Predicting consumers´ purchase intention towards
luxury fashion brands
by applying several personality traits

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Abstract

This paper investigates consumers´ purchase desires and intentions towards luxury fashion brands, such as Gucci, Chanel, Christian Dior, Versace, Prada and Yves Saint Lauren, by making use of several personality traits. There has been considerable research into the phenomenon of purchase behavior of consumers, but relatively few studies have explored purchase intentions of consumers towards luxury fashion brands. In this paper, the personality factors that have been used in order to predict consumers´ intentions to purchase such high class brands were self-congruity, need for conspicuousness, need for status, need for materialism, need for acceptance, and need for uniqueness. Consumers´ motivations and barriers were analyzed, as well, by conducting two studies; interviews which served as a pre-test and an online survey as main study. In total, 136 participants took part.

Results of study 1 revealed that the majority of the interviewees have ever desired, intended or purchased luxury fashion brands before, but most of them claimed that these brands are not affordable on a regular basis. The most important personality factors that play a role when intending to purchase high-class designer brands were found to be self-identity and need for uniqueness. Price, quality and price-quality relationship were found to be the most frequent motivations or barriers when making decisions to purchase or not. The findings of study 2 showed that self-congruity and need for uniqueness are the most central predictors of consumers´ purchase intentions towards luxury fashion brands. Therefore, the objective of marketers is to increase the congruency of the brand personality for their brands with the self-image of their target customers. Moreover, marketers should keep in mind that uniqueness is one of the most important personality traits when making purchase decisions of luxury fashion brands, so that advertisements should show the extraordinary and individual personality of brands.

Keywords: luxury fashion brands, brand image, self-identity, need for conspicuousness, need for status, need for acceptance, need for uniqueness, need for materialism

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1. INTRODUCTION

All over the world, consumers have unlimited choices in luxury goods, shopping channels and price levels, so that the modern and highly competitive market leads to consumers who aim to own special, unique and valuable products. Therefore, marketing brands and luxury brands play an integral role in capturing consumers´ attention. Due to the fact that brands identify the source of products, people can try to define themselves through the purchase of different brands. Much is known about purchase intentions of mass products and counterfeit brands, but little research has been done on the factors that influence consumers´ intentions to buy luxury fashion brands.

Regardless of the amount of money that is needed to buy luxury fashion brands, people have to go through different decision-making processes first, which then lead to positive or negative purchase desires and intentions. Considering that luxury fashion brands are high-involvement products that are not bought out of impulsiveness or spontaneity, it is in both companies´ and marketers´ interest to have a clear understanding of the factors that influence consumers in their buying intentions. Consumers have to go through invisible, mental processes that cannot be observed or captured easily, because people make use of their different personality factors as sources of making decisions (Gohary & Hanzaee, 2014). Consumers choose brands not only due to their functional performance benefits, but also because brands can be used to express consumers´ personality to fulfill diffeerent needs. According to Homer and Kahle (1988), personality traits are important underlying determinants of consumers´ consumption behavior. Based upon which personality factors are the most significant, consumers will be motivated or demotivated to desire and purchase products. Therefore, this correlational study intends to find out which personality factors of consumers play a role when desiring and intending to purchase luxury fashion brands such as Gucci, Chanel, Christian Dior, Versace, Prada and Yves Saint Lauren.

By making use of interviews and an online survey, in-depth information about consumers´ motivations and barriers will be gathered. Specifically, this paper intends to find out to what extent barriers such as price and quality, as well as consumers´ buying motivations of luxury fashion brands are influenced by self-congruity, need for status and need for conspicuousness, as well as by need for uniqueness and acceptance, and need for materialism.

Self-congruity has been found to have a direct influence on consumers´ purchase intentions. Consumers first form intentions to engage in behaviours which are in accordance with their personal beliefs (Terry, Hogg & White, 1999; Sparks & Guthrie, 1998). Need for status and need for conspicuousness are found to be two of the most important dimensions of brand luxury (Vigneron & Johnson, 2004), and need for uniqueness and need for acceptance are hypothesized to play a role in purchasing goods, because consumers may want to diverge from others or show their belongingness through the use of different fashion brands. Consumers who have a high need for

materialism are found to aim at owning costly products (Wong, 1997).

2. THEORETICAL FRAMEWORK

The conceptional research model (see figure 1) consists of the independent factors self-identity, need for status, need for conspicuousness, need for uniqueness, need for acceptance and need for materialism. The mediator for self-identity is brand image and the dependent factor is the consumers´ intention to purchase luxury fashion brands. The variables have been selected, because they have been used in earlier research before and have been found to be the most relevant in order to explain luxury value perception (Hanzaee, Teimourpour & Teimourpour, 2012), luxury consumption factors (Husic & Cicic, 2009) and luxury consumption behavior (Wiedmann, Hennigs & Siebels, 2009).

2.1. Brands & the concept of luxury

Due to the steadily growing competition in the international market, brands have become an important component and play an integral part in marketing strategies. Brands can be defined as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). To many, a brand suggests the best choice, while others see a brand as something the customer knows and will react to. Brand is not a trademark or a reputation. Brands are complex intangibles whose character is a property that emerges from a blend of attributes, some of them seemingly insignificant (Kapferer, 2004).

However, this paper does not investigate the intention to buy just any brand or product, but the intention to buy luxury fashion brands. Unfortunately, there does not exist a universally recognized definition of luxury (fashion) brands yet, because it is difficult to determine of what is luxury and what is ordinary. Yet, previous studies have tried to come up with some useful definitions.

According to Moore and Birtwistle (2005), luxury brands can be identified and characterized by four factors. These factors are exclusivity, a well known brand identity, high brand awareness and perceived quality, and customer loyalty. Another definition (Nueno & Quelch, 1998) describes luxury brands as those whose ratio of functional utility to price is low while the ratio of intangible and situational utility to price is high (p. 61).

Due to the fact that the perception of what is a luxury fashion brand is very subjective, the term needs to be characterized in more detail. A study of the Nielsen Company (Ruiz, 2008) has found

that Gucci, Chanel, Calvin Klein, Louis Vuitton and Christian Dior belong to the five most luxury fashion brands worldwide. Moreover, brands such as Versace, Georgio Armani, Ralph Lauren, Prada as well as Yves Saint Laurent scored to be highly luxurious brands. In this study, Gucci, Chanel, Christian Dior, Versace, Prada and Yves Saint Lauren are selected and will be used as a hint for what are luxury fashion brands.

2.2. Brand image

Consumers are buying brands due to different motivations. One of the most important factors is the association with a brand, called brand image. Brand image is defined as subjective, but reasoned or emotional perception consumers attach to specific brands (Dobni & Zinkhan,1990). Hence, brand image is everything consumers associate with a brand.

