

Presenting a Framework for Ranking Luxury Brand Factors & Psychological Factors Purchase Intention

Case study: Purchase intention luxury watch consumption in youth adult in Iran

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ABSTRACT

The global luxury industry has seen steady growth for the last 15 years. It is one of the most attractive and profitable industries. Asia became the most potential region where the average income has risen significantly. Iran is the most attractive young market. Despite the dramatic growth of the luxury market over the past two decades, luxury consumer research remains fragmentary and scant. Identifying the different dimensions of luxury consumption, especially among the youth, can be a helpful solution to the producers of the domestic industries, in order to conform product's characteristics or customers' tendencies of purchase. In this research, we got the information through the questionnaire completed by 445 young consumers of luxury watches. And ranking of each sub-index to clarify the importance of them can help to growing Iran's luxury markets. In this paper use the network structure because of correlation between the factors in buying luxury for ranking. Analysis was performed the self concept and brand image has great impact on the purchasing of luxury product. According to above line, at this study after definition and classification of study factor try to rank this factors with network structure on the purchase of luxury.

KEYWORDS: Luxury Consumption, Psychology, Luxury Brand, Youth Adult, ANP (Analytic Network Process)

1. INTRODUCTION

Major markets for luxury brands are no longer limited to developed countries in the West, but have expanded to "new rich" markets in the East (Sherman, 2009). However, the factors driving luxury brand purchase behavior among consumers in individualistic versus collectivist cultures differ considerably. Because a clear understanding of the factors that influence consumers to purchase luxury brands is necessary to inform marketing strategies for global luxury brands, understanding how consumers' underlying motivations to purchase luxury brands differ by culture and what accounts for those differences is important. (Qin Bian, Sandra Forsythe, 2011). Grossman and Shapiro (1988) define luxury goods as goods that people use to show prestige and status while the difference in functional utility over other goods is largely negligible. A luxury brand can be thought of as "the most selective in its distribution; the most image-driven; and the most expensive" (Kapferer and Bastien, 2009, p. 313). Brand consumption, and specifically luxury brand consumption, allows consumers both to express themselves (i.e., value-expressive function) and to present themselves (i.e., social-adjustive function) in front of others (e.g., Dubois & Duquesne, 1993; Wilcox, Kim, & Sen, 2009). The issue of luxury consumption has received a great deal of interest among marketing scholars. (Paurav Shukla, 2011). Consumer choose products and brands to receiver emotional benefits (eg: display of status, wealth, & prestige) as well as utilitarian benefits eg: (quality & low price (Batra et., 2000)). The importance of social influence on consumer purchase intentions is recognized in most consumer behavior models (Bearden, Netemeyer, & Teel, 1989; Murali, Laroche & Pons, 2005; Ratner & Kahn, 2002). O' Cass and H. Frost (2002) turned to study the effect of the available brands components on people's status and the luxury consumption at the university of Australia. This study was done on 315 young consumers. In their research, they engaged, by using the components such as brand familiarity, symbolism, brand feelings and brand image, to study status consumption and luxury consumption. The findings of this research show that the market is influenced by the parameters such as symbolic features of brand, brand feelings and the congruence degree between brand self- image and brand user's self-image. The more symbolic features, the higher positive feelings and the more congruence between consumers and brand image (O'cass & Frast, 2002, 72). The result of research of Paura Shukla, it was studied the influence of the two psychology and brand parameters on the consumption of luxury cars. In this research it was studied the effect of ten psychological concepts (gaining respect, gaining popularity, notice by other, symbol of success, symbol of prestige, indicate achievement, enhance my image, interested in status, indicated wealthy). On the luxury consumption (Shukla, 2008, 29). The economic expansion in

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these emerging markets is increasing the craving for luxury among consumers, leading to a substantial growth in their overall luxury consumption. For example, according to Bain and Company estimates, in 2009, 85% of all the new luxury stores opened were in emerging markets (Krauss, 2009). Against the backdrop of this dynamic growth in the global luxury market fuelled by the rise of emerging markets, understanding the reasons why consumers buy luxury (Kapferer & Bastien, 2009; Keller, 2009), and how consumers' perceptions of luxury value influence their buying behavior (Tynan *et al.*, 2010; Wiedmann, Hennigs, & Siebels, 2007) become important for luxury researchers and managers. (Paurav Shukla, Keypoor Purani, 2011).

