

國立政治大學應用經濟與社會發展

英語碩士學位學程

International Master's Program of Applied Economics
and Social Development

College of Social Sciences

National Chengchi University

碩士論文

Master's Thesis

現代潮流與未來趨勢

分析台北的奢侈品與服務消費行為

Luxury Goods and Services Consumption

Behavior Analysis in Taiwan

Current Trends and Tendency for the Future

Student : Claire Glorieux -克萊兒

Advisor : Professor Tsoyu Calvin LIN

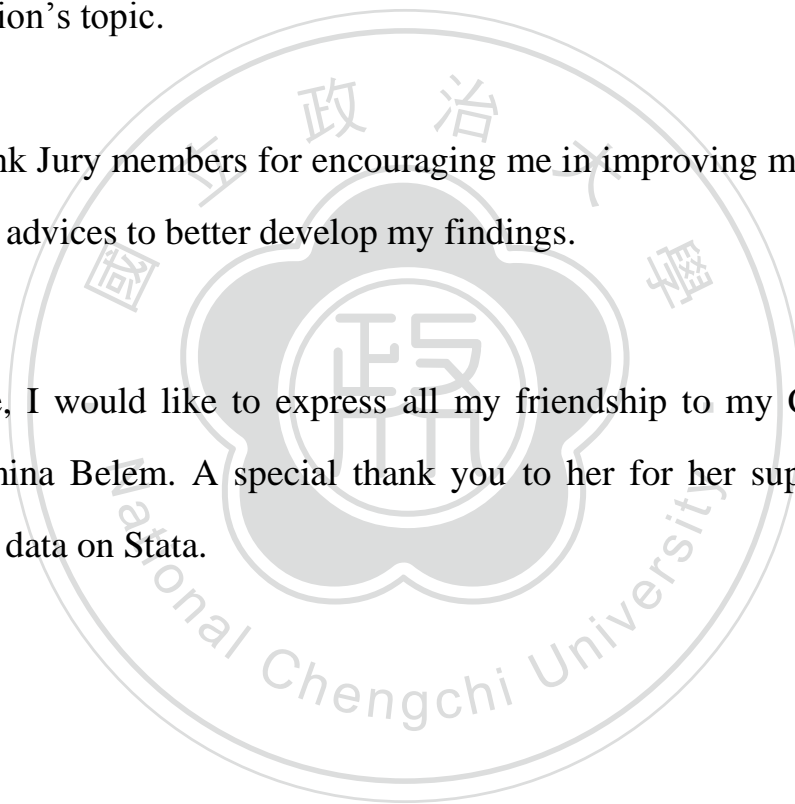
中華民國 106年 08月 25

Acknowledgement

I wish to express my sincere gratitude to Professor Tsoyu Calvin LIN, (Dean at the Office of General Affairs and Distinguished Professor at the Land Economics department), who advised me to focus on the Luxury consumption's topic.

I also thank Jury members for encouraging me in improving my research, providing advices to better develop my findings.

Of course, I would like to express all my friendship to my Classmate Asma Amina Belem. A special thank you to her for her support when analyzing data on Stata.



Abstract

The present thesis highlight that despite economics crisis, trends show that luxury market is constently increasing. Since, Asian consumers are particulary demanding for innovation in term of fashion, whereas it is particularly targetted from luxury brands over the world. Many reasons lead us to believe that Taiwan is the right market to study; reflecting Asian sought markets.

To study current consuming trends, making an overlook of the Taiwanese market by identifying potential group of consumers, those who will have purchasing power in the Taiwanese, luxury market-consumer's behavior may be determined allowing a better understanding of the market and its possible evolution. Results may help western companies in order to implement new brands, products or services on Asian market.

Profiling customers have been hard to defined. However, results prove that being the Only kid in the family, the Shopping experience, Social motivation or Emotional attachement must be considered when targeting customers.