Brand images or brand associations of luxury brands also lead to the concept of symbolic meaning. Luxury fashion brands themselves cannot symbolize anything, but they do have to comply with the taste of the consumers. Kapferer and Bastien (2009) describe the phenomenon of luxury consumption as "the symbolic desire to belong to a superior class". This means that luxury brands have to show a high amount of prestige, which they also have to symbolize to some extent (Keller, 2009). By symbols, consumers can communicate meaning about themselves to others. In addition, Dubois and Duquesne (1993) argue that many consumers seek for status labels or images associated with a brand in order to express their own values. Djelic and Ainamo (1999) also propose that luxury fashion brands have tangible and intangible meanings by which consumers can gratify their symbolic needs.

Brand associations are the category of a brand's assets and liabilities that include anything "linked" in memory to a brand (Aaker, 1997). Especially luxury brands are bought for what they mean, instead of for what they are. Therefore, the purchase of luxury fashion brands communicate meaning about a consumers´ self-identity, so that consumers may prefer brands that have images similar to their perceptions of self (Zinkham & Hong, 1991). In other words, the more similar the brand's image to the self-image, the more favourable the consumers´ evaluations of the brand (Graeff, 1996). Although many people desire to own luxury fashion brands, they are not always able to purchase them.

2.3. Self-identity/Self-congruity

According to Smith, Terry, Manstead, Louis, Kotterman and Wolfs (2007), self-identity is the

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"salient part of an actor's self that relates to a particular behavior and can be thought of as the extent to which performing the behavior is an important component of the person's self-concept". In past studies, self-identity has been used as an additional factor for the factors of the theory of planned behaviour (e.g. Sparks & Guthrie, 1998; Terry, Hogg & White, 1999). Moreover, self-identity has been used in order to be able to explain consumers´ purchase intentions of counterfeit products (e.g. Arghavan & Judith, 2000).

In this paper, self-identity will also be used as an indicator for consumers´ purchase intention to buy luxury fashion brands, because earlier research (Terry, Hogg & White, 1999; Sparks & Guthrie, 1998) suggests that self-identity directly influences purchase intentions. Further, Mannetti, Pierro and Livi (2002) found that self-identity is a strong predictor for behaviors that are performed relatively infrequently, such as the purchase of luxury fashion goods. This can be explained by the fact that consumers usually form intentions to engage in behaviours which are in accordance with their personal beliefs and with their socially defined roles.

Consumers often intend to purchase luxury fashion brands in order to support their self-identity by giving symbolic meanings of brands into their own identity (Wiedmann et. al, 2009). Moreover, Escalas and Bettmann (2003) found that consumers are likely to build their self-identity through their brand choices based on the brand image. Therefore, the associations consumers may have with a brand can become linked to their mental representation of self (Krugman, 1965). In addition, Sirgy (1982) found that consumers attempt to evaluate a brand by matching the brand-user image with their self-concept, which is called self-congruity. This self-congruity has been found to have an effect on consumers' product preferences and purchase intentions (Ericksen, 1996). Based on these findings, the first hypothesis was developed:

H1: **"The more similar a consumers´ self-identity is to the brands´ image (i.e. self-congruity), the more likely the purchase intention toward luxury fashion brands."**

2.4. Need for status & need for conspicuousness

Two of the most important dimensions of brand luxury are found to be status and conspicuousness (Vigneron & Johnson, 2004). O´Cass and McEwen (2004) define status consumption as "the behavioral tendency to value status and acquire and consume products that provide status to the individual" and conspicuous consumption as "the tendency for individuals to enhance their image through overt consumption of possessions that communicate status to others". In other words, conspicuous brands are those that are purely bought to signal wealth (Amaldoss & Jain, 2005), while status brands can be described as brands that are purchased to impress others (Husic & Cicic,

2009). Both require a high visibility of the brand logo or typical symbols of the brand. Wong (1997) found that consumers, especially people who are very materialistic, link conspicuousness to social status. Additionally, Arghavan and Judith (2000) found that especially self-conscious consumers are heavily concerned about their physical appearance, so that these people are more likely to purchase well-known luxury brands, no matter what the actual product is. Garfein (1989) proposes that consumers who are able to afford luxury fashion brands will feel as if they were something special. Furthermore, Riley, Lomax and Blunden (2006) found that when consumers make the decision to purchase luxury brands, they prefer prestiguous names and status rather than functionality and price. These findings lead to the following hypotheses:

H2a: "The higher the need for status, the higher the purchase intention toward luxury fashion brands."
H2b: "The higher the need for conspicuousness, the higher the purchase intention toward luxury fashion brands."

2.5. *Need for uniqueness & need for acceptance*

Two other consumer motivators to purchase luxury brands are the need for uniqueness and the need for acceptance. Earlier research found that consumers who feel overly similar tend to search for ways to diverge from others by dressing different (Snyder & Fromkin, 1977). In addition, Tian and McKenzie (2001) demonstrate that consumers with high needs for uniqueness prefer unique products and brands, which leads to the following hypothesis:

H3a: "The higher the need for uniqueness, the higher the purchase intention toward luxury fashion brands."

Nevertheless, people do not always want to diverge from others in order to be unique, but sometimes they want to be accepted by others and impress others. Matherly (2009) found that when consumers seek to impress others, they are likely to choose brands that are consistent with their aspirational groups. In addition, consumers often choose brands that signal belongingness to their relevant reference groups, while they avoid brands that signal membership in unwanted groups (White & Dahl, 2007). Therefore, the next hypothesis has been developed:
H3b: "The higher the need for acceptance, the higher the purchase intention toward luxury fashion brands."

2.6. Need for materialism

Another factor that could play a role for consumers´ purchase intentions towards luxury fashion brands is materialism. Materialism is defined as "a set of centrally held beliefs about the importance of possessions in one's life" (Richins & Dawson, 1992). Richins' (1994) also found that materialistic people value expensive products due to their symbolic association with success and prestige. In addition, Wong (1997) found that people who score high in materialism preferred items that are costly, high in status and public visibility. Therefore, another hypothesis has been formulated:

H4: "The higher the need for materialism, the higher the purchase intention toward luxury fashion brands".
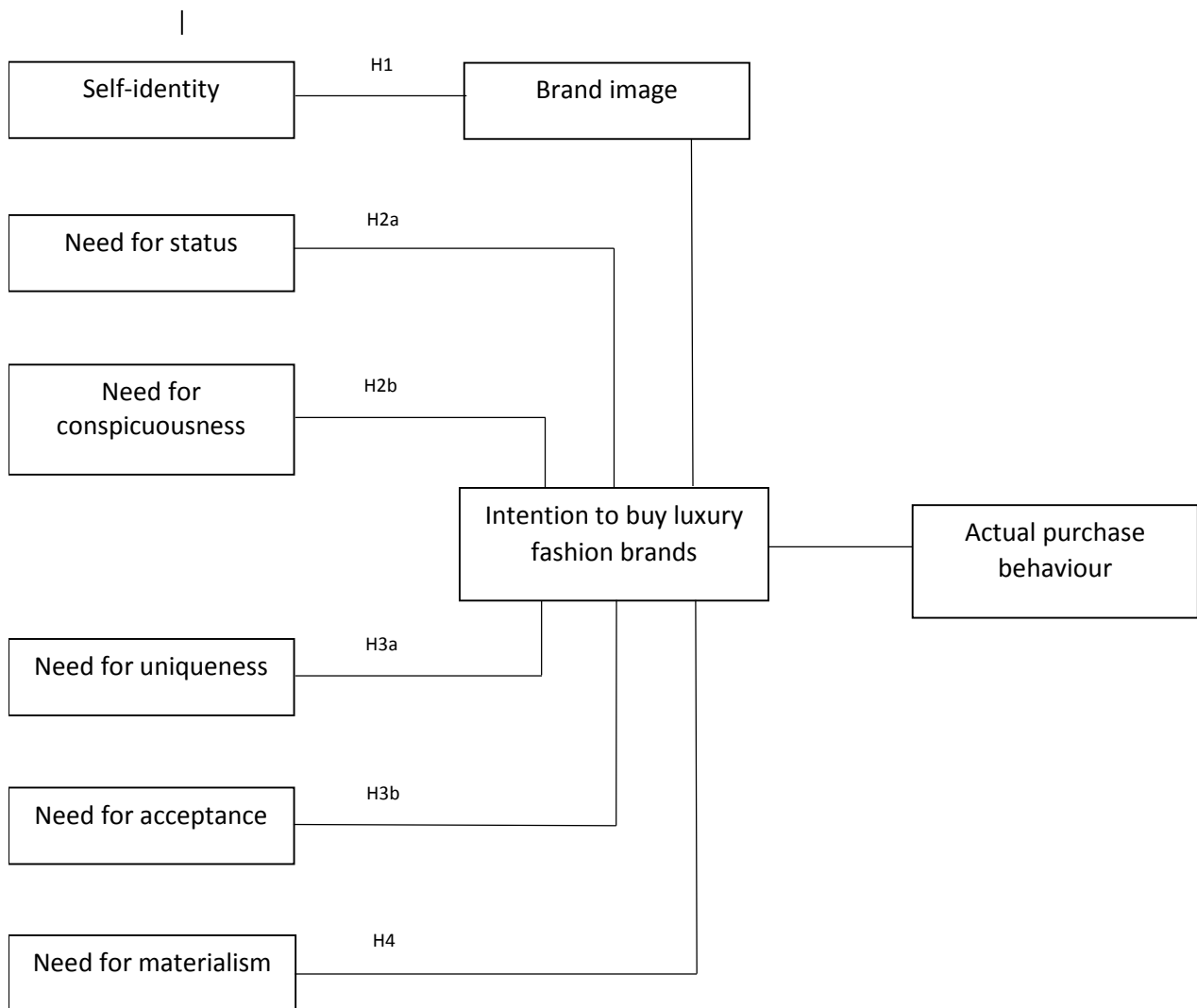

Figure 1: *Conceptual Model*

OVERVIEW OF THE TWO STUDIES

This paper is of both, quantitative and qualitative nature, while using in-depth interviews and an online survey. Both studies were done in Europe, mainly Germany and the Netherlands, and investigated luxury fashion brands such as Gucci, Chanel, Christian Dior, Versace, Prada and Yves Saint Lauren. The first of the two investigations served as a form of a pre-test and was aiming to gather information of consumers´ most relevant motivations and barriers to purchase luxury fashion brands. Hence, the main aim of the interviews was to examine important and unimportant factors when intending to purchase luxury fashion brands. The online survey was then used to gather more information about possible motivators and barriers of consumers when it comes to their purchase intentions of luxury fashion brands.

3. STUDY 1: Interviews

3.1. Methodology

Research design

The correlational research design (see figure 1) consists of self-congruity (self-identity*brand image), need for status, need for conspicuousness, need for uniqueness, need for acceptance, and need for materialism, which will be used as independent factors. The consumers´ purchase intention toward luxury fashion brands will be used as dependent factor.

Procedure

First, the interviewees were given a short introduction. They were told that the interviews are part of a master thesis study that aims at investigating consumers´ purchase intentions towards luxury fashion brands.

After conducting the interviews which took about thirty minutes each, the recordings were roughly transcribed and a coding scheme and code notes were developed. By using one-to-one interviews with standardised questions, social desirability and reliability issues could be minimised. Furthermore, reliability was increased by asking a number of different questions about the same phenomenon. Due to the fact that some of the partly very personal questions could have led to social desirability issues, some of the questions were asked in indirect forms by showing pictures of advertisements. Thus, the interviewees could project their opinion onto themselves by giving their

answers according to the shown advertisements.

In order to guarantee validity, the interviews have been highly structured and carried out by only one person. After conducting the interviews, coding schemes were developed and conclusions from the coded data were drawn. The findings of the interviews were used for the development of the questionnaire for study 2, the online survey.

Measures

The participants answered a set of nineteen interview questions in total. The interview questions consisted of some general questions about the interviewees´ purchase intentions of luxury fashion brands and specific questions about their self-identity, need for status, conspicuousness, uniqueness and acceptance. Moreover, questions about the prospects´ most frequent barriers to purchase luxury fashion brands were asked.

The findings were analysed by using categories and code notes (see table 1). The opening questions measured the participants´ overall intention to purchase luxury fashion brands and most relevant motivations when buying such brands. For the questions that measured self-identity, code notes such as "typical buyer" and "represent who you are" were used. For measuring the need for status, "importance of social status", "highest educational level" as well as "annual income" and "social status perception" were used as code notes. The developed code notes for the need for conspicuousness were "show off", "notice by others" and "importance of conspicuousness". The need for acceptance used notes such as "most influential people", "importance of agreement of others" and "importance of acceptance". For the consumers´ need for uniqueness, the code note was "rather look different or similar to others". The ending questions asked about "most important factors", "other motivations" and "most frequent barriers".

