CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

CHAPTER IV: DATA ANALYSIS AND INTERPRETATION

The data analysis was conducted using various parametric tests. The first step of the data analysis includes descriptive statistics that captures the frequency and percentage of different variables that are under the scope of this study.

4.1.0 Descriptive Statistics

All the variables associated with the sample are presented in tabular and graphical form. The frequency and percentage were calculated for the valid sample N=658.

Frequency Distribution

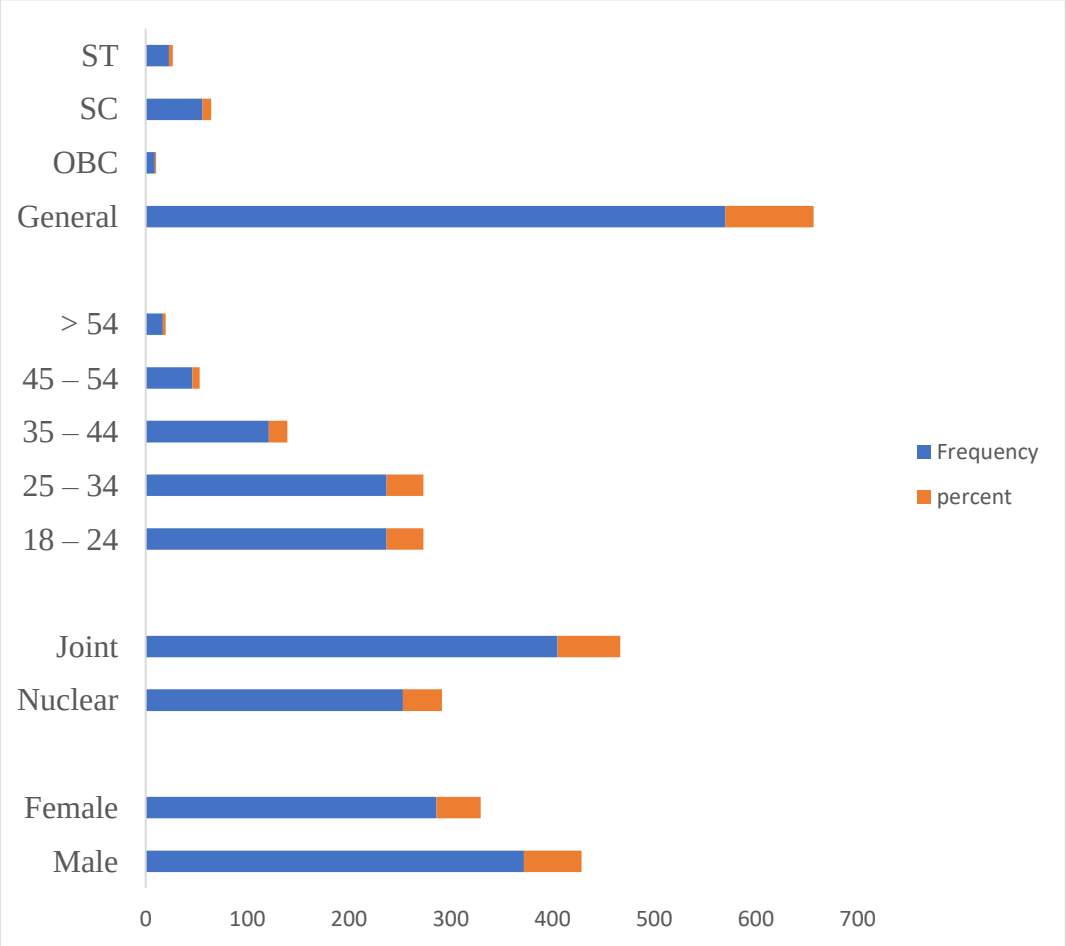
N=658

Table 4. 1 Demographic Variables of the sample

Gender	**Frequency**	**Percent**
Male	372	56.5
Female	286	43.5
Family structure	**Frequency**	**Percent**
Nuclear	253	38.4
Joint	405	61.6
Age	**Frequency**	**Percent**
18 – 24	237	36
25 – 34	237	36
35 – 44	121	18.4
45 – 54	46	7
> 54	17	2.6
Caste	**Frequency**	**Percent**
General	570	86.6
OBC	9	1.4
SC	56	8.5
ST	23	3.5

Table 4.1 represents the variables associated with gender, age, family structure, and caste. A valid sample of N=658 respondents was collected. 56.5% of the sample comprises of males where as 43.5% of the sample comprises of female respondents. 38.4% of the respondents belong to a nuclear family where as 61.6% belong to a joint family structure. Both the 18–24 yr. and 25–34 yr. old age brackets contribute 36% of the total sample. The 35–44 yr. age group contributes 18.4%, the 45–54 yr. age group contributes 7% and >54 yr. old age group contributes 2.6% of the total sample. 86.6% of the sample belonged to the general caste, OBC was 1.4%, SC was 8.5, and ST was 3.5%.

Figure 4. 1 Demographic variables associated with the sample



The data related to caste was not considered for further evaluation as it was skewed towards the general category.

Table 4. 2 Socio-Economic Status

Education	**Frequency**	**Percent**
High School	174	26.4
Graduate	295	44.8
Post-Graduate	180	27.4
Ph. D/Doctor/Any Professional Degree	9	1.4
Occupation	**Frequency**	**Percent**
Homemaker	67	10.2
Student	173	26.3
Retired	5	0.8
Salaried	156	23.7
Self-Employed	257	39.1
Annual Household Income	**Frequency**	**Percent**
Rs.1,50,000–Rs.5,50,000	30	4.6
Rs.5,50,000–Rs.11,00,000	96	14.6
Rs.11,00,000–Rs.22,00,000	248	37.7
>Rs.22,00,000	284	43.2

Table 4.2 shows that 44.8% of the valid respondents are graduates, 27.4% are post-graduates, 26.4% are high school educated, and 1.4% are professional/Ph.D. degree holders. 39.1% of the sample are self-employed, 26.3% are students, 23.7% are salaried, 10.2% are homemakers and 0.8% are retired. The annual household income reflects that 43.2% of the respondents belong to the affluent income- class (>22,00,000 p.a.), 37.7% belong to the upper-income class (Rs.11,00,000–Rs.22,00,000 p.a.), 14.6% (Rs.5,50,000–Rs.11,00,000) belong to the middle-income class and 4.6% (Rs.1,50,000–Rs. 5,50,000) belong to the lower-income class.

Figure 4. 2 Socio-Economic Indicators of the sample

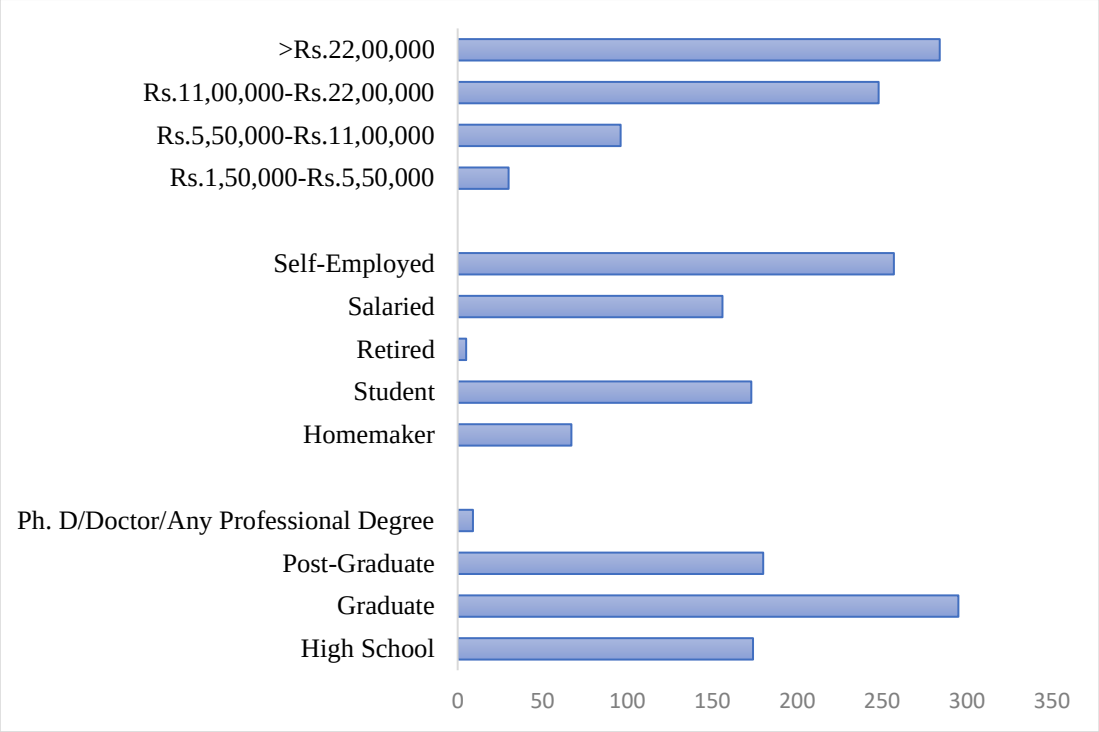


Table 4. 3 Parent and Spouse Education

Education	Father		Mother		Spouse	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
High School	282	42.9	368	55.9	177	26.9
Graduate	245	37.2	219	33.3	248	37.7
Post-Graduate	90	13.7	44	6.7	166	25.2
Ph. D/Doctor/Any Professional Degree	34	5.2	16	2.4	35	5.3
Not Applicable	7	1.1	11	1.7	32	4.9

Table 4.3 shows that in terms of father's education 42.9% are high school educated, 37.2% are graduates, 13.7% are post-graduates, 5.2% are professional degree holders. In terms of mother's educational qualifications 55.9% are high school educated, 33.3% are graduates, 6.7% are post -graduates and 2.4% are professional/Ph. D degree holders. In terms of spouse's education 26.9% are high school educated, 37.7% are graduates, 25.2% are post-graduates, 5.3% are Ph. D/professional degree holders. The frequency distribution is represented in graphical form in figure 4.3

Figure 4. 3 Frequency of Respondents' Parents and Spouse educational qualifications

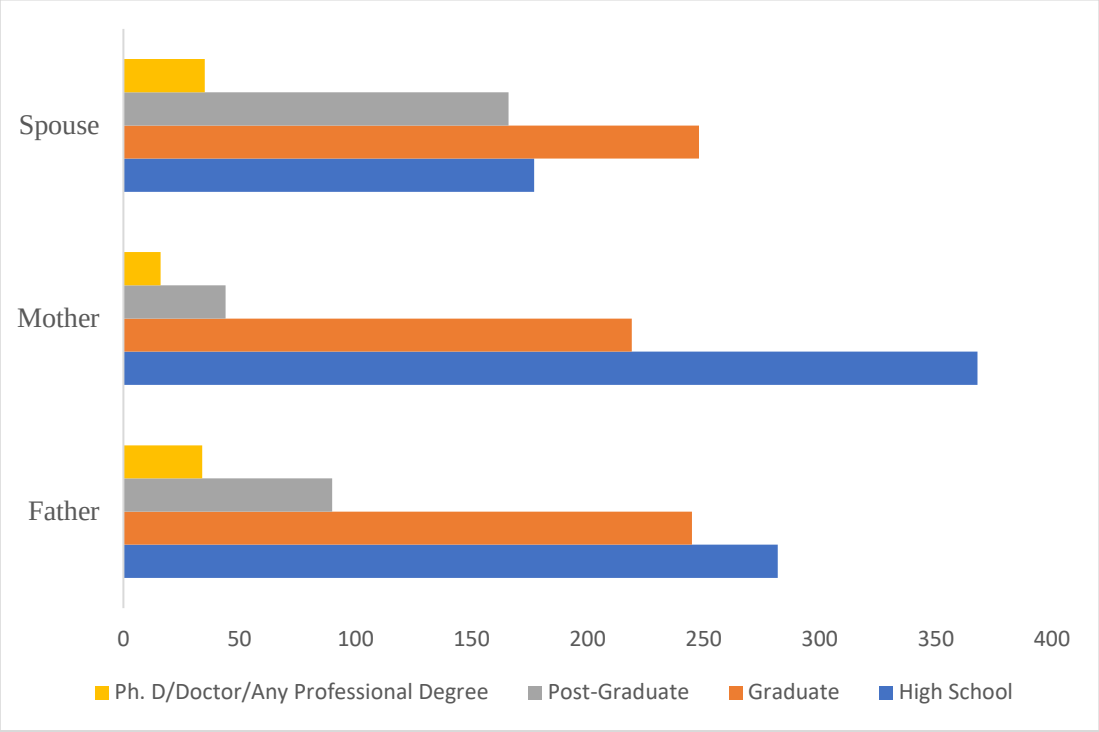


Table 4. 4 Spouse Occupation

Spouse Occupation	Frequency	Percent
Homemaker	102	15.5
Student	85	12.9
Retired	9	1.4
Salaried	134	20.4
Self employed	254	38.6
Not Applicable	74	11.2

Table 4.4 shows that the occupation of the spouse of the respondents. 38.6% are self-employed, 20.4% are salaried, 1.4% are retired, 12.9% are students and 15.5% are homemakers. The frequency distribution is represented in graphical form in figure 4.4.

Figure 4. 4 Respondents' spouse occupation

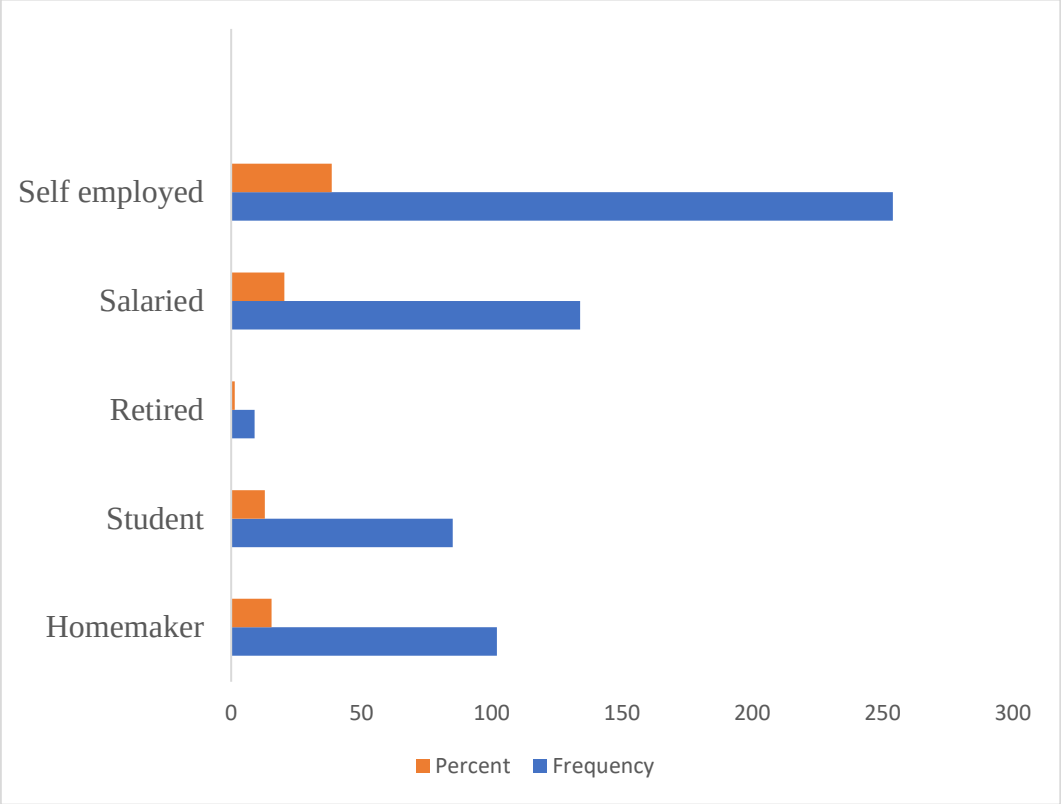


Table 4. 5 Prestige Indicators

	Response	Frequency	Percent
Social/Professional Group Memberships	Yes	430	65.3
	No	228	34.7

Table 4.5 shows that 65.3% of the valid respondents hold social/professional group memberships where as 34.7% do not hold any memberships. These values are represented in graphical form in figure 4.5.

Figure 4. 5 Social/professional group memberships

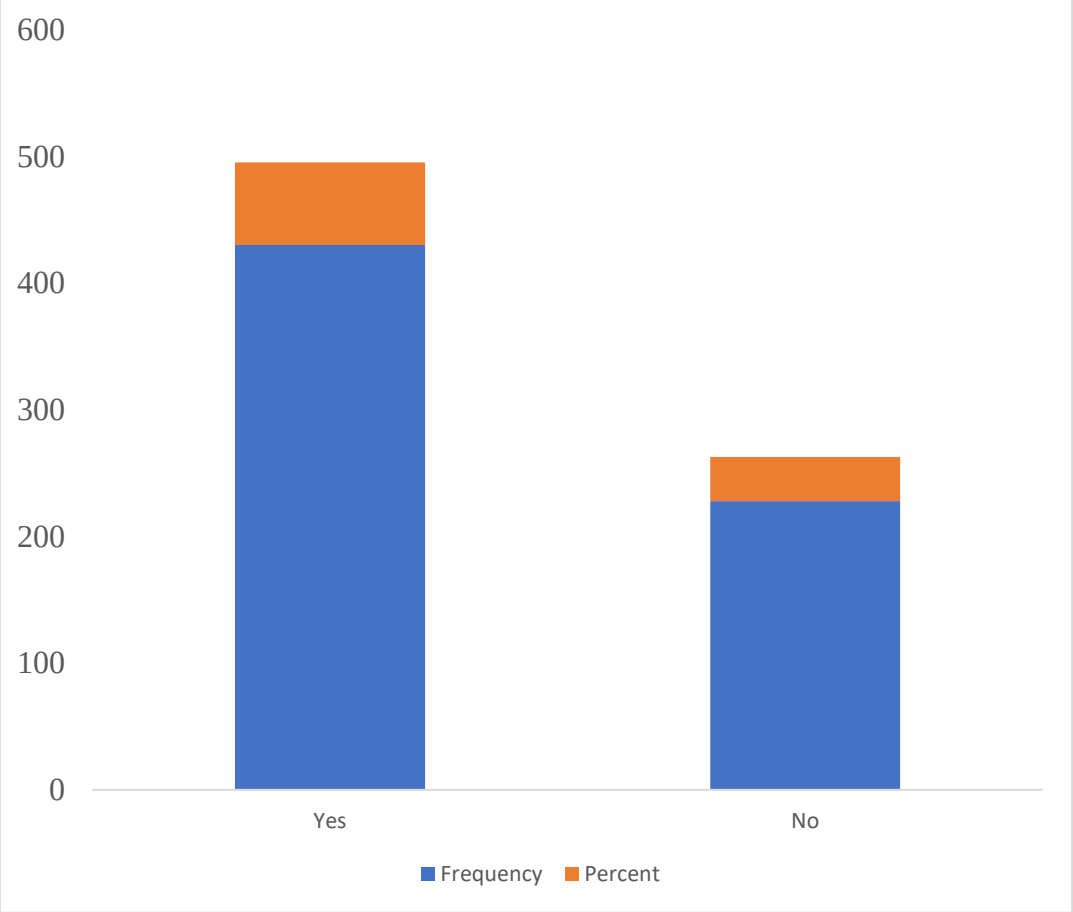


Table 4. 6 Social Mobility Status

	Response	Frequency	Count
Experienced Social Mobility	Yes	527	80.1
	No	131	19.9
Moved to a different Social Class	Higher	465	70.7
	Lower	60	9.1
	Not Applicable	99	15.0
	Missing data	34	5.2

Table 4.5 shows that 80.1% of the sample experienced some form of social mobility (upward or downward) where as 19.9% did not experience any social mobility in the last 10 years. Out of those that experienced social mobility 70.7% moved upward and 9.1% moved downward in the social hierarchy. The social mobility in graphical form is presented in figure 4.6.

Figure 4. 6 Social mobility experienced by the respondents

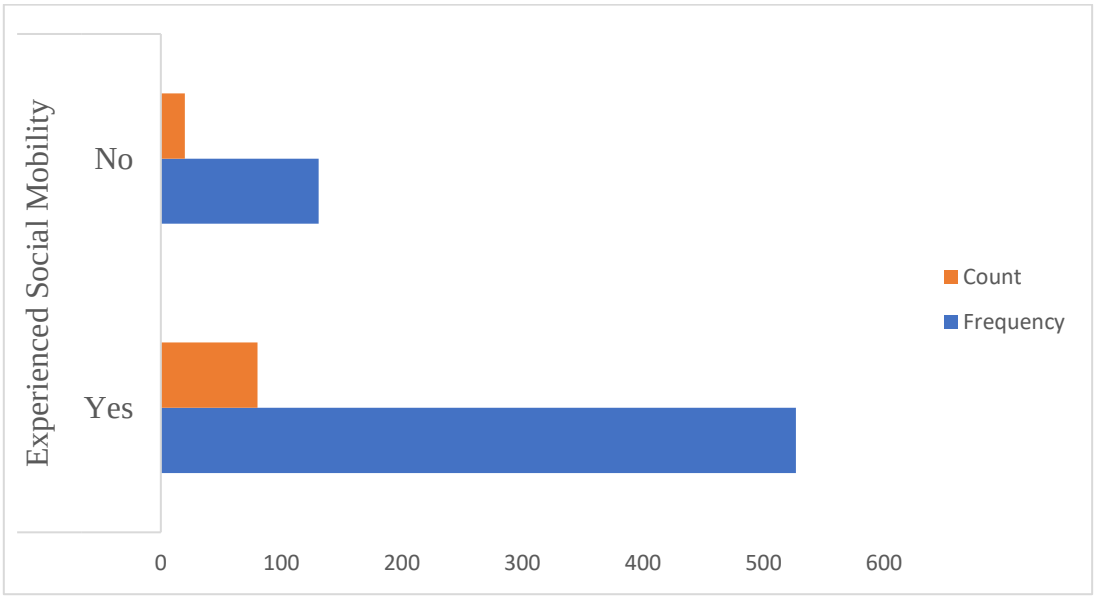


Figure 4. 7 Upward, downward or status quo in social mobility

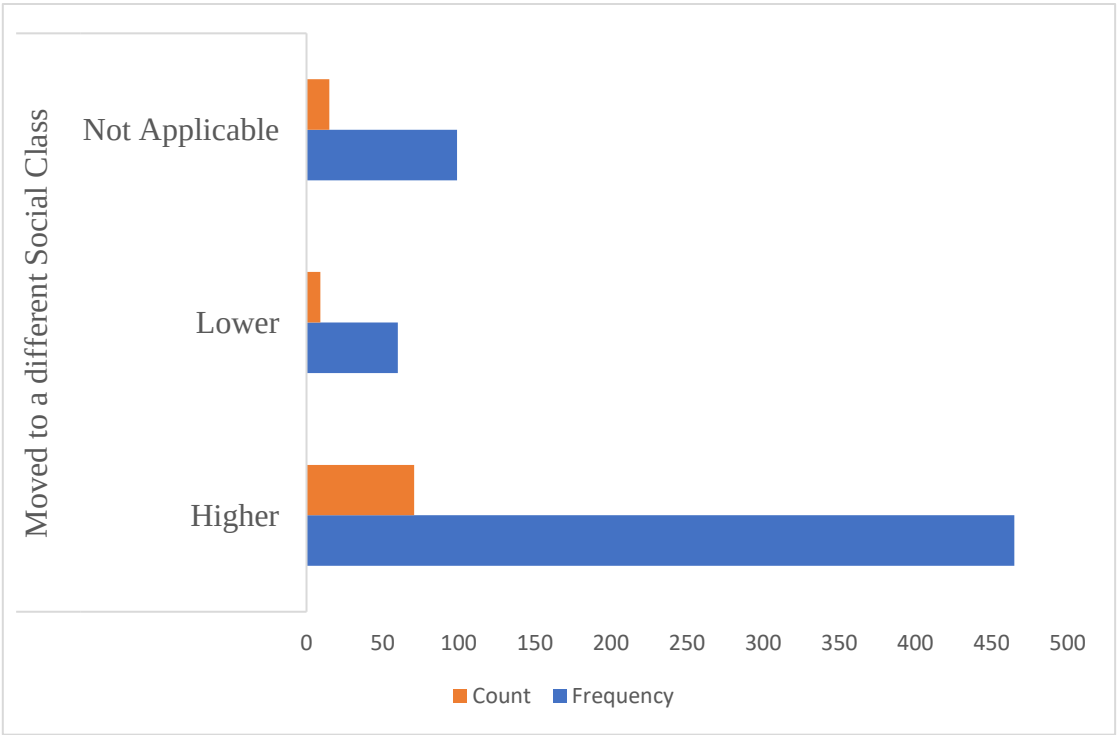


Table 4. 7 Lifestyle Indicators

Household domestic staff	**Count**	**Frequency**	**Percent**
	0	97	14.7
	1	140	21.3
	2	172	26.1
	3	85	12.9
	4	80	12.2
	5	54	8.2
	>5	30	4.6
Number of Leisure Activities (Reading, watching movies, charitable causes, outdoor activities, socializing)	**Count**	**Frequency**	**Percent**
	1	281	42.7
	2	117	17.8
	3	139	21.1
	4	79	12
	5	42	6.4
Annual Leisure Travel	**Count**	**Frequency**	**Percent**
	0	54	8.2
	1	177	26.9
	2	206	31.3
	3	113	17.2
	4	57	8.7
	>4	51	7.8
Choice of travel destinations	**Type**	**Frequency**	**Percent**
	Do not travel	30	4.6
	Domestic	317	48.2
	International	97	14.7
	Both	214	32.5

Table 4.7 shows different variables included under lifestyle. 14.7% of the sample do not have any domestic staff, 21.3% have one domestic help, 26.1% have two domestic staff, 12.9% have three domestic staff, 12.2% have four domestic staff, 8.2% have five domestic staff and 4.6%

have more than five people employed as domestic help. The respondents were asked how many leisure activities they enjoy out of Reading, watching movies, charitable causes, outdoor activities, and socializing. 42.7% undertook one leisure activity, 17.8% undertook two leisure activities, 21.1% undertook three leisure activities, 12% undertook four leisure activities and 6.4% enjoyed up to five leisure activities out of the given choices. In terms of annual leisure travel, 8.2% travelled once a year, 26.9% travelled twice a year, 31.3% travelled thrice a year, 17.2% travelled four times a year, 8.7% travelled five times a year and 7.8% travelled more than five times a year. In terms of choice of destinations, 48.2% of the sample travel internationally, 14.7% undertake domestic travel 32.5% travel both domestic and international and 4.6% do not undertake any leisure travel. The lifestyle indicators are graphically represented in the figure 4.8.

Figure 4. 8 Number of domestic staff employed per household

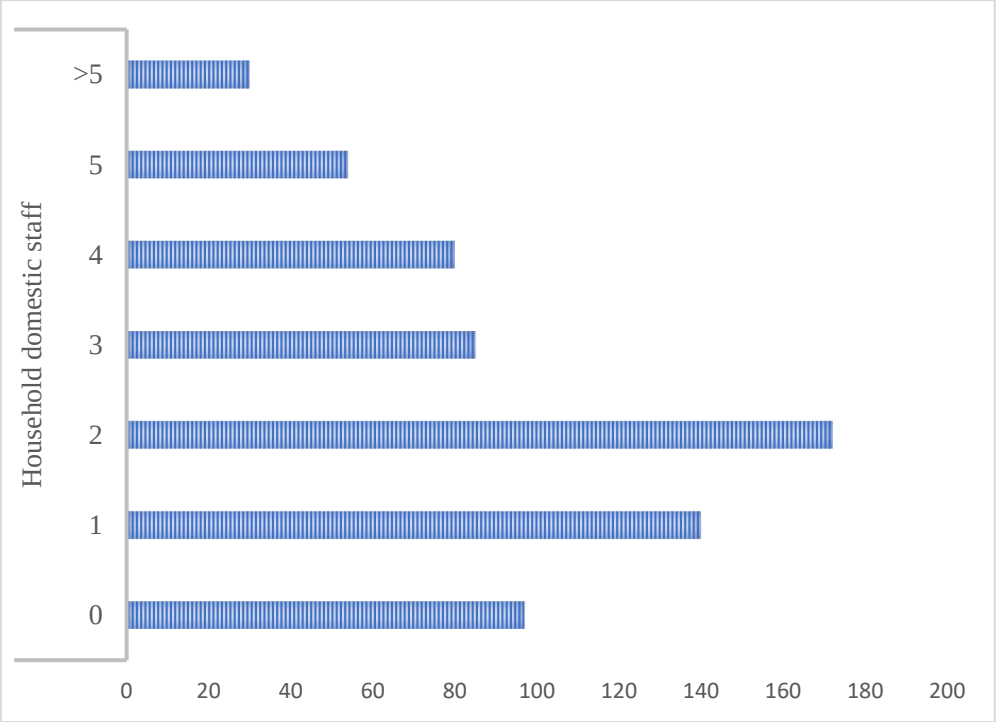


Figure 4. 9 Number of leisure activities undertaken by the respondents

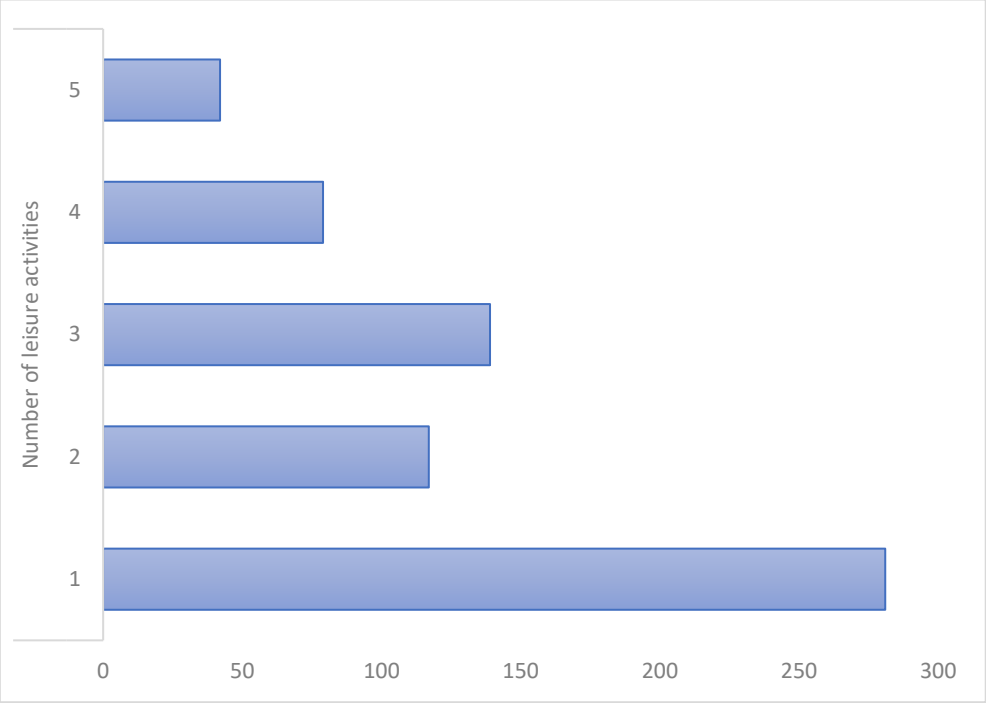


Figure 4. 10 Count of annual leisure travel of the respondents

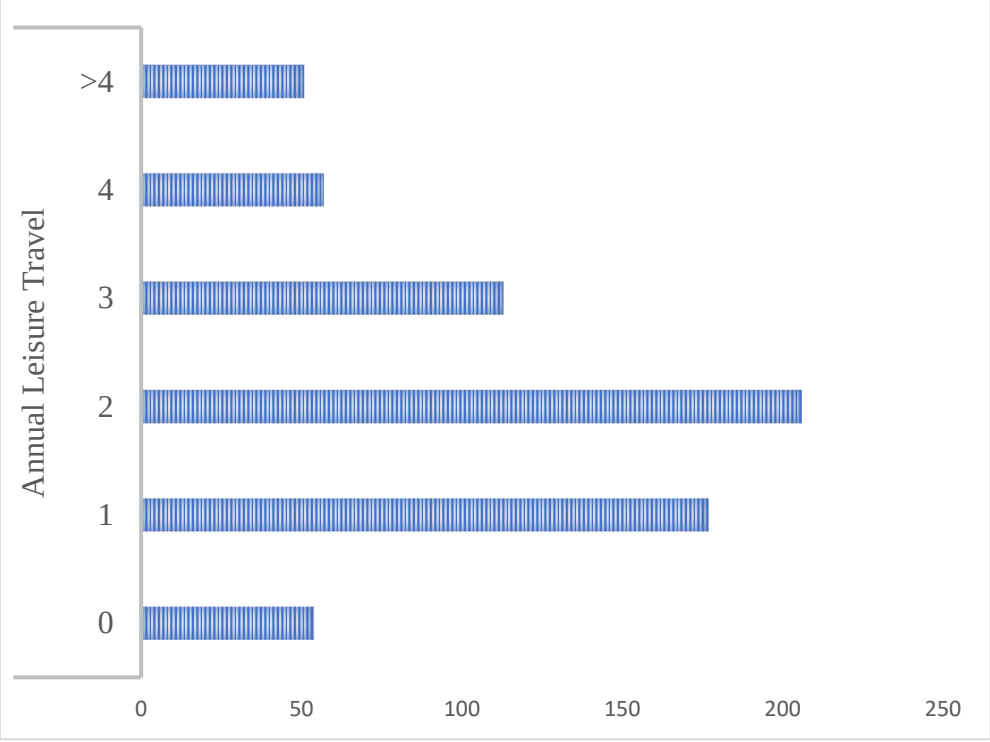


Figure 4. 11 Type of Travel destinations undertaken by the respondents

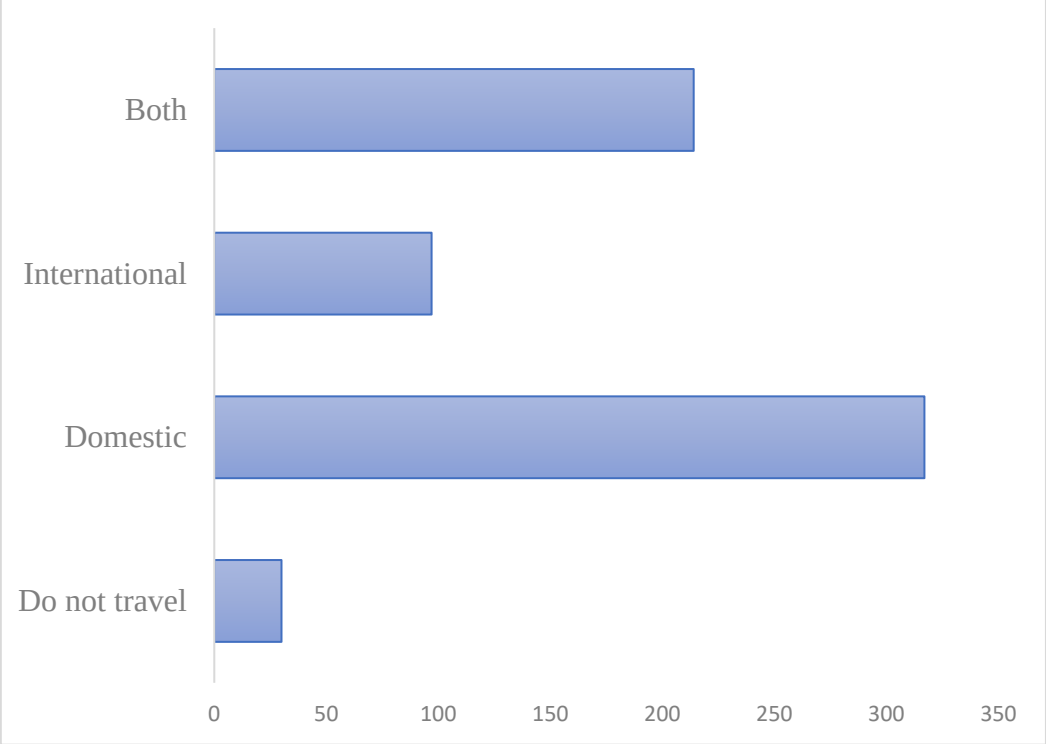


Table 4. 8 Lifestyle related expenditure

Annual Travel Expense (including boarding, tickets & meals)	**Amount (Rs.)**	**Frequency**	**Percent**
	<Rs.50,000	34	5.2
	Rs.50,000–Rs.1,00,000	353	53.6
	Rs.1,00,000– Rs.3,00,000	143	21.7
	Rs.3,00,000– Rs.5,00,000	79	12
	>Rs.5,00,000	49	7.4
Luxury products purchased (Handbags, Jewellery, Perfumes, Gadgets, Wine/Spirits, Antique/Art, Household Appliances, Shoes, Clothing)	**Count**	**Frequency**	**Percent**
	1	194	29.5
	2	66	10
	3	90	13.7
	4	63	9.6
	5	71	10.8
	6	58	8.8
	7	43	6.5

	8	62	9.4
	9	7	1.1
	10	4	0.6
Annual Luxury Expenditure	**Amount**	**Frequency**	**Percent**
	<Rs.15,000	31	4.7
	Rs.15,000–Rs.40,000	268	40.7
	Rs.40,000–Rs.65,000	142	21.6
	Rs.65,000–Rs.90,000	80	12.2
	>Rs.90,000	137	20.8

Table 4.8 represents the amount of expenditure that the respondents undertake with respect to their lifestyle choices. In terms of their annual travel expense that includes boarding, tickets and meals 5.2% of the sample spend <Rs.50,000 p.a., 53.6% spend between Rs.50,000–Rs.1,00,000 p.a., 21.7% spend between Rs.1,00,000–Rs.3,00,000 p.a., 12% spend between Rs.3,00,000–Rs.5,00,000 and 7.4% spend > Rs.5,00,000. The respondents were asked how many luxury products they buy annually from a list of choices such as handbags, jewellery, perfumes, gadgets, wine/spirits, antique/art, household appliances, shoes, and clothing.

