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Purchasing Massive Prestige Brands: The Exploration of Consumers' Value Perceptions

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The objective of the research was to analyze the internal aspects of consumers in perceiving the massive prestige brands including conspicuousness, need for uniqueness, extended-self, hedonism, exploration, value consciousness, and vanity. The research used quantitative approach by conducting a survey on respondents who bought massive prestige brands. Conspicuousness consumption and Need for Uniqueness had an effect on purchase of massive prestige brands positively and significantly. Extended-self had an effect on purchase of massive prestige brands positively but not significantly. Hedonism, Exploration, and Vanity had an effect on purchase of massive prestige brands positively and significantly. Value consciousness had an effect on purchase of massive prestige brands negatively and significantly.

Keywords: massive prestige brand, conspicuousness consumption, need for uniqueness, extended-self, hedonism, exploration, value consciousness, vanity

Introduction

The trending growth of luxury brands due to globalization as one of the enabling factors in exposing consumers to western lifestyle around the world. The unstoppable consumer exposure has created the desire to favor high quality products and services around the world, including in Indonesia. The emerging market of consumers buying luxury brands in all stores is increasing. A luxury brand makes the consumers satisfied based on utility and socio-psychological needs (Vigneron & Johnson, 2004). Traditionally, luxury brands are targeted for the special high class market by maintaining exclusivity (Granot, Russell, Brashear-Alejandro, 2013). According to Vigneron & Johnson (1999), luxury brand is included in the prestige level ranging from upmarket, premium, and luxury.

At the same time, the rising middle class consumer in Indonesia has shifted the paradigm on the meaning of luxury. Luxury brand is not merely related to an expensive product which is affordable only to the upper segment. The rising middle class has created an opportunity for companies to move down by providing affordable luxury products. The middle class product consumption potentials based on the research by MarkPlus has portrayed the true reality. The increase of Gross Domestic Product around US\$3,000 starting from 2010 has become the

target market for companies offering luxurious products. The quantitative research using computer assisted telephone interview by MarkPlus (Taufik, 2012) showed that the increasing income enabled them to buy branded quality products. The products include automotive products, financial products, residential decision, recreational decision, personal needs, and daily household needs. Branded quality products can be exclusive. Branded product growth potential is also supported by the Boston Consulting Group research. The size of the middle class would double up to almost 141 million by 2020 and the nation's buying power would also rise rapidly. The Boston Consulting Group has projected the Indonesian middle class, which currently stands at 74 million, to reach 141 million people in 2020 (Jakarta Globe, 2013). According to The Euromonitor International (2013), the growth of luxury goods has reported a double-digit value increase in Indonesia in 2012. This growing trend is also fueled by the escalation of income per capita especially due to the emergence of middle class and increasing upper income group. Furthermore, based on the report, Indonesia is considered to be the emerging market for luxury goods in the world. The Euromonitor International (2013) has classified

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luxury brands into fine wine, champagne, cigar, electronic, jewelry, timepieces, travel goods, luxury, writing, beauty, and personal care.

The global democratization of luxury is emerging. It means that luxury can be consumed by a large population including the middle class. The demographic change has marketing implications. Luxury brands have their own unique style, characteristics, and price range. Each brand cannot be comparable to one another and has their own uniqueness, quality, and target segment positioning. Consumers who can afford luxury labels, more often than not, own multiple labels within the same type of product. Related to the massive prestige brand as the new definition of luxury, the growth of luxury brands targeting the middle class is great.

Luxury brand is classified into three following categories: accessible super premium, old-luxury brand extension, and massive brand or massive prestige (Silverstein & Fiske, 2003). First is the accessible super premium which represents more premium attributes than conventional attributes. This product is categorized as the affordable one. The second one is the old-luxury brand extension which refers to goods accessible only to the very rich but tried to offer the low end version. Certain brands are still targeted to the upper segment such as Louis Vuitton for bags and luggage and Christian Louboutin for shoes; Hermès for bags and Vertu for electronic products. The last is massive prestige brands which represent the mass luxury with premium prices but are still priced lower than super premium products such as Next and Zara. Certain brands also signal the affordability and targeted to the newly emerging middle class market. The base and criteria for a brand to be called as an affordable brands are it is 1) more commoditized; 2) has adequate demands for brand offering at about twice the price; 3) the mass distribution is available or ubiquitous (Healy, 2015). One of the anchor tenants in Indonesia, Mitra Adi Perkasa, has become a successful public company to offer a portfolio of products, especially fashion. Based on the review of Mitra Adi Perkasa (2013), there are affordable brands including Accessorize, BCB Generation, Bershka, Desigual, Dr.Martens, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, MaxMara, MeeToo, Nautica,

New Look, Next, Nine West, Pandora, Pull & Bear, and Zara.

Theoretically, Gosh and Varshney (2013) provided the conceptual framework focusing on luxury definition. They explored the buying motivation of luxury consumers comprehensively. The review analyzed three different perspectives: brand perspective, consumer characteristics, and buying motivation perspective. These three perspectives are the driving factors to consume luxury products. Brand perspective consisted of perceived premium quality, aesthetics, expensiveness, history, perceived utility, and perceived uniqueness. Meanwhile, consumer characteristics consisted of income, culture, cohort perception, and self-consciousness. The buying motivation perspective consisted of hedonism, conspicuousness, self-expression including handwagon, snob, and symbolic. Previously, Vigneron and Johnson (1999) reviewed the framework concerning the value of prestige. They reviewed that there was the role of interpersonal effect in defining the values of prestige. They are conspicuousness, need for uniqueness, quality, extended self, hedonism, and other roles related to gift, and ritual usefulness.

Empirically, some researches have been conducted in countries/areas with local content to understand the meaning of luxury. Park, Rabolt and Jeon (2008) studied the determinants of young South Korean consumers' purchasing intentions toward foreign luxury fashion brands and their relative importance. The regression analysis showed that conformity, age, consumer ethnocentrism, social recognition, and pocket money influenced purchasing intention. The research findings of Phau and Leng (2008) indicated that status-seeking teenagers have more positive attitudes toward foreign luxury brand apparels as compared to Australian luxury brands, except for Chinese brands. Acikalin, Gul, and Develioglu (2009) found that people in Turkey consumed goods and services not only to derive satisfaction from them, but also to publicize their social status and show it off to others.