Table 1: *Code Notes & Quotations*

Category	Code Note	Interviewee Quotations
opening questions	intention to purchase luxury fashion brands	"Yes, I have intented to purchase such brands and I have purchased them, but usually I do not buy such high class brands. I would like to buy them on a regular basis if I had the money, but even then, I would think about my purchase decision a long time."
		"In my opinion, the quality is the most important motivator to purchase such brands. Moreover, the design and the brand image are relevant fators to me when deciding to buy something that expensive."
		"In my opinion, consistency could be a motivator, meaning that people who always wear such brands (..) are very loyal to a brand. Therefore, brand love and brand loyalty could be interesting motivators as well. When style does not matter, so that people buy anything from that brand and do not buy anything else anymore."
self-identity	typical buyer	" At the moment, I am a student, so I am not in the position to buy such expensive brands, but my goal for the future is to make a lot of money and to be able to buy such brands without looking at the price tag, because I would like to own the best brands."
	represent who you are	"In my opinion, wearing such brands make you feel special, so you will adopt your behaviour automatically. For instance, wearing a suit with a tie makes you feel different than wearing a sports dress. Therefore, clothes do represent who you are or at least you who would like to be."
need for status	Importance of social status	"If you see somebody wearing luxury fashion brands you automatically think he or she is rich, so that the person has a higher income and higher education (..) Who would not like to be seen like that?"
		"I think that this is one of the reasons why people spend their money on those things(..) to let others see in which social position they are in."
	highest educational level annual income social status perception	
need for conspicuousness	show off	"The conspicuousness of brands is not important to me, because I do not need to show off or provoke attention."
	importance of conspicuousness	"Conspicuousness is not important to me, because I know what I have and that is enough. But if I would buy a very expensive brand for 2000 euros or more and the brand logo would only be visible on the inside, I would want it to be visible on the outside as well, because then I would want it to be seen by others."
need for acceptance	most influencial people	" The most influential people are my family and my friends, because their opinion is important to me."
	importance of the agreement of others	"Sometimes, the agreement of others does matter, but sometimes, I like to make my own decision, no matter what others think. It always depends on the situation, I guess."
need for uniqueness	preference to look different or similar to others	"I would like to look different than others,(.) to contrast with others, because I want to stay true to myself. I do not want to copy the style of my friends."
ending questions	most frequent barriers	"The price is the most frequent barrier. And I think the brands someone is wearing must fit to his or her lifestyle. That is why I would not buy Versace or Prada, because I would not be myself anymore."
		"It also depends on the situation(..) I do not think that wearing a gucci bag to college would be suitable."

3.2. Results

Sample characteristics

Of the 7 participants who participated in the interviews, 4 were women and 3 were men. Their median age was 27, ranging from 22 to 39. Most of the participants were still students, two started working in the last two years and one participant was working since more than fifteen years.

General purchase intention of luxury fashion brands

All of the particants have ever intended or purchased luxury fashion brands, but most of them claimed that buying such brands on a regular basis is not affordable to them. The majority of the participants would buy luxury fashion brands due to their high quality and their extraordinary design, two out of seven would like to buy such brands as presents and two others would like to buy them as status symbols. Moreover, the interviewees claimed that the brand image is an important motivator to purchase such brands. They are interested in the story behind a brand and what the brand stands for. Other motivators to purchase luxury fashion brands were brand love and brand loyalty, as well as the need for materialism.

Information about self-identity

Most of the participants (4) do not consider themselves as typical buyers of luxury fashion brands, just because they are not in the financial position to buy them. Two of the respondents would not consider themselves as typical buyers at all and one participant considered himself as a typical buyer, meaning buying such brands on a regular basis.
The majority thinks that (luxury) brands and clothes represents who they are. The rest would not agree with the statement "you are what you wear".

Need for status

Most of the participants (5) think that social status is an important factor in their life. They believe that by wearing luxury fashion brands, they can show how wealthy and successful they are.
The interviewee with the highest education has a master degree and a high income. The other interviewees have a pre-master or bachelor degree and a low to medium high income.
Participants spend between 500 and 5.000 euro for (luxury) fashion brands per year, which is 1.800 euro on average.

Need for conspicuousness

All of the participants agree that wearing luxury fashion brands will be noticed by others, but only one of them would like to show off by purchasing clothes and accessoires that have a loud (visible) logo. The rest prefers to own brands with quiet logos. In their opinion, fashion-addicted people will notice anyway, by the design of a brand, if one is wearing a luxury fashion brand or not. Therefore, the majority would consider the conspicuousness of brands as unimportant.

Need for acceptance

The participants claimed that friends, but also advertisements, do have the biggest influence on their purchase decisions. Nevertheless, more than half of the participants said that agreement or acceptance of others does not really matter when buying (luxury) fashion brands. They prefer to have their own style, so that the opinion of others becomes unimportant.

Need for uniqueness

The majority of participants (5 out of 7) would rather look different than friends and family members. They claimed to have their own styles and do not want to copy others. Moreover, they said it would be boring of everyone would look kind of the same. However, when participants had to decide whether they want to look like everyone else or to be called a "freak", most of them preferred to have an inconspicuous look, because they do not want to be in the center of attention.

Barriers of interviewees´ purchase intentions

The most frequent barriers according to the respondents were too high prices and the design of some of the luxury fashion brands. In addition, they claimed that there are some situations where they would not wear luxury fashion brands. Furthermore, it can be a barrier to purchase such brands if the quality suddenly decreases or if working conditions are bad.

Limitations of the study

Due to the use of a small sample, the results of the interviews are not generalizable. Therefore, the online survey, which will be reported at a later date, will assess the generalisability of some of the key findings from this interview study. In future research, a longitudinal approach could avoid single retrospective interviews in order to be more reliable.

3.3. Discussion

The findings of the interviews show that the majority of the participants is mostly motivated by their self-identity and their need for uniqueness. As predicted, need for status (symbols) was a motivating factor, as well. Need for acceptance was not found to be a motivator for having purchase desires or purchase intentions towards luxury fashion brands. Moreover, price, quality, design and brand image (and the brands´ overall reputation) were the most frequent motivators to purchase such high class brands. The most frequent barrier to purchase luxury fashion brands was the price. Even though, many of the participants could not afford to purchase such brands on a regular basis, they did have the desire to own them. By wearing such brands, they claim to feel successful and special. However, the respondents complained about too high prices and and designs that can not be worn in daily life.

3.4. Conclusion

Due to the findings of the interviews, the online survey will make use of price, quality, and the price-quality relationship as further individual factors. In addition, need for materialism will be added in the online survey.

4. STUDY 2: ONLINE SURVEY

4.1. Methodology

Participants

A total of 129 respondents between the age of 19 and 67 (M=29, SD=7,8) participated in the survey (see appendix c table 1). Most of the participants were aged between 19 and 29 (62.8%) and the majority (51.9%) claimed to have a Bachelor degree as a highest degree of education and the majority of the respondents were employees (50.4%) or students (43.4%). Most of the participants had an annual income of below 10.000 euro (22.5%), while 19.4% of the participants had an income of above 40.000 euro per year.

Procedure

The link to the survey was sent randomly to different kinds of people on Facebook and via email to friends and family members. Furthermore, snowball sampling was used by giving respondents the

opportunity to share the link with other people. Each participant was provided with an URL, which was constructed with the online questionnaire software 'qualtrics.com'. After a few words of welcome and some general instructions about the study, respondents were asked to answer some general questions about themselves (such as gender, age, occupation, etc.) and detailed questions about their self-identity, their need for status, conspicuousness, uniqueness, acceptance, and materialism and their opinions about brand personality. Furthermore, intentions to purchase luxury fashion brands were measured in the study. The collected data was then analysed and interpreted with the use of SPSS.

