mention the way

people buy luxury fashion goods. So, do you check the information on the social media in terms of the luxury fashion products?

A: Yes, like Xiaohongshu(A platform that ppl can share the items they bought), Instagram, I often check the official page of the famous brands to see what they have for new, and the youtuber, fashion bloggers as well to check their look book, the way they match, yes.

Q: Do you share the information with your friend? Can you tell me more about it?

A: Sometimes, normally I will share it after shopping. Like I will post Instagram, and share the style with friends. If before buying, I have lots of friends who are in China, they have good taste, and I often take the advice of them in terms of the purchase of the product.

Q: Is there any factors influence your Choice?

A: Price and brand. And if one of my close friends already have this item, I will not buy it. I will also get influenced by the blogger I like; I will follow the person I like. Sometimes I will also see the word of mouth and review. Let's say if I really like a Gucci bag but someone else says it is too heavy I also won't buy it.

Part 3. Does the impact of the wider and closer culture environment lead the Chinese Millennials more addict to the luxury product or brands?

Q: What factors do you consider most when purchasing luxury fashion goods?

A: Brand

Q: Is there any specific brands that you are addicted with? Why?

A: Chanel, first the over-all impression is very good, and very famous brand which can represent luxury.

Q: Do you plan to buy any luxury fashion products in the next three months? What are you planning to buy?

A: Yes, Dior and Cartier, the accessory I want to buy in the future.

Q: When considering buying a luxury fashion goods, do you focus more on specific product or specific brand?

A: It is definitely brand that I consider more.

Ending

Q: Is there anything more you would like to add?

A: I think Chinese more care and sensitive about brands, like just a few brands they consider as the top like Louis Vuitton and Gucci, but that is just my point of view.

I will be analyzing the information you and others gave me and continue the research. If you have any questions or do not want us to use any information of this interview, please contact us. I will leave my contact information.

Thank you for your time.

Interview transcript-3

Demographic questions

Q: Hi, thank you for your time today JL, can you tell me something about yourself?

A: My name is KY and I graduated two years ago work in a furniture company now. I was majoring in Finance and work in related field for my current job. My life is quite simple. Work, home, work, home you know.

Q: Ok cool, so it must be an interesting interview with you, we can start it.

Part 1. To discover our research question “Why do Chinese Millennials consumers buy luxury fashion goods?”

Q: So We can start with our first part, the first question will be “Do you often purchase luxury fashion goods? And if you could, please list three that you think it is luxury fashion goods.”

A: Depends on how you define often...But I do shopping a lot. If you want me to say well I would say every two months. In terms of the Luxury fashion goods... The shoes of Louis Vuitton, bags of Prada and Gucci.

Q: Oh you do familiar with those brands, so let's go further, do you care about your style of doing things? Could you make an example?

A: Yes, I do love concern my outfit and how people view me. Definitely I will check myself before going out.

Q: Ok, and are you self-conscious about the way you look?

A: Yes, I do, I need to wear the way that I am comfortable with, and I need to make my hair style carefully.

Q: I am sure you are, and could you tell me do you like luxury fashion goods and the reason why.

A: Yes, because I assume the luxury fashion goods represent the high quality and indeed other people will think you are a person with good taste.

Q: Right, and could you tell me normally what luxury fashion goods do you buy?

A: Yes, so for me that will be purses, shoes, accessories.

Q: And when you normally will buy luxury fashion goods?

A: Not a specific time, normally it will be a new season.

Q: Cool, and What do you think the thing push you to buy luxury fashion products?

A: I consider it's a normally thing for me because my friends and colleges around me purchase luxury fashion goods as well.

Part 2. To discover our research question “How do the Chinese Millennials buy goods?”

Q: Cool, So that is pretty much of the part one, from which part I can see you passion about the luxury fashion goods, later we will go through part two, which we will mention the way people buy luxury fashion goods. So, do you check the information on the social media in terms of the luxury fashion products?

A: Very seldom on social media...for my girlfriend she does but I am a guy..and guys do not manage their social media as girls do. But I do check the official website for the information.

Q: Do you share the information with your friend? Can you tell me more about it?

A: Sometimes when there's promotion and some good websites for the product.

Q: Is there any factors influence your choice?

A: Yes. For instance, the price and the popularity, and I will pay more attention if it is new arrival.

Part 3. Does the impact of the wider and closer culture environment lead the Chinese Millennials more addict to the luxury product or brands?

Q: What factors do you consider most when purchasing luxury fashion goods?

A: Brands, for instance if I buy a purse for my girlfriend I will choose from the brand I like first.

Q: Is there any specific brands that you are addicted with? Why?

A: Gucci, because the design is very suitable for the young people and many items are very fashion. Givenchy is also popular recently and easy to be recognize.

Q: Do you plan to buy any luxury fashion products in the next three months? What are you planning to buy?

A: Yes, for me I will buy a belt. For my girlfriend I will buy her a celine bag when her birthday comes.

Q: When considering buying luxury fashion goods, do you focus more on specific product or specific brand?

A: The product I guess.

Ending

Q: Is there anything more you would like to add?

A: Nahh I think that's it.

Thank you for your time.