

Abstract

Exploring purchase intention for luxury brands among young Jordanian women

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The aim of this study is to examine the impact of materialism, spiritual values, peer pressure and self-concept, social consumption motivation, perfectionism on attitude toward luxury brands. Moreover, the study examines the effect of attitude towards luxury brands on intention to purchase luxury brands.

The proposed theoretical deductive model was tested in Jordan. Research data were collected from 1555 respondents completed the research questionnaire. The study has been performed on 1479 women, and 76 questionnaires filled by men were excluded. Data were obtained from women who ages were 18 and more.

Statistical Package for the Social Sciences (SPSS) was used to test the measurement model. Data were analyzed using simple linear regression analysis, descriptive statistics, Cronbach, and Alpha.

The results of the current study indicated that self-concept, social comparison, and materialism have positive statistical significant influence on Jordanian women's attitude toward luxury brands. Further, the results did not confirm the impact of perfectionism, spirituality, and peer pressure on Jordan women's attitude towards luxury brands. Moreover, the results found that Jordanian women's attitude toward luxury brands on their intention to purchase luxury brands.

It is recommended that marketers, in Jordan, should increase the value of the self, focus on materialism value and social comparison in luxury brands advertisements to stimulate more customers.

Key words: Luxury consumption, Materialism, Self, social comparison, Spirituality.