Measures

The constructs in this study (self-identity, brand personality, need for status, conspicuousness, materialism, uniqueness, acceptance, price, quality and price-quality relationship, as well as purchase desire and purchase intention were measured by various items (see appendix b).

Self-identity- was measured using a 5-point Likert scale (ranging from 1=completely disagree 5=completely agree). The construct was measured with the five statements: "Luxury fashion brands reflect the kind of person I see myself to be", "Luxury fashion brands help me communicate my self-identity", "Luxury fashion brands help me express myself", "Luxury fashion brands help me define myself" and "Luxury fashion brands have an effect on my self-confidence". The construct was based on previous studies (e.g. Sirgy, 1982).

Attitude toward luxury fashion brands- was measured using a 5-point Likert scale (ranging from 1=completely disagree 5=completely agree). The construct was measured with the following three statements: "I feel good when I can wear luxury fashion brands", "Wearing luxury fashion brands makes me happy" and "Luxury fashion brands give me pleasure". It was based on a study by Chaudhuri and Holbrook (2001).

Brand personality- was measured using Aaker´s (1997) brand personality list that distinguishes five facets of brand personality: sincerity, excitement, competence, sophistication and ruggedness. Each of the facets was measured by several adjectives using a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree). The respondents were asked to think of their favourite luxury fashion brand as if it was a person. Then, the respondents were asked to indicate their agreement with the following personality characteristics of the brand. Sincerity was measured by using the adjectives "down to earth" and honest", excitement was measured by using "up-to-date" and "daring", competence was measured by using "reliable" and successful", sophistication was measured by using "upper class" and "charming", and ruggedness by using "tough" and

"outdoorsy".

Self-congruity- was measured on a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree). The respondents were asked to express their consistency between the brand personality and their self-concept by indicating their levels of agreement with the following three statements for actual congruity: "The brand is consistent with how I see myself", "I am quite similar to the personality of the brand", and "The personality of the brand is congruent with how I see myself". Ideal congruity was measured using the three statements: "The brand is consistent with how I would like to see myself", "I would like to be perceived as similar to the personality of the brand", and "The personality of the brand is congruent with how I would like to see myself".

The construct was based on previous studies (Sirgy, Grewal, Mangleburg, Park, Chon & Claiborne, 1997; Sirgy & Su, 2000; Helgeson & Suphellen, 2004).

Need for status- was measured using the following eight questions/statements: "Luxury fashion brands are symbols of achievement", "Luxury fashion brands are symbols of wealth", "Luxury fashion brands are symbols of success", "Luxury fashion brands are symbols of prestige", "Luxury fashion brands are a symbol of social status", "Buying a high priced brand makes me more valuable", "People who buy luxury brands, are more respected by others" and "Luxury brands help me fit into important social situations". The construct was based on previous studies(e.g. Kirmani, Sood & Bridges, 1999) and was measured using a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree). The construct was based on a previous study (Nelissen & Meijers, 2011).

Need for conspicuousness- was measured using five statements: "Luxury fashion brands attract the attention of other people", "Luxury fashion brands can be used to impress other people", "I believe that wearing luxury fashion brands helps me be acknowledged by others", "I like to be seen wearing luxury brands", "I enjoy it when people know I am wearing a luxury brand". These measurement scales were measured by using a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree). The construct was based on previous studies (e.g. Truong, Simmons, McColl & Kitchen, 2008).

Need for materialism- was measured on a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree) by using the following five statements: "The rate of people's assets in society, shows the degree of success in life", "I believe that money brings happiness", "I would be happier if I could afford to buy all the things I would like", "The criteria for evaluating people is the amount of money they have", and "One of the important wishes in my life is to have expensive goods". The construct was based on a previous study by Hanzaee et.al (2012).

Need for uniqueness- was measured by eight statements on a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree): "I am very attracted to rare objects", "I tend to be a fashion leader rather than a fashion follower", I am more likely to buy a product if it is scarce", "I enjoy having things that others do not", "I like to try new goods before others do", "I enjoy shopping at stores that carry merchandise which is different and unusual", "I actively seek to develop my personal uniqueness by buying special products or brands", and "I often try to avoid products and brands that I know are bought by the general population". This construct was based on Lynn and Harris´ (1997) scale called desire for unique consumer products (DUCP) and other previous studies (Tian, Bearden & Hunter, 2001).

Need for acceptance- was measured by using a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree). The seven statements were: "It is very important to be liked by others", "It is very important to be accepted by others", "I would not wear anything that my friends do not like", and "I have a strong need to belong". Furthermore, "I try hard not to do things that will make other people to avoid or reject me" and "My feelings are easily hurt when I feel that others do not accept me" and "I want other people to accept me". The construct was based on Leary, Kelly, Cottrell & Schreindorfer (2006).

*Price sensitivity- w*as measured on a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree) by using four different statements: "I check the prices even for inexpensive items", "I usually buy luxury fashion brands when they are on sale", "When it comes to choosing luxury fashion brands for me, I rely heavily on price", and "I usually watch the advertisements for announcements of sales". These scales were based on previous studies (Lichtenstein, Bloch & Black, 1988; Donthu & Gilliland, 1996).

Quality- was measured on a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree) by the following six statements: "One of the main characteristics of luxury products is quality", "Luxury products are long lasting", "The performance of luxury goods should match with what it has promised to be", "The main reason of buying luxury goods is their quality", "Luxury items are expected to observe high standardization", and "You always should pay more for the best quality". The construct was based on a previous study by Hanzaee et. al (2012).

Price-quality relationship- was measured on a 5 point Likert scale (ranging from 1=completely disagree to 5=completely agree) and was based on previous research (Lichtenstein, Rigdway & Netemeyer, 1993). The four statements were: "Generally speaking, the higher the price of a product, the higher the quality", "The old saying "you get what you pay for" is generally true", "The price of a product is a good indicator of its quality", and "You always have to pay a bit more for the best".

Purchase desire- was measured by using the two statements: "I would desire to buy a luxury fashion brand the next time I need a product" and "The likelihood that I would recommend these brands to a friend is high" by using a 5-point Likert scale (ranging from 1-completely disagree to 5=completely agree). The construct was based on a previous study by Cronin, Brady and Hult (2000).

Purchase intention- was measured by the statement: "I would intend to buy a luxury fashion brand the next time I need a product". It was measured on a 5-point Likert scale (ranging from 1=completely disagree to 5=completely agree) and was based on a previous study by Putrevu and Lord (1994).

4.2. Results

The major purpose of this study was to understand consumers´ most important personality factors, as well as their motivations and barriers, when it comes to making decisions of having purchase desires and purchase intentions towards luxury fashion brands.

Internal consistency & validity

Internal consistency was examined by Cronbach´s coefficient alpha. The results of the reliability check (see table 2) of six different personality traits (self-identity, need for status, conspicuousness, materialism, uniqueness and acceptance) show a consistent level of internal consistency (α>.70), a mean between 2,9 and 3,5 and a small variance (*SD*=4,92;6,34).The different measurement scales measured on a 5-point Likert scale, whereas need for status has the highest average (*M*=3,5) and need for materialism the lowest (*M*=2,6).