29.5% of the sample bought one luxury product out of the given choices, 10% bought two, 13.7% bought three, 9.6% bought four, 10.8% bought five, 8.8% bought six, 6.5% bought seven, 9.4% bought eight, 1.1% bought nine and 0.6% bought up to ten luxury products annually. In terms of annual luxury expenditure 4.7% of the valid sample spent <Rs.15,000 p.a., 40.7% spent between Rs.15,000–Rs.40,000 p.a., 21.6% spent between Rs.40,000–Rs.65,000 p.a., 12.2% spent between Rs.65,000–Rs.90,000 p.a. and 20.8% spent >Rs. 90,000 p.a.

Figure 4. 12 Annual Travel Expense of the respondents

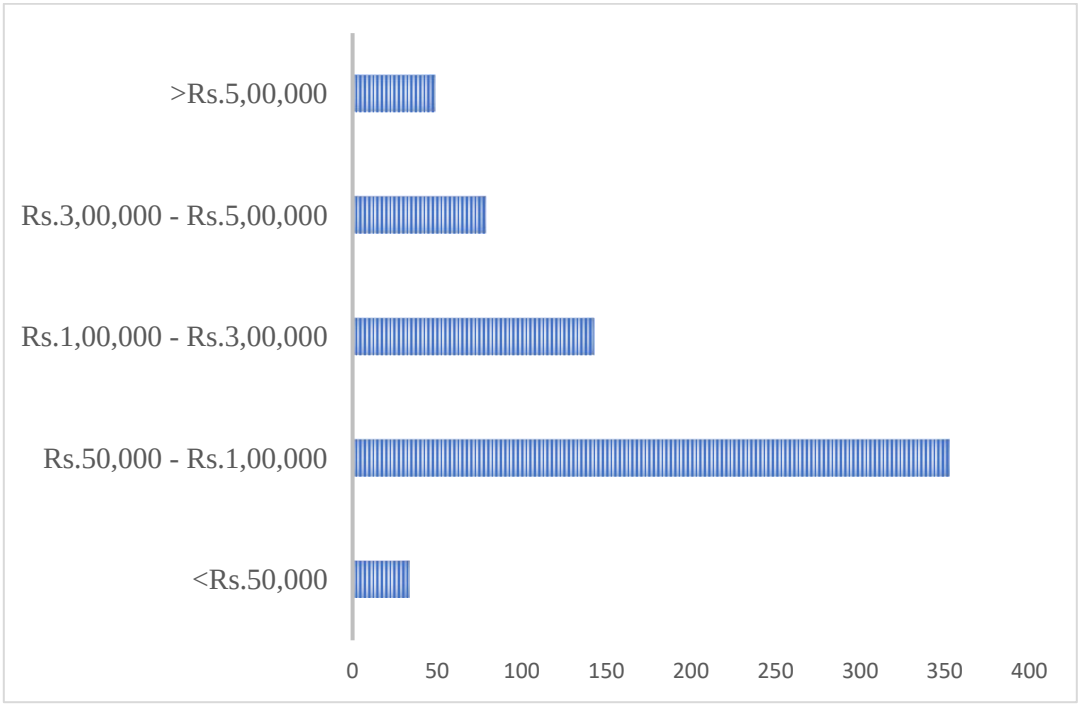


Figure 4. 13 Number of luxury products purchased annually

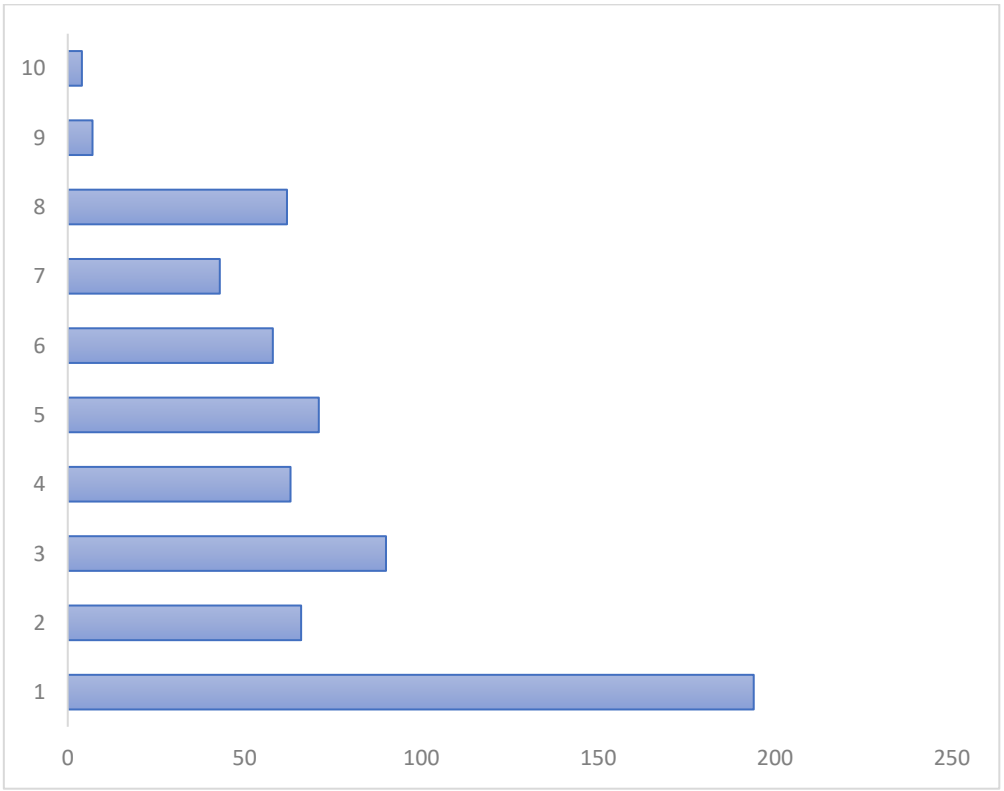


Figure 4. 14 Annual Luxury expenditure of the respondents

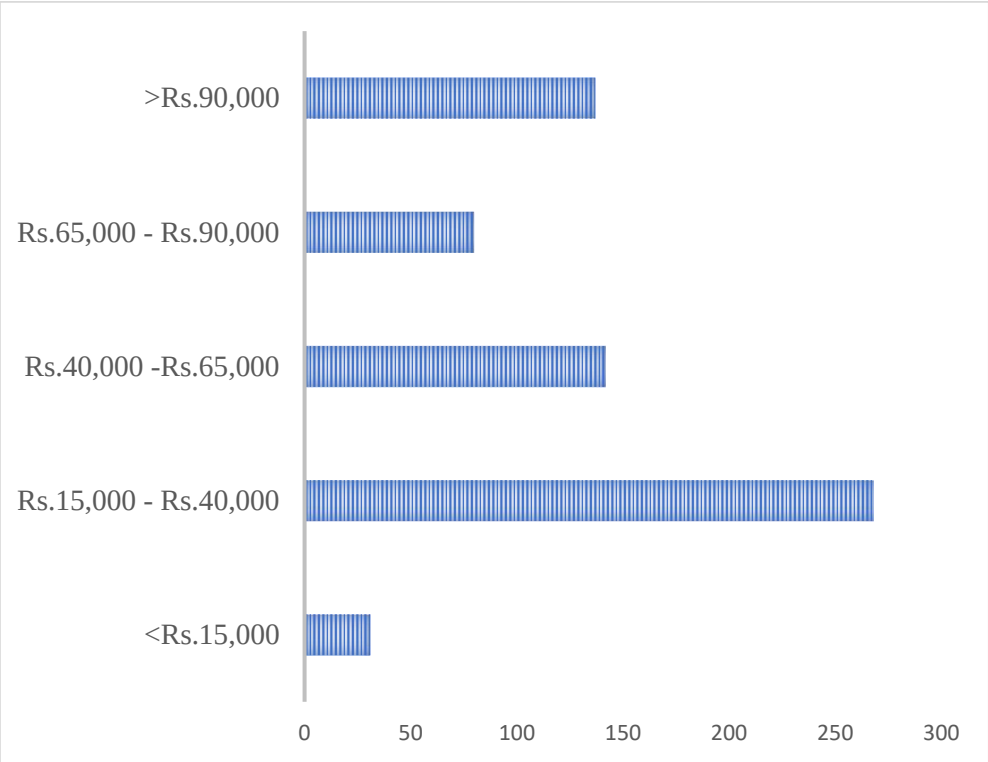


Table 4. 9 Self-Concept

	Response	Frequency	Percent
Owning a luxury product makes me feel	Accepted	138	21.0
	Guilty	20	3.0
	Respected	100	15.2
	Unique	271	41.2
	Worthy	129	19.6

Table 4.9 shows the feeling associated with a luxury purchase that the respondents experience**.** 21.0% felt “accepted”, 3.0% felt “guilty”, 15.2% felt “respected”, 41.2% felt “unique”, and 19.6% felt “worthy”. The frequency distribution of self-concept is presented in graphical form in figure 4.15.

Figure 4. 15 Self-Concept associated with a luxury purchase

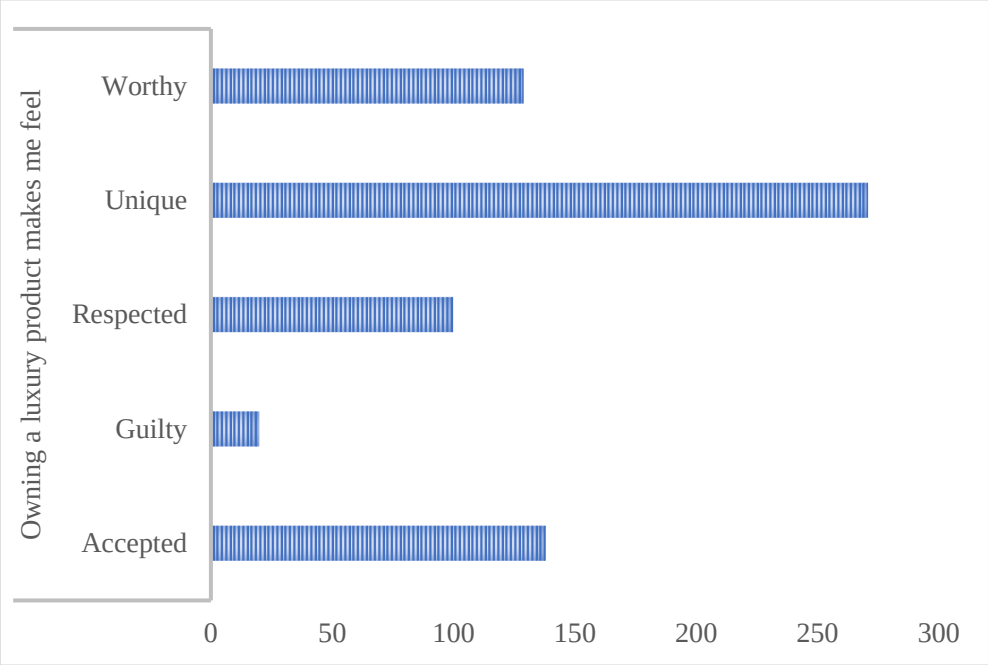


Table 4. 10 Class Identity

Select the most important Value in Daily Life	Frequency	Percent
A sense of accomplishment (a lasting contribution)	20	3.0
Being Well-respected (social recognition)	71	10.8
Excitement (stimulating, active life)	102	15.5
Fun and enjoyment of life (an enjoyable, leisurely life)	96	14.6
Security (taking care of loved ones)	51	7.8
Self-respect (self-esteem)	102	15.5
Self-Fulfilment (inner harmony)	107	16.3
Sense of belonging	3	0.5
Warm relationship with others	106	16.1

Table 4.10 shows the different values ranked according to importance in the daily lives of the respondents. 3% selected “A sense of accomplishment”, 10.8% selected “being well-respected”, 15.5% selected “excitement”, 14.6% have chosen “fun and enjoyment of life”, 7.8% have chosen “security”, 15.5% have selected “self-respect”, 16.3% have selected “self-fulfilment”, 0.5% have selected “sense of belonging” and 16.1% have selected “warm relationship with others” as the most important value in their daily lives.

Figure 4. 16 Most important values in the daily life of respondents

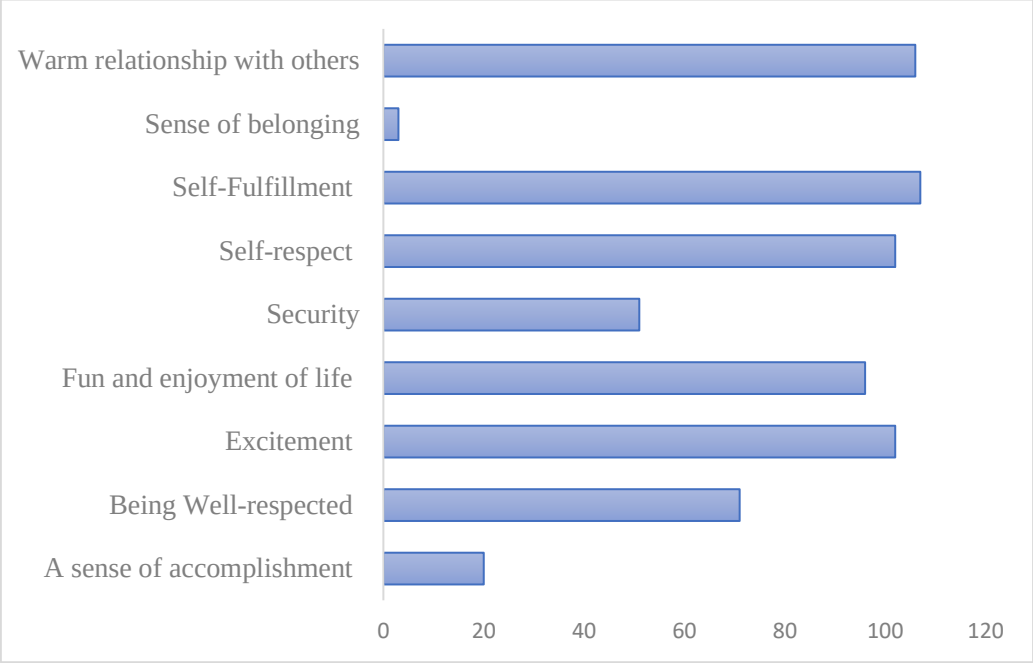
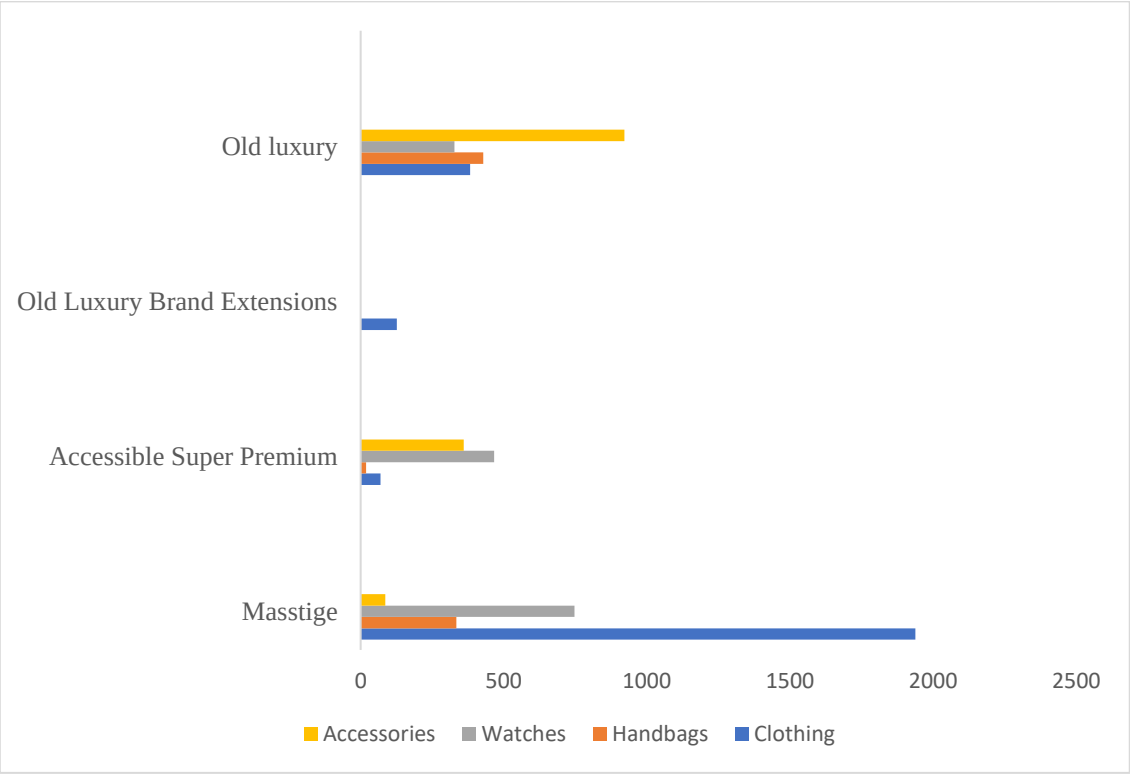


Table 4. 11 Number of items under each brand segment owned by the sample

Brand Segment	Masstige		Accessible Super Premium		Old Luxury Brand Extensions		Old luxury	
Luxury Product	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Clothing	1938	62.40	69	7.55	126	100.00	383	18.58
Handbags	335	10.79	19	2.08	0	0.00	428	20.77
Watches	747	24.05	466	50.98	0	0.00	328	15.91
Accessories	86	2.77	360	39.39	0	0.00	922	44.74
Total	3106	100.00	914	100.00	126	100.00	2061	100.00

Table 4.11 shows the brands under each segment and product category owned by the respondents in the sample. We note that in the clothing category the masstige segment is the most owned segment (62.4%), In the accessible super -premium segment, watches are most popular (50.8%) and in the old luxury category accessories (44.74%) are most commonly bought. The old luxury brand extension segment is only taken in the clothing category for this study hence the remaining products reflect no data.

Figure 4. 17 Brand segments under different product categories owned by the respondents



4.2.0 Testing of Hypotheses

RO1: To test if the economic culture value, symbolic value, and experiential value is a valid dimension of luxury value perceptions.

The mean and standard deviation of the dependent variable is presented in table 4.21.

4.2.1 Descriptives: Luxury Value Perceptions

Table 4. 12 Mean and Standard Deviation of the dependent variable

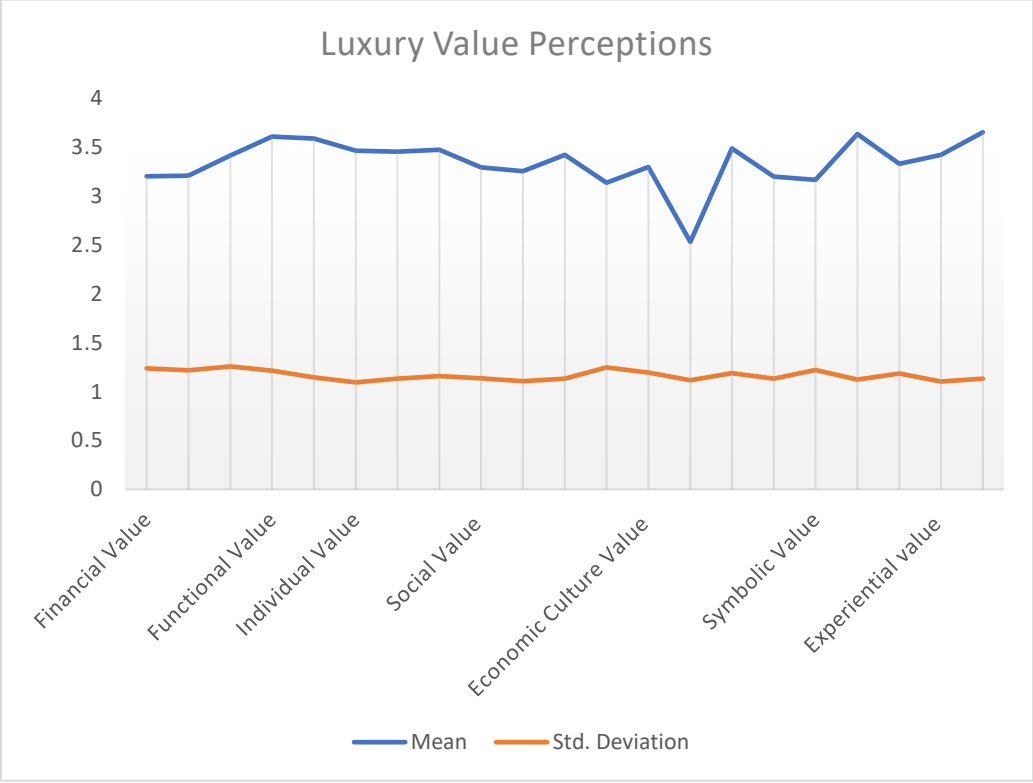
Luxury Value Perceptions	Mean	Std. Deviation
Financial Value		
Luxury products are inevitably expensive	3.204	1.239
Luxury products can't be mass produced	3.210	1.217
Few people own a true luxury product	3.416	1.258

Functional Value		
Superior product quality is my major reason for buying a luxury brand	3.609	1.214
I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand	3.591	1.145
Individual Value		
As a whole, I regard luxury brands as gifts that I buy to treat myself	3.467	1.095
Using luxury products gives me a lot of pleasure	3.457	1.134
I derive self-satisfaction from buying luxury products	3.477	1.159
Social Value (social conformity)		
I pay attention to what types of people buy certain luxury brands or products	3.295	1.135
To me, my friends' perceptions of different luxury brands or products are important	3.255	1.106
I like to know what luxury brands and products make good impressions on others	3.424	1.133
I am interested to determine what luxury brands I should buy to make good impressions on others	3.137	1.248
Economic Culture Value (economic motivators to purchase)		
My luxury purchases are a collective decision between me and my family/spouse	3.298	1.196
Luxury purchases are a waste of money	2.533	1.118
Some luxury purchases can be a good investment for the future	3.488	1.189
I see more value in a generic/local product which is cheaper rather than a luxury brand	3.201	1.134
Symbolic Value (Conspicuous consumption and exhibitionism)		
I often share pictures of my travel or luxury accessories on social media	3.167	1.221
When I buy a luxury product the brand is clear by its logo, design, or name	3.638	1.124
My luxury purchases convey my social status clearly	3.333	1.186
Experiential value (pre-purchase experience)		
The ambience of a store and the service of the staff impacts my luxury brand choice	3.424	1.105

I need to touch, feel, and see the luxury product before I can come to a decision	3.655	1.134

The average mean of the luxury value perceptions is 3.34 which says that the most commonly occurring response is "agree" to most of the above statements, since the coding ranged from strongly disagree (=1) to strongly agree (=5). Except one statement in the economic culture value "*Luxury purchases are a waste of money*" (2.533) which most respondents "disagree" with and seem to find value in the purchase which could be translate into a hedonic value, an enhancement in self-concept or a prudent financial decision.

Figure 4. 18 Mean and Standard Deviation of the dependent variable

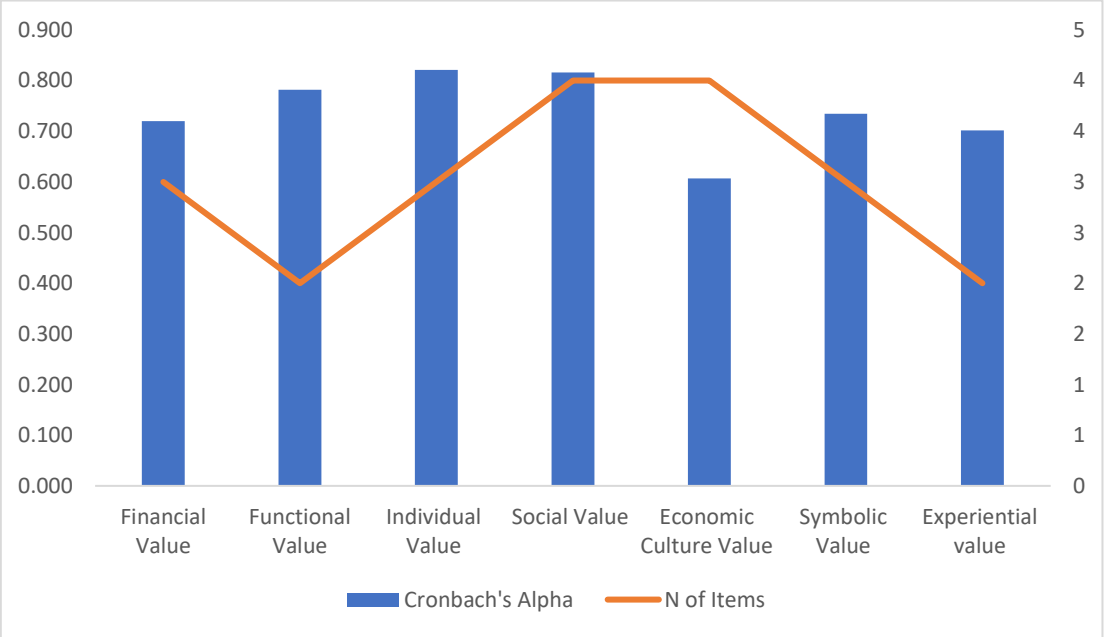


4.2.2 Reliability Statistics

Table 4. 13 Cronbach's Alpha

Factors	Cronbach's Alpha	No. of Items
Financial Value	0.720	3
Functional Value	0.782	2
Individual Value	0.821	3
Social Value	0.816	4
Economic Culture Value	0.607	4
Symbolic Value	0.734	3
Experiential value	0.702	2

Figure 4. 19 α values of each dimension of luxury value perceptions



It was necessary to check the reliability of these factors because three new values had been included in the existing (in research) construct of luxury value perceptions namely economic culture value, symbolic value, and experiential value. The Cronbach's alpha (α= coefficient alpha) measures the internal consistency of a scale (Cronbach, L, 1951) and tells us the extent to which the scale measures what it needs to. Since α ≥0.7 for most factors we can say that the

reliability of the factors is good (Nunnally, 1967) and for exploratory research the value of $\alpha \geq 0.6$ is also acceptable (Hair et al., 2006).

4.2.3 Sampling Adequacy

The Kaiser-Meyer-Olkin test determines the sampling adequacy and determines if the responses collected are enough (Chetty, 2015).

Table 4. 14 Results of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.925
Bartlett's Test of Sphericity	Approx. Chi-Square	5920.435
	Df	210
	Sig.	0.000

Ershi Qi et al. (2013) noted that Kaiser classified the KMO values as;

- KMO > 0.9 quite suitable
- 0.9 > KMO > 0.8 suitable
- 0.8 > KMO > 0.7 generally suitable
- 0.7 > KMO > 0.6 not quite suitable
- KMO < 0.5 not suitable.

As the KMO value is 0.925 it indicates high suitability for factor analysis (Kaiser, 1974). The Bartlett's test of Sphericity checks for redundancy between the factors, if any factors are overlapping. It tries to reject the null hypothesis that the variables are not correlated (Chetty, 2015). The value of should be $p \leq 0.05$, here p=0.00. So, we can say that the correlation matrix is not an identity matrix (Chetty, 2015) and proceed for factor analysis.

4.2.4 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis was conducted using Principal Component Analysis (PCA) with varimax rotation and Kaiser normalization (Rotation converged in 9 iterations) and the results are presented in Table 4.15.

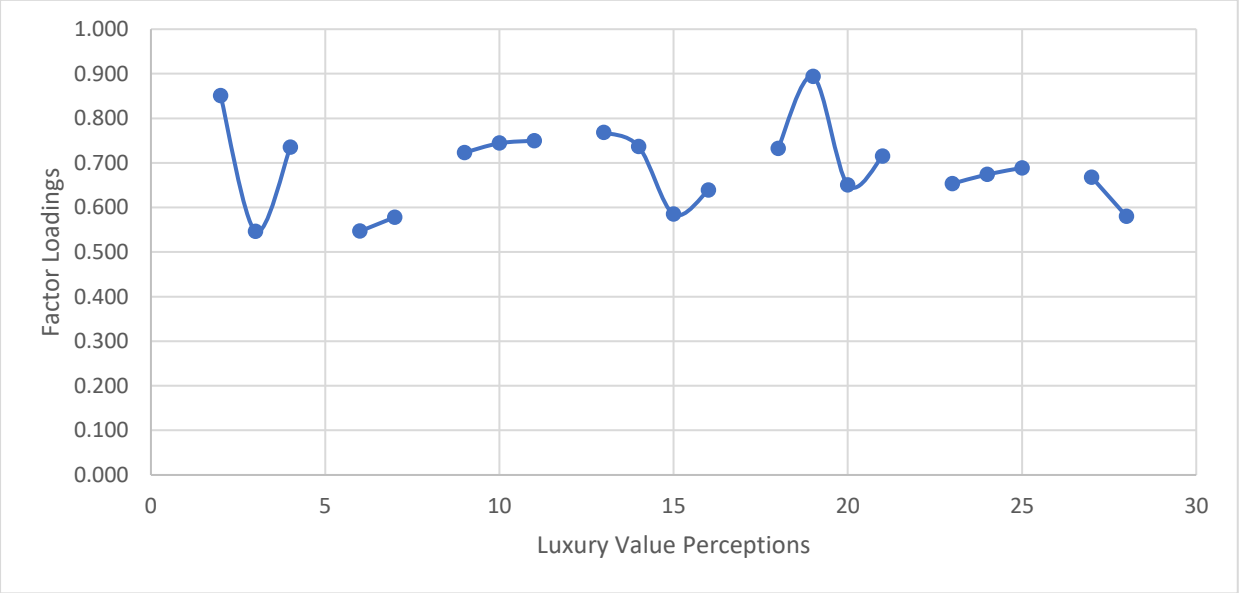
Table 4. 15 Rotated Component Matrix[a]

Factors	Factor Loading	% of Variance	Cumulative %
Financial Value		37.859	37.859
Luxury products are inevitably expensive	0.851		
Luxury products can't be mass produced	0.546		
Few people own a true luxury product	0.735		
Functional Value		8.212	46.071
Superior product quality is my major reason for buying a luxury brand	0.547		
I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand	0.578		
Individual Value		6.698	52.769
As a whole, I regard luxury brands as gifts that I buy to treat myself	0.723		
Using luxury products gives me a lot of pleasure	0.744		
I derive self- satisfaction from buying luxury products	0.750		
Social Value (social conformity)		5.065	57.834
I pay attention to what types of people buy certain luxury brands or products	0.768		
To me, my friends' perceptions of different luxury brands or products are important	0.737		
I like to know what luxury brands and products make good impressions on others	0.585		
I am interested to determine what luxury brands I should buy to make good impressions on others	0.639		
Economic Culture Value (economic motivators to purchase)		4.733	62.568
My luxury purchases are a collective decision between me and my family/spouse	0.732		
Luxury purchases are a waste of money	0.894		
Some luxury purchases can be a good investment for the future	0.650		

I see more value in a generic/local product which is cheaper rather than a luxury brand	0.715		
Symbolic Value (conspicuous consumption and exhibitionism)		3.924	66.492
I often share pictures of my travel or luxury accessories on social media	0.653		
When I buy a luxury product the brand is clear by its logo, design, or name	0.674		
My luxury purchases convey my social status clearly	0.689		
Experiential value		3.340	69.832
The ambience of a store and the service of the staff impacts my luxury brand choice	0.668		
I need to touch, feel, and see the luxury product before I can come to a decision	0.580		

a. rotation converged in 9 iterations

Figure 4. 20 Factor Variation Chart



Note: The analysis was conducted using principal component method with varimax rotation with Kaiser normalization and each of the line items on the scale are summarized by medium (>0.5) to high (>0.8) factor loadings.

4.2.5 Interpretations of the results of the exploratory factor analysis

Dimension 1: *Financial Value* is best represented by the statement "*Luxury products are inevitably expensive"* (0.851) which goes to show that a high price is always seen as congruent with luxury products. It is followed by "*Few people own a true luxury product*" (0.735) which goes to show that luxury product ownership is a rarity and an exclusive club and this number further bolsters the associated theory and past empirical evidence in research related to luxury ownership.

Dimension 2: *Functional Value* represents the importance attached to the functionality related to quality assurance by the consumers. Both the line-items "*Superior product quality is my major reason for buying a luxury brand*", "*I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand"* with factor loadings of (0.547) and (0.578) respectively aptly validate the assumption that quality is implicit when considering luxury product purchases.

Dimension 3: *Individual Value* represents the pleasure and emotional satisfaction that consumers might enjoy after the purchase of luxury. "*I derive self- satisfaction from buying luxury products"* (0.75) this item stresses on the aspect of gratification associated with luxury, while the line-items "*Using luxury products gives me a lot of pleasure"* (0.744) and "*As a whole, I regard luxury brands as gifts that I buy to treat myself*" (0.723) are related to the pleasure of luxury purchase and its use as a reward for self.