A twenty-questions Survey has been conducted in three different places in Taipei. The later, first, focused on demographic and socio-economics data, the second part shows shopping trends of taiwanese buyers, whereas, purchase factors remain in the last category of the questionnaire. Logit regression and Stata-program have been used to instrumentate the research.

List of figures

- Figure 1 Global personal luxury goods market
- Figure 2 Global personal luxury goods market by consumer nationality
- Figure 3 Asia countries' stage of luxury evolution
- Figure 4 Research questions
- Figure 5 Boxplot age versus luxury consumption



List of tables

Table 1	Literature review summary table
Table 2	Sample composition
Table 3	Descriptive statistics of age versus luxury consumption
Table 4	Demographic factors – Frequencies and chi-square tests
Table 5	Socio-economic factors – Frequencies and chi-square tests
Table 6	Shopping frequencies
Table 7	Absolute and relative frequencies by product/service category
Table 8	Purchase factors - Frequencies and chi-square tests
Table 9	Social motive versus individual satisfaction
Table 10	Demographic/socio-economic factors - Logit regression results
Table 11	Purchase factors - Logit regression results

TABLE OF CONTENTS

Chapter 1: Introduction research	3
1.1. General increase of luxury market	3
1.2. Taiwan and luxurious market	4
1.3. Why studying Taiwanese market?	6
- Outlet Malls in Taiwan	6
- Changes in Attitude	6
1.4. Purpose of the study	7
1.5. Definition of terms	7
Chapter 2: Literature review	10
2.1. Introduction of the literature review	10
2.2. Litterature review: Analysis and research questions	10
2.3. Litterature Summary table	14
2.4. Literature review analysis and research question	17
- Review analysis	18
- Conceptual framework and research questions	18
2.5. Importance of the study	20
Chapter 3: Methodology	21
3.1. Research Design	20
3.2. Population and Sample Selection	20
3.3. Data measurement	21
3.4. Reliability	22
3.5. Instrumentation	23
3.6. Estimation	23

3.7.	Variables and regressions.....	24
Chapter 4: Data analysis.....		26
4.1.	Demographic and socio-economic factors.....	26
4.2.	Shopping Trends.....	33
4.3.	Purchase factors.....	34
4.4.	Logit Regression	38
Chapter 5: Conclusion		42
APPENDIX.....		47
REFERENCES.....		53

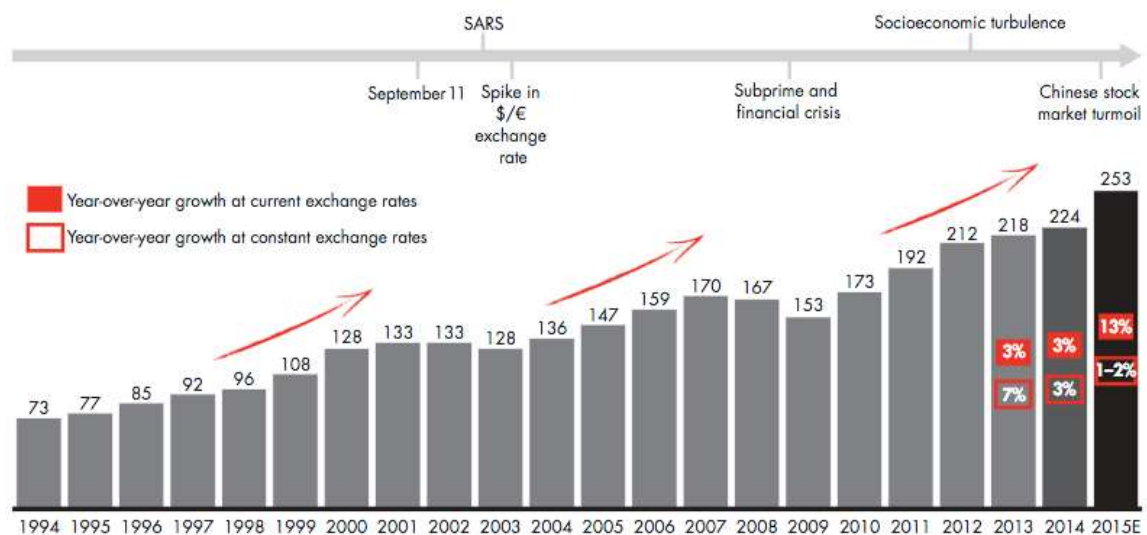


Chapter 1 :