In the Italian market context, Amatuli dan Guido (2011) showed that consumers would buy luxury fashion goods especially related to their lifestyle and fulfill their internal motiva-

tion. The research using the hierarchical value map demonstrated that self-confidence and self-fulfillment were the main hidden values to consume luxury goods. Shukla (2012) reported that there were similarities and differences in influencing value perceptions on consumer purchase intentions in the Western developed and Eastern emerging markets. The Western countries were represented by United Kingdom and United States of America meanwhile the Eastern emerging markets were represented by Malaysia and India. The study highlighted the homogeneity and heterogeneity in consumer consumption of luxury brands. All of the countries bought luxury brands due to status. Only in India, United States of America, and United Kingdom, the price quality was the driver of luxury consumption meanwhile in Malaysia, United Kingdom, and United States of America had the similarities of hedonism and materialism as the drivers to consume luxury products.

In short, the previous studies revealed that there are motivations in choosing luxury brands. The motivations can be status, hedonism, materialism, price quality, conformity, social recognition, money availability, vanity, self-confidence, and self-fulfillment. The choice of luxury brand is driven by both internal and external factors. The luxury brands are limited to the upper level brands.

This study analyzes the consumer choice between retail luxury brands. Based on the literature review, there are some factors concerning the choice of luxury brand such as focus on the internal pleasure; luxuries acquired often-by the self for the self, individual attitudes and taste and symbolic goods (Wong & Ahuvia, 1998). Although the shifting paradigm on luxury definition existed, the luxury brand still focuses on human involvement, self-expression, and recognition from others. Based on previous studies, the luxury brand is focused on the upper segmented brands. However, in this study, a luxury brand is categorized as affordably luxurious brands or massive prestige brand.

This study uses the existing framework of the prestige value proposed by Vigneron and Johnson (1999). The framework is not only useful to understand the attitude of high class consumers in buying prestigious brands, but it is also important in understanding the attitude

of growing middle class consumers in buying massive prestige brands. The buying motivation is similar for both high class and middle class. They purchase branded product based on both functional and non-functional aspects. The social demand and internal motivations drive them to purchase the brands.

The objective of the research is to analyze the internal aspects of an individual consumer in perceiving the massive prestige brands. The brand can be perceived from different variables and based on the individual characteristics. The brand of choice was influenced by conspicuousness, need for uniqueness, extended-self, hedonism, exploration, value consciousness, and vanity. Consumers will perceive luxurious brand differently causing every target market to have different perceptions. The different perception towards the brand will influence different strategies. The precise target market can be focused by identifying the important elements. Identifying different perceptions toward luxury can provide description on the effect of perception towards purchasing massive prestige brand.

It is needed to understand the brand concept. Brand equity has a value proposition both in function and hedonism. The function of a brand can explain the utility of product that fulfills the need of the target market. In other words, the fulfilled need here is not the primary need. In addition, the power of a brand can also convey the message that the brand also fulfills the need of hedonism, social acceptance, or other experiences.

The driving factors of choosing a brand are based on the luxury paradigm framework of Vigneron and Johnson (1999). The driving factors signal the difference of brands providing different values of prestige starting from the concept of conspicuousness or Veblen effect; need for uniqueness or Snob effect; extended-self or Bandwagon effect; to hedonism. Meanwhile, the other factors investigated included exploration or sensation seeking; value consciousness; and vanity. Overall, the model of the research is adapted and extended.

This study has implications for managerial decisions related to strategy support of a luxury brand. By understanding the perception of accessible luxurious brand, the marketing man-

ager can formulate a better marketing strategy. The marketing strategy can involve marketing communication, product integrity, design, premium price, environment and service, and clear brand identity. Related to marketing communication, luxury can be communicated through direct marketing, sponsorship, endorsement, advertising, and public relation (Kotler & Keller, 2013).

Using brand endorser is considered to be important in promoting accessible luxurious brand. A highly credible endorser will create a strong association with the endorsed brand (Biswas, Biswas, & Das, *et. al.*, 2006). Furthermore, focusing on more accessible luxurious or massive prestige brands, can make the brand meet new market trend by stretching down the brand (Magnoni & Raux, 2011). Stretching down the brand can broaden the target audience and increase profitability through more affordable products using the same brand name.

An understanding on the value perception towards the massive prestige brands is needed to craft a better marketing strategy for the target market. It is due the proliferation of brands offered by many existing companies. It is most essential to explore more on consumers' value perceptions to provide better services for their customers. Different consumers' value perceptions will lead to different choices of purchase. The driving motivation of consumers in buying massive prestige brands varies. Each driving motivation has different meanings and consequences. The offered brand positioning at least can be relevant to the motivation of the target market. The problem formulation in this study is:

- Does conspicuousness influence the purchasing behavior of massive prestige brand?
- Does need for uniqueness influence the purchasing behavior of massive prestige brand?
- Does extended-self influence the purchasing behavior of massive prestige brand?
- Does hedonism influence the purchasing behavior of massive prestige brand?
- Does exploration influence the purchasing behavior of massive prestige brand?
- Does value consciousness influence the purchasing behavior of massive prestige brand?
- Does vanity influence the purchasing behavior of massive prestige brand?

Literature Review

14 Consumer Behavior Theory

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose goods, services, ideas or experiences to satisfy their needs and wants (Simonson, Dhar, Drolet, Nowlis, 2001). Assael (1998) argued that consumer behavior is influenced by both external and internal factors. External factors include marketing and environmental stimuli including cultural and social ones. Meanwhile, the internal factors include psychological process-motivation, perception, attitude, personality, self-learning, and memory. This study focuses on consumer's value perceptions which influence purchasing behavior.

23 Perception is the process by which consumer select, organize and interpret information inputs to create a meaningful picture of the world (Berelson & Steiner, 1964). According to Kotler and Keller (2013), perception can affect consumer's actual behavior. Consumer's perception will vary because it depends on his/her experience, knowledge, need, and ability. This perception can be strong driving factors for consumers to select a product based on their interpretation of the received stimuli.