Dimension 4: *Social Value* represents the peer group acceptance that consumers look for through luxury purchases. They try and purchase brands that maybe representative to the group they wish to associate with. The highest loaded items that represent this factor are "*I pay attention to what types of people buy certain luxury brands or products*" (0.768) and "*To me, my friends' perceptions of different luxury brands or products are important"* (0.737). The other two items in this factor also have adequate factor loadings of ≥ 0.5.

The above four factors have empirical evidence in research to support their adequacy and this research substantiates its utility with respect to the Indian consumer. The next three factors have been added considering its impact on a unique market that is India.

Dimension 5: *Economic Culture Value* deals with the outlook towards money, spending and saving that a consumer might hold. The economic motivators to purchase finds its roots in what can be termed as the "economic culture" specific to each country. The item with the highest factor loading is represented by "*luxury purchases are a waste of money*" (0.894) and this tries to measure the opinion that a consumer holds towards luxury purchases. "*My luxury purchases are a collective decision between me and my family/spouse*" (0.732), this line item is unique to the Indian family structure (joint) where different members have their say in a large financial expenditure and that tends to be a collective decision. This also brings to light gender differences in financial decision making because a large percentage of women in India are not financially independent. The third item with a factor loading of (0.715) is represented by "*I see more value in a generic/local product which is cheaper rather than a luxury brand"* which appeals to the "value of money" concept associated with a purchase and explains the consumer sentiment related to the value vs. price trade-off. The last item on this factor represented by *"Some luxury purchases can be a good investment for the future"* (0.650) measures the consumer perception about future economic worth of a luxury product and whether it can be considered a financially prudent choice.

Dimension 6: The *Symbolic Value* deals with conspicuous consumption and exhibitionism particularly in the public domain may it be social gatherings or social media. This factor is well described by the item *"My luxury purchases convey my social status clearly"* (0.689) and it tries to understand the motivation behind the luxury purchase and what kind of symbolism is associated with its ownership. A conspicuous brand proclaims the status of its owner without reasonable doubt because of the associated high price and aspirational brand positioning and the item "*When I buy a luxury product the brand is clear by its logo, design or name"* (0.674) represents that sentiment. It tries to gauge the extent to which brand conspicuousness determines the luxury purchase decision. Conspicuous consumption has a new outlet in the form of social media and has become a form of exhibitionism where a purchase or luxury experience can be shared with an audience and the item "*I often share pictures of my travel or luxury accessories on social media*" (0.653) deals with that.

Dimension 7: *Experiential Value* deals with the pre-purchase experience when buying luxury. Luxury purchase is a high involvement activity because of the financial implications, self-concept associations and social messaging accompanying it. This high involvement is measured by "*I need to touch, feel and see the luxury product before I can come to a decision"*

(0.580). In a crowded luxury brand market, the consumer pre-purchase experience tilts the balance towards the brand that meets service expectations. The line-item *"The ambience of a store and the service of the staff impacts my luxury brand choice"* (0.668) tries to measure the impact of the service experience.

The Exploratory factor analysis was conducted using Principal Component Analysis (PCA) with varimax rotation and Kaiser normalization to find the values of the factor loadings. The factor loadings were found to be between medium >0.5 to high >0.8 for different items of the scale. The factor loadings converge for each of the values and convergent validity is also achieved. Since there was no reduction in the number of items based on the factor loading values it reflects the strength of the theoretical construct of the new dimensions.

The Financial value explains the maximum variance (37.859) in the matrix which also goes to show that price remains the most important determinant of luxury purchase behaviour. However, there is still room to explain the other variances that occur due to the factors. The cumulative variability of all the factors is 69.83% and is interpreted as the extent to which the construct of luxury value perception is expressed through the line-items.

4.2.6 Pearson's Correlation Test

Table 4. 16 Pearson's Correlation between different dimensions of luxury value perceptions

	Mean	Std. Deviation	Financial	Functional	Individual	Social	Economic	Symbolic	Experiential
Financial	3.277	0.992	1						
Functional	3.600	1.069	.584**	1					
Individual	3.467	0.970	.440**	.628**	1				
Social	3.278	0.928	.452**	.515**	.639**	1			
Economic	3.130	0.786	.354**	.410**	.406**	.465**	1		
Symbolic	3.379	0.952	.330**	.357**	.542**	.628**	.475**	1	
Experiential	3.540	0.983	.414**	.524**	.510**	.521**	.472**	.577**	1

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

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

As a post-test, the Pearson's correlation coefficient values ($0.33 \leq r \leq 0.63$) also support the fact that the different values of luxury are moderately correlated and there are no collinearity issues between the factors. Hence this is a valid construct and the three new dimensions fit into the construct of luxury value perceptions. Therefore, we draw the following conclusions:

Ho1	The economic culture value that deals with the consumer's economic motivators to purchase is not a valid dimension for luxury value perceptions.	Reject
$H_1$1	The economic culture value that deals with the consumer's economic motivators to purchase is a valid dimension for luxury value perceptions.	Accept

Ho2	The symbolic value that deals with conspicuousness and exhibitionism is not a valid dimension for luxury value perceptions.	Reject
$H_1$2	The symbolic value that deals with conspicuousness and exhibitionism is a valid dimension for luxury value perceptions.	Accept

Ho3	The experiential value that deals with the consumer's pre-purchase experience is not a valid dimension for luxury value perceptions	Reject
$H_1$3	The experiential value that deals with the consumer's pre-purchase experience is a valid dimension for luxury value perceptions	Accept

RO2: To understand the relationship of age with luxury value perceptions.

To understand the relationship of age with luxury value perceptions Analysis of Variance was conducted with each of the value dimensions of luxury.

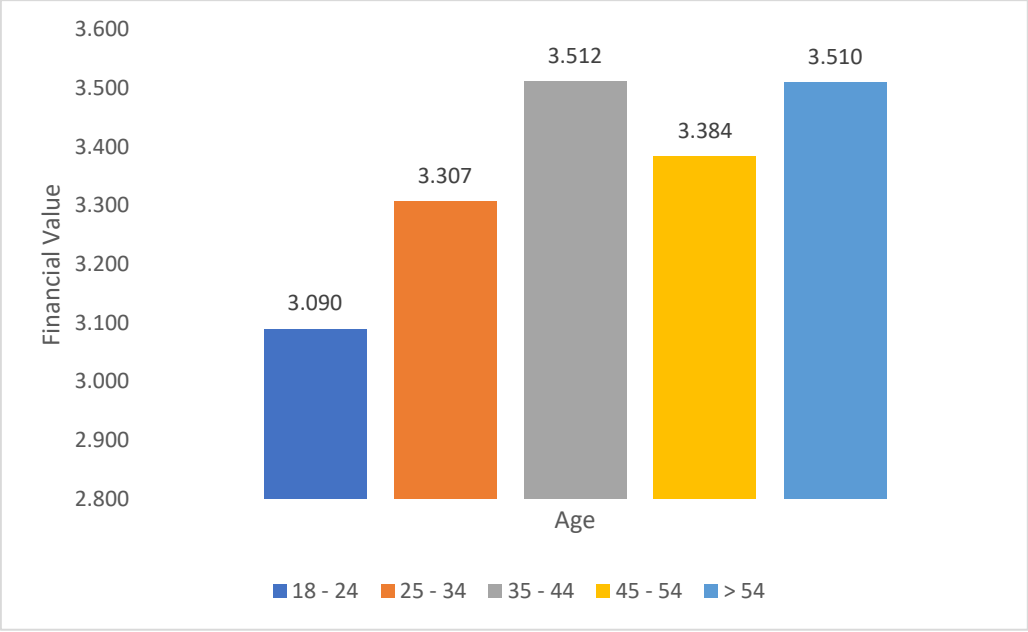
4.3.1 Testing the relationship of Age with Financial Value

Table 4.17 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to the Financial Value. The mean range is between 3.090 and 3.512 and the SD range is between 0.913 and 1.042.

Table 4. 17 Descriptives: Financial value

Age (yrs)	N	Mean	Std. Deviation
18 – 24	237	3.090	0.956
25 – 34	237	3.307	1.011
35 – 44	121	3.512	0.988
45 – 54	46	3.384	0.913
> 54	17	3.510	1.042
Total	658	3.277	0.992

Figure 4. 21 Differences in the perception towards financial value w.r.t age.



Note: Mean values are presented

Table 4. 18 ANOVA (Financial Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.657	4	4.164	4.321	**0.002**
Within Groups	629.308	653	0.964		
Total	645.966	657			

Since the ANOVA shows significant value (p=0.002) Tukey HSD was conducted as a post-hoc test to confirm the differences in the sample means for significance.

Table 4. 19 Multiple Comparison (dependent variable: Financial value)

Tukey HSD

(I) Age		Mean Difference (I-J)	Std. Error	Sig.
18 – 24	25 – 34	-0.217	0.090	0.114
	35 – 44	-.42238*	0.110	0.001
	45 – 54	-0.294	0.158	0.341
	> 54	-0.420	0.246	0.433
25 – 34	18 – 24	0.217	0.090	0.114
	35 – 44	-0.205	0.110	0.335
	45 – 54	-0.077	0.158	0.989
	> 54	-0.202	0.246	0.924
35 – 44	18 – 24	.42238*	0.110	0.001
	25 – 34	0.205	0.110	0.335
	45 – 54	0.128	0.170	0.943
	> 54	0.003	0.254	1.000
45 – 54	18 – 24	0.294	0.158	0.341
	25 – 34	0.077	0.158	0.989
	35 – 44	-0.128	0.170	0.943
	> 54	-0.126	0.279	0.991
> 54	18 – 24	0.420	0.246	0.433
	25 – 34	0.202	0.246	0.924
	35 – 44	-0.003	0.254	1.000

	45 – 54	0.126	0.279	0.991

*. The mean difference is significant at 0.05 level

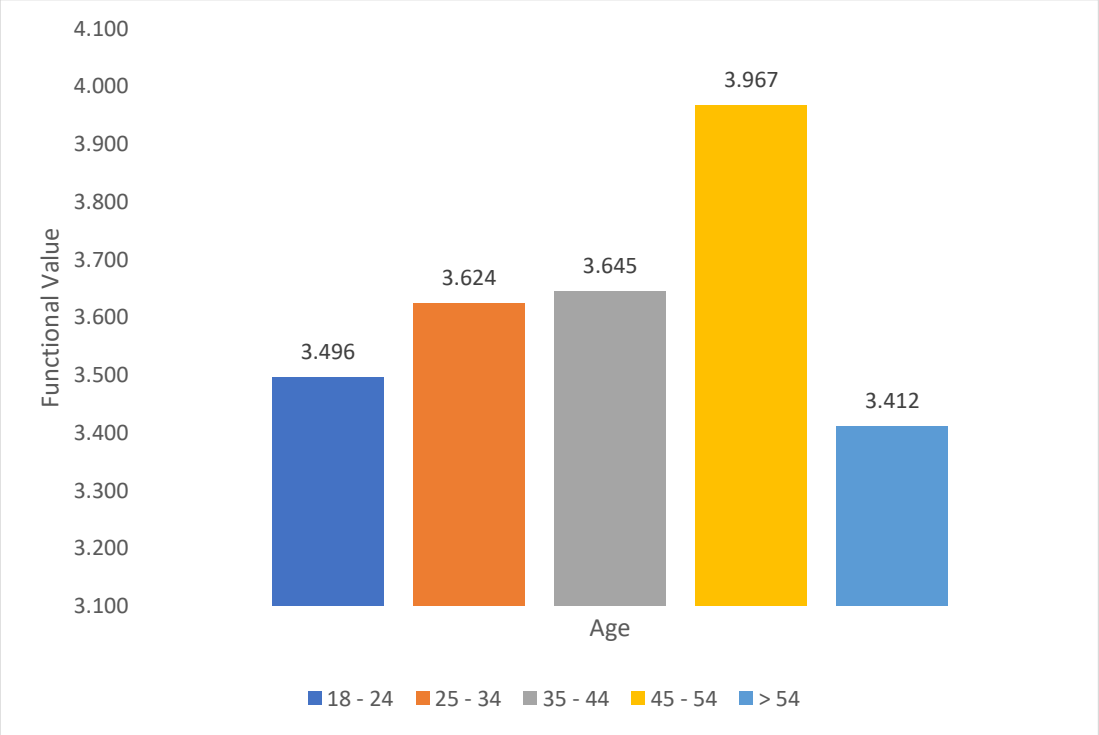
4.3.2 Testing the relationship of Age with Functional Value

Table 4.20 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to functional value. The mean range is between 3.496 and 3.967 and the Standard Deviation (SD) range is between 0.888 and 1.105.

Table 4. 20 Descriptives: Functional Value

Age (yrs.)	N	Mean	Std. Deviation
18 – 24	237	3.496	1.105
25 – 34	237	3.624	1.082
35 – 44	121	3.645	1.071
45 – 54	46	3.967	0.770
> 54	17	3.412	0.888
Total	658	3.600	1.069

Figure 4. 22 Differences in the perception towards functional value w.r.t age.



Note: Mean Values are presented

Table 4. 21 ANOVA (Functional Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.768	4	2.442	2.152	0.073
Within Groups	741.112	653	1.135		
Total	750.880	657			

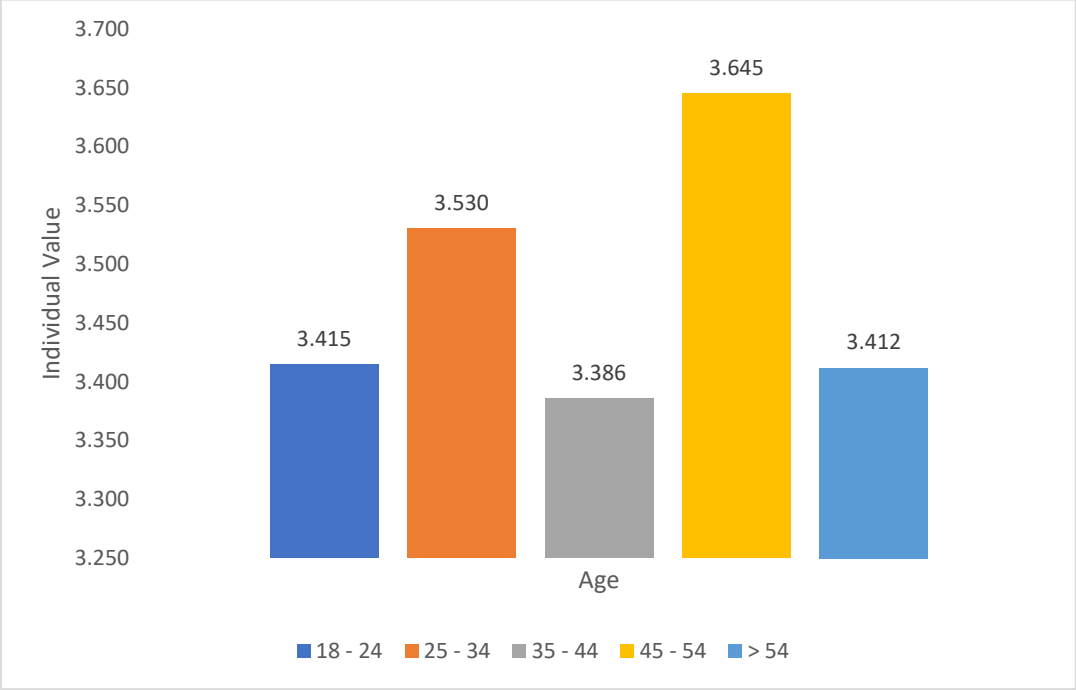
4.3.3 Testing the relationship of Age with Individual Value

Table 4.22 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to individual value. The mean range is between 3.386 and 3.645 and the Standard Deviation (SD) range is between 0.802 and 1.077

Table 4. 22 Descriptives: Individual Value

Age (yrs.)	N	Mean	Std. Deviation
18 – 24	237	3.415	0.959
25 – 34	237	3.530	1.011
35 – 44	121	3.386	0.950
45 – 54	46	3.645	0.802
> 54	17	3.412	1.077
Total	658	3.467	0.970

Figure 4. 23 Differences in the perceptions towards Individual Value w.r.t Age.



Note: Mean Values are presented

Table 4. 23 ANOVA (Individual Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.899	4	0.975	1.037	0.387
Within Groups	613.665	653	0.940		
Total	617.564	657			

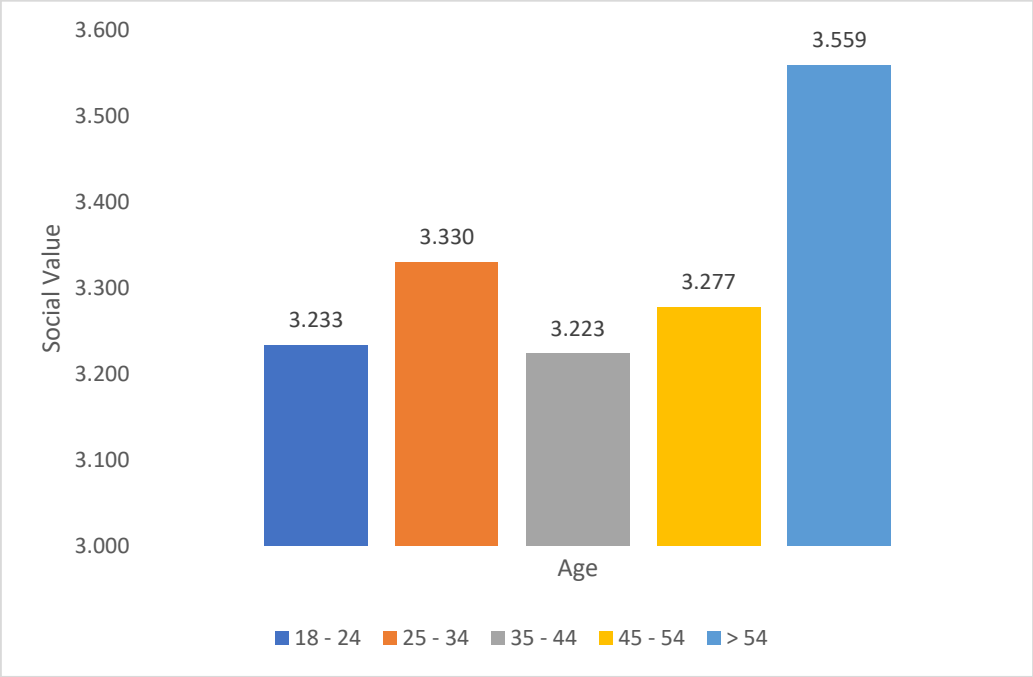
4.3.4 Testing the relationship of Age with Social Value

Table 4.24 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to social value. The mean range is between 3.223 and 3.559 and the Standard Deviation (SD) range is between 0.742 and 0.991.

Table 4. 24 Descriptives: Social Value

Age (yrs.)	N	Mean	Std. Deviation
18 – 24	237	3.233	0.891
25 – 34	237	3.330	0.991
35 – 44	121	3.223	0.936
45 – 54	46	3.277	0.742
> 54	17	3.559	0.958
Total	658	3.278	0.928

Figure 4. 24 Differences in the perceptions towards Social Value w.r.t Age



Note: Mean Values are presented

Table 4. 25 ANOVA (Social Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.827	4	0.707	0.819	0.513
Within Groups	563.479	653	0.863		
Total	566.306	657			

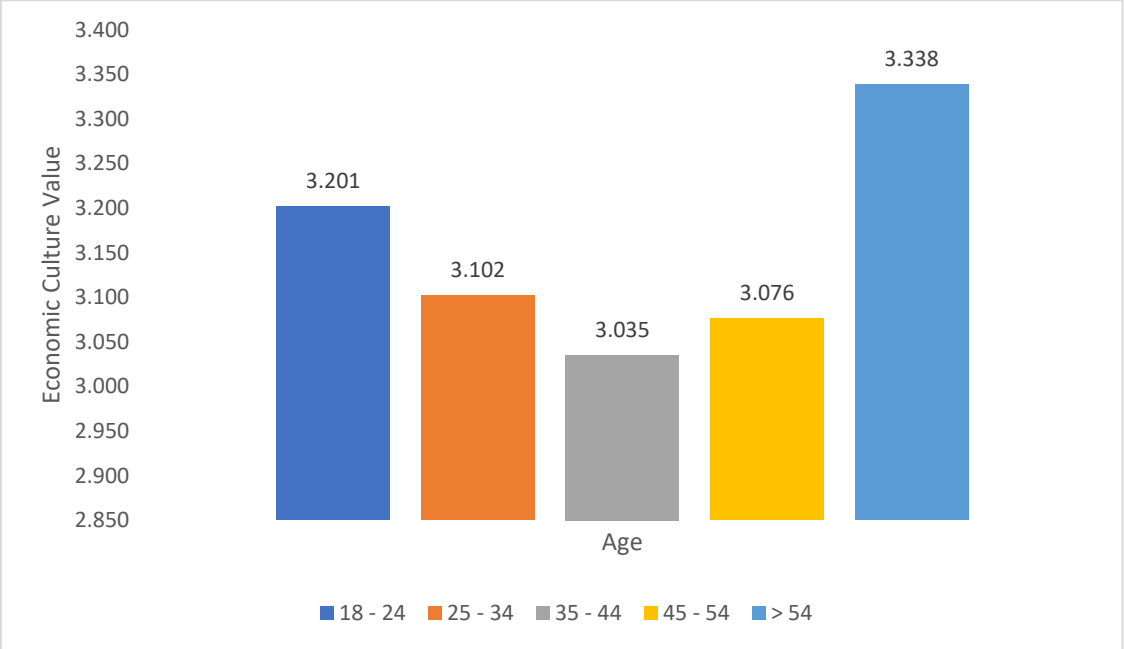
4.3.5 Testing the relationship of Age with Economic Culture Value

Table 4.26 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to Economic Culture value. The mean range is between 3.035 and 3.338 and the Standard Deviation (SD) range is between 0.681 and 0.964

Table 4. 26 Descriptives: Economic Culture Value

Age (yrs.)	N	Mean	Std. Deviation
18 – 24	237	3.201	0.819
25 – 34	237	3.102	0.755
35 – 44	121	3.035	0.783
45 – 54	46	3.076	0.681
> 54	17	3.338	0.964
Total	658	3.130	0.786

Figure 4. 25 Differences in the perceptions towards Economic Culture Value w.r.t Age



Note: Mean Values are presented

Table 4. 27 ANOVA (Economic Culture Value)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.352	4	0.838	1.360	0.246
Within Groups	402.288	653	0.616		
Total	405.640	657			

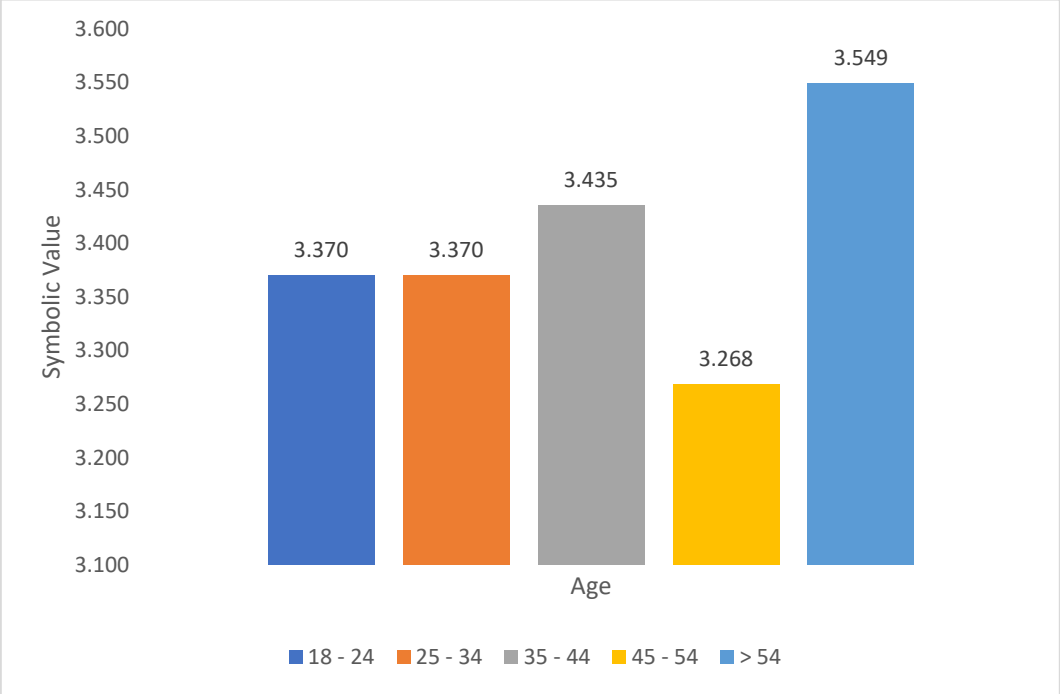
4.3.6 Testing the relationship of Age with Symbolic Value

Table 4.28 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to symbolic value. The mean range is between 3.268 and 3.549 and the Standard Deviation (SD) range is between 0.658 and 1.002.

Table 4. 28 Descriptives: Symbolic Value

Age (yrs.)	N	Mean	Std. Deviation
18 – 24	237	3.370	0.996
25 – 34	237	3.370	1.002
35 – 44	121	3.435	0.889
45 – 54	46	3.268	0.658
> 54	17	3.549	0.726
Total	658	3.379	0.952

Figure 4. 26 Differences in the perception towards Symbolic Value w.r.t Age



Note: Mean values are presented

Table 4. 29 ANOVA (Symbolic Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.479	4	0.370	0.407	0.804
Within Groups	593.456	653	0.909		
Total	594.935	657			

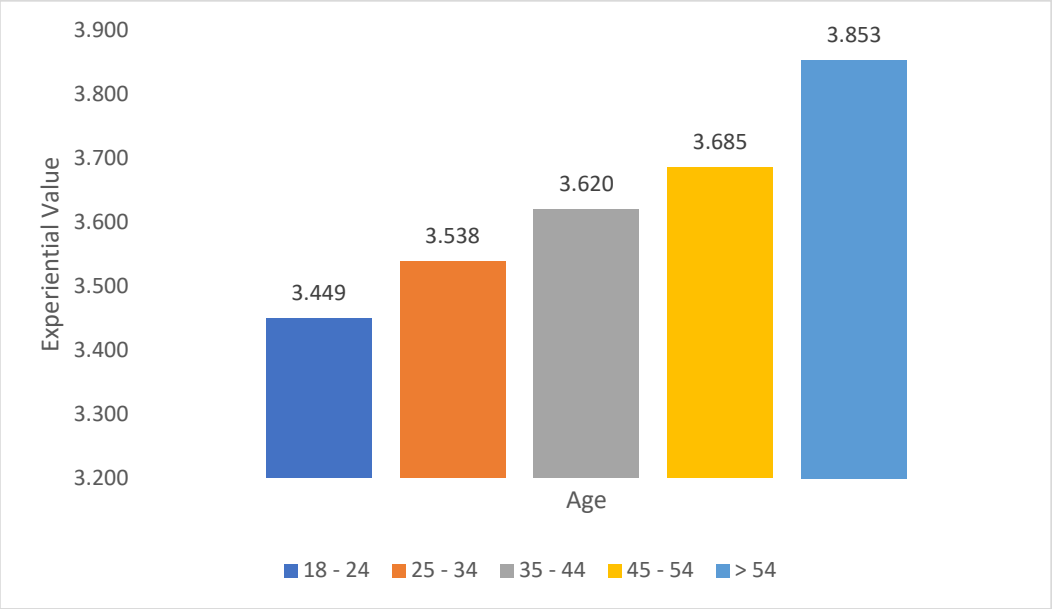
4.3.7 Testing the relationship of Age with Experiential Value

Table 4.30 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to Experiential value. The mean range is between 3.449 and 3.853 and the Standard Deviation (SD) range is between 0.694 and 1.026.

Table 4. 30 Descriptives: Experiential Value

Age (yrs.)	N	Mean	Std. Deviation
18 – 24	237	3.449	1.026
25 – 34	237	3.538	0.976
35 – 44	121	3.620	1.023
45 – 54	46	3.685	0.694
> 54	17	3.853	0.745
Total	658	3.540	0.983

Figure 4. 27 Differences in the perceptions towards Experiential Value w.r.t Age



Note: Mean Values are presented

Table 4. 31 ANOVA (Experiential Value)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.348	4	1.337	1.388	0.237
Within Groups	629.125	653	0.963		
Total	634.473	657			

4.3.8 Interpretation of analysis of variance in age with different values of luxury

There is a significant difference in the perceptions of age with financial value (F (4, 653) =4.32, p=0.002). These differences are most evident between the ages of 18–24 yrs. and 35–44 yrs. (p=0.001). This in accordance with another study by Srinivasan, Srivastava and Bhanot (2014) who found significant differences between age and financial value. No significant differences have been found between age and functional, individual, social, economic, symbolic, and experiential values (p≥ 0.05), therefore we fail to reject Ho4.

Ho4	There is no significant difference between age and luxury value perceptions.	fail to reject

RO3: To understand the relationship of gender and family structure with luxury value perceptions.

4.4.1 Testing the relationship of Gender with different values of luxury using the independent samples t-test.

Table 4.32 shows the mean and standard deviation of the valid respondent's (N=658) gender with respect to different dimensions of luxury perceptions. The mean range is between 3.064 and 3.619 and the Standard Deviation (SD) range is between 0.677 and 1.159.

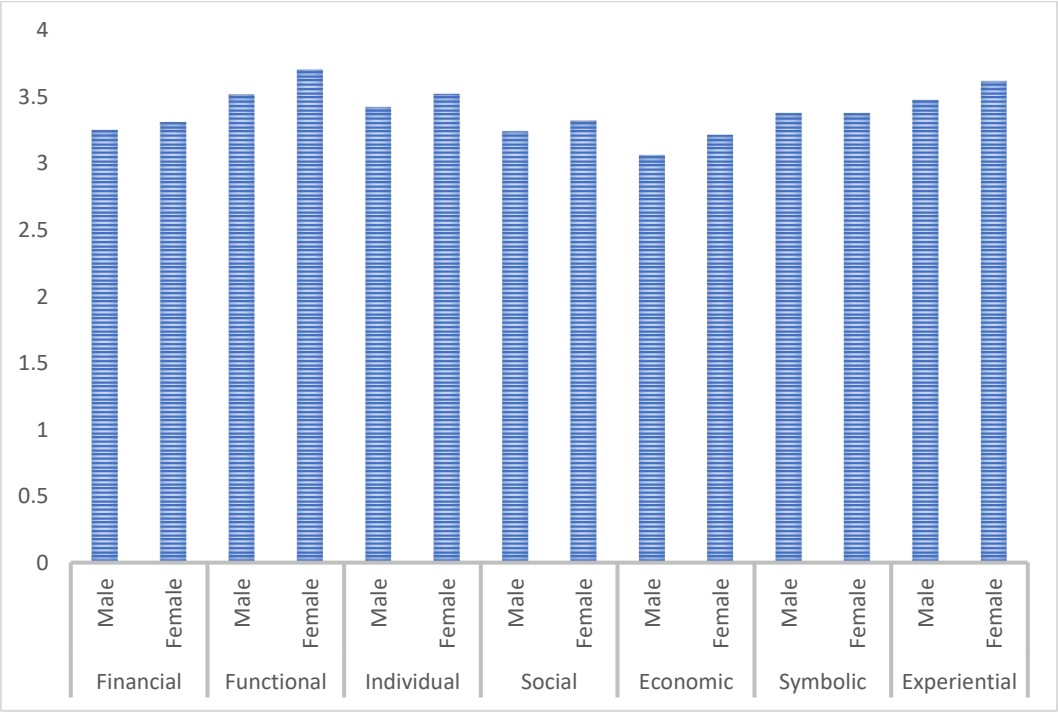
Table 4. 32 Group Statistics (gender vs luxury value perceptions)

Gender		N	Mean	Std. Deviation	Std. Error Mean	t	Sig.
Financial	Male	372	3.251	1.076	0.056	-0.780	0.435
	Female	286	3.312	0.871	0.051		
Functional	Male	372	3.519	1.159	0.060	-2.237	**0.026**
	Female	286	3.706	0.931	0.055		
Individual	Male	372	3.424	1.048	0.054	-1.305	0.192
	Female	286	3.523	0.856	0.051		
Social	Male	372	3.241	0.997	0.052	-1.150	0.251
	Female	286	3.325	0.830	0.049		

Economic	Male	372	3.064	0.855	0.044	-2.470	**0.014**
	Female	286	3.216	0.677	0.040		
Symbolic	Male	372	3.380	1.014	0.053	0.015	0.988
	Female	286	3.379	0.866	0.051		
Experiential	Male	372	3.478	1.067	0.055	-1.820	0.069
	Female	286	3.619	0.856	0.051		

*. The mean difference is significant at 0.05 level. (2-tailed)

Figure 4. 28 Differences in the gender perception towards luxury



4.4.2 Interpretation of the t-test of gender vs. luxury value perceptions

There are significant differences between gender and functional value (t (656) =2.237, p=0.026), economic culture value (t (656) =2.470, p=0.014). The mean values of females (m=3.706, m=3.216) are higher than males (m=3.519, m=3.064) with respect to functional and experiential values and they tend to "agree" more than their counterparts with the line items related to these values. As p≥ 0.05 for all other dimensions of luxury value perceptions we fail to reject the null hypothesis *Ho5*.

Ho5	There is no significant difference between gender and luxury value perceptions.	Fail to reject

RO4: To understand the relationship of family structure with luxury value perceptions.

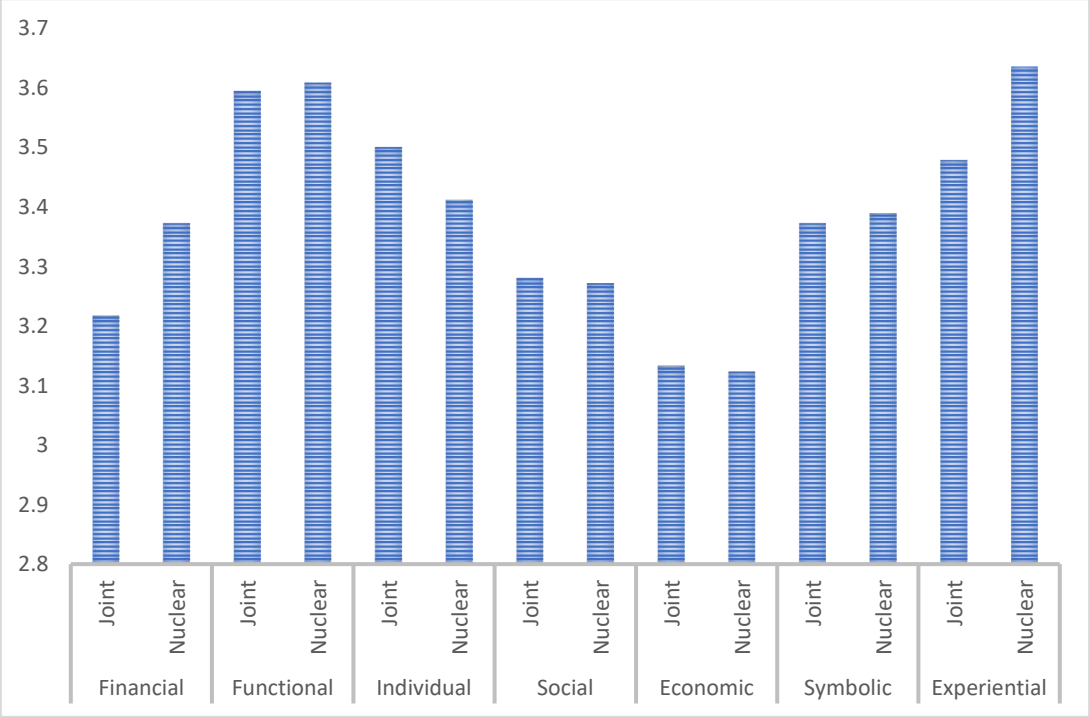
4.5.1 Testing relationship of nuclear and joint Family Structure and towards different values of luxury

Table 4.33 shows the mean and standard deviation of the valid respondent's (N=658) family structure with respect to different dimensions of luxury perceptions. The mean range is between 3.124 and 3.636 and the Standard Deviation (SD) range is between 0.771 and 1.109.