Since the past researches, it has recognized some kind of relationship (to be or not to be a relationship between the effective and affected components of brand and psychology). This research has classified the important factors of brand and psychology in luxury purchase's tendencies. The importance of the subsets can have an effect on the improvement of the development of the luxury market. This article was trying to show importance of each sub-index that have interdependencies and feedback are element in the luxury purchase by using the method of network analysis. This paper consists of two parts, find the most importance factors influencing the purchase of luxury, and ranking these factors. This paper can be very important for luxury shopping and luxury consumption in Iranian society, in this regards effect of the factors that affect the purchase of luxury become important.

2. RESEARCH

The market for luxury goods continues to grow substantially globally. In recent times, however, consumer's demand in Western developed markets appears to be buckling under pressure of recessionary trend (Gapper, 2009). On the other hand, the appetite for luxury goods is growing substantially in emerging economies such as China, India, Brazil, and Russia (Carlson, 2009; Leahy & Betts, 2010; Shukla, 2010; Tynan, McKechnie, & Chhuon, 2010). Global luxury goods accounted for \$175 billion in retail sales in 2008 (Bain and Company, 2009), and expectations are that the fast-growing markets of China and India will sustain the luxury market expansion for the next 10 years (Anestis *et al.*, 2009). While the size and growth of this market has attracted increasing research interest to the luxury industry (see Tynan *et al.*, 2010), in comparison to the research sectors, the literature remain scant (Truong *et al.*, 2008).

The luxury consumption, unlike the customary one, has drawn many economists' attention and still far from the customary consumption process, it has an outside and non-monetary effect. Therefore, the increase in knowledge about the luxury consumption behavior model in different age ranges, could be used by marketers. The results gained from different studies showed that in the luxury consumption, the psychological and brand parameters play a major role. Due to the human's nature, the needs considered in the psychological antecedents are estimated to be higher during youthful years. As a result, because of living in a young society, the desire of the youth towards having a higher sense and the desire for being socially superior and showing themselves through their consumption manner, comparing themselves with the other societies via the satellite communications, the increase in foreign travels and stays, the windfall fortunes and a high cash flow on high social levels, require that we take advantage of this structure to develop the economy of the country. Luxury products, for one important reason, are considered to be far different from most of products largely purchased and they also include the social needs like social prestige (Belk, 1988, 46).

In addition, Richins (1994) concluded that even the kind of luxury products has its own effect on the creation of some relationships between individuals and it means that someone who uses a particular product or luxury services, she/he prefers to come into contact with the class consuming such product or services. Thus, the luxury consumption is influenced by the two aspects: economic and psychological. The early studies show that the two social needs of consumers such as the need for uniqueness and the need for social harmony form a notable and disputable subject (Shamim & Ahmad, 2007, 155). Tian, 2001 revealed that one of the important factors influencing the luxury consumption, is an imitation of those belonging to the high social classes. (O'Cass and Frost, 2002) observed that the luxury consumption could be done in order to promote the social status. Namely, to show one's wealth to others and to promote to higher social levels, people turn to purchase luxury products. (Leibenstein, 1950) explained in his theory, "Bandwagon Effect" and "Snob Effect", the parameters affecting the luxury consumption. The "Bandwagon Effect" suggests that people decide to purchase the products, because others purchase them. The "Snob Effect" also means that the demand in consumption market for a special product is decreased, because others purchase that too. The manner of interaction between these two effects and that is, which one is dominated over the other one, are determined on the basis of social criteria (Corneo & Jeanne, 1998, 43). Duesenberry said that as long as the luxury consumption stays depended upon social status, the difference of social values among people, is an important parameter that influences the luxury consumption. In other words, if expensive and luxury products can be figured as a symbol and having a high social status, maybe consumers decide to purchase them. Researchers enumerated some different factors as psychological criteria, that impact on the purchase of luxury products; among them, we can refer to popularity, drawing others' attention, gaining respect and gaining prestige (Preparata, Guido Giacomo, 2006, 43). People have the strong motive to be accepted by others and to experience their respect, kindness, friendship and affection towards themselves, particularly the others who are important for them. These different aspects of