The value perception in this study is explained by the 50 conceptual framework which is based on the modification of the conceptual framework of luxury purchase intention (Shukla, 2012). The conceptual framework is social value perception-conspicuous value and status value, 12 personal value perception-hedonism value and materialism value; and functional value perception-price-quality perception. In this study, the social value perception is modified by not only proposing the variables of conspicuousness, but also proposing extended-self, need for uniqueness, and vanity. The status value in this study is omitted because 48 based on the previous reference from Vigneron and Johnson (1999), the status value and conspicuousness concept is related. The variable of extended self is proposed because it has social meaning of using the products. The possession of luxury goods can be perceived as success (Richins a, 1994) and boasts social approval (Rossiter & Percy, 1987). For personal value, this study

does not only propose hedonism, but also exploration. The exploration variable indicates that the purchase of luxurious brand is driven by the willingness to try new things as consumers are willing to try something that creates an experience. Meanwhile, the value consciousness in this study is related to price-quality perception whether it is worth it enough to purchase the product.

Luxury Brand

Starting from individual meaning, the luxury brand is defined as a matter of degree judged by consumers, a celebration of personal creativity, expressiveness, intelligence, fluidity, and surpassing all meaning. It is also related to indulgence in one's pleasure and demonstration of success and experiential experience (Atwal & Williams, 2009; Tynan, McKechnie & Chhuon, 2010). Related to social meaning, a luxury product can be aesthetically pleasing offering status and enjoyment to the individual; a willingness to impress others with the ability to pay particularly high prices and to display wealth (Berthon, Pitt, Parent, Berthon, 2009; Kapferer and Bastien, 2009).

Luxury can be perceived as exclusivity. It means indulgence of the senses and neglecting the cost (Berthon *et al.*, 2009; Godey, Lagier and Pederzoli, 2009). Luxury brand is intangible and can be related to prestige (Vigneron & Johnson, 2004). Luxury can be perceived in an objective term, namely quality. Quality is something that fulfills the requirement of standard performance. A quality brand guarantees that the product that can deliver good benefit. Furthermore, Fiona and Moore (2009) argued that luxury brand can be perceived as brand signature having iconic products, brand livery, recognizable style, creative direction, prestige price, and is consistent with positioning, exclusivity, globally controlled distribution, and superior service.

Massive Prestige Brand

Previously, luxury brand has a number of definitions. Miller and Mills (2012) have reviewed a number of competing definitions of luxury brand. The luxury brand focuses on indi-

vidual meaning, social meaning, affordability, prestige, exclusivity, and quality.

Allères (in Donze, 2012) argued that the democratization of luxury is distinct between exclusive luxury and accessible luxury. Exclusive luxury is related to high quality and expensive products targeted to specific audience. On the other hand, Truong, McColl, and Kitchen (2009) stated that accessible luxury, as the focus of this study, is a branded product sold and is accessible to a large target. Affordability can also be the meaning of luxury brand. Truong *et al.* (2008) defined the luxury brand as products and services that are not so expensive.

Interpersonal Perspective

Vigneron and Johnson (1999) argued that purchasing the prestige brand can be analyzed both from the interpersonal and social perspective. Interpersonal here means the relationship towards others becomes the priority in maintaining a good social relationship. Social environment will determine the individual's decision making in relation to choosing a brand, product, or consuming it. In this study, the interpersonal perspective shows that an individual has high self-consciousness. According to Fenigstein, Scheier and Buss (1975), self-consciousness is the tendency of an individual to direct attention inward or outward. High self-consciousness is the tendency of an individual to direct attention intensively outward. The individual will pay attention to others' opinion towards his/her appearance and they will notice every aspect of his/her appearance. Possessions will communicate information about wealth. In this study, there are conspicuousness, need for uniqueness, extended-self and vanity.

Conspicuousness

In this case, the definition of conspicuous consumption is the act of buying a lot of things, especially expensive things that are not necessary, in order to impress other people in a way that people notice (Longman American Dictionary, 2000). Veblen also pioneered the concept of conspicuous consumption through his book titled "The Theory of the Leisure Class". It stated that social status drives the individual

to engage in conspicuous consumption. Veblen mentioned that ⁶ "The motive that lies at the root of ownership is emulation and the possession of wealth confers honor." ¹⁰ From the foregoing survey of the growth of conspicuous leisure and consumption, it appears that the utility of both are alike for the purpose of reputability lies in the element of waste that is common to both. In one case, it is a waste of time and effort, in the other it is a waste of goods" (in Adams, 1997). Furthermore, Veblen (in Mitchell, 2001) argued ⁹ that "Goods are used by society in two ways: to satisfy conspicuous consumption and to achieve some end purpose." ⁹ Consumption and leisure induce lower status individuals to increase their social status by emulating the obvious sign of wealth".

In addition, Trigg (2001) reasoned that ⁵ conspicuous consumption is a behavior that shows wealth through extensive leisure activities and luxury expenditures on consumption and services. Consumption becomes a mean for exploiting both functional benefit and gaining social prestige, social visibility, and status concern (Richins B, 1994). Wong and Ahuvia emphasized ¹ that conspicuous consumption tends to show individual wealth, social class, expensive products, and materialism.

The purchase of ostentatious goods and status including purchasing massive prestige brand supports a prominent role in social relationships conveyed via individual actions and behavior. Related to purchasing massive prestige brand, consumers acquire and display the brand to show the role of status and social structure. Massive prestige brand tends to be perceived supporting the external appearance and prestige. Massive prestige brands can help consumers show their ability to have a good appearance in their society.

H1: Conspicuousness influences the purchase of massive prestige brands positively.

Need for Uniqueness

¹ Need for uniqueness means an individual needs to express being different from other individuals and to try being unpopular from the crowd. Individuals need to be special and unique because they derive intrinsic satisfaction (Fromkin, 1972). They try to be separable

from the masses and use novel things (Snyder 1992). Snyder (1992) also stated that scarcity tends to be more valuable because it can help someone else define the person's need for personal uniqueness. Moreover, ²⁹ individuals with high needs for uniqueness are easier to adopt new products compared to individuals with low needs. They tend to choose products that provide new attributes and novel features which not many people have bought.