Introduction research

1.1. General increase of luxury market

A Chinese dictum specifies, “Looking good is the desire of everyone”. This must come from the “face issue” or “Miàn zi” (面子), within a society. In the modern Taiwanese economy, there are many opportunities to buy status symbols, which help a person to gain prestige (McLaughlin, 2013), to gain “face”. However, this proverb is not enough to understand the frenzy to the current mass consumption of luxury in Asia, with 37% of the total world luxury consumption in 2014 (Chada & Husband, 2006).

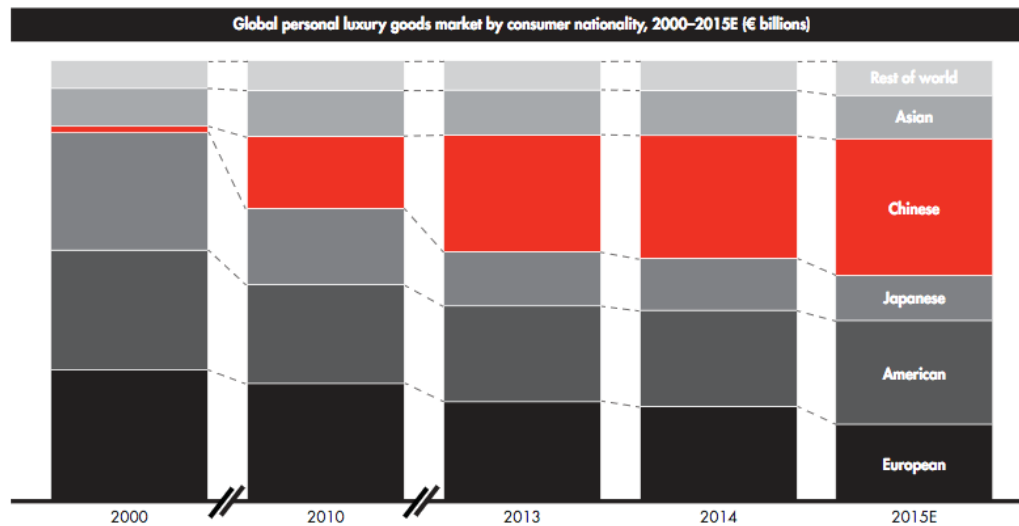


Sources: Bain & Company (2015)

Figure 1:

Global personal luxury goods market, 2000-2015 (EUR billion)

According to figure 1, despite worldwide economy slow-down due to the crisis of 2008-2009, personal luxury goods markets significantly increased by Chinese shoppers over the world between 2014 and 2015.



Source: Bain & Company (2015)

Figure 2:

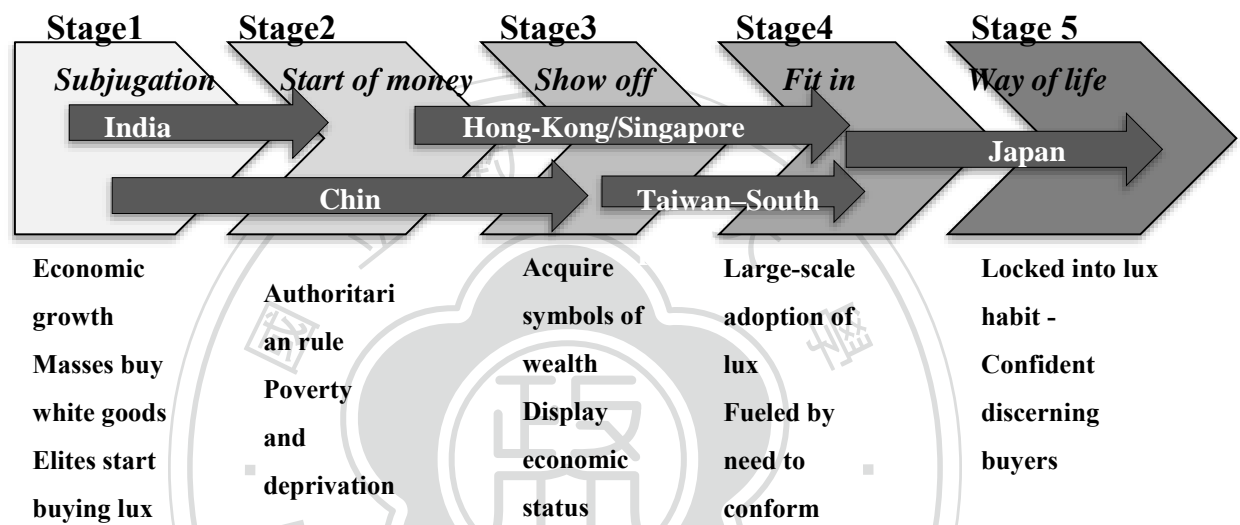
Global personal luxury goods market by consumer nationality, 2000-2015 (EUR billion)

Chinese consumers now represent about one-third of the global market. Due to its historic past and similar culture, Taiwan followed the same tendency. Therefore, it would be interesting to take a closer look to the luxurious taiwanese market. What is exactly the current market situation in Taiwan?

1.2. Taiwan and luxurious market

Thanks to the “Taiwan Miracle” of 1960, Taiwan maintains a stable industrial economy. It is the sixth fastest growing luxurious global market

behind the South Korea, Indonesia and UAE. The Luxury market of Taiwan is sandwiched between consumer hubs including Japan, South Korea and China (Fflur 2015). In 1980, the rapid progress allowed Taiwan (and South Korea), due to a growing middle class, going further “Fit in” stage, which is the fourth step of the consumption’s behavior toward luxury.



Source: The cult of luxury brand

Figure 3:
Asia countrie’s stage of lux evolution

At that period, International Brands called “Pin Pai” or “Pai Zi” where introduced in Taiwan. Of course, consuming higher and higher standards of lux consumption was becoming the norm (Chadha & Husband 2011), whereas Chinese try to acquire the symbol of wealth and display. In the mean time, consumers from Singapore and Hong-Kong are going on the Fifth stage called “Way of life”, when also held the mature Japanese market.

Being in the middle of the model, Taiwan is definitely the right market place to analyze in Asia.

1.3. Why studying Taiwanese market?

Taiwanese consumers are an excellent population for testing products and studying consumption behavior in Asia. Taiwan is the 22nd largest economy and gains a higher PPP compared with France (Taipei Representative office in the EU, 2015). In addition, it is one of the most densely populated countries in the world with a population density of 1,712 people per miles² on February 2017 (worldometers, 2017), which allows testing products relatively easily. Moreover, the Taiwanese market is constantly demanding for innovation (in term of food, fashion and new technology industry). On the other hand, Taiwan is mainly populated by Chinese immigrants (between 1927 et 1950), who were colonized by Japan (until 1945). Therefore, Taiwan is a particular island that combines Chinese culture mixed with Japanese attitudes, whereas western culture is omnipresent. Thus, since those countries have pretty identical behavior consumption, it well represents population of similar markets like the four Asian Dragon Countries and similar market segments in China.

- Outlet Malls in Taiwan

Recently, two outlet malls opened in the northern part of Taiwan (Mitsui outlet park in Linkou and Gloria outlet in Taoyuan) offering new incentive for consumers to buy luxury goods. In fact, thanks to this new channel, it is facilitating access for luxury shopping.