experience are called, in the whole, positive attention (Bandura, Albert, 1372, 203). Moreover, the study carried out by (Solomon,2002) declares that consumers turn to purchase luxury and branded products, in order to get some intangible values which, in this paper, are classified into the following categories: Gaining security, self-esteem, establishing cordial relationships with others and showing one's wealth. These parameters being called as intangible values, are, in fact, defined as successful, prestige, wealth and enhancing self-image symbols (Hewer, Paul, 2007, 112). The study accomplished by (Paurav Shukla,2007) showed that consumers' purchasing behavior (luxury purchasing) is highly affected by people's personality factors showing who I am, enhancing self-image) rather than social ones (gaining respect or gaining status).Luxury brands provide consumers with a sense of indulgence and are expensive for the individual (Nueno & Quelch, 1998). Although luxury brands possess characteristics of premium quality, a heritage of craftsmanship, recognizable style, premium price, uniqueness, and global reputation (Nueno & Quelch, 1998), consumers buy luxury brands primarily for symbolic reasons to reflect their individual or social goals (Wilcox et al., 2009). However, perceptions of luxury brands are not consistent across market segments, because luxury is a subjective concept (Phau & Prendergast, 2000) that depends on each consumer's perception of indulgent value.Consumption of luxury brands is largely determined by social function attitudes (i.e. self-expression attitude and self-presentation attitude) as consumers express their individuality (e.g., need for uniqueness) and exhibit their social standing (e.g., self monitoring) through luxury brands (Wilcox et al., 2009). Consumers in both Western and Eastern cultures seek to purchase luxury brands to portray their individuality and/or social standing (Nueno & Quelch, 1998; Vigneron & Johnson, 2004).Luxury brands' distinctive image, along with their scarcity value, can meet consumers' need for uniqueness (Vigneron & Johnson, 2004), thereby arousing a self-expression attitude (Katz, 1960). Furthermore,the ability of luxury brands to symbolize social classifications and group affiliations can strengthen social image, arousing a self-presentation attitude (Park, Rabolt, & Jeon, 2008; Snyder & DeBono, 1985).Rosenberg describes self-image in these words: "a set of thoughts and feelings aimed for a person". On the basis of studies carried out by Belk in 1988, the luxury consumption is an acquired behavior by which, people show themselves to others, just as they like the others think about them. Shaw in 1987 found out that there is a relationship between people's purchasing behavior and their individual image; their behavior when choosing the consumed brand is influenced by their individual image, especially since one could show her/ his wealth by the luxury consumption and gain self-respect. Hence, there is an obvious interaction between consumer's individual image and the image of a product. (Alba and Hutchinson,1987) mentioned that the brand familiarity is often considered as the reflection of direct or indirect interaction amount with the brand. Flynn and Goldsmith suggested that brand familiarity is the mental perception of consumer. In other words, it may be considered as consumer's opinion about a product or services as well as a brand (Flynn, Land Goldsmith, 1999, 55). Kent and Allen found out that the more brand familiarity, the more brand purchasing (Kent & Allen, 1994, 101).