Table 4. 33 Group Statistics (Family structure vs luxury value perceptions)

Family Structure		N	Mean	Std. Deviation	Std. Error Mean	T	Sig
Financial	Joint	405	3.218	0.979	0.049	-1.957	0.051
	Nuclear	253	3.373	1.006	0.063		
Functional	Joint	405	3.595	1.045	0.052	-0.159	0.874
	Nuclear	253	3.609	1.109	0.070		
Individual	Joint	405	3.501	0.960	0.048	1.144	0.253
	Nuclear	253	3.412	0.984	0.062		
Social	Joint	405	3.281	0.903	0.045	0.131	0.896
	Nuclear	253	3.272	0.970	0.061		
Economic	Joint	405	3.134	0.771	0.038	0.166	0.869
	Nuclear	253	3.124	0.811	0.051		
Symbolic	Joint	405	3.373	0.942	0.047	-0.225	0.822
	Nuclear	253	3.390	0.969	0.061		
Experiential	Joint	405	3.479	0.978	0.049	-2.003	**0.046**
	Nuclear	253	3.636	0.985	0.062		

Figure 4. 29 Differences in the perceptions of nuclear and joint family structure towards luxury



4.5.2 Interpretations of t-test of Family Structure Vs. Luxury Value Perceptions

Significant differences in perception of the experiential value (t (656) =2.003, p=0.046) of luxury are evident between nuclear and joint family structures. We note that the mean values of nuclear families (m=3.636) are higher than joint families (m=3.479) and they tend to "agree" more with the line items associated with this value.

Since $p \geq 0.05$ for all values except experiential value, we fail to reject the null hypothesis *Ho6.*

Ho6	There is no significant difference between family structure and luxury value perceptions.	Fail to reject

RO5: To create measurable social classes based on existing theory

RO6: To understand the similarities or differences in the luxury value perceptions of social class (I, II, III)

4.6.1 Descriptives: Social Class

The construct of social class was based on the identification of several variables as mentioned in the literature review. Each of the factors associated with social class was coded (0–9) depending upon the variables and socio-economic indicators, prestige markers, travel and luxury spend, numbers of luxury purchases and so on were given numerical values (in ascending order). Then the total social class score of each respondent was calculated as a sum total. The social class scores range from a minimum score of 21 to a maximum score of 74. This range was divided into three parts with range 21–39 labelled as social class I, range 40–56 labelled as social class II and range 57–74 labelled as social class III. It was possible to break the data into more social classes but owing to the sample size limitations it was considered prudent to have three classes. This method of arriving at a social class score is derived from the research on social class groups by Myers et al. (1971). The social class and annual household income correlation for the present study is 0.51 which points to the fact that there exists more room for other variables of class and concurs with the study of Coleman (1983).

The mean values of every variable associated with the construct of social class was found and thereafter the total social class scores for each class were derived as represented in table 4.34 and the same represented in percentage form in table 4.35.

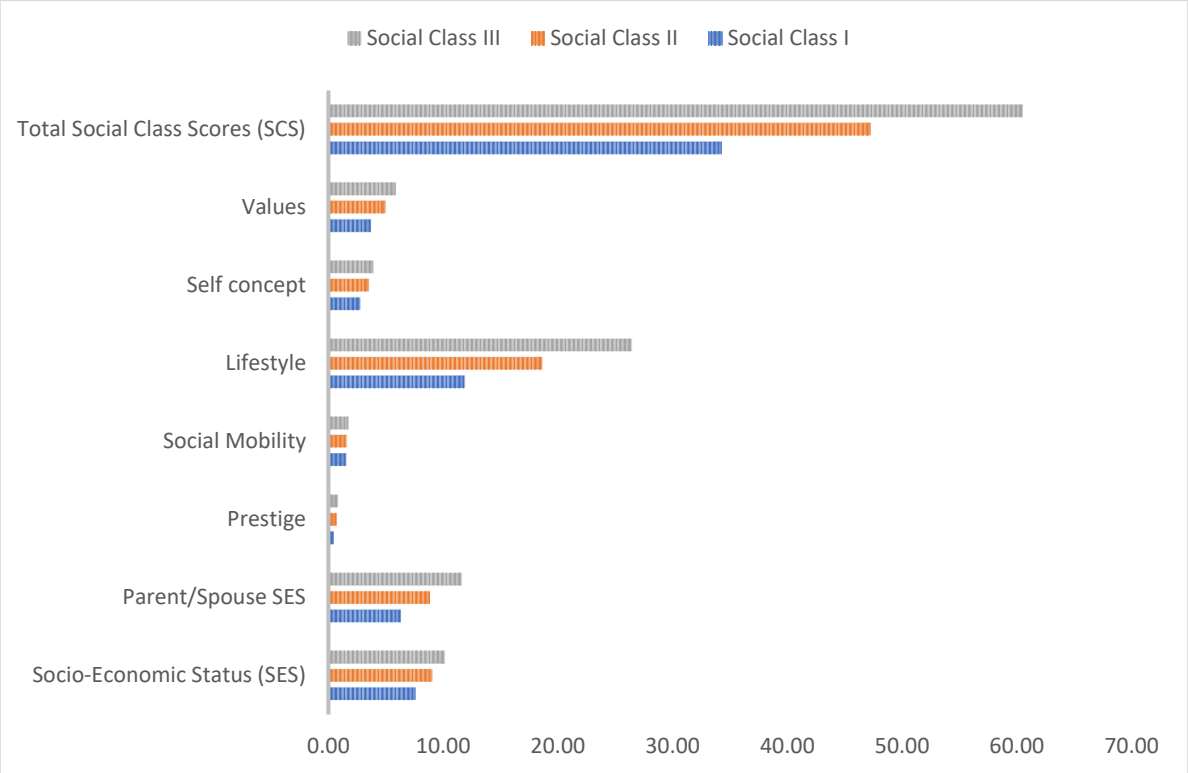
Table 4. 34 Mean Values of individual variables of social class

Social Class	Socio-Economic Status (SES)	Parent/Spouse SES	Prestige	Social Mobility	Lifestyle	Self concept	Values	Total Social Class Scores (SCS)
I	7.59	6.32	0.48	1.56	11.90	2.76	3.70	34.31
II	9.04	8.84	0.70	1.58	18.63	3.51	4.97	47.27
III	10.15	11.61	0.82	1.74	26.44	3.92	5.87	60.54

Table 4. 35 Contribution of each variable to the total social class scores

Social Class	Socio-Economic Status (SES)	Parent/Spouse SES	Prestige	Social Mobility	Lifestyle	Self concept	Values	Total Social Class Scores (SCS)
I	**22%**	18%	1%	5%	**35%**	8%	11%	34.31
II	**19%**	**19%**	1%	3%	**39%**	7%	11%	47.27
III	17%	**19%**	1%	3%	**44%**	6%	10%	60.54

Figure 4. 30 Comparison of Social Class I, II&III w.r.t individual variables and overall Social class scores



We notice that for all classes, the impact of lifestyle is the highest on social class scores. For Social Class I SES also has a considerable impact on the total scores. In case of social class II SES as well as parent and spouse SES both have an equal impact on the total class scores. In social class III the contribution of parent and spouse SES is higher than the socio-economic status which goes to show that the construct of social class is more than just the socio-economic status and to form a wholesome view about a consumer it is prudent to consider the impact of all these variables.

The differences in of the perceptions of each social class towards different dimensions of luxury was tested using Analysis of variance.

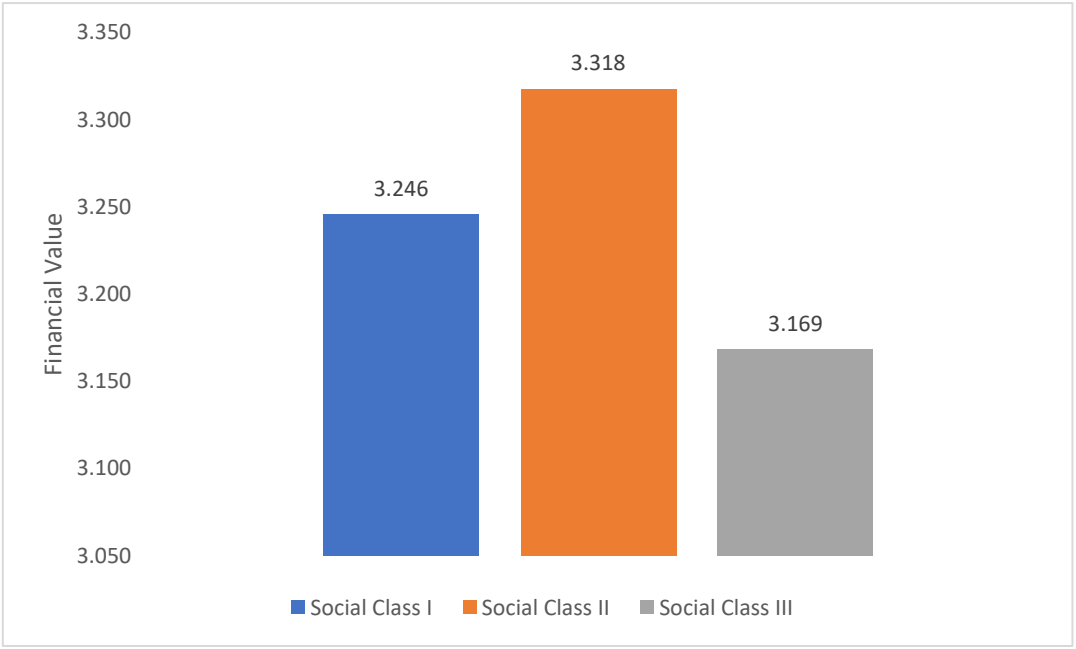
4.6.2 Testing the relationship of Social Class I, II, III with Financial Value

Table 4.36 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to financial value. The mean range is between 3.169 and 3.318 and the Standard Deviation (SD) range is between 0.969 and 1.034.

Table 4. 36 Descriptives: Financial Value

Social Class	N	Mean	Std. Deviation
I	185	3.246	0.969
II	384	3.318	0.993
III	89	3.169	1.034
Total	658	3.277	0.992

Figure 4. 31 Differences in the perceptions of Social Class I, II & III towards Financial Value



Note: Mean values are presented.

Table 4. 37 ANOVA (Financial Value)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.862	2	0.931	0.947	0.389
Within Groups	644.104	655	0.983		
Total	645.966	657			

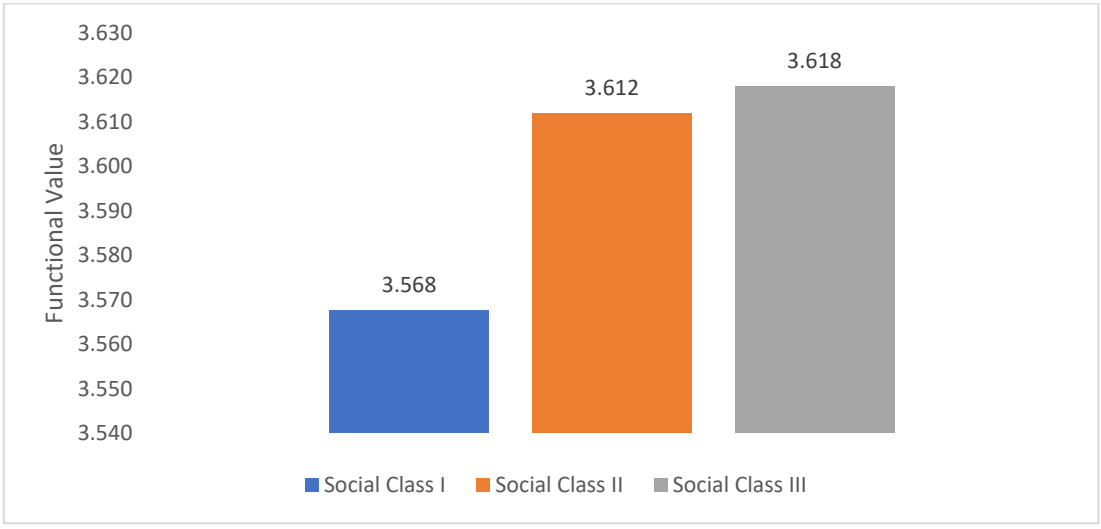
4.6.3 Testing the relationship of Social Class I, II, III with Functional Value

Table 4.38 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to functional value. The mean range is between 3.568 and 3.618 and the Standard Deviation (SD) range is between 1.063 and 1.082.

Table 4. 38 Descriptives: Functional Value

Social Class	N	Mean	Std. Deviation
I	185	3.568	1.082
II	384	3.612	1.067
III	89	3.618	1.063
Total	658	3.600	1.069

Figure 4. 32 Differences in the perceptions of Social Class I, II & III towards Functional Value



Note: Mean Values are presented

Table 4. 39 ANOVA (Functional Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.278	2	0.139	0.121	0.886
Within Groups	750.602	655	1.146		
Total	750.880	657			

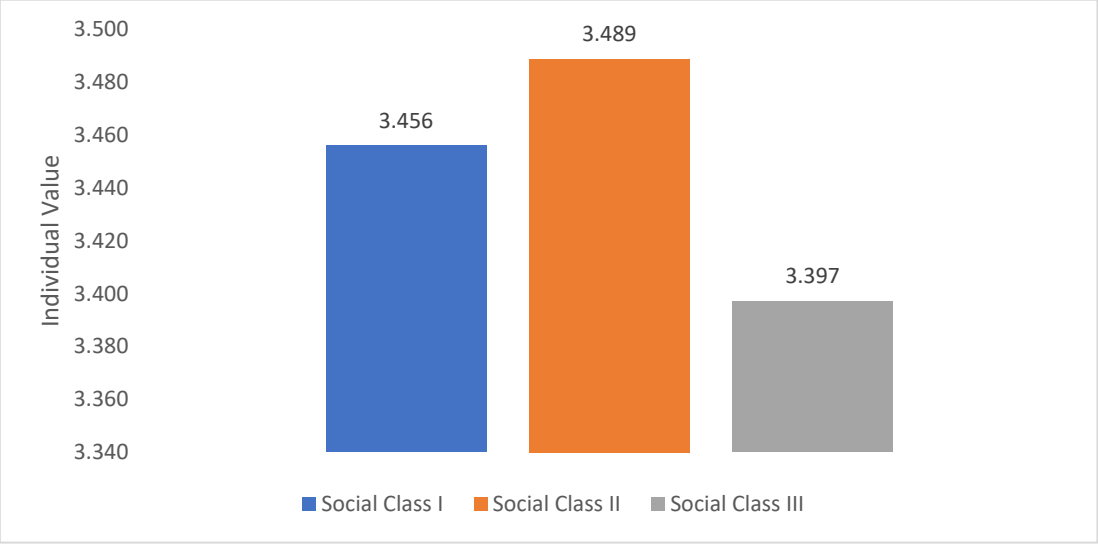
4.6.4 Testing the relationship of Social Class I, II, III with Individual Value

Table 4.40 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to Individual value. The mean range is between 3.397 and 3.489 and the SD range is between 0.963 and 1.009.

Table 4. 40 Descriptives: Individual Value

Social Class	N	Mean	Std. Deviation
I	185	3.456	0.967
II	384	3.489	0.963
III	89	3.397	1.009
Total	658	3.467	0.970

Figure 4. 33 Differences in the perception of Social Class I, II & III towards Individual Value



Note: Mean values are presented

Table 4. 41 ANOVA (Individual Value)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.640	2	0.320	0.340	0.712
Within Groups	616.924	655	0.942		
Total	617.564	657			

4.6.5 Testing the relationship of Social Class I, II, III with Social Value

Table 4.42 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to social value. The mean range is between 3.244 and 3.301 and the Standard Deviation (SD) range is between 0.893 and 0.942.

Table 4. 42 Descriptives: Social Value

Social Class	N	Mean	Std. Deviation
I	185	3.245	0.942
II	384	3.301	0.932
III	89	3.244	0.893
Total	658	3.278	0.928

Figure 4. 34 Differences in the perception of Social Class I, II &III towards Social Value

Note: Mean values are presented

Table 4. 43 ANOVA (Social Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.518	2	0.259	0.300	0.741
Within Groups	565.788	655	0.864		
Total	566.306	657			

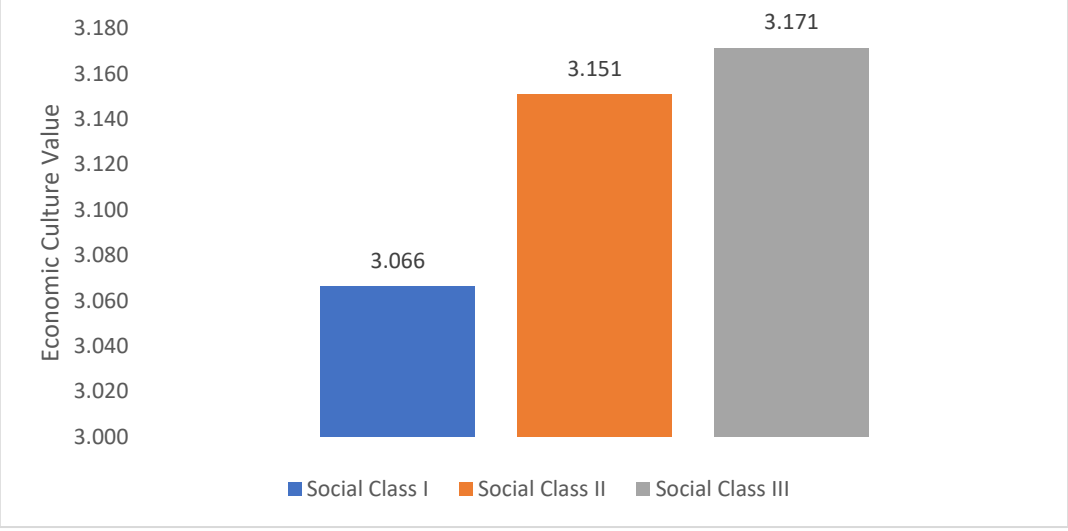
4.6.6 Testing the relationship of Social Class I, II, III with Economic Culture Value

Table 4.44 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to Economic Culture value. The mean range is between 3.066 and 3.171 and the Standard Deviation (SD) range is between 0.755 and 0.835.

Table 4. 44 Descriptives: Economic Culture Value

Social Class	N	Mean	Std. Deviation
I	185	3.066	0.825
II	384	3.151	0.755
III	89	3.171	0.835
Total	658	3.130	0.786

Figure 4. 35 Differences in the perception of Social Class I, II & III towards Economic Culture Value



Note: Mean values are presented

Table 4. 45 ANOVA (Economic Culture Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.075	2	0.537	0.870	0.419
Within Groups	404.565	655	0.618		
Total	405.640	657			

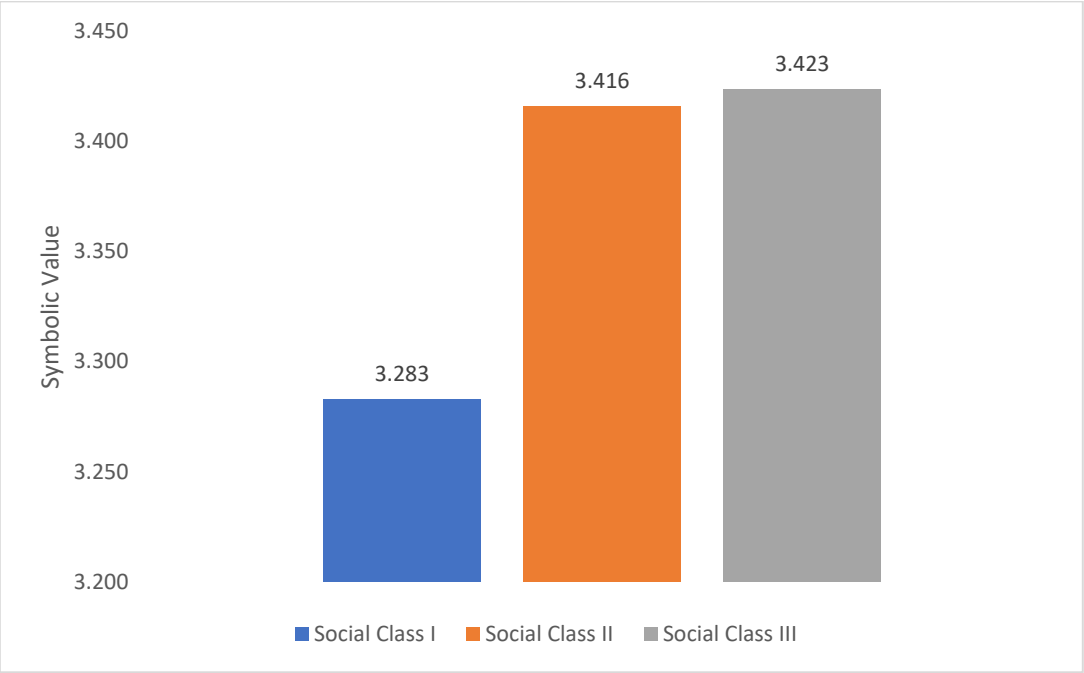
4.6.7 Testing the relationship of Social Class I, II, III with Symbolic Value

Table 4.46 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to Symbolic value. The mean range is between 3.283 and 3.423 and the Standard Deviation (SD) range is between 0.836 and 1.024.

Table 4. 46 Descriptives: Symbolic Value

Social Class	N	Mean	Std. Deviation
I	185	3.283	1.024
II	384	3.416	0.939
III	89	3.423	0.836
Total	658	3.379	0.952

Figure 4. 36 Differences in the perception of Social Class I, II & III towards Symbolic Value



Note: Mean values are presented

Table 4. 47 ANOVA (Symbolic Value)

Symbolic Value	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.403	2	1.202	1.328	0.266
Within Groups	592.532	655	0.905		
Total	594.935	657			

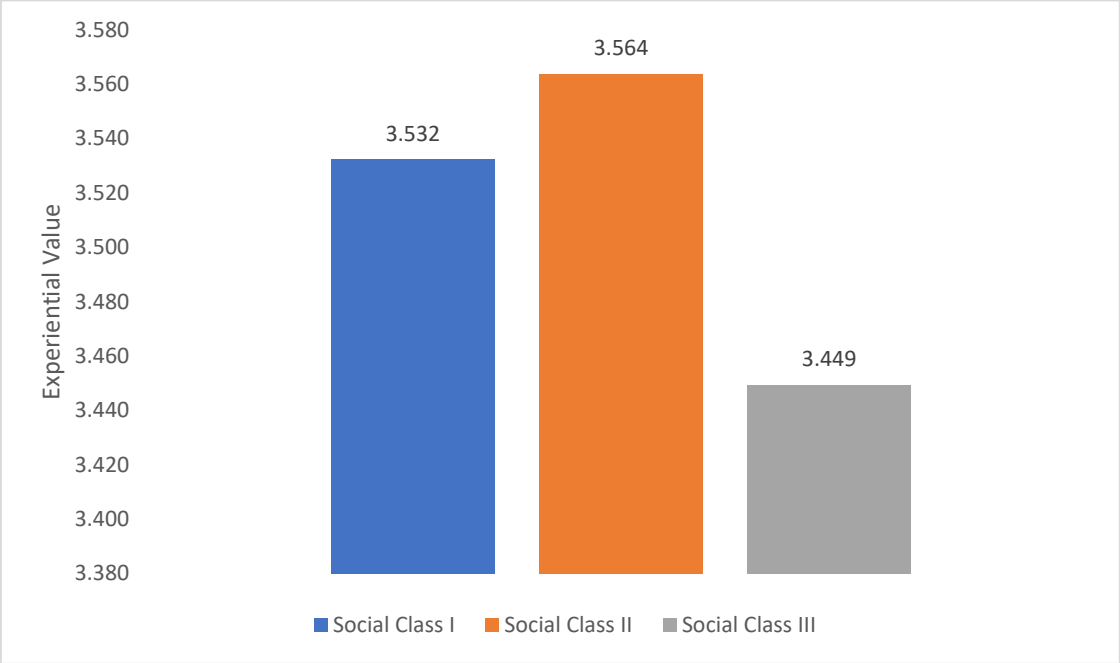
4.6.8 Testing the relationship of Social Class I, II, III with Experiential Value

Table 4.48 shows the mean and standard deviation of the valid respondent's (N=658) social class with respect to Experiential value. The mean range is between 3.449 and 3.564 and the Standard Deviation (SD) range is between 0.905 and 1.059.

Table 4. 48 Descriptives: Experiential Value

Social Class	N	Mean	Std. Deviation
I	185	3.532	1.059
II	384	3.564	0.963
III	89	3.449	0.905
Total	658	3.540	0.983

Figure 4. 37 Differences in the perception of Social Class I, II & III towards Experiential Value



Note: Mean values are presented

Table 4. 49 ANOVA (Experiential Value)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.958	2	0.479	0.495	0.610
Within Groups	633.515	655	0.967		
Total	634.473	657			

4.6.9 Interpretations of ANOVA for Social Class vs. Luxury Value Perceptions

We find that p>0.05 for financial value (F(2,655)=0.947, p=0.389), functional value (F(2,655=0.121,p=0.886), individual value (F(2,655)=0.340, p=0.712), social value (F(2,655)=0.300, p=0.741), symbolic value (F(2,655)=1.328, p=0.266), economic culture value (F(2,655)=0.870, p=0.419) and experiential value (F(2,655)=0.495, p=0.610).

The evaluation of the means also throws light on the similarity in responses given by all. We find the value perceptions to be homogenous across social classes and this finding is supported in the research by Hennigs et al. (2012) who found similarities in country specific value perceptions. Therefore, we fail to reject this hypothesis (*Ho7*) and accept that luxury value perceptions remain uniform across social classes I, II and III.

Ho7	There is no significant difference in the luxury value perceptions across social classes I, II, III	Fail to reject

RO7: To understand the relationship of age with different luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product category (clothing, handbags, watch, accessories)

4.7.1 Testing the relationship of age with luxury brand segments related to clothing

Table 4.50 shows the mean and standard deviation of the valid respondent's (N=658) ages with respect to luxury brand segments in the clothing category. The mean range is between 0.097 and 3.190 and the Standard Deviation (SD) range is between 0.297 and 2.910.

Table 4. 50 Descriptives: Age with brand segment choices related to clothing

Clothing (Brand segment)	Age (yrs.)	N	Mean	Std. Deviation
Masstige	18 – 24	237	2.810	2.265
	25 – 34	237	3.190	2.231
	35 – 44	121	2.686	2.247
	45 – 54	46	2.935	2.389

	> 54	17	3.294	2.910
	Total	658	2.945	2.279
Super-premium	18 – 24	237	0.097	0.297
	25 – 34	237	0.114	0.318
	35 – 44	121	0.099	0.300
	45 – 54	46	0.109	0.315
	> 54	17	0.118	0.332
	Total	658	0.105	0.307
Old luxury brand extensions	18 – 24	237	0.211	0.502
	25 – 34	237	0.190	0.453
	35 – 44	121	0.149	0.380
	45 – 54	46	0.152	0.420
	> 54	17	0.353	0.606
	Total	658	0.191	0.461
Old Luxury	18 – 24	237	0.578	0.887
	25 – 34	237	0.608	0.809
	35 – 44	121	0.537	0.807
	45 – 54	46	0.478	0.781
	> 54	17	0.882	1.166
	Total	658	0.582	0.846

Figure 4. 38 Differences in the brand segment choices in clothing category w.r.to Age

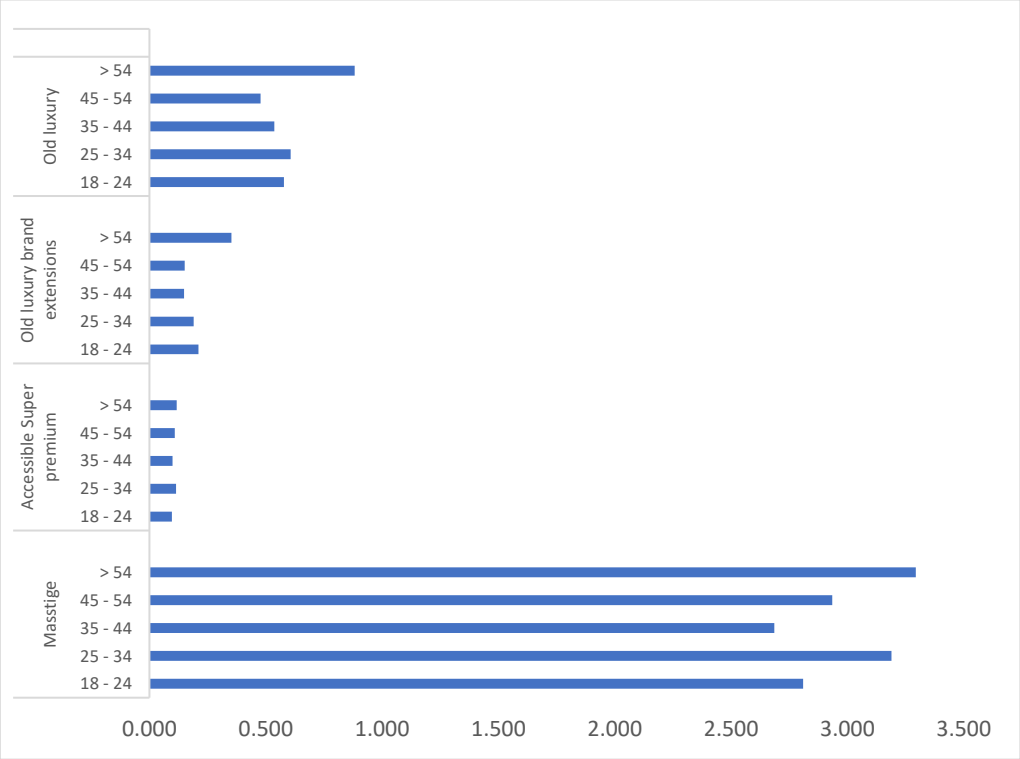


Table 4. 51 ANOVA: (Clothing Brand segments)

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	28.719	4	7.180	1.386	0.237
	Within Groups	3383.311	653	5.181		
	Total	3412.030	657			
Super-premium	Between Groups	0.041	4	0.010	0.109	0.979
	Within Groups	61.723	653	0.095		
	Total	61.764	657			
Old luxury brand extensions	Between Groups	0.826	4	0.206	0.969	0.424
	Within Groups	139.047	653	0.213		
	Total	139.872	657			
Old Luxury brands	Between Groups	2.431	4	0.608	0.848	0.495
	Within Groups	467.638	653	0.716		
	Total	470.068	657			

4.7.2 Testing relationship of age with luxury brand segments of the handbag category

Table 4.52 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to luxury brand segments in the handbag category. The mean range is between 0.021and 1.235 and the Standard Deviation (SD) range is between 0.128 and 2.166.

Table 4. 52 Descriptives: Age with luxury brand segments related to handbags

Brand Segment (handbags)	Age	N	Mean	Std. Deviation
Masstige	18 – 24	237	0.447	0.835
	25 – 34	237	0.603	0.931
	35 – 44	121	0.397	0.831
	45 – 54	46	0.543	1.277
	> 54	17	0.765	1.480
	Total	658	0.509	0.929
Accessible Super-Premium	18 – 24	237	0.021	0.144
	25 – 34	237	0.038	0.192
	35 – 44	121	0.017	0.128
	45 – 54	46	0.043	0.206
	> 54	17	0.059	0.243
	Total	658	0.029	0.168
Old Luxury Brands	18 – 24	237	0.591	1.416
	25 – 34	237	0.722	1.359
	35 – 44	121	0.471	0.958
	45 – 54	46	0.848	1.897
	> 54	17	1.235	2.166
	Total	658	0.650	1.390

Note: The old luxury brand extension segment is there only in the clothing category.

Figure 4. 39 Differences in the luxury brand choices in the handbag category w.r.to age

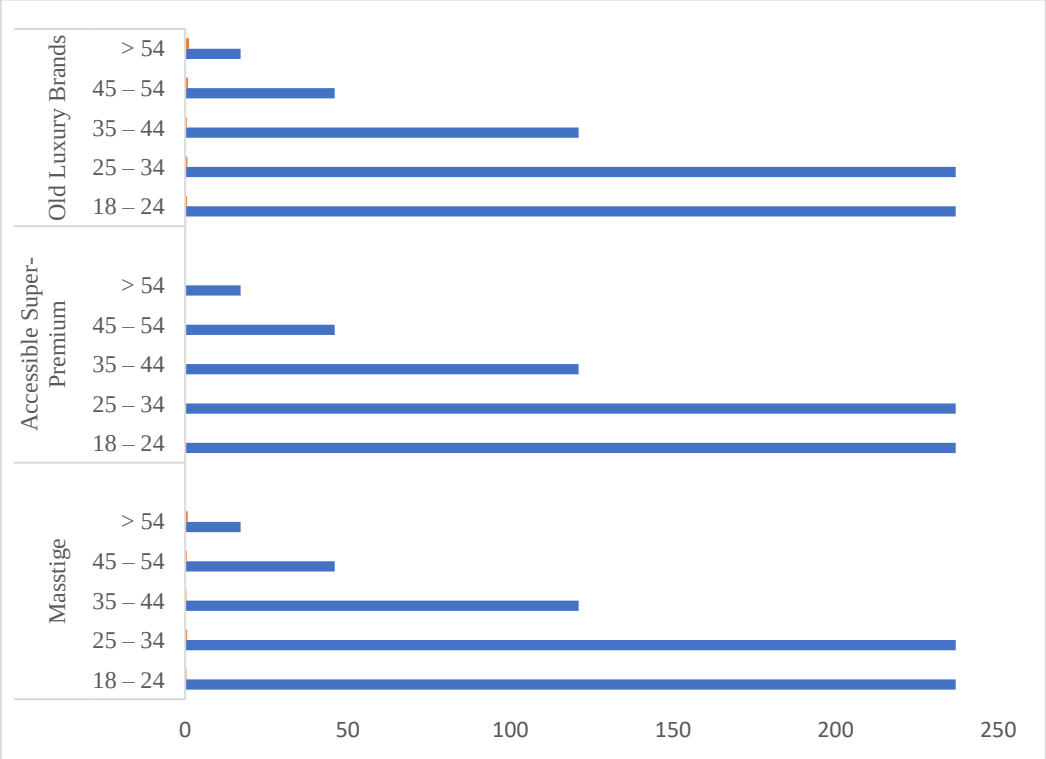


Table 4. 53 ANOVA: Brand segments - Handbag

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	5.707	4	1.427	1.661	0.157
	Within Groups	560.739	653	0.859		
	Total	566.445	657			
Accessible Super Premium	Between Groups	0.077	4	0.019	0.688	0.600
	Within Groups	18.374	653	0.028		
	Total	18.451	657			
Old luxury	Between Groups	13.543	4	3.386	1.760	0.135
	Within Groups	1256.062	653	1.924		
	Total	1269.605	657			

4.7.3 Testing the relationship of age with luxury brand segments of the watch category

Table 4.54 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to luxury brand segments in the watch category. The mean range is between 0.443 and 1.412 and the Standard Deviation (SD) range is between 0.660 and 1.197.