- **Changes in Attitude**

The shift in the demand for luxury consumption in Taiwan may have resulted from other reasons that will not be studied in this research. According to Euromonitor International (2017), new generation of consumers show a difference in consumption behavior. Taiwanese People tend to spend more, rather than saving money. Secondly, oversea political reasons may have contributed in increasing luxurious market. The political events of 2014 in Hong Kong encouraged tourists from Mainland China to travel to Taipei. However, It was shown that this is no longer the case (Euromonitor international, 2017).

1.4. Purpose of the study

Despite recent fluctuations in Taiwan's economy, the sales of luxury goods and services remained particularly robust. The present research focuses on the determination of the current market conditions and consumers' behavior in Taiwan regarding luxurious lifestyle. The thesis tends to measure other factors that may influence the behavior of the consumers to acquire luxurious goods. In the next section, literature review will be conducted in order to highlight the profile of consumers and personal motivations through academic's studies and previous framework approaches.

1.5. Definition of terms

Luxury

Luxury derives from the Latin word «Luxus», which means «the indulgence of sens, regardless of cost (Xiao 2008).

Luxury goods / services

Luxury products (and services) are not essential for the consumers but it is desired with the expectation of affluent or wealthy people (Businessdictionary, 2016). Luxury goods, also called «expensive brand» or «Top brands» literally means 奢 (chi) «more than actually needed, and 侈 (she) «people possess more than ample things pending for use.

For this research, luxury products include branded Apparel/Fashion, Bags/Leather Good, Shoes/Footwear, Skin care product, Electronic product, Champagne and spirit, Jewel/watch, Home appliance, Luxurious Car, Art objects. Luxury Services are represented with Travels, High-class Restaurant, Spa and other cares, Expensive sports (Golf, horsing, racing, etc.).

Brand is the tool of communicating the products to the audience in order to differentiate the product from its competitors (Economictimes, 2016).

According to Perreau (2014), «**consumption behavior**» can analyze reactions of consumers according to four influences: **Cultural factors** (societal environment, sub-cultures, social class, cultural trends), **Social factors** (group's reference, family, social role and status), **Personal factors** (age, way of life, purchasing power and revenue, lifestyle, personality) and **Psychological factors** (motivation, decision process), perception, learning, and beliefs)

China-One Policy is an official program initiated in the late 1970s and early '80s by the central government of China, the purpose of which was to limit the great majority of family units in the country to one child each (Global Britania, 2017).

SIK (Single income kids) a household consisting of at least one dependent child and the mother or father, the other parent being dead or permanently absent. Many children are now born into or raised in one-parent families (Collins Dictionary, 2017).

DIK (Dual income kids) represent most families in America, that's just a fraction of what you need to take into consideration when mapping out monthly budget for daily life (groceries, car payments, the mortgage, clothes for the kids) (Molly Triffin, 2015).

SINK (Single income no kids) are often young workers, having golden opportunities. Without financial commitments, no preconceptions of the standard of living and no health problems, this is the best time to realize dreams (Erin Wright, 2015).

DINCK (Double income no child) is a household in which there are two incomes and no children (either both partners are working or one has two incomes). **DINKS** are often the target of marketing efforts for luxury items such as expensive cars and vacations (Investopedia, 2017).

Chapter 2:

Litterature review

2.1. Introduction of the literature review

This chapter will ensure the analysis of experimental work conducted by different researchers and scholars as a secondary source of data collection. As this specific research is quantitative, the literature review will highlight the necessary data to collect in the next chapter providing base and strong evidence to conduct this research. In this section four journal articles and two books have been selected. Due to a mandarin language issue, all sources are written in english or french. Further gaps, strengths and weaknesses of the literatures will be assessed in a table at the end of the chapter.