In 2003, Malhotra suggested that most of the people usually evaluate on the basis of how much a product or services could meet their desires like feelings and emotions. In 1985, Gardner defined the feelings of people towards a brand, as a kind of personal perception formed by the brand. The feelings constitute an important factor related to consumer's viewpoint about the brand and influence her/his perception about it. Moreover, social influences are particularly salient in luxury consumption context (Tsai, 2005; Wiedmann et al., 2009) wherein consumers are highly affected by their internal drive to create a favorable social image from the outcome of their purchase behavior (Hume, 2010; Shukla, 2010). Imagery of the COO(country of origin) is defined as the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions (Nagashima, 1970, p. 68). The overall perception consumers form of products from a particular country, based on their prior perception of the country's production and marketing strengths and weaknesses.

Li and Wyer (1994) noted that with high-involvement products, purchase decisions become more elaborate, and importance of the COO more pronounced. Wall et al. (1991) noted that, for luxury items, the COO tended to have a stronger effect than price in product quality assessment. Reiersen (1967) sees COO as national stereotypes rather than product-specific opinions. Finally, Samli (1995) summarizes well the phenomenon, stating that the "COO concept is a critical information cue, which plays a major role in having the product accepted in different world markets.

(Douglas and Wind,1987) suggest that in markets such as luxury fashions and accessories, a specific country of origin or foreign image in general may carry a prestige connotation. (Chevalier and Mazzalovo ,2008) argue that luxury brands spend a disproportionate amount of their overall budget on brand image building. (Thakor and Lavack ,2003) suggest that most of the country or foreign literature has emphasized origin effects at the product level as opposed to brand level.

1- 3.CONCEPTUAL MODAL CONSTRUCTION

In this section, had tried, by concentrating on the collection of the brand factors and ones related to the individual and social psychological components in the past researches, to offer a model based on which, we can deal with the ranking of these components.

The conceptual model has been derived from literature and expert's knowledge .It present luxury purchase intention in 3 main segments included: Luxury Brand & personal psychological factors & social psychological factors.

This model has got 3mentioned attributes in the Table1 and 14 sub-attributes in the Table2

Table 1: Attributes of Conceptual Model

Attributes	References List
Luxury Brand	Shukla (2008)/Deek & knight & Yong Kim(2006)/Summers & Bellea(2006)/Prendergast & Wong(2003)/Ahmad Jamal & Mark Good(2001)/Phau & Leng(2007)/Park & Others(2008)
Personal Psychological Factors	Chang & Fischer(2001)/Mari Rege(2008)/Francis Piron(2000)/Isable Grant & Stephan(2005)
Social Psychological Factors	Mirian Tatzel(2002)/Neil Corr(2005)

Table 2: Sub-Attributes of Conceptual Model

Sub-Attributes	References List
Brand Symbolism	O'Cass & Frost(2002)/Park et al(1986)/Chernatory & Mc Donald
Self Concept & Brand Image Congruency	Hewer Paul(2007)/Shaw(1987)/Belk;(1988)/Torres & Bljmolt(2008)/Browne & Kaldenberg(1997)
Brand Familiarity	Alba & Hutchinson(1987)/Flynn & Gold Smit(1999)/Kent & Allen(1994)/Shukla(2008)
Brand A around Feeling	Mal hotra(2003)/Gradner(1985)/Hol Brook(1982)
Brand Origin	Li and Wyer(1994)/ Wall et al. (1991)/ Nagashima, (1970)/ Roth and Romeo(1992)/ Erickson et al., (1984)/ Johansson et al.(1985)/ Wright,(1975)/ Reiersen (1967)/Samli (1995)/ Wong and Ahuvia, (1998)
Enhance my Image	Sirgy(1982)/Salinal & Pina Pers(2008)/
Interested in Statues	Dusenbery(1949)/Tian(2001)/Crass & Frost(2002)/Ploural(2006)/Karlsson & etal(2004)
Indicated Wealth	O'Cass & Frost(2002)/Solomon(2002)/Hewer Paul(2007)
Notice by Other	Ruby,Roy(1999)/Wong(1997)/Esterlin(1995)
Gating Respect	Ruby,Roy(1998)/Solomon(2002)/Mason(1981)/Goldsmi Bertrandian(2006)
Gating Popularity	Shukla(2008)/Rintamaki etal(2006)
Symbol of Success	Hewer Paul(2007)/Carr,Neil(2005)
Symbol of Prestige	Hewer Paul(2007)/Mason(1981)/Bertrandias & Goldsmit(2006)
Indicated Achievement	Shukla(20080/ Hewer Paul(2007)