Table 4. 54 Descriptives: Age with luxury brand segments related to watches

Brand Segment (Watches)	Age	N	Mean	Std. Deviation
Masstige	18 – 24	237	1.139	1.062
	25 – 34	237	1.186	0.947
	35 – 44	121	1.017	0.741
	45 – 54	46	1.065	1.083
	> 54	17	1.412	1.176
	Total	658	1.135	0.974
Accessible Super premium	18 – 24	237	0.764	0.931
	25 – 34	237	0.684	0.914
	35 – 44	121	0.595	0.832
	45 – 54	46	0.717	1.109
	> 54	17	1.059	1.197
	Total	658	0.708	0.930
Old luxury	18 – 24	237	0.443	0.690
	25 – 34	237	0.527	0.745
	35 – 44	121	0.479	0.660
	45 – 54	46	0.543	0.808
	> 54	17	0.882	1.111
	Total	658	0.498	0.728

Figure 4. 40 Differences in the luxury brand choices in the watch category w.r.to Age.

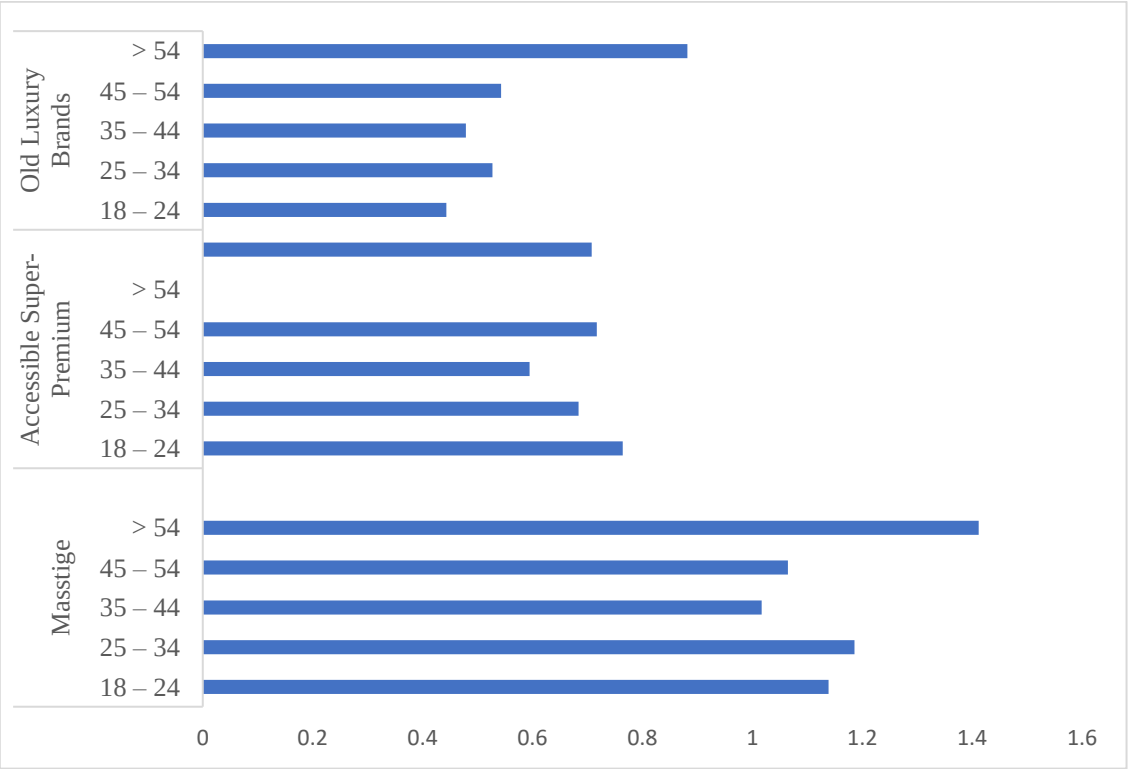


Table 4. 55 ANOVA: Brand segment -watches

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	3.837	4	0.959	1.012	0.401
	Within Groups	619.125	653	0.948		
	Total	622.962	657			
Accessible Super premium	Between Groups	4.518	4	1.129	1.309	0.265
	Within Groups	563.458	653	0.863		
	Total	567.976	657			
Old luxury brands	Between Groups	3.570	4	0.892	1.689	0.151
	Within Groups	344.929	653	0.528		
	Total	348.498	657			

4.7.4 Testing the relationship of age with luxury brand segments of the accessories category

Table 4.56 shows the mean and standard deviation of the valid respondent's (N=658) age with respect to luxury brand segments in the accessories category. The mean range is between 0.089and 1.941and the Standard Deviation (SD) range is between 0.285 and 2.167.

Table 4. 56 Descriptives: Age with luxury brand segments related to accessories

Brand Segment (accessories)	Age	N	Mean	Std. Deviation
Masstige	18 – 24	237	0.089	0.285
	25 – 34	237	0.165	0.372
	35 – 44	121	0.149	0.357
	45 – 54	46	0.109	0.315
	> 54	17	0.176	0.393
	Total	658	0.131	0.337
Accessible Super premium	18 – 24	237	0.511	0.615
	25 – 34	237	0.570	0.625
	35 – 44	121	0.554	0.562
	45 – 54	46	0.565	0.655
	> 54	17	0.647	0.786
	Total	658	0.547	0.616
Old luxury	18 – 24	237	1.473	1.620
	25 – 34	237	1.388	1.544
	35 – 44	121	1.198	1.249
	45 – 54	46	1.435	2.167
	> 54	17	1.941	2.076
	Total	658	1.401	1.590

Figure 4. 41 Differences in the luxury brand choices in the accessories category w.r.to Age.

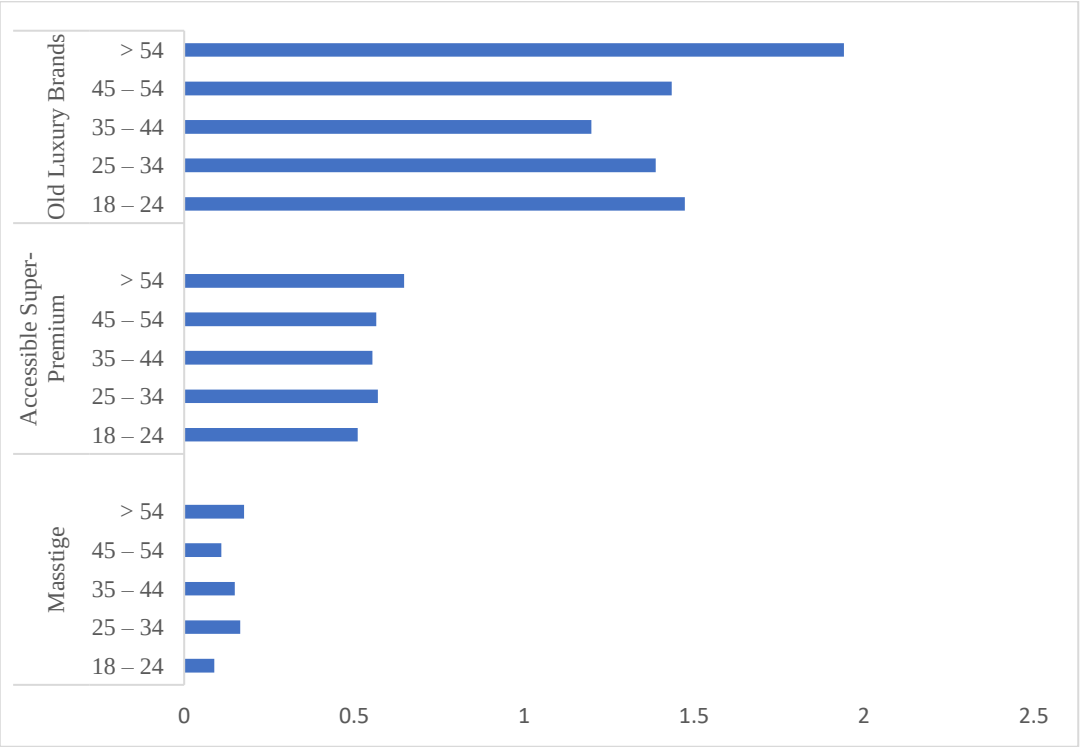


Table 4. 57 ANOVA: Brand Segment-Accessories

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	0.789	4	0.197	1.741	0.139
	Within Groups	73.971	653	0.113		
	Total	74.760	657			
Accessible Super premium	Between Groups	0.627	4	0.157	0.412	0.800
	Within Groups	248.412	653	0.380		
	Total	249.040	657			
Old luxury	Between Groups	11.235	4	2.809	1.112	0.350
	Within Groups	1648.844	653	2.525		
	Total	1660.079	657			

4.7.5 Interpretation of ANOVA between age and luxury brand segments.

No significant difference found between age and atleast one luxury brand segment in any product category ($p \geq 0.05$) so we fail to reject the null hypothesis *Ho8.*

Ho8	There is no significant difference between age and atleast one luxury brand segment of any product category.	fail to reject

RO8: To understand the relationship of gender with different luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product category (clothing, handbags, watch, accessories)

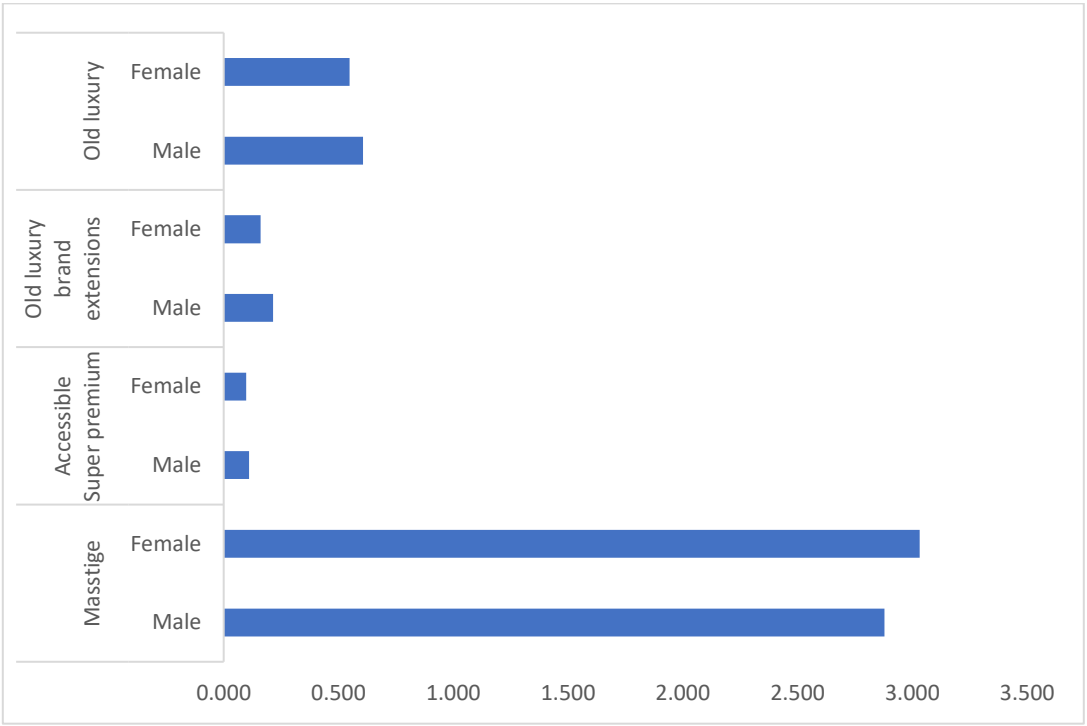
4.8.1 Testing the relationship of Gender with luxury brand segments in the clothing category.

Table 4.58 shows the mean and standard deviation of the valid respondent's (N=658) gender with respect to luxury brand segments in the clothing category. The mean range is between 0.098 and 3.031 and the Standard Deviation (SD) range is between 0.298 and 2.296.

Table 4. 58 Group Statistics (Gender Vs. luxury brand segments related to clothing)

Brand Segment (clothing)	Gender	N	Mean	Std. Deviation	T	Sig.
Masstige	Male	372	2.879	2.266	-0.850	0.395
	Female	286	3.031	2.296		
Super-premium	Male	372	0.110	0.314	0.510	0.610
	Female	286	0.098	0.298		
Old luxury brand extensions	Male	372	0.215	0.489	1.495	0.135
	Female	286	0.161	0.421		
Old Luxury brands	Male	372	0.608	0.885	0.880	0.379
	Female	286	0.549	0.792		

Figure 4. 42 Differences in luxury brand segment choices in the clothing category w.r.to Gender



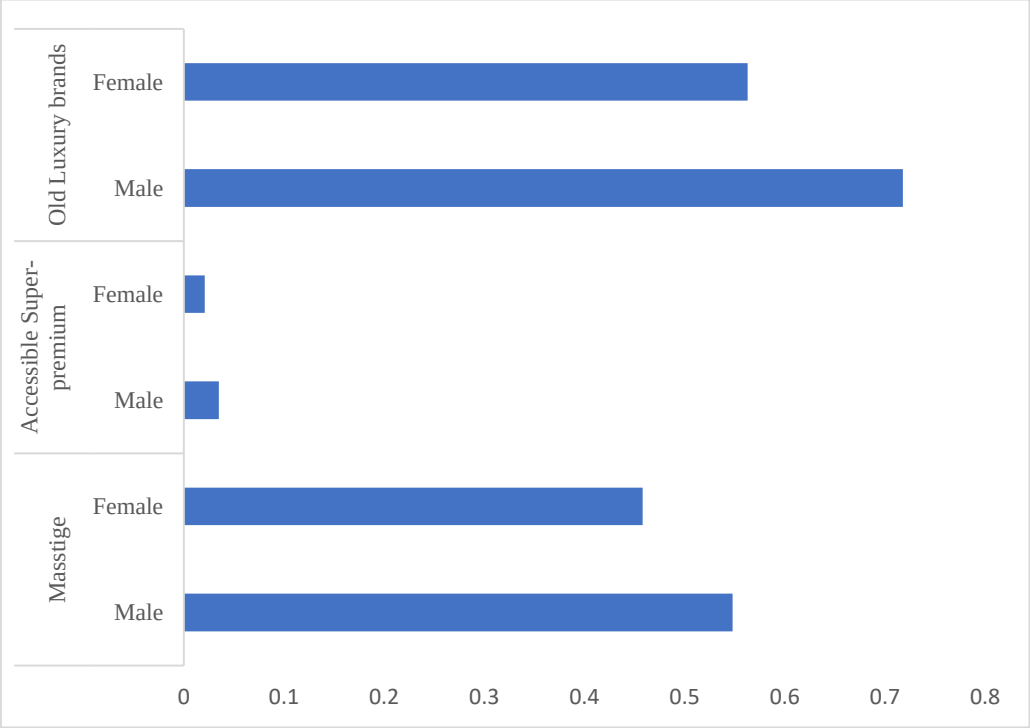
4.8.2 Testing the relationship of Gender with luxury brand segments in the Handbag category

Table 4.59 shows the mean and standard deviation of the valid respondent's (N=658) gender with respect to luxury brand segments in the handbag category. The mean range is between 0.021 and 0.718 and the Standard Deviation (SD) range is between 0.144 and 1.416.

Table 4. 59 Group Statistics: Gender Vs. luxury brand segments related to handbags

Brand Segment (Handbags)	Gender	N	Mean	Std. Deviation	t	Sig
Masstige	Male	372	0.548	0.938	1.238	0.216
	Female	286	0.458	0.916		
Accessible Super premium	Male	372	0.035	0.184	1.060	0.290
	Female	286	0.021	0.144		
Old luxury	Male	372	0.718	1.416	1.417	0.157
	Female	286	0.563	1.354		

Figure 4. 43 Differences in luxury brand choices in the Handbag category w.r.to Gender



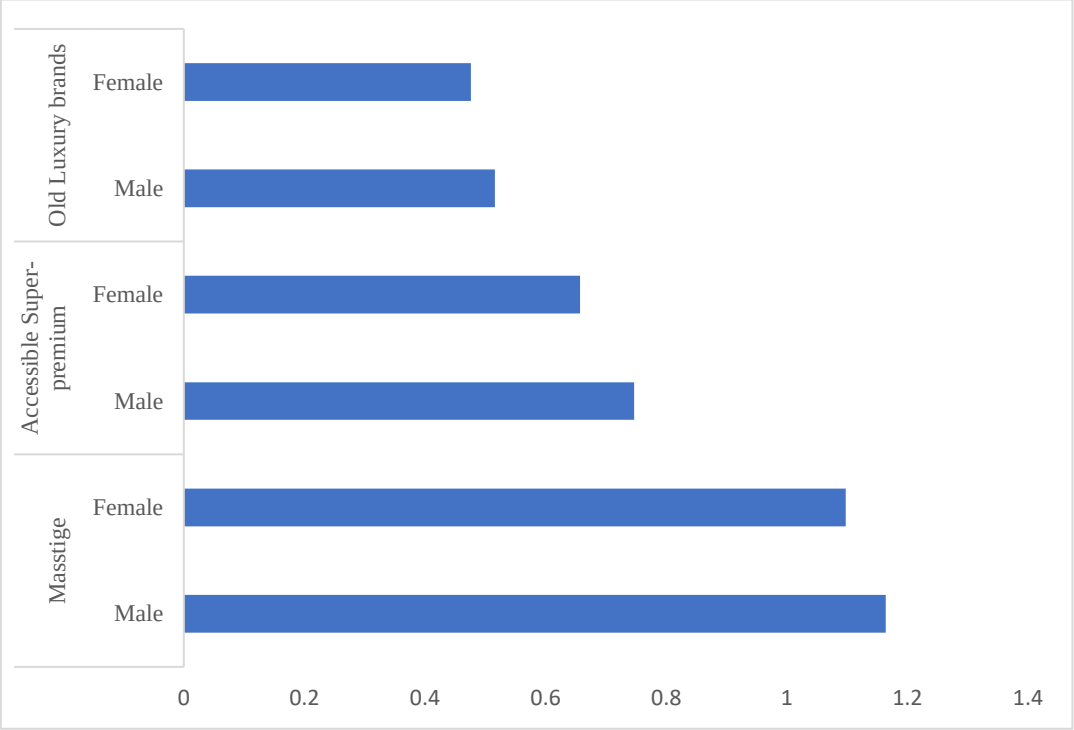
4.8.3 Testing the relationship between gender and luxury brand segments in the watch category

Table 4.60 shows the mean and standard deviation of the valid respondent's (N=658) gender with respect to luxury brand segments in the watch category. The mean range is between 0.476 and 1.164 and the Standard Deviation (SD) range is between 0.674 and 1.045.

Table 4. 60 Group Statistics: Gender Vs. luxury brand segments related to watches

Brand Segment (Watches)	Gender	N	Mean	Std. Deviation	t	Sig
Masstige	Male	372	1.164	1.045	0.863	0.389
	Female	286	1.098	0.873		
Accessible Super premium	Male	372	0.747	0.999	1.231	0.219
	Female	286	0.657	0.830		
Old luxury	Male	372	0.516	0.768	0.709	0.479
	Female	286	0.476	0.674		

Figure 4. 44 Differences in luxury brand choices in the Watch category w.r.to Gender



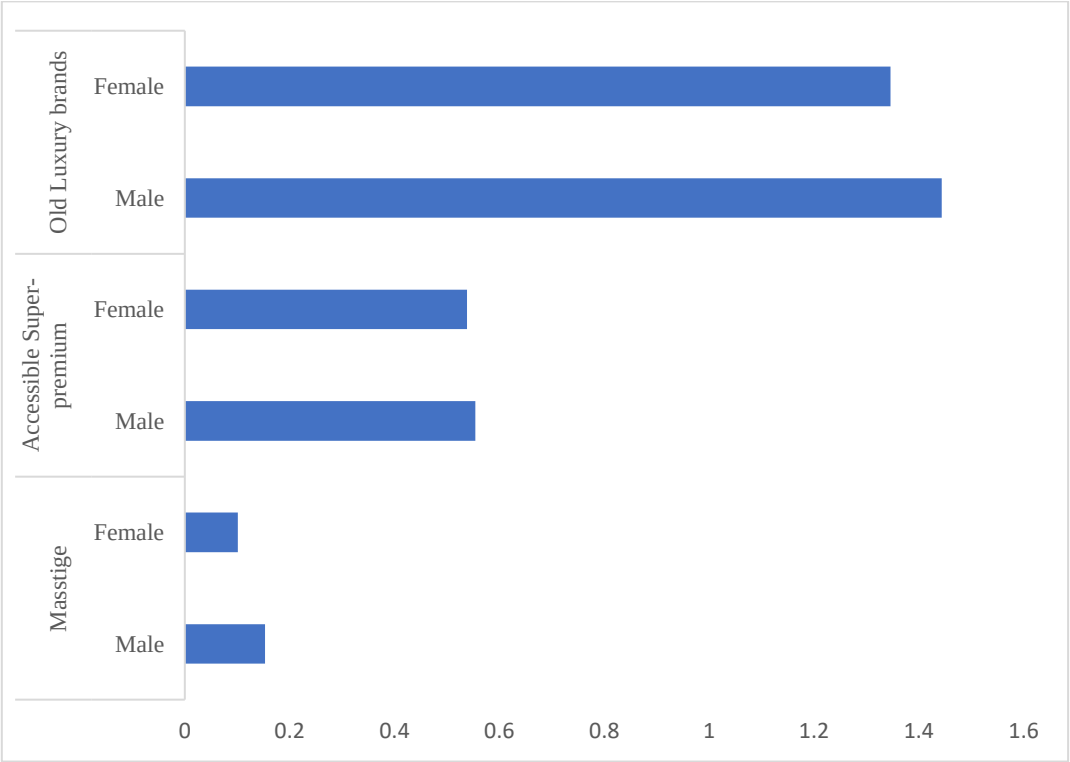
4.8.3 Testing the relationship of gender with luxury brand segments in the accessories category

Table 4.61 shows the mean and standard deviation of the valid respondent's (N=658) gender with respect to luxury brand segments in the accessories category. The mean range is between 0.101 and 1.444 and the Standard Deviation (SD) range is between 0.302 and 1.734.

Table 4. 61 Group Statistics: Gender Vs. Luxury brand segments related to accessories

Brand Segment (Accessories)	Gender	N	Mean	Std. Deviation	t	Sig
Masstige	Male	372	0.153	0.361	1.958	0.051
	Female	286	0.101	0.302		
Accessible Super premium	Male	372	0.554	0.619	0.316	0.752
	Female	286	0.538	0.613		
Old luxury	Male	372	1.444	1.734	0.779	0.436
	Female	286	1.346	1.380		

Figure 4. 45 Differences in luxury brand choices in the Accessories category w.r.to Gender



4.8.4 Interpretation of the t-test of gender vs. luxury brand segments of all product categories

No significant difference found between gender and atleast one luxury brand segment in any product category ($p \geq 0.05$) so we fail to reject the null hypothesis *Ho9*.

Ho9	There is no significant difference between gender and atleast one luxury brand segment of any product category.	Fail to reject

RO9: To understand the relationship of family structure with different luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product category (clothing, handbags, watch, accessories).

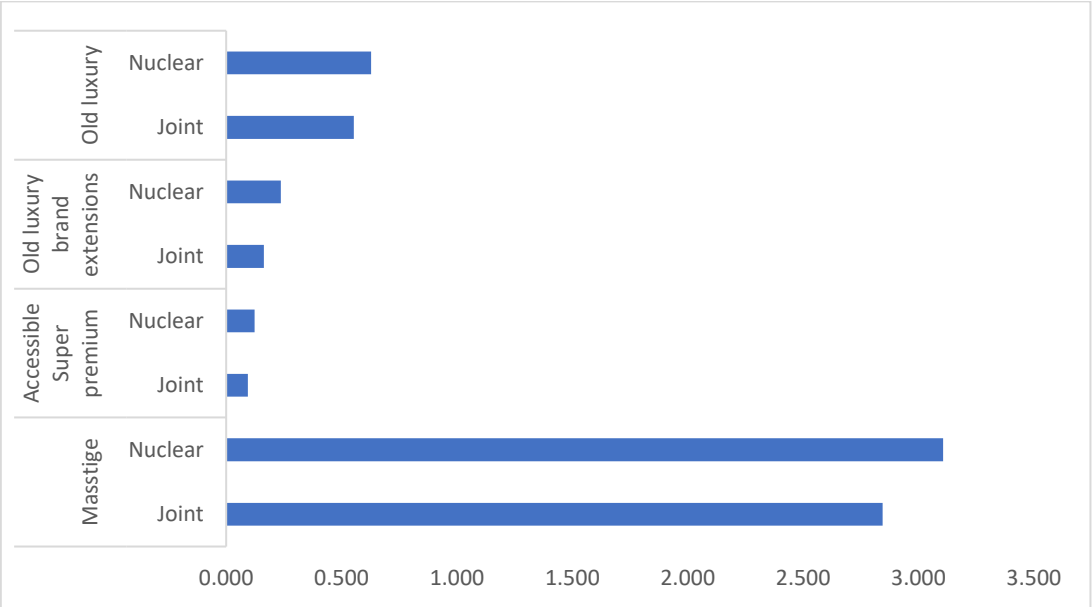
4.9.1 Testing of differences in Family Structure vs. luxury brand segments related to clothing

Table 4.62 shows the mean and standard deviation of the valid respondent's (N=658) family structure with respect to luxury brand segments in the clothing category. The mean range is between 0.094 and 3.107 and the Standard Deviation (SD) range is between 0.292 and 2.376.

Table 4. 62 Group Statistics: Family structure vs luxury brand segments related to clothing

Brand Segments (Clothing)	Family Structure	N	Mean	Std. Deviation	t	Sig
Masstige	Joint	405	2.844	2.213	-1.437	0.151
	Nuclear	253	3.107	2.376		
Accessible Super premium	Joint	405	0.094	0.292	-1.168	0.243
	Nuclear	253	0.123	0.329		
Old luxury brand extensions	Joint	405	0.163	0.420	-2.011	**0.045**
	Nuclear	253	0.237	0.519		
Old luxury	Joint	405	0.553	0.830	-1.112	0.266
	Nuclear	253	0.628	0.871		

Figure 4. 46 Differences in luxury brand choices in the clothing category w.r.to Family structure



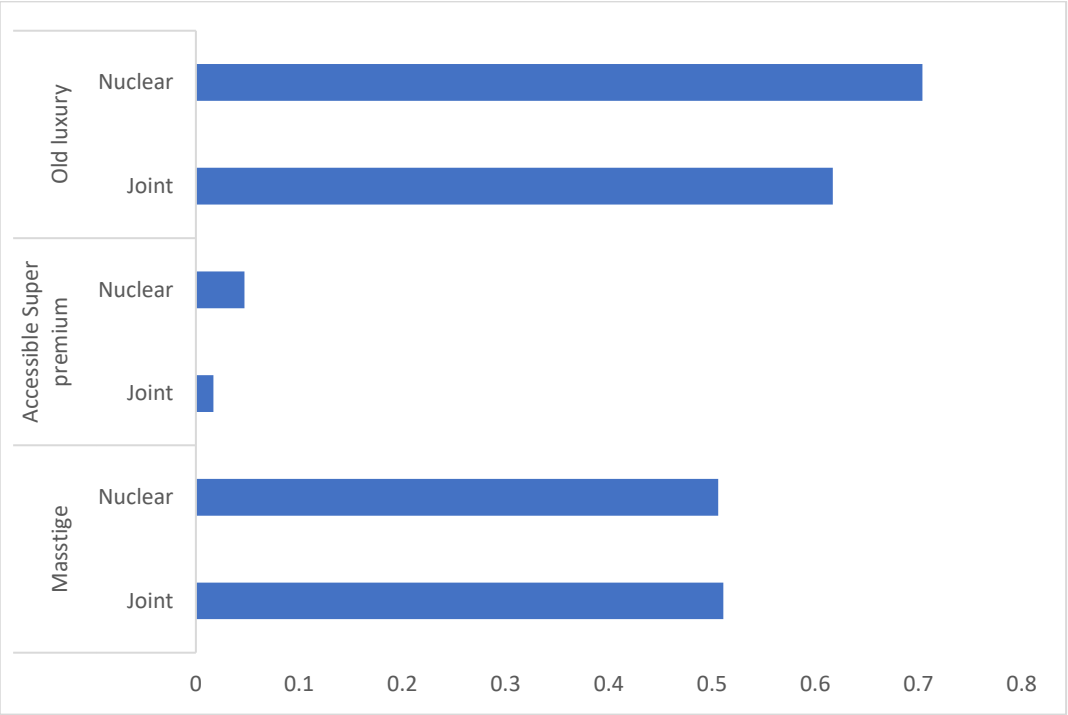
4.9.2 Testing of differences in Family Structure vs. luxury brand segments related to handbags

Table 4.63 shows the mean and standard deviation of the valid respondent's (N=658) family structure with respect to luxury brand segments in the handbag category. The mean range is between 0.017 and 0.704 and the Standard Deviation (SD) range is between 0.130 and 1.531.

Table 4. 63 Group Statistics: Family structure vs. luxury brand segments related to handbags

Brand Segment (Handbags)	Family Structure	N	Mean	Std. Deviation	t	Sig
Masstige	Joint	405	0.511	0.911	0.070	0.945
	Nuclear	253	0.506	0.958		
Accessible Super premium	Joint	405	0.017	0.130	-2.252	**0.025**
	Nuclear	253	0.047	0.213		
Old luxury	Joint	405	0.617	1.295	-0.774	0.439
	Nuclear	253	0.704	1.531		

Figure 4. 47 Differences in luxury brand choices in the Handbag category w.r.to Family structure



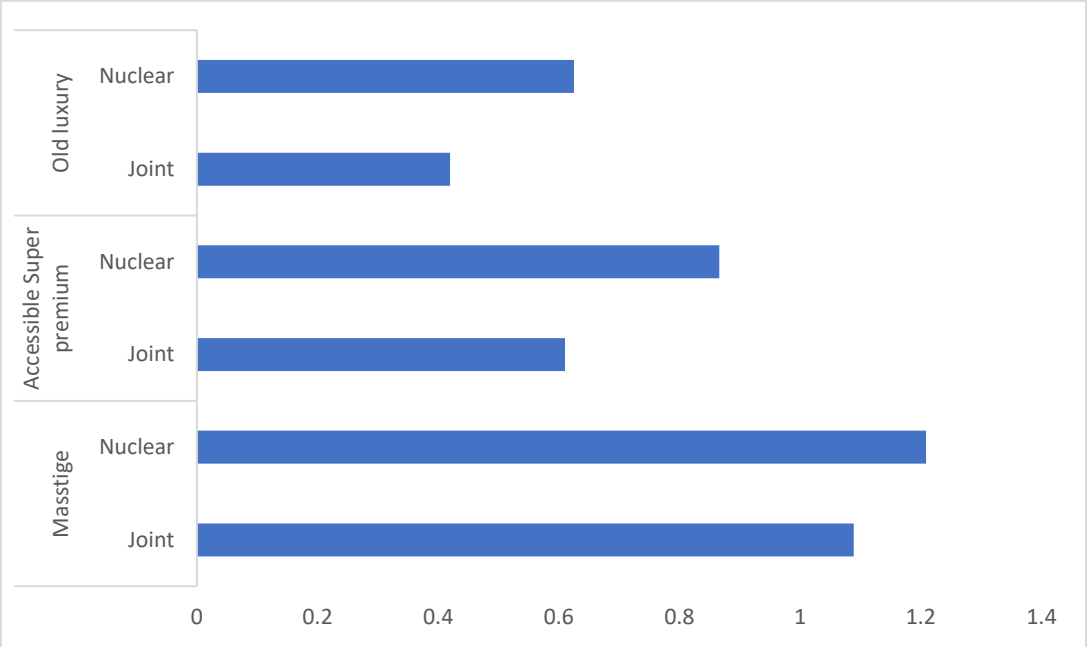
4.9.3 Testing of differences in Family Structure vs. luxury brand segments related to watch category

Table 4.64 shows the mean and standard deviation of the valid respondent's (N=658) family structure with respect to luxury brand segments in the watch category. The mean range is between 0.610 and 1.209 and the Standard Deviation (SD) range is between 0.856 and 1.058.

Table 4. 64 Group Statistics: Family structure vs. luxury brand segments related to watches

Brand Segment (Watches	Family Structure	N	Mean	Std. Deviation	t	Sig
Masstige	Joint	405	1.089	0.916	-1.547	0.122
	Nuclear	253	1.209	1.058		
Accessible Super premium	Joint	405	0.610	0.856	-3.461	**0.001**
	Nuclear	253	0.866	1.019		
Old luxury	Joint	405	0.420	0.665	-3.539	**0.000**
	Nuclear	253	0.625	0.805		

Figure 4. 48 Differences in luxury brand choices in the Watch category w.r.to Family structure



4.9.4 Testing of differences in Family Structure vs. luxury brand segments related to accessories

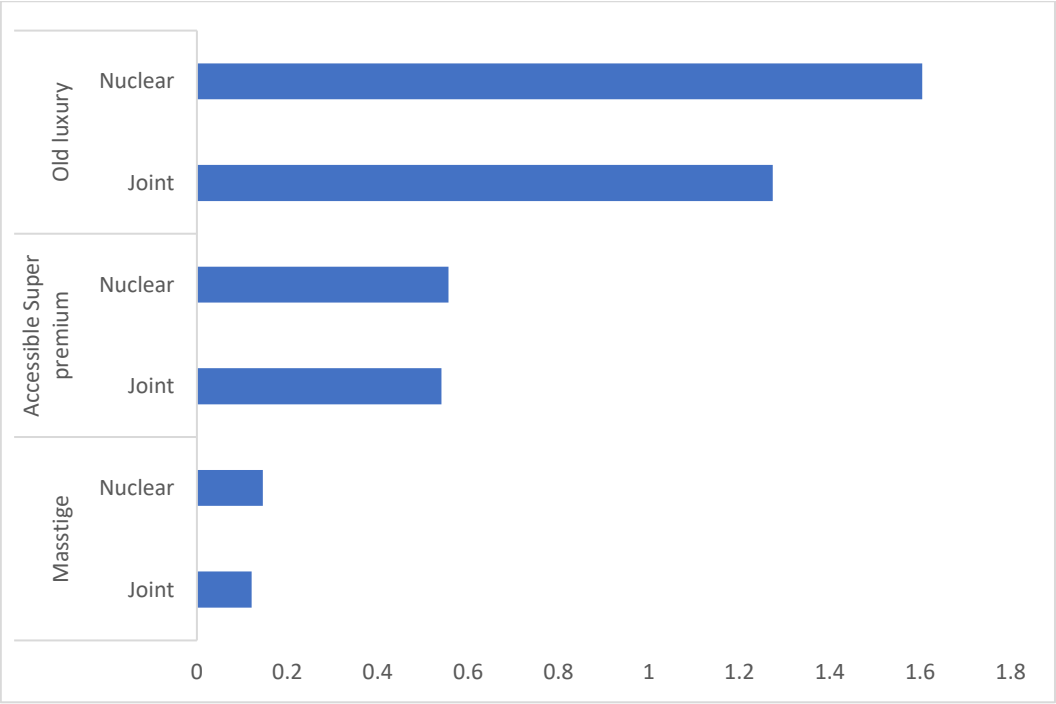
Table 4.65 shows the mean and standard deviation of the valid respondent's (N=658) family structure with respect to luxury brand segments in the accessories category. The mean range is between 0.121 and 1.605 and the Standard Deviation (SD) range is between 0.327 and 1.753.