Leibenstein (1950) proposed the concept of snob effect which is related to interpersonal framework. ¹ It is about the emotional motivation to consume prestige brands that are different and prominent and able to show their existence as consumers. Products with limited supply can strengthen one's position in social group. Thus the consumers can be perceived differently among existing groups. In other words, exclusivity will be the priority to pursue.

Massive prestige brands also have the need for uniqueness. The emergence of new prestige brands is fantastic. Many corporate retail brands have managed a number of brands under their operations. Brands are introduced frequently in the form of attributes and benefits. The more frequent brand is introduced, the higher tendency for consumers to choose the brands, especially for consumers who are fond of new things and try to be seen differently.

H2: Need for uniqueness influences the purchase of massive prestige brands positively

Extended-Self

Extended self refers to the object in someone's possession that literally can extend oneself (Belk, 1988) such as possessions which can symbolically extend oneself. Solomon (2011) ¹⁶ added that many material objects ranging from personal possessions and pets to national monuments or landmark are to create someone's identity.

¹ There are four levels of the extended self-proposed by Belk (1988) and is already summarized by Solomon (2011). First, the individual level. Consumers may include their personal possessions in their self-definition. Many products can be their possession to signal identity and stating I am what I wear. ¹ Second, the family level. ¹ This level includes consumer residence

and furnishing. The place where consumers live shows who they are. Third, the community level. It shows that the community where individuals live can signal the belonging and fourth is the group level. The attachment of a group can signify a certain social group as a part of individual self.

As the brand signals one's identity, massive prestige brands can support the identification of self. Massive prestige brands can signal the existence of individuals having distinct identities. It is important to position an individual in society. Massive prestige brands can be the central attachment to describe individuals as the brands are believed to be the part of an individual's life.

H3: Extended-self influences the purchase of massive prestige brands positively.

Vanity

Vanity can be related to physical attractiveness and achievement (Netemeyer, Burton, Lichtenstein, 1995). This study focuses on physical attractiveness. Physical concern is more important because it can support the individual's good appearance and image. These concepts can convey success and status by personal consumption. Vanity is categorized as the self-concept (Schiffman & Kanuk, 2014). Self-image is related with personality and consumers consider their own personality when buying products as buying a certain brand can describe someone's identity. Vanity is visible if individuals have public awareness that they have to be seen. High self-monitoring is important for individuals with high vanity (Aaker, 1999) and they will pay attention to their appearance because they believe that social environment will observe them. Vanity can be accomplished by wearing good fashion, make up, and certain style. Massive prestige brands have attributes that support a person to be noticed and can make a person have good appearance.

H4: Vanity influences the purchase of massive prestige brands positively.

Personal Perspective

Personal perspective explains someone's driving factor to behave. Vigneron and Johnson (1999) discussed that personal perspective

is related to perceived emotional and quality value. Emotional perspective is related to self-actualization. It also describes the tendency for a person to have self-pleasured and self-fulfillment. Individuals have freedom to express their willingness to fulfill their wants. It is related to their need to choose their inner motivation. Self-pleasure here can be subjective and it is about the inner directed consumers. In other words, it provides a number of subjective intangible benefits for consumers.

Hedonism

Hedonic experience is related to fantasies, feelings, and fun (Holbrook and Hirschman, 1982; Hirschman and Holbrook, 1982). Hedonism is not an objective feeling because it is associated with fun rather than task fulfillment. When purchasing a product, a person is driven by more than the product's tangible attributes (Babin, Darden, Griffin, 1994). The intangible attributes become the energy to push a person to consume products.

The dimension of attitude such as affective and cognition also influences the hedonic value. The affective dimension has a dominant influence and strong involvement. The dimension includes attributes of fun, excitement, delight, thrill, enjoyment, happiness, pleasantness, play, cheer, amusement (Voss, Spangenberg, Grohmann, 2003). The driving factor to purchase a brand is having inner emotional feelings. In other words, the respondents in this study do not show that when they buy massive prestige brand it is due to the functional value of the product. This study indicates beyond the functional value or the necessity of individuals to buy the product. In this case the respondents try to buy products which have more than functional value.

Meanwhile, Hopkinson and Pujari (1999) also proposed the indicators of enjoyment as the dimension of hedonism. The indicators include feelings such as "it makes me feel I am in a different world", "I rediscover what really matters", "I escape into a different world", "I get a new perspective on nature", "I feel closer to my friends", "to experience is the only way to understand it". Hedonism is related to fun and enjoyment. When choosing a brand, a per-

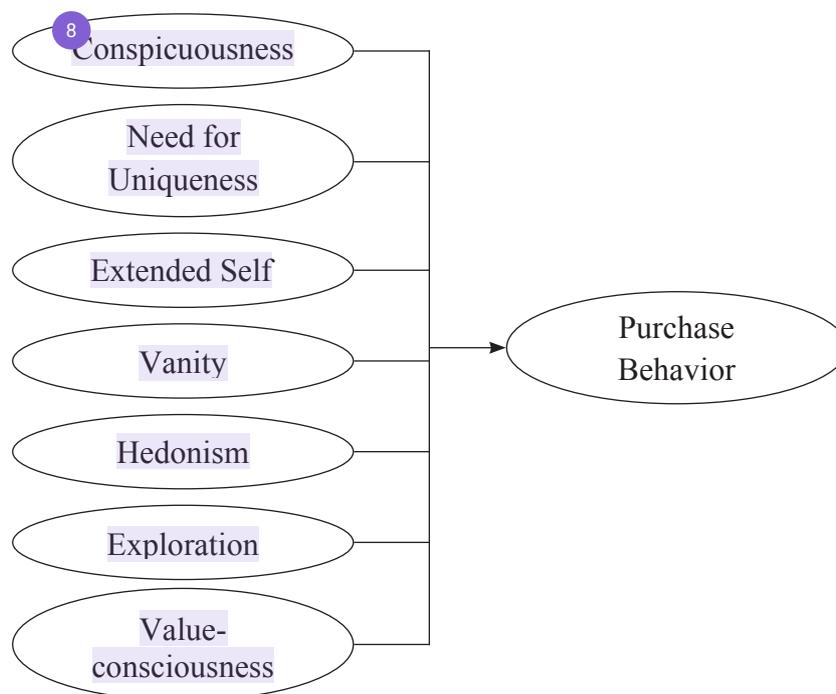


Figure 1. The Conceptual Model

son is driven by feeling of enjoyment. Wearing certain branded products can induce positive feelings as massive prestige brands contain the elements to create exciting moment during consumption. The enjoyment is the drive to have a happy situation.