According to the review of latest researches three elements can have effect on luxury purchase, luxury brand, personal factors and social factor psychological. Each of these factors has some sub-index and this sub-index are related and have a dependence on each other's influence. At figure 1 methods and dependence of this parameters is shown.

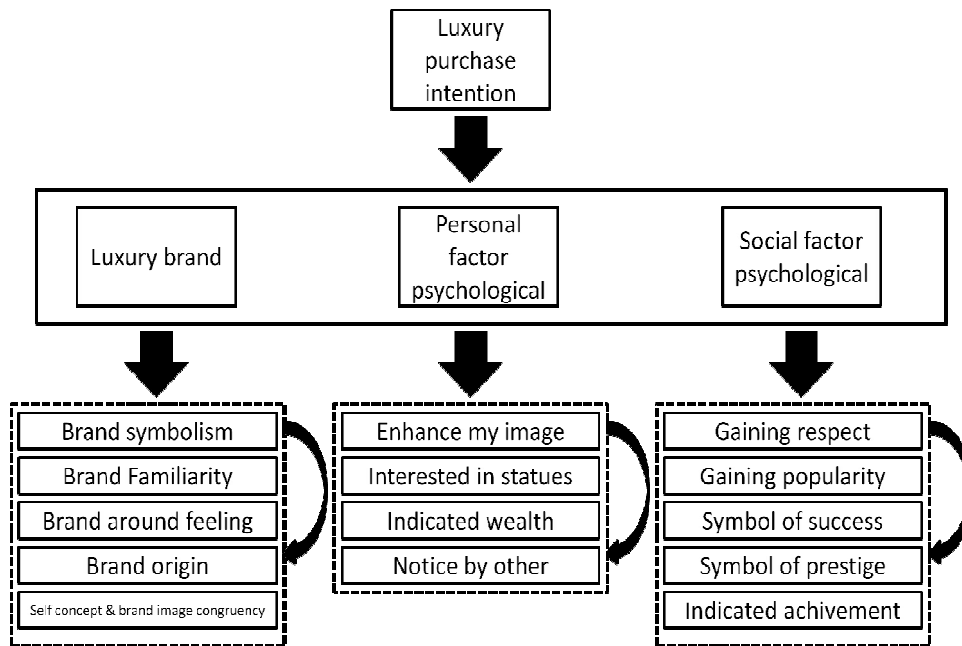


Figure1: Conceptual Model

4.METHODOLOGY

The statistical society of the research is formed by the users of the luxury watches in the age range of 18-35 years old who live in Great Tehran. Today's young people have much more money and a higher economic power than their antecedents (Grant & Stephen, 2005, 463). According to the researchers' studies, the classification of consumer based on the age, has clarified different behavioral and social characteristics during the lifecycle which is itself starter of some new researches from the consumer's perspective, but it has defined the age range of 18-34 as youthfulness and adulthood (Silvers, Cary, 1997, 304). In the studies carried out by Douglas & Isheral, 1996, it was found that having a watch is similar to having an obvious class and pragmatic characteristic. In addition, watch is considered as a sign of the ability of social and economic exchange and it is part of symbolic concepts (Douglas & Isheral, 1996). Today, the commercial luxury watches are in demand; the brands such as Tiffani, Cartier, Barbary and Gucci as sublime ones in the watch industry, are sold affluently. Whereas people, the youth in particular, can use their mobile phone, Ipod, personal computer or a device like that in order to complete the exclusive chain of watches, they (watches) still survive just in part as fashionable alternative tools. (Mitchell- Vincent-Wayers,1997).