Table 4. 65 Group Statistics: Family structure vs. luxury brand segments related to accessories

Brand Segment (Accessories)	Family Structure	N	Mean	Std. Deviation	T	Sig
Masstige	Joint	405	0.121	0.327	-0.934	0.351
	Nuclear	253	0.146	0.354		
Accessible Super premium	Joint	405	0.541	0.615	-0.336	0.737
	Nuclear	253	0.557	0.619		

Old luxury	Joint	405	1.274	1.466	-2.607	**0.009**
	Nuclear	253	1.605	1.753		

Figure 4. 49 Differences in luxury brand choices in the Accessories category w.r.to Family structure



4.9.5 Interpretation of the t-test for family structure vs. luxury brand segments

Significant differences are noted between the nuclear and joint family structure in the old luxury brand extensions segment (t (656) =2.011, p=0.045) of the clothing category, accessible super-premium brand segment (t (656) =2.252, p=0.025) of the handbag category, accessible super-premium brand segment (t (656) =3.461, p=0.001) and old luxury brand segment (t (656) = 3.539, p=0.00) of the watch category and the old luxury brand segment (t (656) = 2.607, p=0.009) of the accessories category.

Based on the p values, we reject *Ho10* and note that there is a significant difference between family structure and atleast one luxury brand segment.

Ho10	There is no significant difference between family structure and atleast one luxury brand segment of any product category.	reject
$H_1$10	There is a significant difference between family structure and atleast one luxury brand segment of any product category.	accept

RO10: To understand the relationship of education with different luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product category (clothing, handbags, watch, accessories)

4.10.1 Testing of the relationship between education and luxury brand segments related to clothing

Table 4.66 shows the mean and standard deviation of the valid respondent's (N=658) education with respect to luxury brand segments in the clothing category. The mean range is between 0.00 and 2.967 and the Standard Deviation (SD) range is between 0.00 and 2.304.

Table 4. 66 Descriptives: Education with luxury brand segments related to clothing

Clothing (Brand Segments)	Education	N	Mean	Std. Deviation
Masstige	High School	174	2.948	2.304
	Graduate	295	2.959	2.278
	Postgraduate	180	2.967	2.294
	Ph.D/Doctor/any professional degree	9	2.000	1.500
	Total	658	2.945	2.279
Accessible Super premium	High School	174	0.121	0.327
	Graduate	295	0.098	0.298
	Postgraduate	180	0.106	0.308
	Ph.D/Doctor/any professional degree	9	0.000	0.000
	Total	658	0.105	0.307

Old luxury brand extensions	High School	174	0.207	0.460
	Graduate	295	0.190	0.472
	Postgraduate	180	0.161	0.438
	Ph.D/Doctor/any professional degree	9	0.556	0.527
	Total	658	0.191	0.461
Old luxury	High School	174	0.563	0.822
	Graduate	295	0.600	0.874
	Postgraduate	180	0.583	0.838
	Ph.D/Doctor/any professional degree	9	0.333	0.500
	Total	658	0.582	0.846

Figure 4. 50 Differences in the luxury brand choices in clothing category w.r.to educational qualifications.

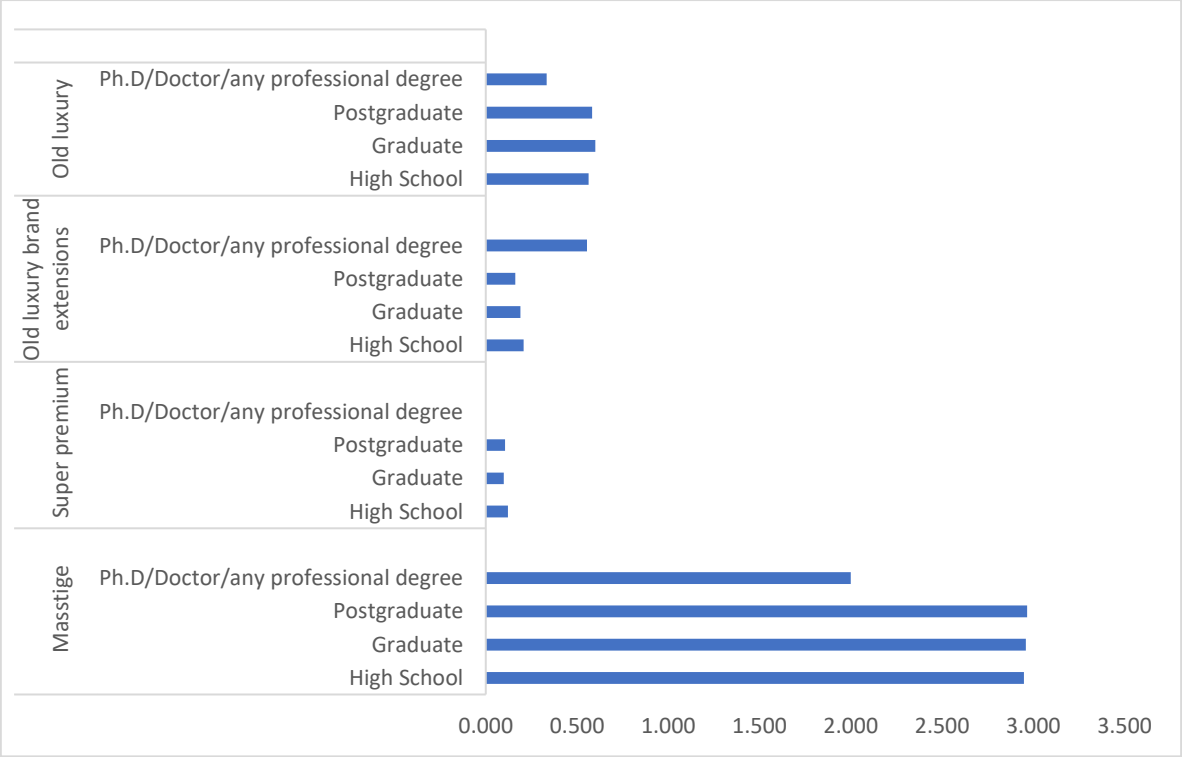


Table 4. 67 ANOVA: Brand Segments -Clothing

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	8.184	3	2.728	0.524	0.666
	Within Groups	3403.846	654	5.205		
	Total	3412.030	657			
Super-Premium	Between Groups	0.155	3	0.052	0.550	0.649
	Within Groups	61.609	654	0.094		
	Total	61.764	657			
Old luxury brand extensions	Between Groups	1.401	3	0.467	2.206	0.086
	Within Groups	138.471	654	0.212		
	Total	139.872	657			
Old luxury	Between Groups	0.714	3	0.238	0.332	0.803
	Within Groups	469.355	654	0.718		
	Total	470.068	657			

4.10.2 Testing of the relationship between education and luxury brand segments related to handbags

Table 4.68 shows the mean and standard deviation of the valid respondent's (N=658) education with respect to luxury brand segments in the handbag category. The mean range is between 0.00 and 0.766 and the Standard Deviation (SD) range is between 0.00 and 1.505.

Table 4. 68 Descriptives: Education with luxury brand segment related to handbags

Brand Segments (handbags)	Education	N	Mean	Std. Deviation
Masstige	High school	174	0.483	0.831
	Graduate	295	0.569	0.987
	Postgraduate	180	0.456	0.935
	Ph. D/Doctor/any professional degree	9	0.111	0.333
	Total	658	0.509	0.929

Super premium	High school	174	0.034	0.183
	Graduate	295	0.020	0.141
	Postgraduate	180	0.039	0.194
	Ph. D/Doctor/any professional degree	9	0.000	0.000
	Total	658	0.029	0.168
Old luxury	High school	174	0.494	1.132
	Graduate	295	0.766	1.465
	Postgraduate	180	0.644	1.505
	Ph. D/Doctor/any professional degree	9	0.000	0.000
	Total	658	0.650	1.390

Figure 4. 51 Differences in the luxury brand choices in Handbag category w.r.to educational qualifications.

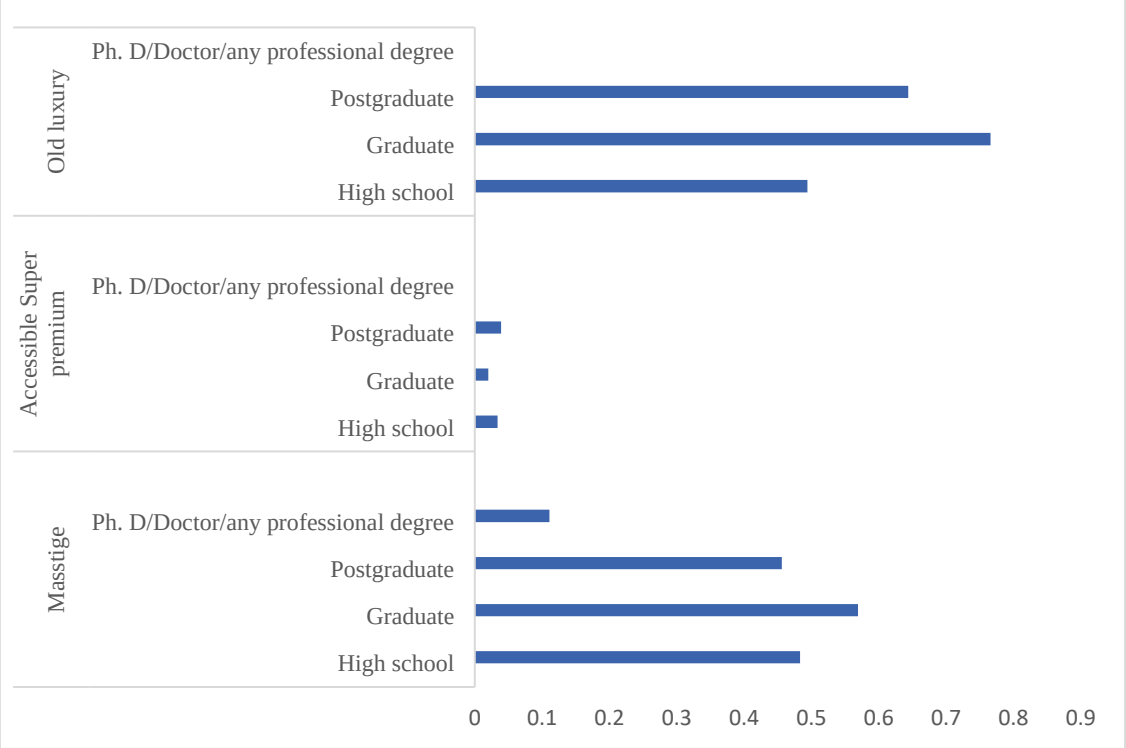


Table 4. 69 ANOVA: Brand Segments-Handbag

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	3.138	3	1.046	1.215	0.304
	Within Groups	563.307	654	0.861		
	Total	566.445	657			
Super premium	Between Groups	0.053	3	0.018	0.622	0.601
	Within Groups	18.399	654	0.028		
	Total	18.451	657			
Old luxury brands	Between Groups	12.005	3	4.002	2.081	0.101
	Within Groups	1257.600	654	1.923		
	Total	1269.605	657			

4.10.3 Testing of the relationship between education and luxury brand segments related to watches

Table 4.70 shows the mean and standard deviation of the valid respondent's (N=658) education with respect to luxury brand segments in the watch category. The mean range is between 0.222 and 1.167 and the Standard Deviation (SD) range is between 0.441 and 1.059.

Table 4. 70 Descriptives: Education with luxury brand segments related to watches

Watch (Brand segment)	Education	N	Mean	Std. Deviation
Masstige	High school	174	1.167	1.059
	Graduate	295	1.122	0.972
	Postgraduate	180	1.144	0.910
	Ph.D/Doctor/any professional degree	9	0.778	0.441
	Total	658	1.135	0.974
	High school	174	0.770	0.988
	Graduate	295	0.715	0.900

Super premium	Postgraduate	180	0.661	0.935
	Ph.D/Doctor/any professional degree	9	0.222	0.441
	Total	658	0.708	0.930
Old luxury	High school	174	0.471	0.711
	Graduate	295	0.508	0.737
	Postgraduate	180	0.511	0.744
	Ph.D/Doctor/any professional degree	9	0.444	0.527
	Total	658	0.498	0.728

Figure 4. 52 Differences in the luxury brand choices in the watch category w.r.to educational qualifications.

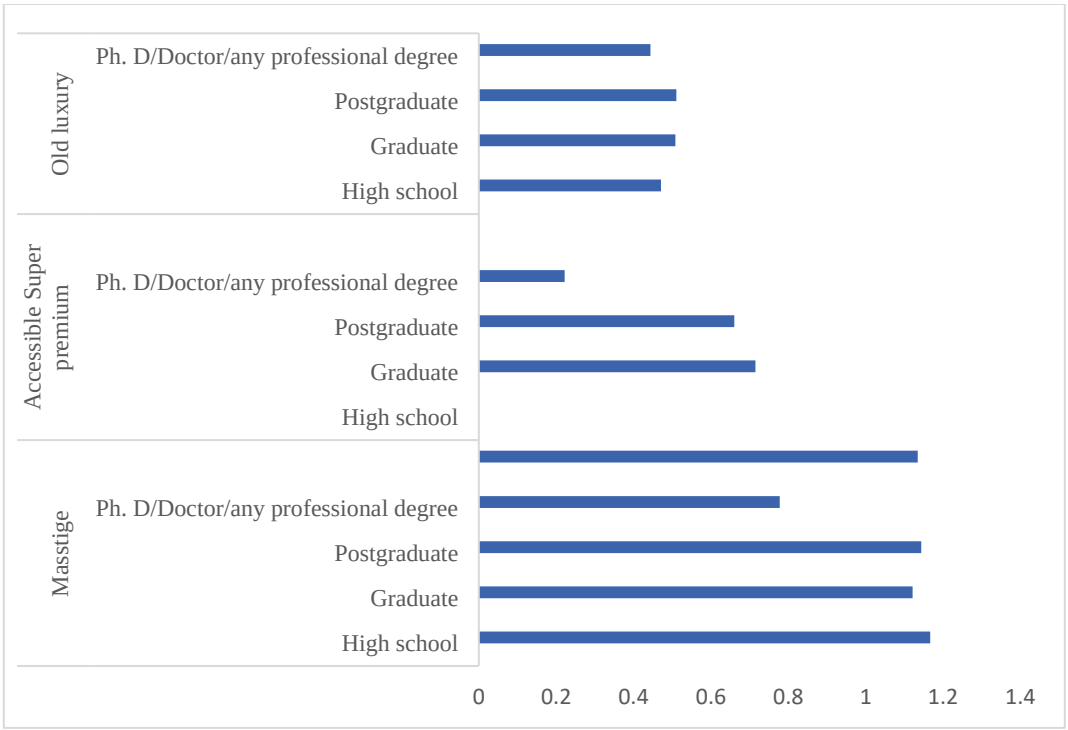


Table 4. 71 ANOVA: Brand segment -Watches

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	1.389	3	0.463	0.487	0.691
	Within Groups	621.573	654	0.950		
	Total	622.962	657			
Accessible Super premium	Between Groups	3.206	3	1.069	1.238	0.295
	Within Groups	564.769	654	0.864		
	Total	567.976	657			
Old luxury	Between Groups	0.213	3	0.071	0.134	0.940
	Within Groups	348.285	654	0.533		
	Total	348.498	657			

4.10.4 Testing of the relationship between education and luxury brand segments related to accessories

Table 4.72 shows the mean and standard deviation of the valid respondent's (N=658) education with respect to luxury brand segments in the accessories category. The mean range is between 0.00 and 1.422 and the Standard Deviation (SD) range is between 0.00 and 1.668.

Table 4. 72 Descriptives: Education vs. Brand segment related to accessories

Accessories (Brand Segment)	Education	N	Mean	Std. Deviation
Masstige	High school	174	0.132	0.340
	Graduate	295	0.125	0.332
	Postgraduate	180	0.144	0.353
	Ph.D/Doctor/any professional degree	9	0.000	0.000
	Total	658	0.131	0.337
	High school	174	0.506	0.606
	Graduate	295	0.559	0.614

Super premium	Postgraduate	180	0.556	0.627
	Ph.D/Doctor/any professional degree	9	0.778	0.667
	Total	658	0.547	0.616
Old luxury	High school	174	1.420	1.635
	Graduate	295	1.397	1.533
	Postgraduate	180	1.422	1.668
	Ph.D/Doctor/any professional degree	9	0.778	0.833
	Total	658	1.401	1.590

Figure 4. 53 Differences in the luxury brand choices in the Accessories category w.r.to educational qualifications.

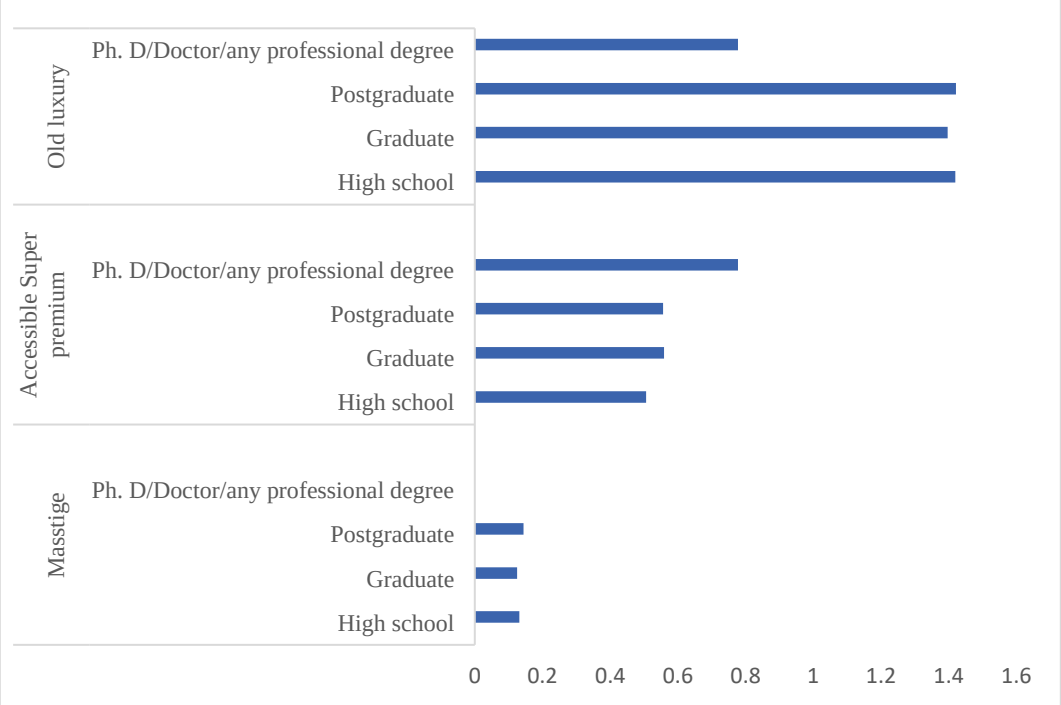


Table 4. 73 ANOVA: Brand segment (Accessories)

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	0.196	3	0.065	0.574	0.632
	Within Groups	74.564	654	0.114		

	Total	74.760	657			
Super premium	Between Groups	0.833	3	0.278	0.732	0.533
	Within Groups	248.206	654	0.380		
	Total	249.040	657			
Old luxury	Between Groups	3.642	3	1.214	0.479	0.697
	Within Groups	1656.437	654	2.533		
	Total	1660.079	657			

4.10.5 Interpretation of ANOVA of gender and luxury brand segments

No significant difference is noted between education and any luxury brand segment ($p \geq 0.05$) so we fail to reject the null hypothesis Ho11.

Ho11	There is no significant difference between education and atleast one luxury brand segment of any product category.	Fail to reject

RO11: To understand the relationship of occupation with different luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product category (clothing, handbags, watch, accessories)

4.11.1 Testing the relationship of occupation with luxury brand segments in the clothing category

Table 4.74 shows the mean and standard deviation of the valid respondent's (N=658) occupation with respect to luxury brand segments in the clothing category. The mean range is between 0.00 and 3.200 and the Standard Deviation (SD) range is between 0.00 and 3.768.

Table 4. 74 Descriptives : Occupation with Luxury Brand Segment related to clothing

Clothing (Brand Segment)	Occupation	N	Mean	Std. Deviation
Masstige	Homemaker	67	2.657	2.027
	Student, Other	173	2.925	2.218
	Retired	5	3.200	3.768
	Salaried	156	2.910	2.354
	Self-Employed	257	3.051	2.314
	Total	658	2.945	2.279
Super premium	Homemaker	67	0.060	0.239
	Student, Other	173	0.116	0.321
	Retired	5	0.000	0.000
	Salaried	156	0.103	0.304
	Self-Employed	257	0.113	0.317
	Total	658	0.105	0.307
Old luxury brand extensions	Homemaker	67	0.075	0.265
	Student, Other	173	0.208	0.497
	Retired	5	0.200	0.447
	Salaried	156	0.218	0.486
	Self-Employed	257	0.195	0.460
	Total	658	0.191	0.461
Old luxury	Homemaker	67	0.463	0.725
	Student, Other	173	0.584	0.842
	Retired	5	1.400	1.517
	Salaried	156	0.538	0.830
	Self-Employed	257	0.623	0.867
	Total	658	0.582	0.846

Figure 4. 54 Differences in the luxury brand choices in the clothing category w.r.to occupation

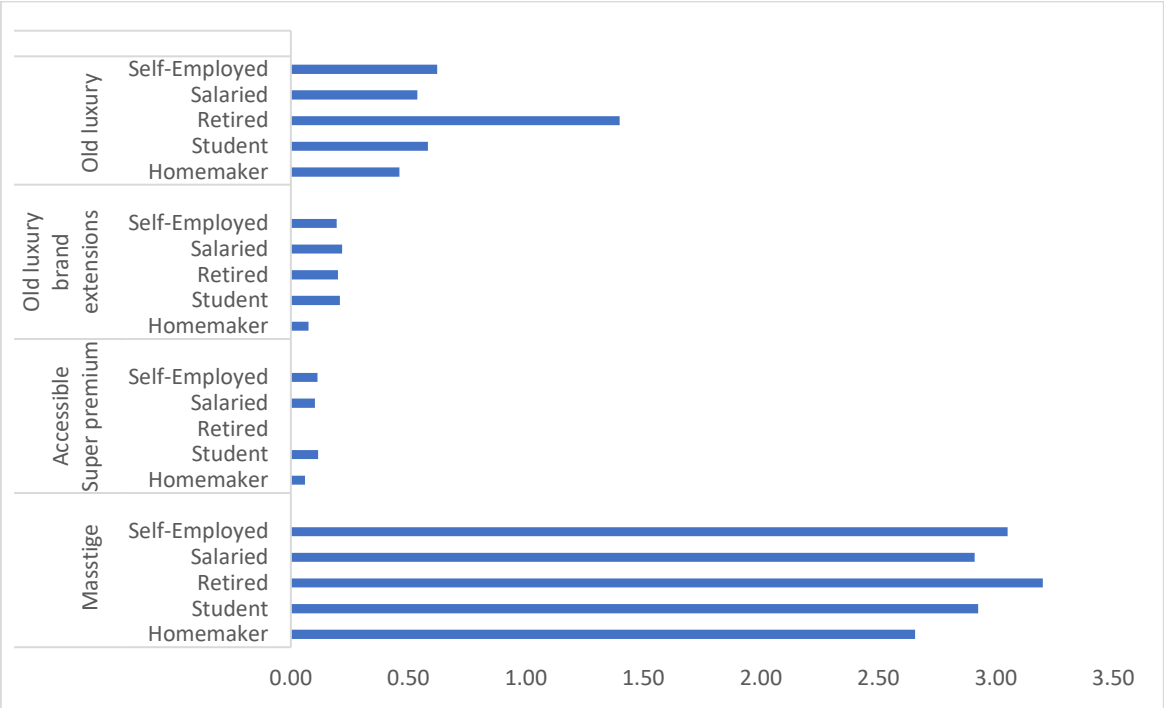


Table 4. 75 ANOVA: Brand segment -Clothing

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	9.017	4	2.254	0.433	0.785
	Within Groups	3403.014	653	5.211		
	Total	3412.030	657			
Super premium	Between Groups	0.229	4	0.057	0.607	0.658
	Within Groups	61.536	653	0.094		
	Total	61.764	657			
Old luxury brand extensions	Between Groups	1.075	4	0.269	1.264	0.283
	Within Groups	138.798	653	0.213		
	Total	139.872	657			
Old luxury	Between Groups	5.019	4	1.255	1.762	0.135
	Within Groups	465.050	653	0.712		
	Total	470.068	657			

4.11.2 Testing the relationship of occupation with luxury brand segments in the Handbag category

Table 4.76 shows the mean and standard deviation of the valid respondent's (N=658) occupation with respect to luxury brand segments in the handbag category. The mean range is between 0.00 and 0.769 and the Standard Deviation (SD) range is between 0.00 and 1.486.

Table 4. 76 Descriptives: Occupation with luxury brand segments related to handbags

Handbag (Brand Segments)	Occupation	N	Mean	Std. Deviation
Masstige	Homemaker	67	0.403	0.740
	Student	173	0.428	0.786
	Retired	5	0.000	0.000
	Salaried	156	0.538	0.919
	Self-Employed	257	0.584	1.061
	Total	658	0.509	0.929
Super premium	Homemaker	67	0.000	0.000
	Student, Other	173	0.017	0.131
	Retired	5	0.000	0.000
	Salaried	156	0.058	0.234
	Self-Employed	257	0.027	0.163
	Total	658	0.029	0.168
Old luxury brands	Homemaker	67	0.478	1.020
	Student	173	0.538	1.305
	Retired	5	0.200	0.447
	Salaried	156	0.769	1.467
	Self-Employed	257	0.708	1.486
	Total	658	0.650	1.390

Figure 4. 55 Differences in the luxury brand choices in the Handbag category w.r.to occupation

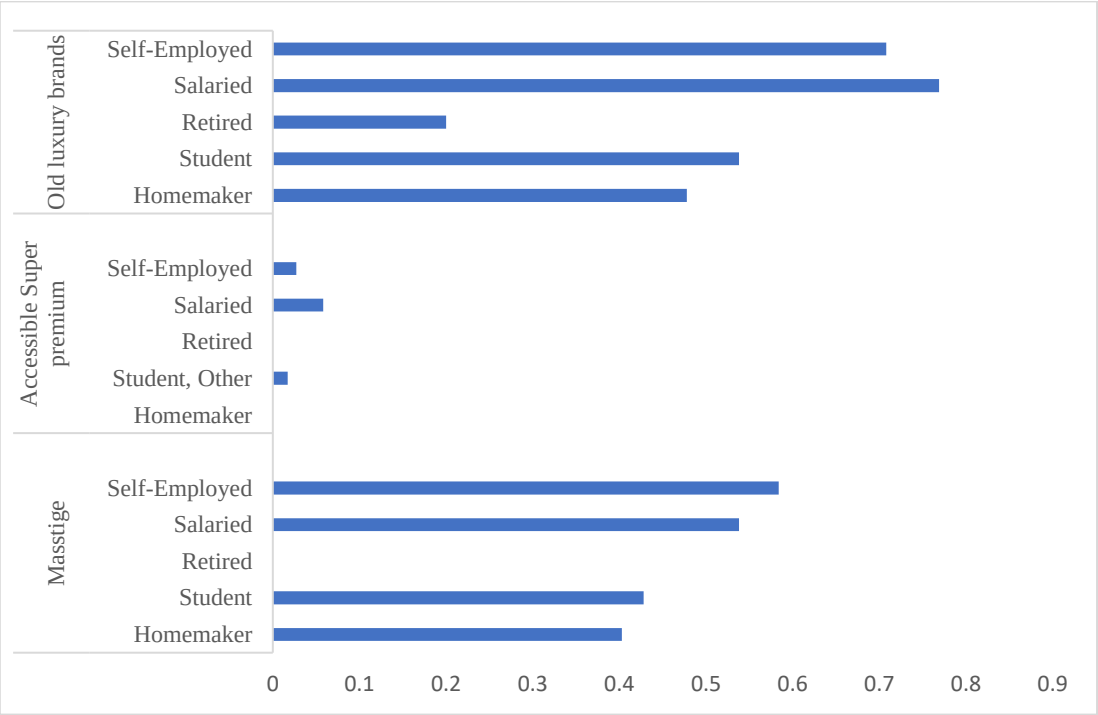


Table 4. 77 ANOVA: Brand Segments - Handbag

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	4.758	4	1.190	1.383	0.238
	Within Groups	561.687	653	0.860		
	Total	566.445	657			
Super premium	Between Groups	0.213	4	0.053	1.909	0.107
	Within Groups	18.238	653	0.028		
	Total	18.451	657			
Old luxury	Between Groups	8.278	4	2.069	1.071	0.370
	Within Groups	1261.327	653	1.932		
	Total	1269.605	657			

4.11.3 Testing the relationship of occupation with luxury brand segments in the watch category

Table 4.78 shows the mean and standard deviation of the valid respondent's (N=658) occupation with respect to luxury brand segments in the watch category. The mean range is between 0.403 and 1.135 and the Standard Deviation (SD) range is between 0.728 and 1.517.

Table 4. 78 Descriptives: Occupation with luxury brand segments related to watches

Watch (Brand Segments)	Occupation	N	Mean	Std. Deviation
Masstige	Homemaker	67	1.119	0.879
	Student	173	1.116	0.981
	Retired	5	1.400	1.517
	Salaried	156	1.096	0.893
	Self-Employed	257	1.171	1.032
	Total	658	1.135	0.974
Accessible Super premium	Homemaker	67	0.687	0.802
	Student	173	0.740	0.919
	Retired	5	1.400	1.342
	Salaried	156	0.654	0.920
	Self-Employed	257	0.712	0.966
	Total	658	0.708	0.930
Old luxury	Homemaker	67	0.403	0.629
	Student	173	0.509	0.728
	Retired	5	1.000	1.225
	Salaried	156	0.487	0.740
	Self-Employed	257	0.514	0.735
	Total	658	0.498	0.728

Figure 4. 56 Differences in the luxury brand choices in the Watch category w.r.to occupation

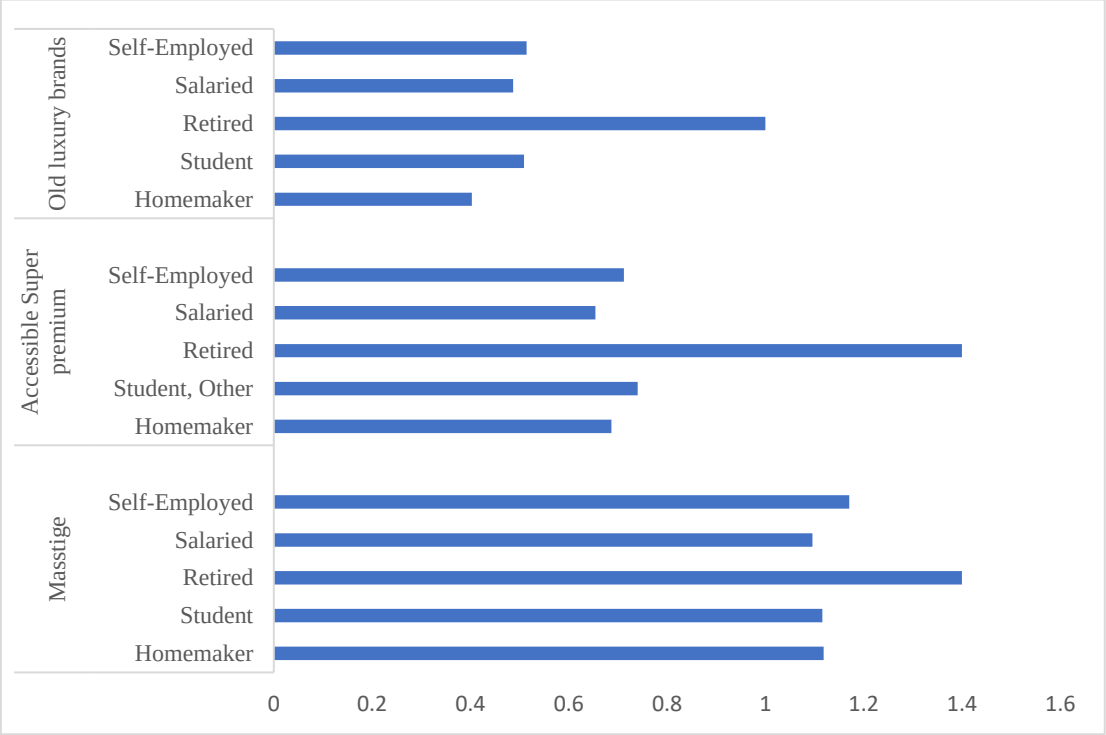


Table 4. 79 ANOVA: Brand segments -Watch

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	1.005	4	0.251	0.264	0.901
	Within Groups	621.957	653	0.952		
	Total	622.962	657			
Super premium	Between Groups	3.063	4	0.766	0.885	0.472
	Within Groups	564.913	653	0.865		
	Total	567.976	657			
Old luxury	Between Groups	1.965	4	0.491	0.926	0.448
	Within Groups	346.533	653	0.531		
	Total	348.498	657			

4.11.4 Testing the relationship of occupation with luxury brand segments in the accessories category

Table 4.80 shows the mean and standard deviation of the valid respondent's (N=658) occupation with respect to luxury brand segments in the accessories category. The mean range is between 0.030 and 1.471 and the Standard Deviation (SD) range is between 0.171 and 2.775.

Table 4. 80 Descriptives: Occupation with luxury brand segments related to accessories

Accessories (Brand Segment)		N	Mean	Std. Deviation
Masstige	Homemaker	67	0.030	0.171
	Student	173	0.092	0.291
	Retired	5	0.200	0.447
	Salaried	156	0.154	0.362
	Self-Employed	257	0.167	0.374
	Total	658	0.131	0.337
Super premium	Homemaker	67	0.567	0.657
	Student	173	0.566	0.603
	Retired	5	0.600	0.894
	Salaried	156	0.564	0.614
	Self-Employed	257	0.518	0.613
	Total	658	0.547	0.616
Old luxury	Homemaker	67	1.179	1.192
	Student	173	1.422	1.643
	Retired	5	2.200	2.775
	Salaried	156	1.333	1.513
	Self-Employed	257	1.471	1.663
	Total	658	1.401	1.590

Figure 4. 57 Differences in the luxury brand choices in the Accessories category w.r.to occupation

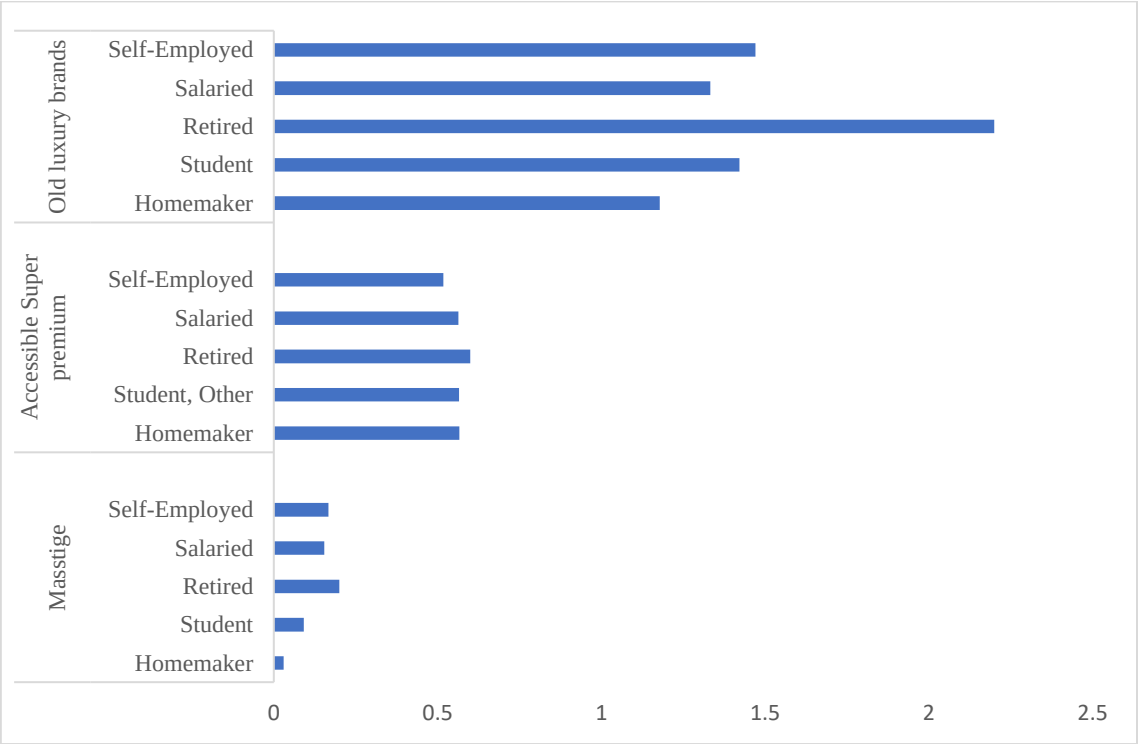


Table 4. 81 ANOVA: Brand Segment -Accessories

Accessories (Brand Segment)		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	1.386	4	0.347	3.084	**0.016**
	Within Groups	73.374	653	0.112		
	Total	74.760	657			
Super premium	Between Groups	0.376	4	0.094	0.247	0.912
	Within Groups	248.663	653	0.381		
	Total	249.040	657			
Old luxury	Between Groups	8.534	4	2.133	0.844	0.498
	Within Groups	1651.545	653	2.529		
	Total	1660.079	657			

Tukey HSD was conducted as a post-hoc test to confirm the differences in the sample mean significance.