H5: Hedonism influences the purchase of massive prestige brands positively.

Exploration

Baumgartner and Steenkamp (1996) argued that exploration is a behavior that has the capacity to lead to an exciting and novel purchase experience, offering a change from freedom and satisfying curiosity. Such behavior is intrinsically rewarding and motivated by exciting and novel experiences and willingness to find variation (Berlyne in Baumgartner and Steenkamp, 1996). Raju (1980) distinguished seven aspects of exploratory consumer behavior: risk taking, innovativeness, brand switching, repetitive behavior, information seeking, exploration through shopping, and interpersonal communication.

Exploration means discovering something new that can involve the senses. Individuals seem to take risk and try to buy or to use something new to provide a new feeling when consuming the products. Massive prestige brands

provide attributes that make a person have new experiences and induced individuals to have different experiences upon purchase. The existence of massive prestige brands provide something new with good design, fresh color, and modern style, which are attributes that can attract consumers.

H6: Exploration influences the purchase of massive prestige brands positively.

Value Consciousness

Value consciousness is the concern to pay low prices, subject to some quality constraint (Lichtenstein, Netemeyer, and Burton, 1990). A person tries to buy low prices with a certain level of product quality. Furthermore, Lichtenstein *et al.* (1990) added that this concept is more associated to utility acquisition or inherent need of the product's satisfying ability in relation to the price paid. Related to purchasing massive prestige brands, they have good quality but lower than the luxurious brands such as LV, Hermes, Prada, Chanel, Gucci, Christian Loubotin, Armani, etc. The massive prestige brands under Mitra Adi Perkasa for example are relatively with quality. It is very important to discuss the value consciousness due to its relevance. With lower purchasing power, individuals are able to afford buying the products. Buying affordable

Table 1. The Measurements

| No | Variable | Operational definition | Indicators |
|----|--|---|---|
| 1 | Conspicuous Consumption (Truong <i>et al.</i> , 2008; Marcoux, Filiatrault, Cheron, 1997). | A brand choice is perceived to gain social prestige. | <ul style="list-style-type: none"> 12 - Owning luxury goods indicates a symbol of achievement. - Owning luxury goods indicates a symbol of wealth. - Owning luxury goods indicates a symbol of prestige. - Owning luxury goods attracts attention. - People buy luxury products to enhance their image. 1 - People buy luxury products to be fashionable. 1 - People use luxury goods because they are expensive products. 1 - People using luxury products focus on social status. |
| 2 | Need for Uniqueness (Tian and McKenzie, 2001). | A brand choice is driven by the willingness of being different from others. | <ul style="list-style-type: none"> 13 - When products or brands I like become extremely popular, I lose interest in them. - I avoid products or brands that have already been accepted and purchased by the average consumer. 2 - When a product I own becomes popular among the general population, I began using it less. - I often try to avoid products or brands that I know are bought by the general population. - As a rule, I dislike products or brands that are customarily purchased by everyone. - I give up wearing fashions I have purchased once they become popular among the general public. - The more commonplace a product or brand is among the general population, the less interested I am buying it. - Products don't seem to hold much value for me when they are purchased regularly by everyone. - When a style of clothing I own becomes too common, I usually quit wearing it. |
| 3 | Extended-Self (Wiedmann, Hennigs, and Siebels, 2009). | A brand choice can be a person's self-identity. | <ul style="list-style-type: none"> 1 - Before purchasing a luxury brand product, it is important to know what brands will make good impressions on others. 1 - My friends and I tend to buy the same luxury brands. 4 - Before purchasing a luxury brand product, it is important to know what kind of people buy such brands. 15 - I tend to pay attention to what luxury brands others buy. - I like to know what luxury brand products that make good impression on others. - I actively avoid using luxury brand products that are not in style. |
| 4 | Physical Vanity (Netemeyer, Burton, and Lichtenstein, 1995). | A brand choice is achieving physical attractiveness. | <ul style="list-style-type: none"> 5 - The way I look is extremely important to me. - I am very concerned about my appearance. - I would feel embarrassed if I was around people and did not look my best. - Looking my best is worth the effort. - It is important that I always look good. - People notice how attractive I am. - My looks are appealing to others. - People are envious of my good looks. - I am a very good looking individual. - My body is sexually appealing. - I have the type of body that people want to look at. |
| 5 | Hedonism (Babin, Darden, and Griffin, 1994). | A brand choice is showing the pursuit of pleasure seeking. | <ul style="list-style-type: none"> 3 - This shopping trip was truly a joy. - Compared to other things I could have done, the time spent shopping was truly enjoyable. 3 - During the trip, I felt the excitement of the hunt. 3 - This shopping trip truly felt like an escape. - I enjoyed being immersed in exciting new products. - I enjoyed this, shopping trip for its own sake, not just for the items I may have purchased. - I continued to shop, not because I had to, but because I wanted to. - I had a good time because I was able to act on the spur of the moment. - While shopping, I was able to forget my problems. - While shopping, I felt a sense of adventure. - This shopping trip was not a very nice time out. - I felt really unlucky during this trip. - I was able to do a lot of fantasizing during this trip. |
| 6 | Explorative Purchase (Baumgartner and Steenkamp, 1996). | A brand choice is the drive to novel purchase. | <ul style="list-style-type: none"> 20 - Even though certain products are available in a number of different flavors, I tend to buy the same flavor. 2 - I would rather stick with a brand I usually buy than try something I am not very sure of. - I think of myself as brand-loyal consumer. - When I see a new brand on the shelf, I am not afraid of giving it a try. - When I go to a restaurant, I feel it is safer to order dishes I am familiar with. - If I like a brand, I rarely switch from it just to try something different. - I am very cautious in trying new or different products. - I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchases. - I rarely buy brands which I am uncertain how they will perform. - I usually eat the same kind of food on a regular basis. |
| 7 | Value Consciousness (Lichtenstein, Netemeyer, and Burton, 1990). | A brand choice is the drive to low price but with good quality. | <ul style="list-style-type: none"> 26 - I am very concerned about low prices, but I am equally concerned about product quality. 21 - When purchasing a product, I always try to maximize the quality I get for the money I spend. 2 - I generally shop around for lower prices on products, but they still must meet certain requirements before I will buy them. |