In management decision making conflicting discipline always involved in decision process. Multi Criteria Decision Making (MCDM) methods can help decision makers to take wise choice for decisions. There are several MCDM methods which have been developed, such as the Analytic Hierarchy Process (AHP), and the Analytic Network Process (ANP). (Saaty, 1996) AHP in general have however certain limitations since not every problem can be defined as a hierarchical model. (Jung, 2010). AHP based on two assumptions : the independence of higher level elements from lower level elements and the independence of the elements within a level. These two assumptions simplify the calculations when analyzing MCDM with quantitative and qualitative attributes. However, many decision problems cannot be structured hierarchically due to the complexity and dynamics nature of decision problems. Therefore, the interaction of higher level elements with lower level elements and their dependence should not be neglected. ANP provides a solution for problems which cannot be structured hierarchically and provides a general framework to deal with decisions without making the above assumptions (Saaty, 1996). In order to determine the relative importance between elements, decision makers are asked to respond through a series of pair wise comparisons. These pair wise comparisons are based on the Saaty's nine-point scale ranging from 1 (equal) to 9 (extreme) (Wu, 2008).in this paper we used three expert for paired comparisons. For each paired comparisons table calculated Consistency Rate. For use this three expert decision use geometric mean and in this new paired comparison tables we have acceptable consistency rate (CR) for each table. In table 3 shown the pair wise comparison for luxury brand sub indexes in table 4 and 5 shown the pair wise sub indexes for personal factor psychological and social factor psychological . in table 6 pair wise for three index shown.

Table3: Local weights and pair wise comparison matrix of luxury brand

Luxury brand	Brand symbolism	Self concept	Brand familiarity	Brand around feeling	Brand origin
Brand symbolism	1	1/7	1	2	3
Self concept	7	1	7	8	9
Brand familiarity	1	1/7	1	2	3
Brand around feeling	1/2	1/8	1/2	1	2
Brand origin	1/3	1/9	1/3	1/2	1
Cr = 0.01					

Table 4: Local weights and pair wise comparison matrix of personal factor psychological

personal factor psychological	Enhance my image	Interested in statuses	Indicated in wealth	Notice by others
Enhance my image	1	1/7	1	2
Interested in statuses	7	1	7	8
Indicated in wealth	1	1/7	1	2
Notice by others	1/2	1/8	1/2	1
Cr=0.008				

Table 5: Local weights and pair wise comparison matrix of social factor psychological

social factor psychological	Gaining respect	Gaining popularity	Symbol of success	Symbol of prestige	Indicated achievement
Gaining respect	1	1/2	1/2	1/5	1/2
Gaining popularity	2	1	1	1/4	1
Symbol of success	2	1	1	1/4	1
Symbol of prestige	5	4	4	1	4
Indicated achievement	2	1	1	1/4	1
Cr= 0.004					

Table 6: Local weights and pair wise comparison matrix of index

	Luxury brand	Personal factor	Social factor
Luxury brand	1	1/5	1/3
Personal factor	5	1	2
Social factor	3	1/2	1
Cr=0.001			

In this paper used some abbreviation for index and sub index, in table 7 this abbreviation shown.

Table 7: abbreviation for index and sub index

Variable	Abbreviation
Brand around feeling	BAF
Brand familiarity	BF
Brand Origin	BO
Brand symbolism	BS
Self concept & brand image congruency	SCBIC
Enhance my image	EI
Interested in statues	IS
Indicated in wealth	IW
Notice by others	NO
Symbol of prestige	SP
Symbol of success	SS
Gaining popularity	GP
Gaining respect	GR
Indicated achievement	IA
Luxury brand	LB
Personal factor	PF
Social factor	SF