Table 4. 82 Multiple Comparisons: Dependent Variable Accessories

Tukey HSD

		Occupation	Mean Difference (I-J)	Std. Error	Sig.
Masstige	Homemaker	Student	0.062	0.176	0.701
		Retired	0.17	0.530	0.810
		Salaried	0.124	0.255	0.085
		Self-Employed	0.137*	0.260	**0.025**
	Student	Homemaker	0.062	0.176	0.701
		Retired	0.108	0.445	0.954
		Salaried	0.062	0.153	0.450
		Self-Employed	0.075	0.161	0.154
	Retired	Homemaker	0.17	0.53	0.810
		Student	0.108	0.445	0.954
		Salaried	0.046	0.253	0.998
		Self-Employed	0.033	0.267	0.999
	Salaried	Homemaker	0.124	0.255	0.085
		Student	0.062	0.153	0.450
		Retired	0.046	0.253	0.998
		Self-Employed	0.013	0.086	0.996
	Self employed	Homemaker	0.137*	0.260	**0.025**
		Student	0.075	0.161	0.154
		Retired	0.033	0.267	0.999
		Salaried	0.013	0.086	0.995

*Mean difference is significant at 0.05 level.

4.11.5 Interpretation of ANOVA of Occupation with Luxury brand segments

Significant differences are noted between occupation and masstige brands in the accessories category (F (4,653) =3.084, p=0.016). In the masstige brand segment differences are noted between self-employed and homemakers (p=0.025). So, we reject the hypothesis Ho12 and confirm that there is significant difference between occupation and atleast one luxury brand segment in the accessories category.

Ho12	There is no significant difference between occupation and atleast one luxury brand segment of any product category	reject
$H_1$12	There is a significant difference between occupation and atleast one luxury brand segment of any product category	accept

RO12: To understand the relationship of annual household income with different luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product category (clothing, handbags, watch, accessories)

4.12.1 Testing of the relationship of annual household income with luxury brand segment in the clothing category

Table 4.83 shows the mean and standard deviation of the valid respondent's (N=658) annual household income with respect to luxury brand segments in the clothing category. The mean range is between 0.101 and 2.980 and the Standard Deviation (SD) range is between 0.302 and 2.358.

Table 4. 83 Descriptives: Annual Household Income with Luxury Brand segments related to clothing

Clothing (Brand Segment)	Annual Household Income	N	Mean	Std. Deviation
Masstige	Rs.1,50,000-Rs.5,50,000	30	2.933	2.180
	Rs.5,50,000-Rs.11,00,000	96	2.927	2.069
	Rs.11,00,000-Rs.22,00,000	248	2.980	2.358
	>Rs.22,00,000	284	2.923	2.298
	Total	658	2.945	2.279
Super premium	Rs.1,50,000-Rs.5,50,000	30	0.133	0.346
	Rs.5,50,000-Rs.11,00,000	96	0.104	0.307
	Rs.11,00,000-Rs.22,00,000	248	0.101	0.302
	>Rs.22,00,000	284	0.106	0.308
	Total	658	0.105	0.307
Old luxury brand extensions	Rs.1,50,000-Rs.5,50,000	30	0.133	0.346
	Rs.5,50,000-Rs.11,00,000	96	0.167	0.402
	Rs.11,00,000-Rs.22,00,000	248	0.194	0.479
	>Rs.22,00,000	284	0.204	0.476
	Total	658	0.191	0.461
Old luxury brands	Rs.1,50,000-Rs.5,50,000	30	0.733	0.907
	Rs.5,50,000-Rs.11,00,000	96	0.677	0.912
	Rs.11,00,000-Rs.22,00,000	248	0.520	0.784
	>Rs.22,00,000	284	0.588	0.867
	Total	658	0.582	0.846

Figure 4. 58 Differences in the luxury brand segment choices related to clothing w.r.to Annual household income.

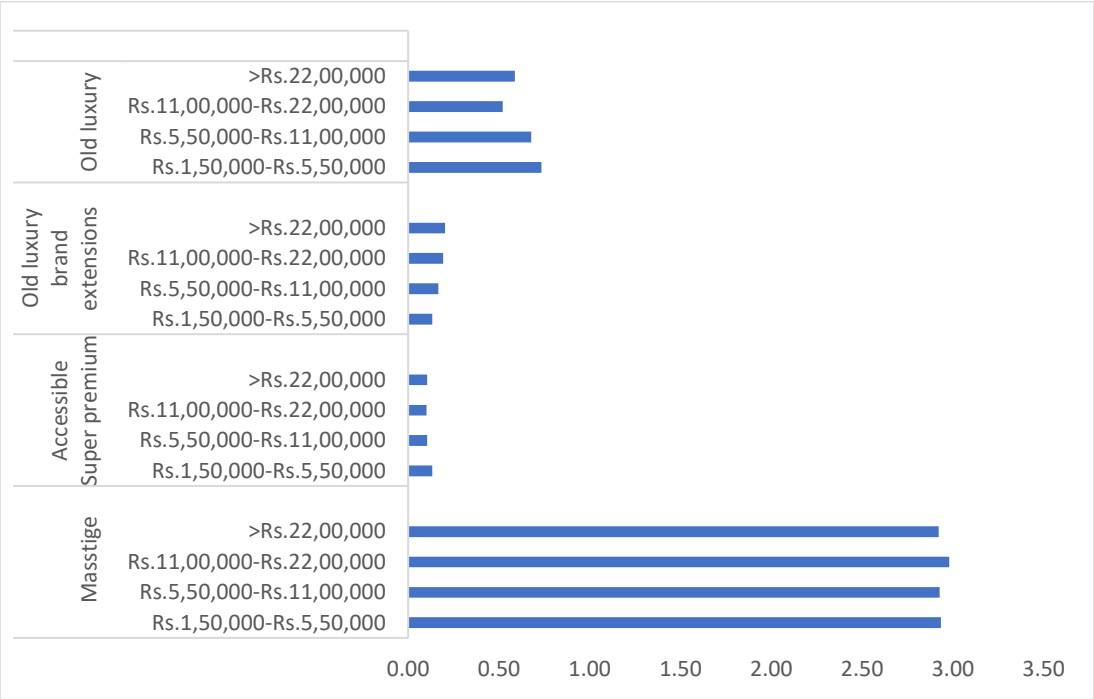


Table 4. 84 ANOVA: Brand segments -clothing

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	0.479	3	0.160	0.031	0.993
	Within Groups	3411.551	654	5.216		
	Total	3412.030	657			
Super premium	Between Groups	0.029	3	0.010	0.101	0.959
	Within Groups	61.736	654	0.094		
	Total	61.764	657			
Old luxury brand extensions	Between Groups	0.208	3	0.069	0.324	0.808
	Within Groups	139.665	654	0.214		
	Total	139.872	657			
Old luxury	Between Groups	2.514	3	0.838	1.172	0.320
	Within Groups	467.555	654	0.715		
	Total	470.068	657			

4.12.2 Testing of the relationship of annual household income with luxury brand segment in the handbag category

Table 4.85 shows the mean and standard deviation of the valid respondent's (N=658) annual household income with respect to luxury brand segments in the handbag category. The mean range is between 0.00 and 0.851 and the Standard Deviation (SD) range is between 0.00 and 1.646.

Table 4. 85 Descriptives: Annual Household Income with luxury brand segments related to handbags

Handbag (Brand Segments)	Annual Household Income	N	Mean	Std. Deviation
Masstige	Rs.1,50,000-Rs.5,50,000	30	0.200	0.484
	Rs.5,50,000-Rs.11,00,000	96	0.510	0.973
	Rs.11,00,000-Rs.22,00,000	248	0.645	1.051
	>Rs.22,00,000	284	0.423	0.814
	Total	658	0.509	0.929
Super premium	Rs.1,50,000-Rs.5,50,000	30	0.000	0.000
	Rs.5,50,000-Rs.11,00,000	96	0.031	0.175
	Rs.11,00,000-Rs.22,00,000	248	0.048	0.215
	>Rs.22,00,000	284	0.014	0.118
	Total	658	0.029	0.168
Old luxury	Rs.1,50,000-Rs.5,50,000	30	0.300	0.877
	Rs.5,50,000-Rs.11,00,000	96	0.594	1.245
	Rs.11,00,000-Rs.22,00,000	248	0.851	1.646
	>Rs.22,00,000	284	0.532	1.208
	Total	658	0.650	1.390

Figure 4. 59 Differences in the luxury brand segment choices related to handbag w.r.to Annual household income.

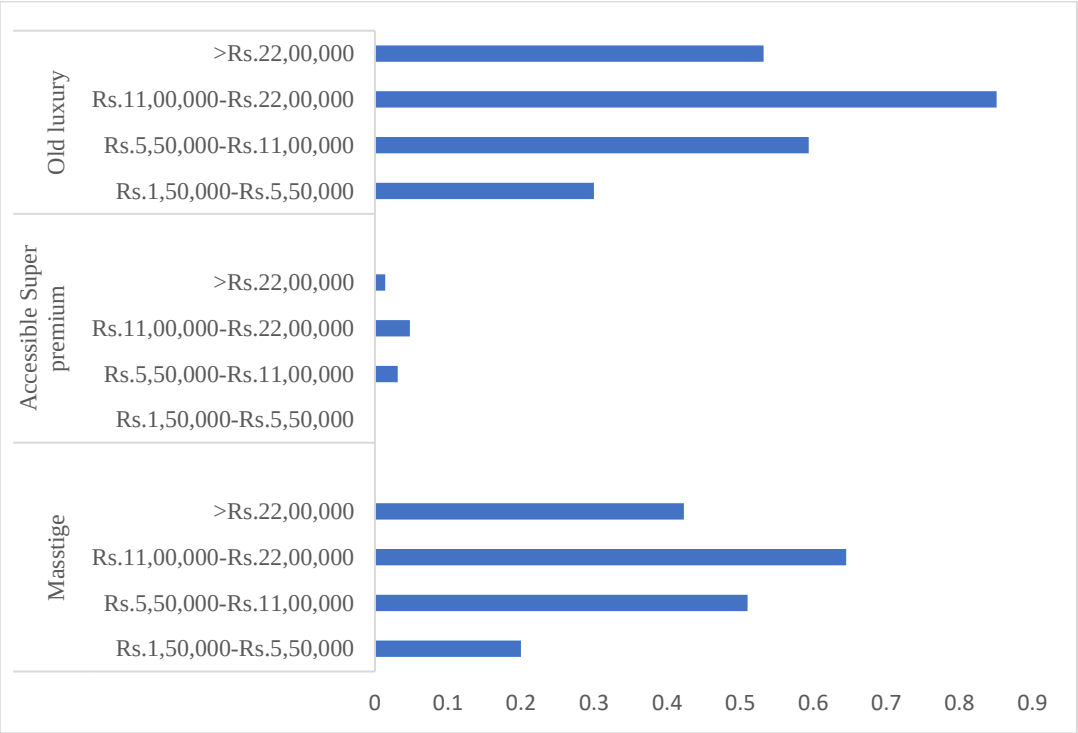


Table 4. 86 ANOVA: Brand Segments -Handbag

		Sum of Squares	Df	Mean Square	F	Sig.
Masstige	Between Groups	9.586	3	3.195	3.753	**0.011**
	Within Groups	556.860	654	0.851		
	Total	566.445	657			
Super premium	Between Groups	0.182	3	0.061	2.173	0.090
	Within Groups	18.269	654	0.028		
	Total	18.451	657			
Old luxury	Between Groups	17.954	3	5.985	3.127	**0.025**
	Within Groups	1251.651	654	1.914		
	Total	1269.605	657			

Tukey HSD was conducted as a post-hoc test to confirm the differences in the sample mean significance.

Table 4. 87 Multiple Comparisons: Dependent variable Handbag

Tukey HSD

			Mean Difference (I-J)	Std. Error	Sig.
Masstige	Rs.1,50,000-Rs.5,50,000	Rs.5,50,000-Rs.11,00,000	-0.310	0.193	0.375
		Rs.11,00,000-Rs.22,00,000	-0.445	0.178	0.061
		>Rs.22,00,000	-0.223	0.177	0.591
	Rs.5,50,000-Rs.11,00,000	Rs.1,50,000-Rs.5,50,000	0.310	0.193	0.375
		Rs.11,00,000-Rs.22,00,000	-0.135	0.111	0.618
		>Rs.22,00,000	0.088	0.109	0.851
	Rs.11,00,000-Rs.22,00,000	Rs.1,50,000-Rs.5,50,000	0.445	0.178	0.061
		Rs.5,50,000-Rs.11,00,000	0.135	0.111	0.618
		>Rs.22,00,000	.22263*	0.080	**0.029**
	>Rs.22,00,000	Rs.1,50,000-Rs.5,50,000	0.223	0.177	0.591
		Rs.5,50,000-Rs.11,00,000	-0.088	0.109	0.851
		Rs.11,00,000-Rs.22,00,000	-.22263*	0.080	**0.029**
	Rs.1,50,000-Rs.5,50,000	Rs.5,50,000-Rs.11,00,000	-0.031	0.035	0.808
		Rs.11,00,000-Rs.22,00,000	-0.048	0.032	0.439
		>Rs.22,00,000	-0.014	0.032	0.972
		Rs.1,50,000-Rs.5,50,000	0.031	0.035	0.808

Accessible Super premium	Rs.5,50,000-Rs.11,00,000	Rs.11,00,000-Rs.22,00,000	-0.017	0.020	0.829
		>Rs.22,00,000	0.017	0.020	0.820
	Rs.11,00,000-Rs.22,00,000	Rs.1,50,000-Rs.5,50,000	0.048	0.032	0.439
		Rs.5,50,000-Rs.11,00,000	0.017	0.020	0.829
		>Rs.22,00,000	0.034	0.015	0.086
	>Rs.22,00,000	Rs.1,50,000-Rs.5,50,000	0.014	0.032	0.972
		Rs.5,50,000-Rs.11,00,000	-0.017	0.020	0.820
		Rs.11,00,000-Rs.22,00,000	-0.034	0.015	0.086
Old luxury	Rs.1,50,000-Rs.5,50,000	Rs.5,50,000-Rs.11,00,000	-0.294	0.289	0.741
		Rs.11,00,000-Rs.22,00,000	-0.551	0.267	0.168
		>Rs.22,00,000	-0.232	0.266	0.819
	Rs.5,50,000-Rs.11,00,000	Rs.1,50,000-Rs.5,50,000	0.294	0.289	0.741
		Rs.11,00,000-Rs.22,00,000	-0.257	0.166	0.411
		>Rs.22,00,000	0.062	0.163	0.981
	Rs.11,00,000-Rs.22,00,000	Rs.1,50,000-Rs.5,50,000	0.551	0.267	0.168
		Rs.5,50,000-Rs.11,00,000	0.257	0.166	0.411
		>Rs.22,00,000	.31912*	0.120	**0.041**
	>Rs.22,00,000	Rs.1,50,000-Rs.5,50,000	0.232	0.266	0.819
		Rs.5,50,000-Rs.11,00,000	-0.062	0.163	0.981

		Rs.11,00,000-Rs.22,00,000	-.31912*	0.120	**0.041**

*Mean difference is significant at 0.05 level

4.12.3 Testing the relationship of Annual Household income with luxury brand segments related to watch category

Table 4.88 shows the mean and standard deviation of the valid respondent's (N=658) annual household income with respect to luxury brand segments in the watch category. The mean range is between 0.458 and 1.218 and the Standard Deviation (SD) range is between 0.679 and 1.038.

Table 4. 88 Descriptives: Annual Household income with luxury brand segments related to watches.

Watch (Brand Segment)	Annual Household Income	N	Mean	Std. Deviation
Masstige	Rs.1,50,000-Rs.5,50,000	30	1.167	0.913
	Rs.5,50,000-Rs.11,00,000	96	0.896	0.900
	Rs.11,00,000-Rs.22,00,000	248	1.218	1.038
	>Rs.22,00,000	284	1.141	0.937
	Total	658	1.135	0.974
Super premium	Rs.1,50,000-Rs.5,50,000	30	0.500	0.682
	Rs.5,50,000-Rs.11,00,000	96	0.781	0.976
	Rs.11,00,000-Rs.22,00,000	248	0.673	0.923
	>Rs.22,00,000	284	0.736	0.942
	Total	658	0.708	0.930
Old luxury brands	Rs.1,50,000-Rs.5,50,000	30	0.567	0.679
	Rs.5,50,000-Rs.11,00,000	96	0.625	0.811
	Rs.11,00,000-Rs.22,00,000	248	0.488	0.753
	>Rs.22,00,000	284	0.458	0.679
	Total	658	0.498	0.728

Figure 4. 60 Differences in the luxury brand segment choices related to Watch category w.r.to Annual household income.

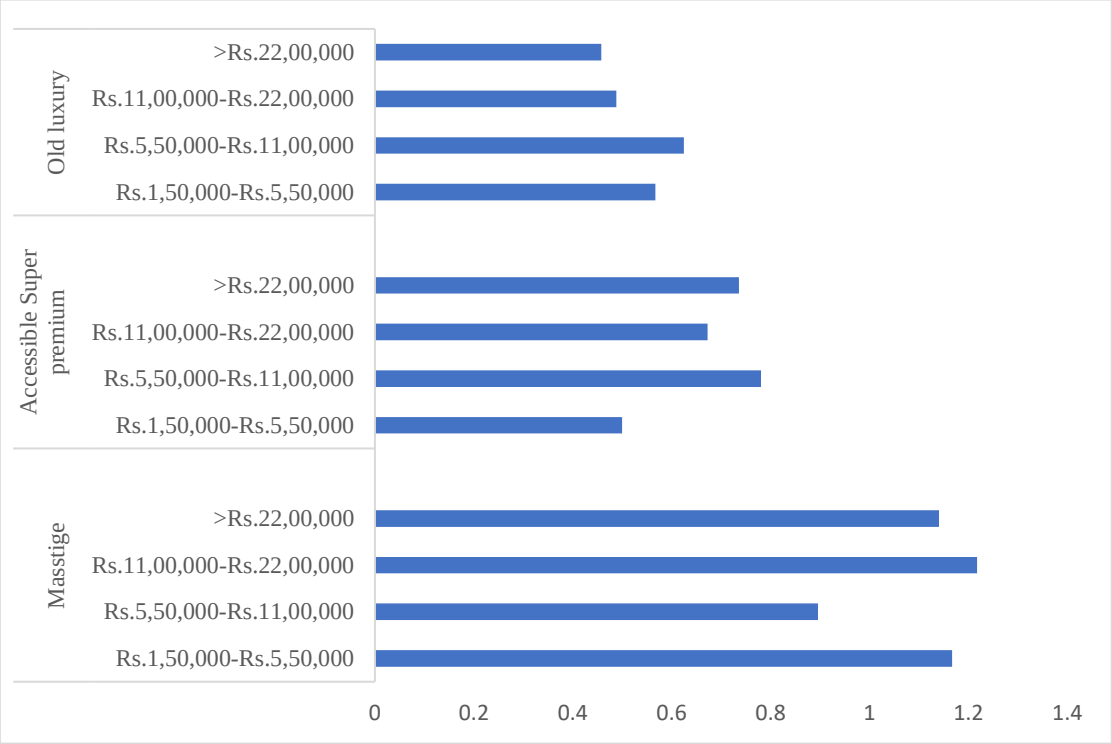


Table 4. 89 ANOVA: Brand segments- Watch

		Sum of Squares	Df	Mean Square	F	Sig.
Masstige	Between Groups	7.229	3	2.410	2.559	0.054
	Within Groups	615.733	654	0.941		
	Total	622.962	657			
Super premium	Between Groups	2.331	3	0.777	0.899	0.442
	Within Groups	565.644	654	0.865		
	Total	567.976	657			
Old luxury	Between Groups	2.175	3	0.725	1.369	0.251
	Within Groups	346.323	654	0.530		
	Total	348.498	657			

4.12.4 Testing of the relationship of Annual Household Income with luxury brand segments related to accessories category

Table 4.90 shows the mean and standard deviation of the valid respondent's (N=658) annual household income with respect to luxury brand segments in the accessories category. The mean range is between 0.00 and 1.419 and the Standard Deviation (SD) range is between 0.00 and 1.639.

Table 4. 90 Descriptives: Annual Household Income with luxury brand segments related to accessories

Accessories (Brand Segments)	Annual Household Income	N	Mean	Std. Deviation
Masstige	Rs.1,50,000-Rs.5,50,000	30	0.000	0.000
	Rs.5,50,000-Rs.11,00,000	96	0.115	0.320
	Rs.11,00,000-Rs.22,00,000	248	0.145	0.353
	>Rs.22,00,000	284	0.137	0.345
	Total	658	0.131	0.337
Super premium	Rs.1,50,000-Rs.5,50,000	30	0.667	0.606
	Rs.5,50,000-Rs.11,00,000	96	0.552	0.578
	Rs.11,00,000-Rs.22,00,000	248	0.552	0.634
	>Rs.22,00,000	284	0.528	0.614
	Total	658	0.547	0.616
Old luxury brands	Rs.1,50,000-Rs.5,50,000	30	1.233	1.223
	Rs.5,50,000-Rs.11,00,000	96	1.417	1.547
	Rs.11,00,000-Rs.22,00,000	248	1.395	1.639
	>Rs.22,00,000	284	1.419	1.601
	Total	658	1.401	1.590

Figure 4. 61 Differences in the luxury brand segment choices related to Accessories category w.r.to Annual household income.

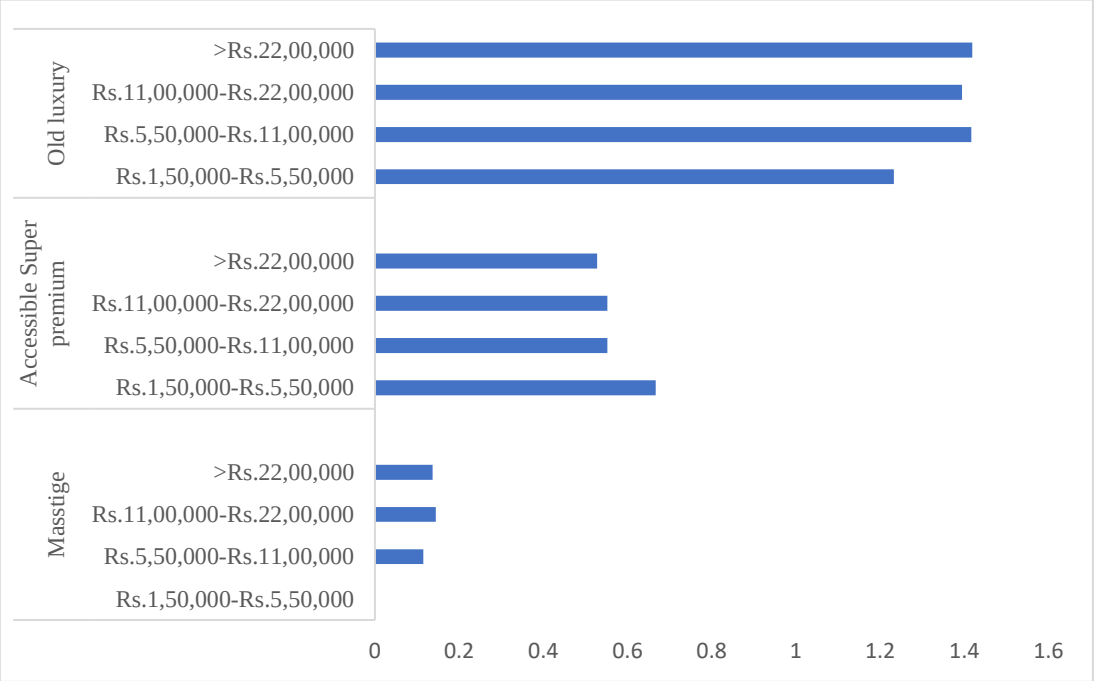


Table 4. 91 ANOVA: Brand segment -Accessories

		Sum of Squares	Df	Mean Square	F	Sig.
Masstige	Between Groups	0.602	3	0.201	1.769	0.152
	Within Groups	74.158	654	0.113		
	Total	74.760	657			
Super premium	Between Groups	0.540	3	0.180	0.474	0.701
	Within Groups	248.499	654	0.380		
	Total	249.040	657			
Old luxury	Between Groups	0.968	3	0.323	0.127	0.944
	Within Groups	1659.112	654	2.537		
	Total	1660.079	657			

4.12.5 Interpretation of ANOVA of Annual household Income with Luxury Brand Segments

Significant differences are noted between Annual household income and masstige brands (F (3,654) = 3.753, p=0.011) as well as old luxury brands (F (3,654) = 3.127, p= 0.025) in the handbag category. In the case of masstige brands the significant differences were found between the Rs.11,00,000–22,00,000 and >Rs.22,00,000 (p=0.029) income group and also in the old luxury brand segment differences were found between the Rs.11,00,000-22,00,000 and > Rs. 22,00,000 (p=0.041) income intervals.

Therefore, we reject the null hypothesis *Ho13* and confirm that there is significant difference between annual household income and atleast one luxury brand segment in the handbag category.

Ho13	There is no significant difference between annual household income and atleast one luxury brand segment of any product category.	Reject
$H_1$13	There is a significant difference between annual household income and atleast one luxury brand segment of any product category.	Accept

RO13: To create customer segments based on social class.

4.13.1 Testing of the existence of consumer clusters based on social class using Two-Step Cluster Analysis

Table 4. 92 Auto- Clustering

Number of Clusters	Schwarz's Bayesian Criterion (BIC)	BIC Change[a]	Ratio of BIC Changes[b]	Ratio of Distance Measures[c]
1	36234.000			
2	35345.581	-888.418	1.000	1.733
3	35068.772	-276.809	0.312	1.487

aThe changes result from the previous number of clusters in the table

bThe ratio of changes is with respect to the change at the two clusters.

c The ratio of distance measures is based on the current number of clusters in relation to the previous number of clusters

Table 4. 93 Cluster Distribution

		N	% of Combined	% of Total
Cluster	1	243	36.9%	36.9%
	2	235	35.7%	35.7%
	3	180	27.4%	27.4%
	Combined	658	100.0%	100.0%
Total		658		100.0%

Table 4. 94 Centroids

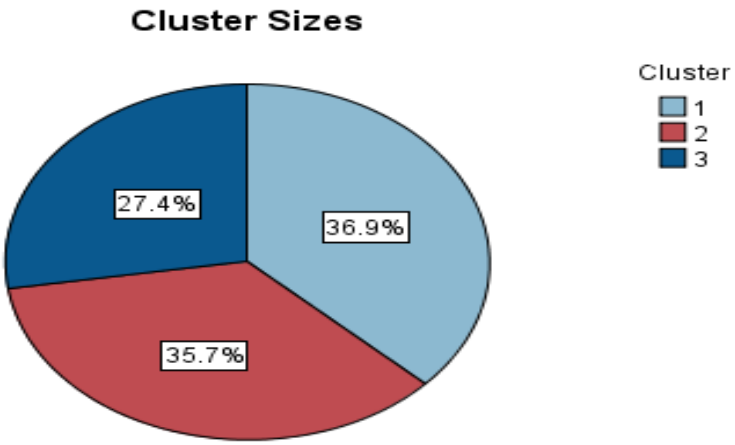
		Total Social Class Scores	
		Mean	Std. Deviation
Cluster	1	2.33	0.498
	2	1.34	0.473
	3	1.88	0.399
	Combined	1.85	0.629

4.13.2 Interpretation of the results of Auto-Clustering

Clustering helps find homogeneous groups with similar characteristics within a finite data set (Nair, 2019). Two-step clustering procedure is used to divulge natural clusters or segments within a data set and the lowest Schwarz's Bayesian Criterion (BIC) value reveals the best number of clusters (Arif, 2011). Based on this we choose three clusters as the best solution for this data set. Table 4.92 shows the lowest BIC value = 35068.772 corresponding to three clusters. In other words, there exist three consumer segments within this social class group.

Cluster 1 (N=243, m=2.33) forms the largest cluster at 36.9%, followed by Cluster 2 (N=235, m=1.34) at 35.7% and Cluster 3 (N=180, m=1.88) forms the smallest cluster at 27.4%. Cluster 1 has the highest social class scores and cluster 2 has the lowest social class scores.

Figure 4. 62 Comparison of Clusters



Size of Smallest Cluster	180 (27.4%)
Size of Largest Cluster	243 (36.9%)
Ratio of Sizes: Largest Cluster to Smallest Cluster	1.35

Table 4. 95 ANOVA between clusters

	Sum of Squares	df	Variance	F	P
Between Groups	117.2654	2	58.6327	272.6299	0.000
Within Groups	140.8665	655	0.2151		
Total	258.1319	657			

Table 4. 96 Multiple Comparisons

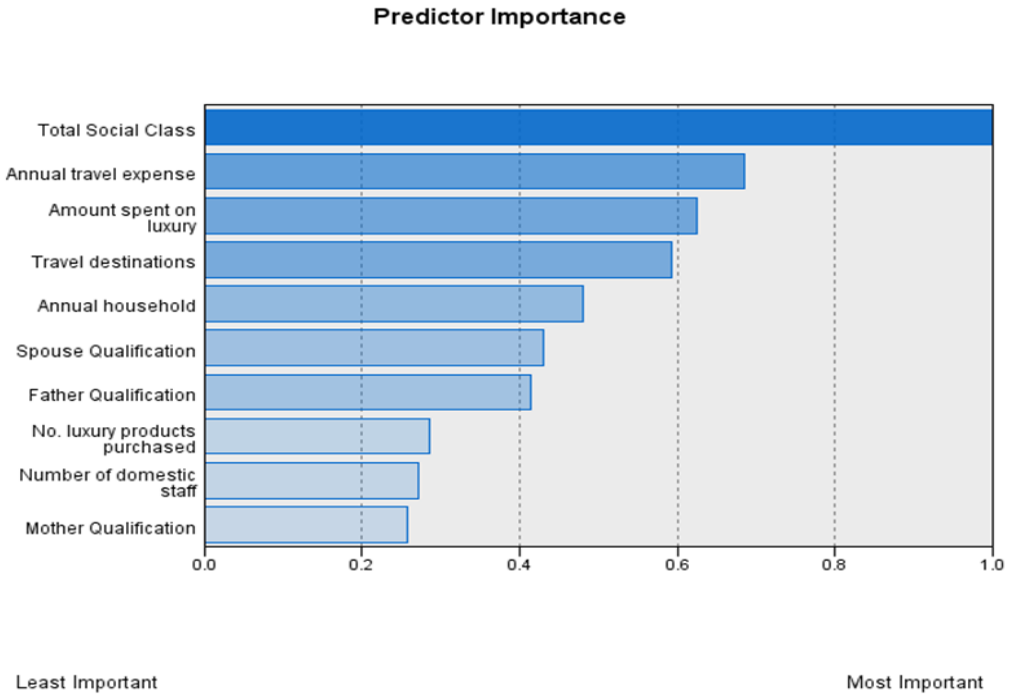
TuKey HSD

Cluster		Mean Difference	Lower	Upper	Sig.
1	2	-0.9900	-1.0896	-0.8904	0.000
1	3	-0.4500	-0.5571	-0.3429	0.000
2	3	0.5400	0.4321	0.6479	0.000

*Mean difference is significant at 0.05 level.

ANOVA has been conducted as a post-test to validate the results of auto-clustering. ANOVA reveals significant differences between all the three clusters (F (2, 655) = 272.699, p=0.00). Tukey HSD test conducted as a post-hoc to confirm these differences in sample mean significance also shows that there are significant differences between cluster 1, 2, and 3 (p=0.00).

Figure 4. 63 Contribution of different variables to the Total Social Class



This figure represents the relative value of each of the variables in their contribution to the formation of the clusters based on social class. Lifestyle indictors have a higher importance in the construct of social class, items such as annual travel expenditure, number of luxury items purchased and the associated expense and the travel destinations also. Income, parents and spouse education as well as number of domestic staff employed at home are important predicators.

This frequency table 4.97 represents the cluster wise distribution of all variables of social class as well as age, gender, family structure, and caste.