Table 2: *Scale descriptives*

Measurement scale:	N	N-items	Rel. (a)	Mean score	SD
Self-identity	129	5	0.92	2.9	5.05
Status	129	8	0.89	3.5	6.13
Concpicuousness	129	5	0.85	3.4	3.85
Materialism	129	5	0.86	2.6	4.53
Uniqueness	129	8	0.88	3.3	6.34
Acceptance	129	6	0.88	3.2	4.92

all scales are measured on a 5-point Likert scale; 1=completely agree;5=completely disagree

Correlational Analysis

First of all, the Levene´s test was used to evaluate the assumptions of normality, independence and homogeneity of variance, which were not violated. To access the size and direction of the linear

relationship between purchase intention and personality factors, a Pearson´s product-moment correlation coefficient (r) was calculated. The correlation between all variables was positive and strong or moderate. The strongest relationships could be found between purchase intention and need for uniqueness $r(127)=0.66$, $p<.001$, and between purchase intention and self-identity, $r(127)=0.55$, $p<.001$. The weakest relationships could be found between purchase intention and need for acceptance, $r(127)=0.19$, $p<.005$ (see table 3).

Table 3: *Pearson´s Product-Moment Correlation Coefficients*

Correlations

Measures	1	2	3	4	5	6
1 Purchase intention	1					
2 Self-identity**	0,55	1				
3 Status**	0,40	0,61	1			
4 Conspicuousness**	0,49	0,62	0,71	1		
5 Materialism**	0,35	0,35	0,60	0,61	1	
6 Uniqueness**	0,66	0,59	0,37	0,49	0,32	1
7 Acceptance*	0,19	0,15	0,18	0,07	0,12	0,07

**correlation is significant a the 0.01 level (2-tailed).

*correlation is significant a the 0.05 level (2-tailed).

Hierarchical Multiple Regression Analysis

On step 1 of the hierarchical multiple regression analysis (see table 4), demographic variables such as gender, age, education, profession and annual income were entered (model 1), and accounted for a significant 14.8% of the variance in purchase intention, $R^2=0.148$ $F(5, 123)=4,26$, $p=0.001$.

On step 2, personality traits such as self-congruity, status, conspicuousness, materialism, uniqueness and acceptance were added to the regression equation (model 2), and accounted for an additional 42.1% of the variance in purchase intention, change in $R^2=0.421$ $F(6, 117)= 19,01$, $p=0.000$. In combination, the eleven predictor variables explained 56.8% of the variance in purchase intention, $R^2=0.568$, adj. $R^2=0.528$ $F(6, 117)=14,01$, $p<0.001$.

On step 3, purchase barriers such as price, quality, price-quality relationship, design, accessibility, availability, usability, brand image and credibility were added to the regression equation (model 3), and accounted for an additional 4.1% of the variance in purchase intention, change in $R^2=0.041$ $F(9, 108)= 1,26$, $p=0.000$. In combination, the twenty predictor variables explained 61% of the variance in purchase intention, $R^2=.0.61$, adj. $R^2=0.537$ $F(9, 108)=8,43$, $p<0.001$.

Table 4: *Hierarchical Multiple Regression Analysis*

Regression analysis predicting "Intentions to purchase luxury fashion brands"

Regression coefficients	β	t-value	Sig.	R^2	Change in R^2
Model 1:				.148	
gender	.040	.227	.821		
age	-.383	-2.756	.007		
education	-.009	-.075	.940		
profession	.284	1.496	.137		
annual income	.130	3.116	.002		
Model 2:				.568	.421
gender	.002	.036	.972		
age	-.079	-.877	.382		
education	.049	.760	.449		
profession	.129	1.445	.151		
annual income	.053	.608	.544		
self-congruity	.351	3.449	.001		
status	-.041	-.328	.743		
conspicuousness	.277	2.146	.034		
materialism	.029	.308	.758		
uniqueness	.469	4.488	.000		
acceptance	.081	1.013	.313		
Model 3:				.610	.041
gender	-.015	-.213	.832		
age	-.077	-.832	.407		
education	.046	.661	.510		
profession	.143	1.527	.130		
annual income	.051	.554	.581		
self-congruity	.271	3.282	.001		
status	-.011	-.112	.911		
conspicuousness	.209	2.031	.045		
materialism	-.002	-.026	.979		
uniqueness	.293	3.290	.001		
acceptance	.016	.211	.833		
price	-.008	-.080	.936		
quality	.045	.368	.714		
Price-quality relationship	-.082	-.553	.581		
design	-.121	-1.061	.291		
accessibility	-.048	-.326	.745		
availability	.143	1.059	.292		
usability	-.236	-2.467	.015		
brand image	.018	.209	.835		
credibility	.255	2.330	.022		

4.3. Discussion

This paper has attempted to find out whether several personality traits, as well as demographics and purchase barriers/motivators can predict consumers´ purchase intentions toward luxury fashion brands such as Gucci, Chanel, Christian Dior, Versace, Prada and Yves Saint Lauren. The findings revealed that they partly do.

The hierarchical multiple regression analysis showed that demographic factors (model 1) are very weak in predicting purchase intention. Demographics accounted for 14.8% of the variance in purchase intention. By adding personality factors (model 2) and purchase barriers/motivators (model 3), predicting purchase intention becomes much stronger (61% in total).

Overall, self-congruence (self-identity*brand image) and need for uniqueness were found to be the strongest predictors of consumers´ purchase intentions toward luxury fashion brands.

The results were consistent with the findings of earlier studies (Sirgy et. al, 1996; Ericksen, 1996; Puntoni, 2001) that self-congruity has a significant impact on consumers´ luxury purchase intentions. Therefore, H1 was supported. This result can be explained by the fact that consumers compare perceived self-image with brand image. According to Ataman and Ülengin (2003), brands are purchased because they reflect self-image, a desired image and a transient feeling about self. Hence, any changes in the perception of brand image could lead to changes in brand preference.

Based on the results, there is a support for hypothesis H2a and H2b, too. The findings approved previous studies result findings (Riley et. al, 2006) that concluded a positive relationship between status and purchase intention and conspicuousness and purchase intention toward luxury brands. This can be explained by the fact that people who have a high need for status (symbols) and people who want to signal wealth by wearing conspicuous brand logos are more likely to purchase brands such as Gucci, Versace and Prada than people who score low in the need for conspicuousness and status. The results are also in line with the findings of Langer (1977) that status is a concept of possessions defining success, which leads to the notion of "having made it" in society. Therefore, status brands are perceived to have higher prestige.