Table 2. The Respondents' Profile

| No | Aspect | Dimension | Number | % |
|----|-----------|-----------------------------|--------|--------|
| 1 | Sex | Male | 86 | 35.39% |
| | | Female | 157 | 64.61% |
| 2 | Job | Worker in Private Companies | 99 | 40.74% |
| | | Housewife | 41 | 16.87% |
| | | Student | 103 | 42.39% |
| 3 | Age | < 18 | 31 | 12.76% |
| | | 19-24 | 104 | 42.80% |
| | | 25-34 | 78 | 32.10% |
| | | 35-44 | 24 | 9.88% |
| | | 45-54 | 6 | 2.47% |
| | | > 55 | 0 | 0.00% |
| 4 | Education | High School | 90 | 37.04% |
| | | Diploma | 2 | 0.82% |
| | | Graduate | 129 | 53.09% |
| | | Post Graduate | 14 | 5.76% |
| | | Others | 8 | 3.29% |

brands has helped them be presented as good as the luxurious brands.

H7: Value consciousness influences the purchase of massive prestige brands positively.

Methods

The unit of analysis was individuals. The individual here was the consumer who bought massive prestige brands including fashion products. The products were clothes, shoes, accessories, bags, or shoes. The sampling used was purposive sampling and the data were collected by distributing questionnaires.

The sample criteria of consumers were experience of consuming massive prestige brands in the last three months prior to the time they filled in the questionnaires. Respondents were asked to state the chosen brands to gather information and reasons for purchasing the product to reveal consumers' profiles.

This study used the Likert scale method with five-point to measure conspicuous consumption, need for uniqueness, extended self, hedonism, explorative purchase, value consciousness, physical vanity, and behavior. The variables used pre-developed measurements but the existing variables were modified according to the research concept.

Results and Discussion

Table 2 showed the respondents' profile. The respondents were students, workers, and housewives. The intended number of respondents to

be included in the survey was originally 350. However, the number of returned questionnaires was only 243. Regarding the sample size, this study generally analyzed factors by striving to maximize the number of observations per variable, with a desired ration of 5 observations per variable (Hair, Black, Babin, and Anderson, 2010). This study did not intend to classify the respondent based on professions because the number of respondents for each profession was unequal. The number of workers was 99; the number of students was 103; and the number of housewives was 41. The number of female respondents (157) was more than the number of male respondents (86). Most of them lived in Jakarta (143 respondents). The age range was mostly between 19-24 years old and the education was dominantly (129 respondents) from graduate program.

Table 3 showed the descriptive statistics which explained the mean coefficient of each variable. The mean coefficient ranged from 1 until 5 with 1 indicating totally disagree and 5 indicating totally agree. Conspicuous consumption had the mean score of 3.372 indicating that the respondents believe owning luxury goods could signify achievement, wealth, prestige, and enhance image. Need for uniqueness had the mean score of 2.77 indicating that owning products not necessarily has to be different from others or tend to be more popular. Extended-self had the mean score of 2.80 indicating that respondents bought branded products not necessarily to impress others. Hedonism had the mean score of 3.38, indicating that respon-

Table 3. Descriptive Statistics

| | Mean | Std. Deviation | N |
|-------------------------|--------|----------------|-----|
| Behavior | 3.2675 | .77806 | 243 |
| Conspicuous consumption | 3.3728 | .82186 | 243 |
| Need for uniqueness | 2.7757 | .73940 | 243 |
| Extended self | 2.8025 | .68828 | 243 |
| Hedonism | 3.3872 | .77476 | 243 |
| Exploration | 3.2706 | .70754 | 243 |
| Value consciousness | 4.0137 | .63622 | 243 |
| Vanity | 3.5912 | .57717 | 243 |

Table 4. Regression Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | The Hypotheses Result |
|-----------------------------|-----------------------------|------------|---------------------------|--------|------|-----------------------|
| | B | Std. Error | Beta | | | |
| (Constant) | 1.081 | .403 | | 2.682 | .008 | |
| Conspicuousness consumption | .206 | .060 | .217 | 3.437 | .001 | H0 is rejected. |
| Need for uniqueness | .019 | .060 | .018 | .323 | .747 | H0 is not rejected. |
| Extended self | .008 | .078 | .007 | .109 | .913 | H0 is not rejected. |
| Hedonism | .165 | .067 | .164 | 2.451 | .015 | H0 is rejected. |
| Exploration | .202 | .066 | .183 | 3.049 | .003 | H0 is rejected. |
| Value consciousness | -.177 | .068 | -.145 | -2.619 | .009 | H0 is rejected. |
| Vanity | .253 | .094 | .188 | 2.690 | .008 | H0 is rejected. |

dents bought prestige brands because they really enjoyed buying it. Exploration had the mean score of 3.27 indicating that respondents bought branded products because of exploration or just trying something different. Value consciousness had the mean score 4.013 indicating that respondents perceived quality when buying branded products. Vanity had the mean score of 3.59 indicating that appearance for others was important.

The coefficient of adjusted R^2 was 0.273. It indicates that the proportion of dependent variables explained by the independent variables was 27.3%. It means that the behavior to consume massive prestige brand was only explained by 27.3% of variables including conspicuous consumption, need for uniqueness, extended-self, hedonism, exploration, value consciousness, and vanity. All the indicators of each variable were valid as each indicator or item per variable truly measured the construct. The data validity indicated that each construct was well measured. The fine measurement of each construct was also supported by the careful preparation of indicators usage and was preceded by performing a pilot study to measure the validity.