Table 4. 97 Frequency table of all variables of social class and demographics for each cluster

			Cluster			
			1	2	3	Combined
Gender	Male	Frequency	122	127	123	372
		Percent	32.80%	34.10%	33.10%	100.00%
	Female	Frequency	121	108	57	286
		Percent	42.30%	37.80%	19.90%	100.00%
Age (yrs)	18 – 24	Frequency	96	106	35	237
		Percent	40.50%	44.70%	14.80%	100.00%
	25 – 34	Frequency	79	77	81	237
		Percent	33.30%	32.50%	34.20%	100.00%
	35 – 44	Frequency	47	30	44	121
		Percent	38.80%	24.80%	36.40%	100.00%
	45 - 54	Frequency	18	12	16	46
		Percent	39.10%	26.10%	34.80%	100.00%
	> 54	Frequency	3	10	4	17
		Percent	17.60%	58.80%	23.50%	100.00%
Caste	General	Frequency	211	199	160	570
		Percent	37.00%	34.90%	28.10%	100.00%
	OBC	Frequency	3	3	3	9
		Percent	33.30%	33.30%	33.30%	100.00%
	SC	Frequency	25	19	12	56

		Percent	44.60%	33.90%	21.40%	100.00%
	ST	Frequency	4	14	5	23
		Percent	17.40%	60.90%	21.70%	100.00%
Family Structure	Joint	Frequency	148	140	117	405
		Percent	36.50%	34.60%	28.90%	100.00%
	Nuclear	Frequency	95	95	63	253
		Percent	37.50%	37.50%	24.90%	100.00%
Education	High School	Frequency	62	90	22	174
		Percent	35.60%	51.70%	12.60%	100.00%
	Graduate	Frequency	98	97	100	295
		Percent	33.20%	32.90%	33.90%	100.00%
	Postgraduate	Frequency	79	47	54	180
		Percent	43.90%	26.10%	30.00%	100.00%
	Ph.D/Doctor/any professional degree	Frequency	4	1	4	9
		Percent	44.40%	11.10%	44.40%	100.00%
Occupation	Homemaker	Frequency	25	33	9	67
		Percent	37.30%	49.30%	13.40%	100.00%
	Student	Frequency	65	87	21	173
		Percent	37.60%	50.30%	12.10%	100.00%
	Retired	Frequency	1	4	0	5
		Percent	20.00%	80.00%	0.00%	100.00%
	Salaried	Frequency	51	47	58	156
		Percent	32.70%	30.10%	37.20%	100.00%
	Self-Employed	Frequency	101	64	92	257
		Percent	39.30%	24.90%	35.80%	100.00%
Annual household Income (Rs.)	1,50,000-5,50,000	Frequency	0	22	8	30
		Percent	0.00%	73.30%	26.70%	100.00%
	5,50,000-11,00,000	Frequency	2	69	25	96
		Percent	2.10%	71.90%	26.00%	100.00%
	11,00,000-22,00,000	Frequency	58	106	84	248
		Percent	23.40%	42.70%	33.90%	100.00%

	>22,00,000	Frequency	183	38	63	284
		Percent	64.40%	13.40%	22.20%	100.00%
Mother's Qualification	Not applicable	Frequency	2	7	2	11
		Percent	18.20%	63.60%	18.20%	100.00%
	High School	Frequency	101	188	79	368
		Percent	27.40%	51.10%	21.50%	100.00%
	Graduate	Frequency	96	31	92	219
		Percent	43.80%	14.20%	42.00%	100.00%
	Post Graduate	Frequency	32	6	6	44
		Percent	72.70%	13.60%	13.60%	100.00%
	Ph.D/Doctor/Any professional degree	Frequency	12	3	1	16
		Percent	75.00%	18.80%	6.30%	100.00%
Father's Qualification	Not applicable	Frequency	4	3	0	7
		Percent	57.10%	42.90%	0.00%	100.00%
	High School	Frequency	68	176	38	282
		Percent	24.10%	62.40%	13.50%	100.00%
	Graduate	Frequency	94	39	112	245
		Percent	38.40%	15.90%	45.70%	100.00%
	Post Graduate	Frequency	52	14	24	90
		Percent	57.80%	15.60%	26.70%	100.00%
	Ph.D/Doctor/Any professional degree	Frequency	25	3	6	34
		Percent	73.50%	8.80%	17.60%	100.00%
Spouse Qualification	Not applicable	Frequency	4	11	17	32
		Percent	12.50%	34.40%	53.10%	100.00%
	High School	Frequency	45	124	8	177
		Percent	25.40%	70.10%	4.50%	100.00%
	Graduate	Frequency	75	63	110	248
		Percent	30.20%	25.40%	44.40%	100.00%
	Post Graduate	Frequency	96	35	35	166
		Percent	57.80%	21.10%	21.10%	100.00%

	Ph.D/Doctor/Any professional degree	Frequency	23	2	10	35
		Percent	65.70%	5.70%	28.60%	100.00%
Spouse Occupation	Not applicable	Frequency	14	30	30	74
		Percent	18.90%	40.50%	40.50%	100.00%
	Homemaker	Frequency	13	50	39	102
		Percent	12.70%	49.00%	38.20%	100.00%
	Student	Frequency	19	60	6	85
		Percent	22.40%	70.60%	7.10%	100.00%
	Retired	Frequency	4	3	2	9
		Percent	44.40%	33.30%	22.20%	100.00%
	Salaried	Frequency	61	26	47	134
		Percent	45.50%	19.40%	35.10%	100.00%
	Self employed	Frequency	132	66	56	254
		Percent	52.00%	26.00%	22.00%	100.00%
Position in social groups	No	Frequency	42	103	83	228
		Percent	18.40%	45.20%	36.40%	100.00%
	Yes	Frequency	201	132	97	430
		Percent	46.70%	30.70%	22.60%	100.00%
Number of domestic staff	0	Frequency	14	66	17	97
		Percent	14.40%	68.00%	17.50%	100.00%
	1	Frequency	24	60	56	140
		Percent	17.10%	42.90%	40.00%	100.00%
	2	Frequency	63	49	60	172
		Percent	36.60%	28.50%	34.90%	100.00%
	3	Frequency	37	18	30	85
		Percent	43.50%	21.20%	35.30%	100.00%
	4	Frequency	49	22	9	80
		Percent	61.30%	27.50%	11.30%	100.00%
	5	Frequency	39	10	5	54
		Percent	72.20%	18.50%	9.30%	100.00%
	> 5	Frequency	17	10	3	30

		Percent	56.70%	33.30%	10.00%	100.00%
Number of leisure activities	1	Frequency	88	156	37	281
		Percent	31.30%	55.50%	13.20%	100.00%
	2	Frequency	30	33	54	117
		Percent	25.60%	28.20%	46.20%	100.00%
	3	Frequency	60	31	48	139
		Percent	43.20%	22.30%	34.50%	100.00%
	4	Frequency	39	9	31	79
		Percent	49.40%	11.40%	39.20%	100.00%
	5	Frequency	26	6	10	42
		Percent	61.90%	14.30%	23.80%	100.00%
Travel times per year	0	Frequency	4	39	11	54
		Percent	7.40%	72.20%	20.40%	100.00%
	1	Frequency	32	83	62	177
		Percent	18.10%	46.90%	35.00%	100.00%
	2	Frequency	77	66	63	206
		Percent	37.40%	32.00%	30.60%	100.00%
	3	Frequency	62	27	24	113
		Percent	54.90%	23.90%	21.20%	100.00%
	4	Frequency	37	9	11	57
		Percent	64.90%	15.80%	19.30%	100.00%
	> 4	Frequency	31	11	9	51
		Percent	60.80%	21.60%	17.60%	100.00%
Travel destinations	Not applicable	Frequency	5	22	3	30
		Percent	16.70%	73.30%	10.00%	100.00%
	Domestic	Frequency	30	146	141	317
		Percent	9.50%	46.10%	44.50%	100.00%
	International	Frequency	71	25	1	97
		Percent	73.20%	25.80%	1.00%	100.00%
	Both	Frequency	137	42	35	214
		Percent	64.00%	19.60%	16.40%	100.00%
	<Rs.50,000	Frequency	5	18	11	34

Annual travel expense		Percent	14.70%	52.90%	32.40%	100.00%
	Rs.50,000 - Rs.1,00,000	Frequency	38	198	117	353
		Percent	10.80%	56.10%	33.10%	100.00%
	Rs.1,00,000 - Rs.3,00,000	Frequency	93	11	39	143
		Percent	65.00%	7.70%	27.30%	100.00%
	Rs.3,00,000 - Rs.5,00,000	Frequency	66	4	9	79
		Percent	83.50%	5.10%	11.40%	100.00%
	>Rs.5,00,000	Frequency	41	4	4	49
		Percent	83.70%	8.20%	8.20%	100.00%
No. luxury products purchased	1	Frequency	50	125	19	194
		Percent	25.80%	64.40%	9.80%	100.00%
	2	Frequency	14	27	25	66
		Percent	21.20%	40.90%	37.90%	100.00%
	3	Frequency	26	27	37	90
		Percent	28.90%	30.00%	41.10%	100.00%
	4	Frequency	22	13	28	63
		Percent	34.90%	20.60%	44.40%	100.00%
	5	Frequency	31	15	25	71
		Percent	43.70%	21.10%	35.20%	100.00%
	6	Frequency	24	14	20	58
		Percent	41.40%	24.10%	34.50%	100.00%
	7	Frequency	26	2	15	43
		Percent	60.50%	4.70%	34.90%	100.00%
	8	Frequency	43	11	8	62
		Percent	69.40%	17.70%	12.90%	100.00%
	9	Frequency	4	0	3	7
		Percent	57.10%	0.00%	42.90%	100.00%
	10	Frequency	3	1	0	4
		Percent	75.00%	25.00%	0.00%	100.00%
	<15,000	Frequency	3	16	12	31
		Percent	9.70%	51.60%	38.70%	100.00%
	15,000 - 40,000	Frequency	18	162	88	268

Amount spent on luxury (Rs.)		Percent	6.70%	60.40%	32.80%	100.00%
	40,000 - 65,000	Frequency	67	50	25	142
		Percent	47.20%	35.20%	17.60%	100.00%
	65,000 - 90,000	Frequency	49	3	28	80
		Percent	61.30%	3.80%	35.00%	100.00%
	>90,000	Frequency	106	4	27	137
		Percent	77.40%	2.90%	19.70%	100.00%
Self-concept	Accepted	Frequency	50	69	19	138
		Percent	36.20%	50.00%	13.80%	100.00%
	Guilty	Frequency	7	11	2	20
		Percent	35.00%	55.00%	10.00%	100.00%
	Respected	Frequency	27	38	35	100
		Percent	27.00%	38.00%	35.00%	100.00%
	Unique	Frequency	105	83	83	271
		Percent	38.70%	30.60%	30.60%	100.00%
	Worthy	Frequency	54	34	41	129
		Percent	41.90%	26.40%	31.80%	100.00%
Class identity	Being Well-Respected	Frequency	19	30	22	71
		Percent	26.80%	42.30%	31.00%	100.00%
	Excitement	Frequency	43	48	11	102
		Percent	42.20%	47.10%	10.80%	100.00%
	Fun & Enjoyment of life	Frequency	34	29	33	96
		Percent	35.40%	30.20%	34.40%	100.00%
	Security	Frequency	22	16	13	51
		Percent	43.10%	31.40%	25.50%	100.00%
	Self-Fulfillment	Frequency	45	32	30	107
		Percent	42.10%	29.90%	28.00%	100.00%
	Sense of Accomplishment	Frequency	11	7	2	20
		Percent	55.00%	35.00%	10.00%	100.00%
	Self-Respect	Frequency	42	41	19	102
		Percent	41.20%	40.20%	18.60%	100.00%
		Frequency	1	1	1	3

	Sense of Belonging	Percent	33.30%	33.30%	33.30%	100.00%
	Warm relationship with others	Frequency	26	31	49	106
		Percent	24.50%	29.20%	46.20%	100.00%

4.13.3 Interpretations about Consumer Cluster Characteristics

Consumer Cluster 1:

Demographics: This cluster has the highest 35–44-year-olds (38.8%) and 45–54-year-olds (39.1%) vis-à-vis other clusters. The largest proportion of female respondents (42.3%) also belong to this cluster.

Socio-economic status: We find the highest percentage of post-graduates (43.9%) and Ph.D./professional degree holders (44.4%) here compared to other clusters. This group has the highest percentage of self-employed (39.3%) members compared to other clusters. The largest percentage of consumers with an annual income of >22,00,000 (64.4%) belong to this cluster. *Parental and spouse social status:* We find a large number of members whose mothers are graduates and the highest percentages of post graduates (72.7%) and Ph. D./professional degree holders (75%) than any other cluster. We find many fathers with graduate degrees and the highest percentage of fathers with post-graduate (57.8%) and Ph.D./ professional degrees (73.5%) are a part of this cluster. Most of the Spouses hold post-graduate degrees and the highest percentage of spouses with Ph.D./ professional degrees (65.7%) are found in this cluster. 52% of all self-employed spouses and 45.5% of salaried spouses, highest in all clusters found here.

Lifestyle: This cluster enjoys the highest percentage of domestic help ranging between 4 (61.3%), 5 (72.2%) and >5 (56.7%) per household. The members of this cluster seem to spend time on a multitude of leisure activities more so than any other cluster with 49.4% enjoying upto four leisure activities and 61.9% enjoying upto five leisure activities such as reading, watching TV/movies, socializing, charitable causes, or outdoor activities. We find high percentages of those that travel four times (64.9%) and greater than four times (60.8%) a year for leisure in this cluster. A whopping 73.2% of total international travels are undertaken by

members of this cluster. We see members of this cluster spend more on travel with 83.7% of those that spend >Rs.5,00,000 and 83.5% of those that spend between Rs.3,00,000–Rs.5,00,000 p.a. falling in this cluster. The members of this cluster also buy a large number of luxury products with 69.4% of those that buy eight luxury products in a year and 60.5% of those that buy seven luxury products in a year fall under this cluster. The highest percentage (75%) of those who buy upto ten products also fall in this cluster. Majority members of this cluster spend >Rs.90,000 p.a. on luxury products and that amounts to 77.4% of this category. In fact, this cluster outspends others in terms of annual expenditure on luxury even in the brackets of Rs. 40,000–65,000 (47.2%) and Rs. 65,000–90,000 (67.3%).

Self -concept: While 38.7% of members associated luxury purchases with a feeling of "uniqueness" (ideal self-image), 41.9% of those who opted for "worthy" (actual self-image) were also found in this cluster.

Values: The class identity of this cluster is associated with values of Security (43.1%), excitement (42.2%), self-fulfillment (42.10%), self-respect (41.2%), and sense of accomplishment (55%) on the value scale.

Consumer Cluster 2:

Demographics: This cluster has the highest percentage of 18–24-yr-olds (44.7%) and >54-year-old members (58.8%) vis-à-vis other clusters.

Socio-Economic status: The highest percentage of high school (51.7%) pass outs vis-à-vis others belong to this cluster. The highest percentage of students (50.3%) and retired consumers (80%) as compared to others. 43.7% of those with annual household income of Rs.11,00,000–Rs.22,00,000 and 71.9% of those with an annual income between Rs.5,50,000–Rs.11,00,000, both highest in their category are found here.

Parents and Spouse socio-economic status: This group has the highest percentage of mothers who are high school pass outs (51.1%) and fathers who are high school pass outs (62.4%). The highest percentage of spouses who are high school pass outs (70.1%) and spouses that are students (70.6%) found in this cluster.

Lifestyle: Most of the households have 0–1 domestic staff and this cluster has the highest percentage of households with zero domestic staff (68%). This cluster has the highest percentage (55.5%) of people engaging in one leisure activity. 72.2% of this cluster travels zero times a year for leisure and 46.9% travels once a year for leisure purposes. 46.1% of all domestic travels and 25.8% of international travels are undertaken by members of this cluster. 56.1% of those that spend between Rs.50,000–Rs.1,00,000 pa on leisure travel fall in this category. Most members of this cluster buy one luxury product a year. Most members of this cluster spend between Rs.15,000–Rs.40,000 a year on luxury purchases and that contributes 60.4% of this category.
Self-concept: 55% of those that chose "guilty", 50% of those that chose "accepted" and 38% of those who chose "respected" as the feeling associated with a luxury purchase are consumers in this segment.

Values: The class identity of this cluster is associated with values of excitement (47.1%) and being well respected (42.3%).

Consumer Cluster 3:

Demographics: This cluster consists of a large number of 25–34 year and 35–44-year-olds and the highest percentage of 25–34-year-old (34.2%) members compared to other clusters.

Socio-Economic Status: The highest percentage of graduates (33.9%) and professional degree holders (44.4%) (which is a tie with cluster 1) found here. We find a large number of self-employed members with the highest percentage of salaried people (37.2%) vis-à-vis other clusters. Most members of this cluster have an annual household income of Rs.11,00,000–Rs. 22,00,000 (33.9%) and > Rs. 22,00,000 (22.2%).

Parents and Spouse socio-economic status: Most of the mothers in this group are graduate degree holders and constitute 42% of this category and this cluster has the highest percentage of father's (45.7%) who are graduates. The highest percentage of spouses who are graduates (44.4%) are found here. Most of the spouses in this cluster are salaried or self-employed.
Lifestyle: This cluster has 1–2 numbers of domestic staff employed per household. The highest percentage of members (46.2%) engaging in two leisure activities found in this cluster. Most members of this cluster travel one or two times a year for leisure. 44.5% of all domestic travels

are undertaken by members of this cluster. 33.1% of those that spend between Rs.50,000–Rs.1,00,000 p.a. and 27.3% of those that spend between Rs.1,00,000–Rs.3,00,000 p.a. on leisure travel fall in this category. 41.1% of those that buy three luxury products a year and 44.4% of those that buy four luxury products a year fall under this cluster. Many in this cluster spend between Rs.15,000–Rs.40,000 per year on luxury amounting to 32.8 % of this category and 35% of the Rs.65,000–Rs.90,000 category is also contributed by this cluster.

Self - Concept: This cluster has chosen "respected" (35%), "worthy" (31.8%) and "unique" (30.6%) as feelings associated with a luxury purchase.

Values: Members of this cluster consider fun and enjoyment of life (34.4%) and warm relationship with others (46.2%) as most important values for their life.
It is evident that three consumer clusters exist that are based on social class. Hence, we reject the null hypothesis *Ho14.*

Ho14	There does not exist any consumer cluster based on social class	reject
$H_1$14	There exist at least two consumer clusters based on social class	accept

RO14: To understand the relationship of consumer clusters based on social class with luxury brand segments (masstige, accessible super-premium, old luxury brand extensions, old luxury) in any product (clothing, handbag, watches, accessories) category.

4.14.1 Testing the relationship of consumer clusters based on social class with luxury brand segments in the clothing category.

Table 4.98 shows the mean and standard deviation of the valid respondent's (N=658) consumer cluster with respect to luxury brand segments in the clothing category. The mean range is between 0.094 and 3.261 and the Standard Deviation (SD) range is between 0.292 and 2.345.

Table 4. 98 Descriptives: Consumer clusters vs. luxury brand segments related to clothing

Brand Segment (Clothing)	Consumer Clusters	N	Mean	Std. Deviation
Masstige	Cluster 1	243	2.802	2.345
	Cluster 2	235	2.851	2.285
	Cluster 3	180	3.261	2.159
	Total	658	2.945	2.279
Accessible Super premium	Cluster 1	243	0.111	0.315
	Cluster 2	235	0.094	0.292
	Cluster 3	180	0.111	0.315
	Total	658	0.105	0.307
Old luxury brand extensions	Cluster 1	243	0.173	0.458
	Cluster 2	235	0.187	0.470
	Cluster 3	180	0.222	0.455
	Total	658	0.191	0.461
Old luxury	Cluster 1	243	0.551	0.853
	Cluster 2	235	0.574	0.851
	Cluster 3	180	0.633	0.832
	Total	658	0.582	0.846

Figure 4. 64 Consumer cluster comparison for luxury brand ownership in the clothing category.

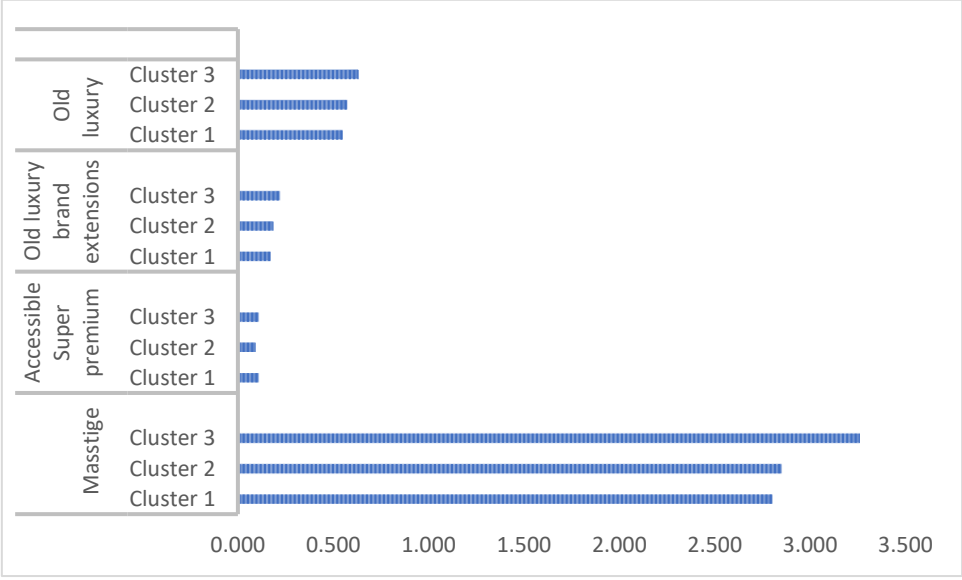


Table 4. 99 Anova: Brand Segments-Clothing

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	24.997	2	12.498	2.417	0.090
	Within Groups	3387.034	655	5.171		
	Total	3412.030	657			
Accessible Super-Premium	Between Groups	0.046	2	0.023	0.245	0.783
	Within Groups	61.718	655	0.094		
	Total	61.764	657			
Old luxury brand extensions	Between Groups	0.259	2	0.129	0.607	0.545
	Within Groups	139.614	655	0.213		
	Total	139.872	657			
Old luxury	Between Groups	0.715	2	0.357	0.499	0.608
	Within Groups	469.354	655	0.717		
	Total	470.068	657			

4.14.2 Testing the relationship of consumer clusters based on social class with luxury brand segments in the handbag category.

Table 4.100 shows the mean and standard deviation of the valid respondent's (N=658) consumer cluster with respect to luxury brand segments in the handbag category. The mean range is between 0.008 and 1.228 and the Standard Deviation (SD) range is between 0.091 and 1.647.

Table 4. 100 Descriptives: Consumer Clusters vs. Luxury Brand segments related to handbags

Brand Segment (Handbags)	Consumer Clusters	N	Mean	Std. Deviation
	Cluster 1	243	0.243	0.570
	Cluster 2	235	0.451	0.873

Masstige	Cluster 3	180	0.944	1.199
	Total	658	0.509	0.929
Accessible Super premium	Cluster 1	243	0.008	0.091
	Cluster 2	235	0.038	0.192
	Cluster 3	180	0.044	0.207
	Total	658	0.029	0.168
Old luxury	Cluster 1	243	0.337	1.025
	Cluster 2	235	0.532	1.375
	Cluster 3	180	1.228	1.647
	Total	658	0.650	1.390

Figure 4. 65 Consumer cluster comparison for luxury brand ownership in the handbag category

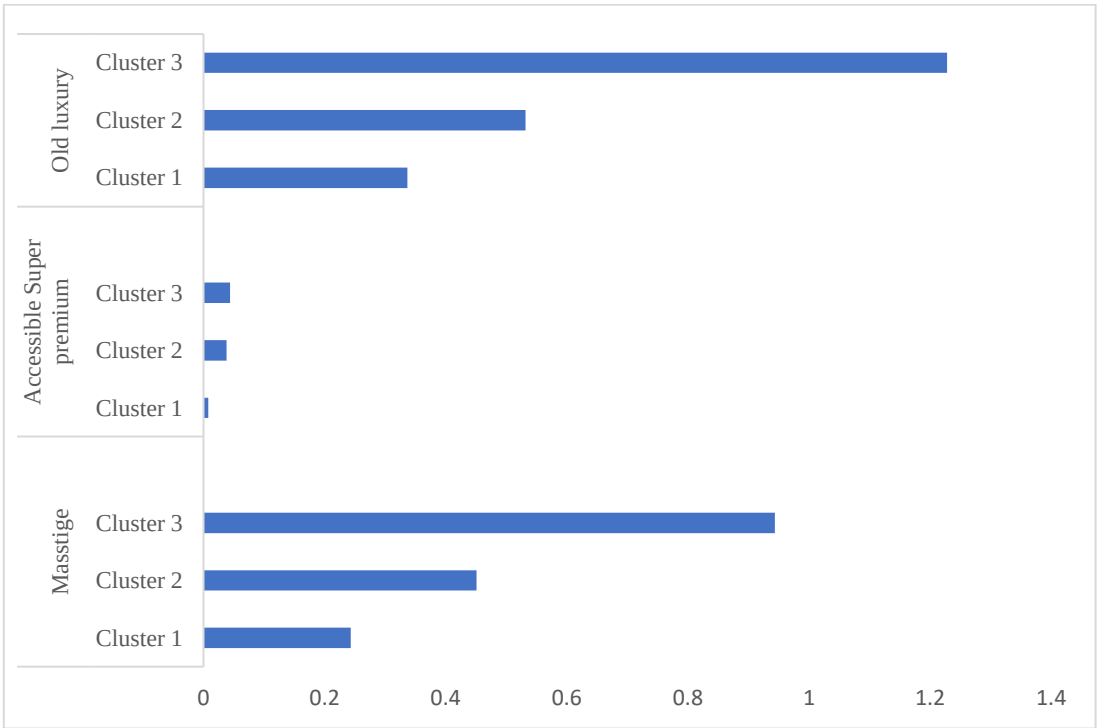


Table 4. 101 ANOVA: Brand Segments- Handbag

		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	52.139	2	26.069	33.201	**0.000**

Masstige	Within Groups	514.307	655	0.785		
	Total	566.445	657			
Accessible Super premium	Between Groups	0.168	2	0.084	3.010	0.050
	Within Groups	18.283	655	0.028		
	Total	18.451	657			
Old luxury	Between Groups	87.104	2	43.552	24.124	**0.000**
	Within Groups	1182.501	655	1.805		
	Total	1269.605	657			

Tukey HSD was conducted as a post-hoc test to confirm the differences in sample mean significance.

Table 4. 102 Multiple Comparisons: Dependent Variable Handbags

Tukey HSD

			Mean Difference (I-J)	Std. Error	Sig.
Masstige	Cluster 1	Cluster 2	-.20827*	0.081	**0.028**
		Cluster 3	-.70165*	0.087	**0.000**
	Cluster 2	Cluster 1	.20827*	0.081	**0.028**
		Cluster 3	-.49338*	0.088	**0.000**
	Cluster 3	Cluster 1	.70165*	0.087	**0.000**
		Cluster 2	.49338*	0.088	**0.000**
Accessible Super premium	Cluster 1	Cluster 2	-0.03007	0.015	0.121
		Cluster 3	-0.03621	0.016	0.071
	Cluster 2	Cluster 1	0.03007	0.015	0.121
		Cluster 3	-0.00615	0.017	0.927
	Cluster 3	Cluster 1	0.03621	0.016	0.071
		Cluster 2	0.00615	0.017	0.927
Old luxury	Cluster 1	Cluster 2	-0.19447	0.123	0.254
		Cluster 3	-.89033*	0.132	**0.000**
		Cluster 1	0.19447	0.123	0.254

	Cluster 2	Cluster 3	-.69586*	0.133	**0.000**
	Cluster 3	Cluster 1	.89033*	0.132	**0.000**
		Cluster 2	.69586*	0.133	0.000

*. Mean difference is significant at 0.05 level.

4.14.3 Testing the relationship of consumer clusters based on social class with luxury brand segments in the watch category.

Table 4.103 shows the mean and standard deviation of the valid respondent's (N=658) consumer cluster with respect to luxury brand segments in the watch category. The mean range is between 0.477 and 1.189 and the Standard Deviation (SD) range is between 0.700 and 1.002.

Table 4. 103 Descriptives: Consumer clusters vs. Luxury Brand segments related to watches

Brand Segment (watch)	Consumer Clusters	N	Mean	Std. Deviation
Masstige	Cluster 1	243	1.111	0.927
	Cluster 2	235	1.119	1.001
	Cluster 3	180	1.189	1.002
	Total	658	1.135	0.974
Accessible Super premium	Cluster 1	243	0.770	0.969
	Cluster 2	235	0.749	0.966
	Cluster 3	180	0.572	0.812
	Total	658	0.708	0.930
Old luxury	Cluster 1	243	0.477	0.700
	Cluster 2	235	0.485	0.724
	Cluster 3	180	0.544	0.772
	Total	658	0.498	0.728

Figure 4. 66 Consumer cluster comparison for luxury brand ownership for watch category

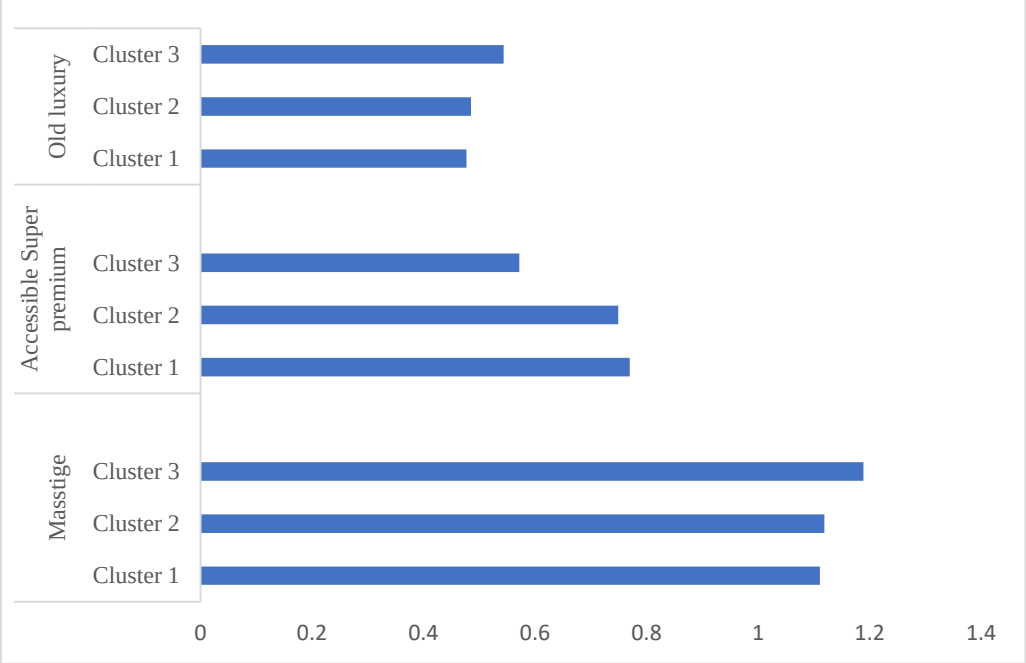


Table 4. 104 ANOVA: Brand Segments -Watches

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	0.720	2	0.360	0.379	0.685
	Within Groups	622.242	655	0.950		
	Total	622.962	657			
Accessible Super premium	Between Groups	4.633	2	2.316	2.693	0.068
	Within Groups	563.343	655	0.860		
	Total	567.976	657			
	Between Groups	0.531	2	0.265	0.499	0.607

Old luxury brands	Within Groups	347.968	655	0.531		
	Total	348.498	657			

4.14.4 Testing the relationship of consumer clusters based on social class with luxury brand segments in the accessories category.

Table 4.105 shows the mean and standard deviation of the valid respondent's (N=658) consumer cluster with respect to luxury brand segments in the accessories category. The mean range is between 0.119 and 1.502 and the Standard Deviation (SD) range is between 0.325 and 1.635.

Table 4. 105 Consumer Clusters vs. Luxury brand segments related to Accessories

Brand Segment (Accessories)	Consumer Cluster	N	Mean	Std. Deviation
Masstige	Cluster 1	243	0.119	0.325
	Cluster 2	235	0.123	0.330
	Cluster 3	180	0.156	0.363
	Total	658	0.131	0.337
Accessible Super premium	Cluster 1	243	0.556	0.623
	Cluster 2	235	0.515	0.649
	Cluster 3	180	0.578	0.559
	Total	658	0.547	0.616
Old luxury	Cluster 1	243	1.502	1.635
	Cluster 2	235	1.357	1.552
	Cluster 3	180	1.322	1.577
	Total	658	1.401	1.590

Figure 4. 67 Consumer cluster comparison for luxury brand segment in the accessories category

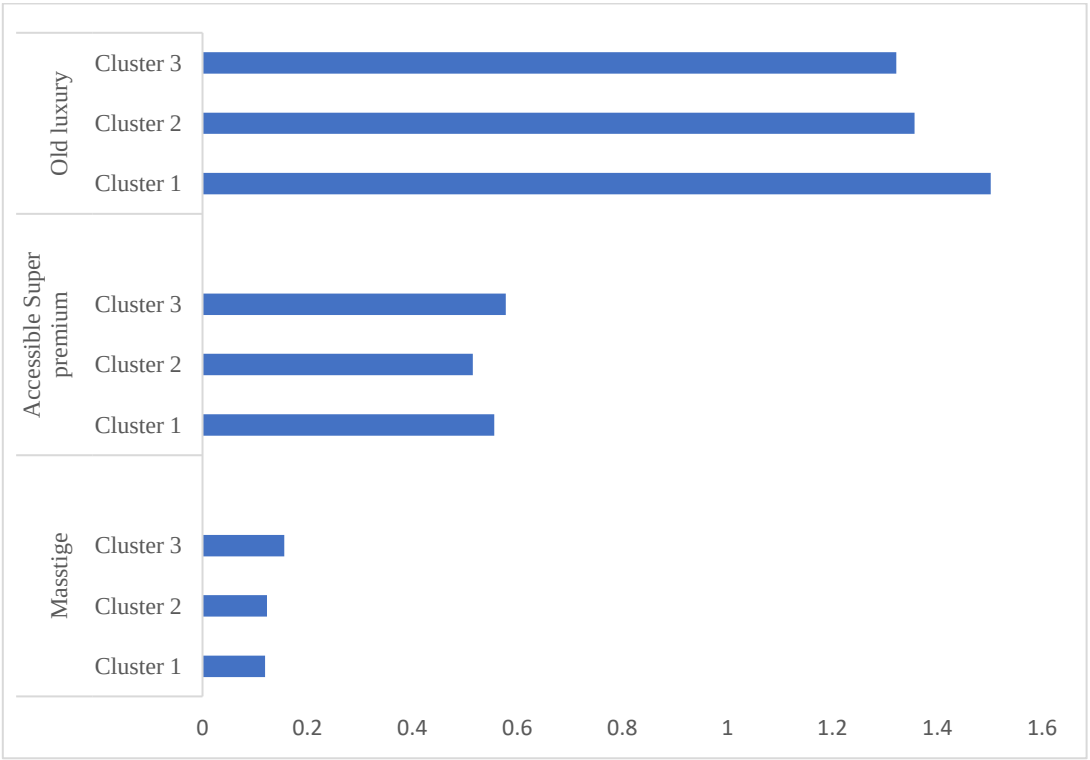


Table 4. 106 ANOVA: Brand Segments-Accessories

		Sum of Squares	df	Mean Square	F	Sig.
Masstige	Between Groups	0.155	2	0.078	0.681	0.507
	Within Groups	74.605	655	0.114		
	Total	74.760	657			
Accessible Super premium	Between Groups	0.431	2	0.215	0.567	0.567
	Within Groups	248.609	655	0.380		
	Total	249.040	657			
Old luxury	Between Groups	4.044	2	2.022	0.800	0.450
	Within Groups	1656.035	655	2.528		

	Total	1660.079	657			

4.14.5 Interpretations of ANOVA of Consumer Clusters with Luxury Brand Segments

Anova reveals significant differences between the consumer clusters and the masstige (p=0.00) and old luxury (p=0.00) brand segment in the handbag category. The Tukey HSD test reveals significant differences between cluster 1 and cluster 2 (p=0.00), cluster 2 and cluster 3 (p=0.00) and cluster 1 and cluster 3 (p=0.00) in the masstige segment and significant differences between cluster 1 and cluster 3 (p=0.00) and cluster 2 and cluster 3 (p=0.00) in the old luxury brand segment of the handbag category. Hence, we reject the null hypothesis *Ho15* and confirm that there is a significant difference between consumer clusters based on social class in the masstige and old luxury brand segment in the handbag category.

Ho15	There is no significant difference between consumer clusters based on social class and atleast one luxury brand segment of any product category.	Reject
$H_1$15	There is a significant difference between consumer clusters based on social class and atleast one luxury brand segment of any product category.	accept

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