In each table CR is very important factor. The matrix of pair wise comparisons $A = [a_{ij}]$ complete with the experts idea about preference between alternatives. The CR for each matrix is calculated. The deviations from consistency are expressed by the following equation consistency index, and the measure of inconsistency in called the consistency index (CI):

$$CI = \lambda_{max} - (n / (n-1)) \tag{1}$$

The CR is used to estimate directly the consistency of pair wise comparisons. The CR is computed by dividing the CI by a value obtained from table of Random Consistency Index (RI): (Zeki Ayag, 2012)

$$CR = CI / RI \tag{2}$$

For each pair wise compression If the value of Consistency Ratio is smaller or equal to 10%, the inconsistency is acceptable. Alternately, if the Consistency Ratio is greater than 10%, the subjective judgment should be revised.

5. Super matrix

The local priority vectors are entered into the appropriate columns of a super matrix, which is a partitioned matrix where each segment represents a relationship between two clusters. When there is no relationship between clusters, the corresponding matrix segment is a zero matrix. Then, the super matrix is transformed into the weighted super matrix each of whose columns sums to one. Then, the super matrix is transformed into the weighted super matrix each of whose columns sums to one. This ‘column stochastic’ feature of the weighted super matrix allows convergence to occur in the limit super matrix. (Hakyeon Lee, 2009) In table 7 and 8 and 9 the limited super matrix for sub index and index shown.

Table 8 : the limit super matrix for sub index

	BAF	BF	BO	BS	EI	GP	GR	IA	IS	IW	NO	SCBIC	SP	SS	LB	PF	SFP
BAF	0.15	0.15	0.15	0.15	0	0	0	0	0	0	0	0.15	0	0	0.15	0	0
BF	0.16	0.16	0.16	0.16	0	0	0	0	0	0	0	0.16	0	0	0.16	0	0
BO	0.41	0.41	0.41	0.41	0	0	0	0	0	0	0	0.41	0	0	0.41	0	0
BS	0.16	0.16	0.16	0.16	0	0	0	0	0	0	0	0.16	0	0	0.16	0	0
SCBIC	0.13	0.13	0.13	0.13	0	0	0	0	0	0	0	0.13	0	0	0.13	0	0
EI	0	0	0	0	0.23	0	0	0	0.23	0.23	0.23	0	0	0	0	0.23	0
IS	0	0	0	0	0.33	0	0	0	0.33	0.33	0.33	0	0	0	0	0.33	0
IW	0	0	0	0	0.2	0	0	0	0.2	0.2	0.2	0	0	0	0	0.2	0
NO	0	0	0	0	0.25	0	0	0	0.25	0.25	0.25	0	0	0	0	0.25	0
SP	0	0	0	0	0	0.3	0.3	0.3	0	0	0	0	0.3	0.3	0	0	0.3
SS	0	0	0	0	0	0.19	0.19	0.19	0	0	0	0	0.19	0.19	0	0	0.19
GP	0	0	0	0	0	0.18	0.18	0.18	0	0	0	0	0.18	0.18	0	0	0.18
GR	0	0	0	0	0	0.15	0.15	0.15	0	0	0	0	0.15	0.15	0	0	0.15
IA	0	0	0	0	0	0.18	0.18	0.18	0	0	0	0	0.18	0.18	0	0	0.18

Table 9 : the limit super matrix for index

	LB	PF	SF
LB	0.25	0.25	0.25
PF	0.4125	0.4125	0.4125
SF	0.3375	0.3375	0.3375

With survey the limit super matrix, the priority for index and sub index fine .in figure 2 and 3 this priority shown.