In this study, need for uniqueness has been found to be a predictor for purchase intention towards luxury fashion brands, too. This result was in line with the findings of Tian and McKenzie (2001) which showed that people who score high in the need for uniqueness prefer products and brands that are unique and extraordinary. Thus, consumers who intend to purchase luxury fashion brands want to diverge from others. This result can be explained by earlier research findings (Kron, 1983) which state that people from Western countries are more likely to express their differentness from others in order to create a personal style via purchasing unique products and brands than people from countries that score low in need for uniqueness (e.g. Asian countries). Therefore, H3a was supported.

Justifiably, hypothesis 3b was not supported. Hence, consumers´ need for acceptance was not found to be a predictor for purchase intention. One of the possible reasons for this result is that European countries score low on collectivism, so that citizens prefer to choose individuality in all aspects of life (Hofstede, 1983). Another reason for the finding is that people choose brands that are consistent with their aspirational groups (Matherly, 2009; White & Dahl, 2007). Therefore, consumers who

have a high need to belong will intend to purchase luxury fashion brands only if their aspirational groups do as well. In other words, consumers form stronger connections with brands that are used by members of their in-groups. In contrast, Dubois and Duquesne (1993) found that brands must be accepted and admired by others in order to be successful.

As expected, the personality trait need for materialism was also found to be related towards consumers´ luxury purchase intentions, which was consistent with the finding of earlier research (Richins, 1994) that concluded that consumers who have a high need for materialism prefer high class brands that are very costly. According to Wiedmann et. al (2009), consumers with a high need for materialism think that their lives would be better if they owned luxurious brands. Thus, H4 was supported.

4.4. Conclusion

From the results of the correlational analysis and hierarchical multiple regression analysis, it can be seen that various factors have a significant impact on consumers' purchase intention towards luxury fashion brands. Demographics alone (gender, age, education, profession and annual income) are not sufficiently significant variables for predicting consumers´ purchase intention towards luxury fashion brands, but age and annual income are found to be the most relevant demographic variables when trying to predict consumers´ purchase intention toward luxury fashion brands.

Personality traits such as self-congruity and need for uniqueness were found to have the strongest relationship with purchase intentions. This can be explained by the fact that people like to wear brands whose brand image is similar to their self-identity. Further, consumers who score high in need for uniqueness are more likely to purchase high priced fashion brands in order to express their individuality.

Purchase barriers combined with demographics and personality factors do play a role in consumers´ decision making for purchasing luxury fashion brands or not. Credibility and usability were found to be the most important barriers.

Nevertheless, this research is not free from limitations. In this study, only a snapshot of possible personality traits and barriers was used in order to predict consumers´ purchase intention towards luxury fashion brands. Moreover, the actual purchase behavior of consumers was not measured.

Future research is suggested to perform longitudinal studies, in order to be able to predict consumers´ purchase desires and intentions over a longer period of time, so that changes in preferences can be measured as well. Moreover, future research should take into account consumers´ actual purchase behavior, by not only measuring purchase intentions. In addition, other personality factors, as well as past purchase experiences (followed by expectations and satisfaction)

and different brands could be used in order to predict consumers´ purchase intentions towards luxury fashion brands.

5. GENERAL CONCLUSION

In two studies, results revealed that consumers make use of many different factors when intending to buy luxury fashion brands. Demographics, personality factors as well as other motivators/barriers do play important roles in consumers´ decision making. The respondents who particpated in Study 1 clearly stated that self-identity and need for uniqueness are central when deciding whether to have a purchase intention for luxury fashion brands or not. Moreover, price, quality, design and brand image were found to be the most important motivators/barriers when intending to purchase luxury fashion goods. Study 2 revealed that demographics such as age and annual income are positively related to purchase intentions toward luxury fashion brands. In addition, self-congruity (self-identity*brand image) and uniqueness are found to be the most relevant personality factors. Furthermore, usability and credibility were found to play a central role in consumers´ purchase intentions.

Managerial implications

Global marketers may elicit more sales from target customers when having a deeper understanding of the reasons why consumers buy luxury fashion brands, because advertising is one of the main keys to create images. In this study, findings revealed that self-congruity is one of the strongest personality traits that can have an influence on consumers´ purchase intention towards luxury fashion brands. Therefore, marketers should take into account consumers´ self-congruity when trying to reach them by developing advertisements. Therefore, the goal of marketers is to increase the congruency of the brand personality for their brands with the self-image of their target customers. Moreover, marketers should keep in mind that uniqueness is one of the most important personality traits when making purchase decisions of luxury fashion brands. Usually, such brands already have special and unique designs, but advertisements should try to focus even more on the individuality of the clothes and accessories of luxury fashion brands. In other words, marketers should try to make use of value-expressive appeals, rather than utilitarian appeals when trying to build a personality for brands. This is due to the fact that consumers do not buy luxury fashion brands because of their functional benefits, but for symbolic benefits.

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APPENDICES

Appendix A. Interview Guide

Hello and welcome to this session. Thank you for taking the time to join me to talk about luxury fashion brands. My name is Sarah Boguslaw and I´m writing my Master thesis at the University of Twente. Today, we are going to have a discussion about your motivations to purchase luxury fashion brands.

There are no wrong answers, but rather differing points of view. Please feel free to share your point of view, even if it differs from what others have said. Keep in mind that I am just as interested in negative comments as in positive comments.

I will tape record the session, because I don't want to miss any of your comments. However, you may be assured of complete confidentiality.

Name: ....

Age: ....

Opening questions:

1. Have you ever purchased or intended to purchase a luxury fashion brand like Gucci, Versace, Chanel, Louis Vuitton or Prada? Please motivate your answer.

2. In your opinion, what are the most relevant factors/motivators when purchasing luxury fashion brands?

Self-identity:

3. Would you consider yourself as a typical buyer of one of the named luxury fashion brands and why yes or no?

4. Would you agree with the statement that wearing luxury fashion brands communicate/represent who you are? Please motivate your answer.

Need for status:

5. Would you say that wearing luxury fashion brands indicate wealth, prestige and achievement? And what about social status? How important is social status to you?

6. What is the highest educational level you achieved?

7. What is your annual income and how much do you approximately spend for purchasing (luxury) fashion brands?

8. In the following, you will see a ladder from 1 to 10. Think of this ladder as representing where people stand in our society. At the top are people who are best off, those who have the most money, most education, and the best jobs. At the bottom are people who are the worst off, those who have the least money, least education, and the worst jobs. Please place an X on the rung that best represents where you think you stand on the ladder.

Need for conspicuousness:

9. Do you like to show what you have? Why would you say yes or why no?
10. Would you say that wearing luxury fashion brands will be noticed by others? Please look at the pictures. Which one would you prefer calling it your own? (sunglasses)

11. How important is the conspicuousness of a luxury fashion brand (logo) to you and why?

Need for acceptance:

12. Who are the most influencial people when deciding to purchase a luxury fashion brand and why?

13. "Agreement of others does not matter to me". Why would you agree or disagree with this statement?