2.2. Litterature review: Analysis and research questions

Literature 1: “Exploration of the differences in Taiwanese women’s purchasing decision towards luxury goods and general products” (Chen, Chao, Lee, TSAI, & Pei-chuan, 2012).

The research paper explores the distinct perspective of Taiwanese women's purchasing behaviors and decisions regarding general products and luxury goods. Women are powerful consumers in the world and have different purchasing decision process compared with men. From the random sampling and data retrieved from the ANOVA-analysis, it was discovered that there are different motives of women to buy luxury good. The literature presents that past shopping experience seems essential when consuming

luxury goods for Taiwanese Ladies. Therefore, service may be as much important then the product it-self, by consuming the present moment. Questionnaire will reflect this assumption in question 18.

Literature 2: “Luxury fashion consumption in China: Factors affecting attitude and purchase intent” (Zhang & Kim ,2013)

According to the Authors several factors affect the attitude of chinese people towards luxury fashion goods and the purchasing intent of diversified group. The significant role of « brand consciousness » is explained by the need for social prestige and may be considered as a vital role for luxury fashion good sales staff to inform Chinese Customers about their brands social recognition. The results showed a significant relationship between « Social comaprison » and attitude toward purchasing luxury fashion brands. Chinese cutomers care about what their friends and celebrities wear. People gain self-confidence and self-esteem through other’s appreciation. Based on the review, it will be important to test if the « Social Motivation » (External Need) versus « Individual Satisfaction » (Internal requirement), do encourage Taiwanese in their consumption. Assumption will be considered in question 20 of the survey.

Literature 3: “Understanding consumer purchase behavior in the Japanese personal grooming sector” (Caroline SueLin, 2010)

A similar study was conducted by Caroline SueLin (2010) that describes the consumer behavior in the Japanese market by using the model « Hawkins, Best and Coney models » (1998). Research shows short and long term decision making process. It results that consumers make two

kind of purchases, planned and impulsive. Impulsive purchases occur often when emotion happen. The affective process (emotion) are responsible for creating impulsivity while cognitive process (mental structures) are the rational side that maintains self-control. According to the third literature review, the factor « Emotionnal attachement » must be considered when purchasing goods. Since Classic Western luxury brands do have a long story using strong emotional attachement with consumers, question 17 will test rather they prefer classic western brand or Taiwanese brand.

Literature 4: “China one, the love of Luxe. Strategy and framework development towards Chinese Young Luxury Consumers” (Elise Ran Wang, 2014).

According to the book "All eyes on China ones", China Ones tend to have more spending power to purchase luxury products than other generations. Fours models (the LSEDP-model, VALS, Maslow pyramid and Marketing Mix) has been combined to developed a unique model for the concerned segment « China One ». The Author found out 4 types of profiles: Innovators, Thinkers, Achievers, Experiencers. If the only child in Taiwan shows more significance when purchaising luxury goods, similar models may be applied in order to better target those demanding consumers.

Literature 5: “The cult of luxury brands. Inside asias’ love affaire with luxury” (Radha Chadha & Paul Husband, 2006).

From the other book, the Cult of the Luxury brands, the segmentation was classified on the basis of six distinct segments such as « Celebrity set »,

« Tai-tais », « Office ladies », « Trendy teens », « Corporate climbers »
« Mistress » and « Junior wives ». Based on the review, the « demographic
study's segmentation » must be clarified. Assuming that the diversity of
profiles is similar in Tiger Countries, economic point of view is proposed,
what is the status of households Consumer? (DINK, SINK, SIK, DIK).