Each variable showed good coefficient of Cronbach Alpha. The cut-off point was ≥ 0.7 . The respondents filled in the questionnaires

consistently well which is showed by the reliability.

Table 4 showed the regression results. **Conspicuousness consumption** had an effect on purchase of massive prestige brands positively and significantly. The significance value was 0.001 thus it was less than the p value of 0.05 as the alpha (5%). The null hypothesis stating that conspicuousness consumption did not have a significant effect on purchasing massive prestige brands positively was rejected. **Need for Uniqueness** had an effect on purchase of massive prestige brands positively but it was not significant. The significance value was 0.747 thus it was higher than the p value of 0.05 as the alpha (5%). Then the null hypothesis showing that the need for uniqueness did not have significant effect on purchasing massive prestige brands positively was supported. **Extended-self** had an effect on purchase of massive prestige brands positively but it was not significant. The significance value was 0.913 thus it was higher than the p value of 0.05 as the alpha (5%). The null hypothesis stating that extended-self did not have significant effect on purchasing massive prestige brands positively was supported. **Vanity** had an effect on purchase of massive prestige brands positively and significantly. The significance value was 0.008 thus it was less than the p value of 0.05 as the alpha (5%).

The null hypothesis stating that vanity did not have significant effect on purchasing massive prestige brands positively was rejected. *Hedonism* had an effect on purchase of massive prestige brands positively and significantly. The significance value was 0.015 thus it was less than the p value of 0.05 as the alpha (5%). The null hypothesis showing that hedonism did not have significant effect on purchasing massive prestige brands positively was rejected. *Exploration* had an effect on purchase of massive prestige brands positively and significantly. The significance value was 0.003 thus it was less than the p value of 0.05 as the alpha (5%). The null hypothesis stating that exploration did not have significant effect on purchasing massive prestige brands positively was rejected. *Value consciousness* had an effect on purchase of massive prestige brands negatively and significantly. The significance value was 0.009 thus it was less than the p value of 0.05 as the alpha (5%). However, the result did not support the hypotheses.

Discussion

Based on the analysis, a person who purchases massive prestige products is driven by interpersonal and personal perspectives. The behavior of consuming a product is urged by the necessity to show oneself to others. Vigneron and Johnson (1999) argued that the prestige brands are driven by interpersonal factor because a person realizes the existence of others to evaluate their appearance. The personal factor also determines the behavior of purchasing massive prestige brands. Based on the data, it shows that those two aspects determine the behavior.

Conspicuousness consumption has an effect on purchase of massive prestige brands positively and significantly. This study pointed out that the respondents who purchase the ostentatious goods and status including purchasing massive prestige brand tries to show a prominent role in social relationships in the form of massive branded product acquisition. Related to purchasing massive prestige brand, consumers use and display the brand to signal their status. Massive prestige brand is perceived to show external appearances and prestige for

social environment as it can help consumers show their best appearance and reputation in their society. As stated by Veblen (in Mitchell, 2001) that “Goods are used by society in two ways: to satisfy conspicuous consumption and to achieve some end purpose. Related to the massive prestige brand, consumption of the brand can induce lower status individuals to increase their prestige”.

However, this study showed that the *need for uniqueness* has an effect on purchase of massive prestige brands positively but the results are not significant. Need for uniqueness here is a mean to show the need to be unique from other individuals and the effort to be different from others. They try to be different from the masses and use novel things (Snyder 1992). Snyder (1992) also argued that scarcity tends to be more valuable because it can help someone else define a person’s need for uniqueness. In other words, popularity is meaningless.

This study showed that the need for uniqueness does not influence the respondents to choose massive prestige brands. The respondents are not categorized as individuals with high need for uniqueness. They tend to adopt new popular brands and products and are also not classified as the individuals having snob effect. The snob effect is related to interpersonal framework (Leibenstein, 1950). The respondents have the emotional motivation to consume prestige brands but the brands are not necessarily different and prominent from others. They prefer popular products with unlimited supply. In this case, the respondents are easy to buy brands that are available in the department store or accessible online.

Massive prestige brands are brands that are more available at distribution outlets compared to more luxurious brands. The more luxurious brands are offered in limited outlets while massive prestige brands are offered in ubiquitous places and are easily accessible to the consumers. It is relevant with the positioning of luxurious brand as it tries to target certain upper level consumers.

Extended-self has an effect on purchase of massive prestige brands positively but the results are not significant. Extended self is someone’s possession that literally can extend oneself (Belk, 1988). Belk (1988) classified the

level of possession as individual level, family level, and community level. In this study, the respondents have massive prestige brands but do not connect them to their self-definition. Their possession or belongings do not signal identity and state I am what I wear. Furthermore, the respondents do not try to be attached to a certain group of social significance as a part of individual's self.

When buying massive prestige brands, they do not tend to relate to their surroundings. They just buy the product and never try to connect themselves into higher level. The product is perceived to be not so expensive and does not have strength to elevate the respondents to live in higher stratum. Therefore, the brand is perceived to be popular since many have bought similar brands.

Vanity has an effect on purchase of massive prestige brands positively and significantly. Vanity is easily visible if individuals feel that the public requires their good appearance. High self-monitoring is critical or important for individuals with high vanity (Aaker, 1999). In this study, the respondents are perceived to be high self-monitoring individuals. They will pay attention to their appearances in social surroundings because they believe that their friends will observe them. The respondent can afford vanity. They can wear good fashion, make up, and certain style. Massive prestige brands have attributes that support their performance. Vanity can also be related to physical attractiveness and achievement (Netemeyer, Burton, Lichtenstein, 1995). This study focuses on physical attractiveness or appearance. Physical concern is more critical because physical concern can support good appearance and an individual's image. These concepts can convey success and status from personal consumption because brand consumption becomes the way to obtain it. Massive prestige brands are assumed to support the individual's physical appearance. Vanity is also categorized as self-concept (Schiffman & Kanuk, 2009).