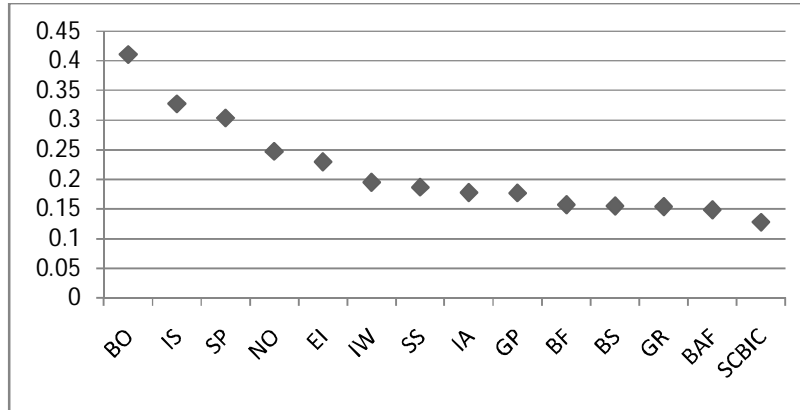


Figure 2: priority of sub index

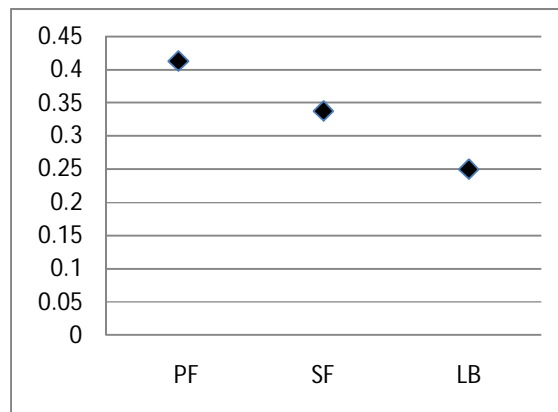


Figure 3: priority of index

After adjusting paired comparisons tables, use this number in super dissension soft ware. Out-pot of this soft ware in the table 10

Table 10: Ranking of effective factors on luxury purchase

rank	Name	Normal's
1	Brand Origin	0.136992
2	Interested in statues	0.10918
3	Symbol of prestige	0.101248
4	Notice by others	0.082519
5	Enhance my image	0.07651
6	Indicated in wealth	0.065125
7	Symbol of success	0.062298
8	Indicated achievement	0.059262
9	Gaining popularity	0.059096
10	Brand familiarity	0.052414
11	Brand symbolism	0.051757
12	Gaining respect	0.051428
13	Brand around feeling	0.049561
14	Self concept & brand image congruency	0.042609

If compared the limit super matrix and super decision ranking understand this two ranking in completely like each other.

6. Conclusion

According to table 4 it can be concluded that Self concept & brand image congruency have most influence on luxury purchase. Next in rank Interested in statues, symbol of prestige, notice by others, show that personal factor psychological have a large impact on luxury shopping. After ranking of the sub-index Self concept & brand image congruency have most influence on luxury purchase Also fine brand origin at the end of our list haven't any power full effect on our model. With regard to exchange a large collection of luxury products that can be good choice for under development countries. It is suggested that be investigated in future research. This ranking helps managers to perform gap analysis between existent level and the desired one.

The personification of brand is considered as a vital step in presenting luxury product and appealing to young customers to buy. On the contrary to the previous imaginations in our country that the brand origin plays a major role while buying a luxury product, we found out that the self-concept and brand image are at the highest level and the brand origin is not so important; this may place some kind of hope in the heart of the domestic producers of luxury products that they can set aside a higher share in the domestic luxury industry for themselves through the personification of their brand. Since young people guide the society through the fashion processes and their entertainment is based on their beliefs, as long as marketers join them, it follows the probability of loyalty in the long-term. Thus, for the behavior management of the luxury purchase among the consumers, the brand is introduced as a commercial key. Providing that the company adjusts its product or brand so that it can introduce self-concept and brand image, this company gets more opportunity to attract young consumers to buy luxury goods. According to the results, the psychological individual factors are dedicated a higher score than others. So it is suggested that by using a special strategy about the brand, we can lead the brand symbol towards the emphasis on the individual factors, in order that the brand can create a positive feeling in the customer's mind.

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