14. Look at the picture. Imagine your boyfriend/girlfriend would buy you something like this and you personally don´t like it. Would you wear it anyway, just because you want to be accepted and liked by him/her?

Need for uniqueness:

15. Would you rather look different or similar to friends and family members and why is that?

16. "I would rather be just like everyone else rather than to be called a freak". Why would you agree or disagree to this statement?

Ending questions:

17. If you had to choose, which of the already mentioned factors is the most important when deciding to purchase a luxury fashion brand?

18. Do you have any other motivations for purchasing luxury fashion brands that have not been discussed yet? (materialism etc.)

19. What are the most important barriers you might enter when intending to purchase luxury fashion brands? (income etc.)

Thank you very much for participating!

Appendix B. Online survey questionnaire

Dear participant,

Welcome to this survey! This online survey is the main experiment of my master thesis in Communication Studies at the University of Twente, investigating consumers´ purchase desires and intentions toward luxury fashion brands.
*The brands that will be considered in this study are **Gucci, Chanel, Christian Dior, Versace, Prada** and **Yves Saint Lauren**. The products of interest will only be fashion products, namely clothes and accessories (handbags, shoes, watches and jewellery).*

In this survey, you will be asked to answer a series of questions about you as a consumer. Filling in all questions will take about 10-15 minutes.

Please keep in mind that there are no right or wrong answers. All data will be treated confidentially and anonymously.

Thank you for your time and participation.

Kind regards,
Sarah Boguslaw

The survey will start on the following page. By submitting the questionnaire, you agree to the following consent:

I hereby declare to be informed about the nature and method of the study, as described above. I agree to participate in this study and I reserve the right to withdraw from this consent without giving any reasons. If the research will be used in scientific publications, or made public in any other way this will happen completely anonymous. My personal data will not be disclosed without my express permission. If I like to get further information about the study, now or in the future, I can contact the researcher via s.boguslaw@student.utwente.nl.

General questions

What is your gender?

How old are you?

What is the your highest level of education?

What is your actual profession?

Self-identity

Luxury fashion brands reflect the kind of person I see myself to be.

Luxury fashion brands help me communicate my self-identity.

Luxury fashion brands help me express myself.

Luxury fashion brands help me define myself.

Luxury fashion brands have an effect on my self-confidence.

Attitute toward the brands (positive/negative)

I feel good when I can wear luxury fashion brands.

Wearing luxury fashion brands makes me happy.

Luxury fashion brands give me pleasure.

Brand personality

Think of your favorite luxury fashion brand as if it was a person. Please indicate your agreement with the following personality characteristics of the brand.

- down to earth
- honest
- cheerful
- up-to-date
- daring
- trendy
- reliable
- successful
- upper class

- charming
- glamorous
- tough
- outdoorsy

Self-congruity

Please express your consistency between the brand personality and your self-concept by indicating your levels of agreement with the following statements:

Actual congruity:

The brand is consistent with how I see myself.
I am quite similar to the personality of the brand.
The personality of the brand is congruent with how I see myself.

Ideal congruity:

The brand is consistent with how I would like to see myself.
I would like to be perceived as similar to the personality of the brand.
The personality of the brand is congruent with how I would like to see myself.

Status

Luxury fashion brands are symbols of achievement.
Luxury fashion brands are symbols of wealth.
Luxury fashion brands are symbols of success.
Luxury fashion brands are symbols of prestige.
Luxury fashion brands are a symbol of social status.
Buying a high priced brand makes me more valuable.
People who buy luxury brands, are more respected by others.
Luxury brands help me fit into important social situations.

Conspicuousness

Luxury fashion brands attract the attention of other people.

Luxury fashion brands can be used to impress other people.

I believe that wearing luxury fashion brands helps me be acknowledged by others.

I like to be seen wearing luxury brands.

I enjoy it when people know I am wearing a luxury brand.

Materialism

The rate of people's assets in society, shows the degree of success in life.

I believe that money brings happiness.

I would be happier if I could afford to buy all the things I would like.

The criteria for evaluating people is the amount of money they have.

One of the important wishes in my life is to have expensive goods.

Uniqueness

I am very attracted to rare objects.

I tend to be a fashion leader rather than a fashion follower.

I am more likely to buy a product if it is scarce.

I enjoy having things that others do not.

I like to try new goods before others do.

I enjoy shopping at stores that carry merchandise which is different and unusual.

I actively seek to develop my personal uniqueness by buying special products or brands.

I often try to avoid products and brands that I know are bought by the general population.

Acceptance

It is very important to be liked by others.

I would not wear anything that my friends do not like.

I have a strong need to belong.

I try hard not to do things that will make other people to avoid or reject me.

My feelings are easily hurt when I feel that others do not accept me.

I want other people to accept me.

Price sensitivity

I check the prices even for inexpensive items.

I usually buy luxury fashion brands when they are on sale.

When it comes to choosing luxury fashion brands for me, I rely heavily on price.

I usually watch the advertisements for announcements of sales.

Quality

One of the main characteristics of luxury products is quality.

Luxury products are long lasting.

The performance of luxury goods should match with what it has promised to be.

The main reason of buying luxury goods is their quality.

Luxury items are expected to observe high standardization.

You always should pay more for the best quality.

Price-quality relationship

Generally speaking, the higher the price of a product, the higher the quality.

The old saying "you get what you pay for" is generally true.

The price of a product is a good indicator of its quality.

You always have to pay a bit more for the best.

Purchase desire

I would desire to buy a luxury fashion brand the next time I need a product.

The likelihood that I would recommend these brands to a friend is...

Purchase intention

I would intend to buy a luxury fashion brand the next time I need a product.

Barriers:

For me, to purchase luxury fashion brands is...

Please indicate your personal level of importance of the following barriers to purchase luxury fashion brands.

- Price
- Quality
- Price-quality relationship
- Design
- Accessibility
- Availability
- Usability
- Brand image
- Credibility

Ending question

What is your annual income?

Thank you very much for participating!

Appendix C. Statistics

Table 1: *Demographics*

Respondent/sample characteristics Demographics		N	%
Gender:		129	100
	Male	48	37,2
	Female	81	62,8
Age:			
	19-29	81	62,8
	30-39	33	25,6
	40-49	12	9,3
	50-59	2	1,6
	60-69	1	0,8
Education:			
	Elementary school	1	0,8
	Lower vocational education	2	1,6
	Vocational education	33	25,6
	Bachelor degree	67	51,9
	Master degree	26	20,2
	Doctoral degree	0	0,0
Profession:			
	Unemployed	0	0,0
	Student	56	43,4
	Employee	65	50,4
	Employer	7	5,4
	Pensioner	1	0,8
Annual income:			
	<10.000	29	22,5
	10.000-14.999	18	14,0
	15.000-19.999	13	10,1
	20.000-24.999	16	12,4
	25.000-29.999	10	7,8
	30.000-34.999	9	7,0
	35.000-39.999	9	7,0
	>40.000	25	19,4