Hedonism has an effect on purchase of massive prestige brands positively and significantly. This study showed that hedonism is closely related to fun activity and life enjoyment. Regarding the purchase of massive prestige brands, respondents are motivated by the need

to fill their lives with joy. Buying and wearing certain branded products can create positive feelings. Massive prestige brands consist of elements to induce an exciting experience during consumption. The hedonic value also encompasses the dimension of attitude. Voss *et al.* (2003) argued that the dimension includes attributes of fun, excitement, delight, thrill, joy, happiness, pleasure, playfulness, cheerfulness, amusement, and sensation. The respondents buy the massive prestige brand due to an enjoyable shopping.

Exploration also has an effect on purchase of massive prestige brands positively and significantly. Exploration is defined as the activity to discover something new which can create feeling of sensations. The respondents in this study are willing to take risk and try buying something new. They can be categorized as individuals who are open to new experiences and willing to spend their extra money. Trying something new can create new feelings for them when consuming the massive prestige products. Massive prestige brands provide attributes that make them have a new situation on how to use new brands or new products. The massive prestige brands nowadays are growing. The offering of massive prestige brands is in the form of novelty new with good design, fresh color, and modern style which can entice consumers.

Value consciousness has an effect on purchase of massive prestige brands negatively and significantly. A negative sign indicates that the higher the perception of massive prestige brands, the lower the intention to buy or to use those brands. In other words, the higher perception of a product's low price, the lower is the willingness to buy them. In this study, the respondents perceived that the massive prestige brands were related to lower price and the brands are subjected to some level of quality. Related to the existing concept, value consciousness is a concern for paying low prices, subjected to some quality constraints (Lichtenstein, Netemeyer, and Burton, 1990). Furthermore, Lichtenstein *et al.* (1990) added that this concept is more associated to acquisition utility or inherent need satisfying ability of the product in relation to the price paid. This study showed that the perception of value consciousness is not considered as the driving factor. They as-

sumed that only luxurious brands are related to higher prices.

Conclusions

This study showed that consumers who buy massive prestige brands can mostly be driven by internal factors. The internal factors in this case are conspicuous consumption, hedonism, exploration, and vanity. The demands of modern life have urged individuals to have good appearance. The market offering really varies as the range is targeted from the upper level until lower level. The emergence of massive prestige brand is targeted to the lower level and middle level society to upgrade their lives into higher level than their existing position.

The massive prestige brand can provide an opportunity for an individual to enjoy consuming a relatively expensive product. They do not buy the massive prestige brands for the sake of utility because the brands offer something more. They love the product because they gain pleasure from wearing it. The perception of risk is low therefore they are willing to try to wear the brand that might make them happy. Massive prestige brand can also imply a trendy modern life.

The trendy modern life is indispensable. They think wearing massive prestige brands can enhance their daily appearance and increase their prestige. They do not think that massive prestige brands are better than the luxurious products in terms of quality. They also do not perceive that massive prestige brand have value consciousness and only luxurious products are beyond massive prestige brands. Therefore, they tend to avoid the need for uniqueness. Massive prestige brand is more available than the luxurious products and is more accessible. A person tends to buy more popular brands as long as the brand can fulfill the need of individuals to be more conspicuous, hedonic, and explorative. The massive prestige brands are considered as the affordable products for certain target of new middle class consumers.

The indicators of each variable related to conspicuous consumption, hedonic, exploration, vanity, and extended-self in this case are well measured. This is due to the well-prepared measurement of indicators by implementing

prior pilot study. However, if the indicators are well scrutinized, the tendency of the relationship of indicators between each variable and one another is high. Each variable tends to describe the characteristic of a person as more enjoyable and prestigious. Therefore, the indicators should be used more carefully.

The variables in this study tend to have more social desirability bias. The indicators chosen in the questionnaires tend to direct someone to show their own characteristics. Therefore, it is much better if the indicators are stated in indirect questions. It is assumed that the respondents will try to increase their own image when filling in the questionnaires because they want to show they are as modern and updated consumers.

It is very easy in Indonesia to find many massive prestige brands in a number of outlets or shopping malls. Indonesian consumers have more increasing power to buy massive prestige brands as the affordable brands. The government's lenience in opening market for foreign products is unstoppable. The positive opportunity in this case is for the marketers in offering new brands for customers. At the same time, consumers in Indonesia are easily more influenced to purchase foreign products than domestic ones. Globalization is unavoidable. They have a lot of information about the quality of foreign products and are perceived to acquire recent trends following the modern pace. They buy branded products because they try to be more explorative, enjoyable, prestigious, and focus on physical appearance. This study also shows that the massive prestige brands include a number of products that focus more on appearance. They are shoes, bag, clothes, trousers, hat, perfume, blazer, watch, shirt, and purse. These products can create good consumer appearance which supports their lifestyle and indulgence in consuming branded products.

The strategies of managerial business are as follows.

- 1) A marketer can promote the products by launching in every outlet in Jakarta providing a number of variants. People will try a number of brands because they tend to be more explorative and hedonic to stimulate sensations. Branded products that provide a number of attributes will be more preferable.

2) Innovative design of branded products might lure the consumers to try because they tend to take a risk when they try products. They tend to get bored if there is a stagnant product offering.

3) A marketer can promote a brand or product in a wide scope because people tend to use more popular brands than the unique one. This means promoting the brand intensively so many consumers will be more aware of the emergence of new brand and hence prefer the product.

It is important to note that further research can explore more on the external factors in influencing consumers to choose massive prestige brands. There are some variables that can be explored further based on previous research such as credit card promotions, marketing promotions, social media use, community, country of

origin, and brand effects. These external factors are important for marketers to develop marketing strategies which are perceived to be more influential for consumers in choosing massive prestige brands.

Teenagers can also be the target market and should be considered by marketers. They can be potential candidates for being future respondents. Teenagers nowadays have the ability to choose brands based on their reference groups and are easily influenced by social environments. The emergence of social media has already made them easily exposed to new information and information sharing from their friends. They also tend to be independent and less influenced by their parents. Teenagers are perceived to be the potential future market to be considered by marketers.

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