Literature 6: “La marque Rouge. Shanghai - Luxe - Art & Mémoire »
(Catherine Becker, 2014)

The current tendency of the Chinese Society is to reproduce the reality in
an exaggerated way. For instance, the the phenomenun of the « willingness
of omnipresence » by taking many pictures (selfie or others) as
« Spectators» despite being « Actors » of their own-life through images
that people takes them-self. This example may be explained by the
necessity of comfort, by « need to forget the past » (due to dark side of the
communism). Moreover, Brands logos are referred at the origin of Chinese
characters. Pictograms are images that are the graphical representation of
objects. Based on the comprehensive review, gaining face through Logo
exposure is considered. If it is essential for chinese consumers, do
taiwanese have the same interest for trade mark?

2.3. Table 1: Literature Summary

Literatures	Key concept	Research methods	Summary	Strengths	Weaknesses
<p>1. « Exploration of the differences in Taiwanese Women's purchasing decisions towards luxury goods and general products »</p> <p>Chen, Chao, Lee, TSAI, & Pei-chuan, (2012)</p>	<p>The theme of this research is the perception of women towards the luxury good versus general consumption pattern in Taiwan.</p>	<p>Quantitative research methodology is used in this research. KBC-model and ANOVA statistical model is used to reveal the findings.</p>	<p>The different motives of women to purchase luxury goods are observed. Taiwanese Women's consumption's is driving by « past experience ».</p> <p><u>The present moment may be as important then buying the product it-self. If they like the service, they may come back (question 18).</u></p>	<p>Article is relevant, reliable and valid as it is an academic source and provides authentic presentation of the research.</p>	<p>This article is based on gender biasness and fails to present the preferences of men in consuming luxurious goods.</p>
<p>2. « Luxury fashion consumption in China: Factors affecting attitude and purchase intent »</p> <p>Zhang & Kim, (2013)</p>	<p>Factors affecting the purchasing intent and buying behavior of people in three Chinese markets are analyzed.</p>	<p>Survey and regression analysis (SEM) was used in this research.</p>	<p>This article suggests that life became significantly more materialistic. « Social comparison » has a positive impact on people's attitude.</p> <p><u>Do Taiwanese consumers gain self-confidence through other's appreciation (question 20)?</u></p>	<p>The factors affecting the decision making behavior is used as variables to test the findings of the study.</p>	<p>This source fails to cover the entire behavioral pattern in Chinese market.</p>

Literatures	Key concept	Research methods	Summary	Strengths	Weaknesses
<p>3. « Understanding consumer purchase behavior in the Japanese personal grooming sector »</p> <p>Suelin (2010)</p>	<p>Factors that drive cosmetics consumption are discussed, demonstrating the relationship between the various factors and categorized according to the consumer models.</p>	<p>EKB and HBC models</p>	<p>EKB rational model has been improved by taking the « emotional factors » into account in measuring consumption behavior, thanks to the HBC-model.</p> <p><u>Strong attachment between consumers and brands (Classic western brands) encourage irrational decision (impulsive purchase) when consuming luxury luxury goods (question 17).</u></p>	<p>The analysis is effective thanks to a detailed report stating each points of the Models.</p>	<p>The paper does not provide concrete example of a cosmetic product.</p>
<p>4. « China one, the love of Luxe. Strategy and framework development towards Chinese Young Luxury Consumers »</p> <p>Wang (2014)</p>	<p>Behavioral factors impact on the purchasing decision is analyzed on the Chinese market.</p>	<p>The litterature uses Quantitative approach to conduct this study and LSEDP & VALS models, Maslow pyramid and Marketing Mix theory.</p>	<p>Generalaly, « china one » need more social attention to fullfil self actualization. Moreover, China one has more spending on power to purchase luxury products.</p> <p><u>Only child may consume more luxury goods and services in Taiwan (question 6).</u></p>	<p>This research is efficient in terms of presenting quantitative research. The results are reliable as it uses chi-square test results.</p>	<p>The research fails to address other eminent aspects and factors of fluctuations in consumption pattern.</p>

Literatures	Key concept	Research methods	Summary	Strengths	Weaknesses
<p>5. « The cult of luxury brands. Inside asias' love affaire with luxury »</p> <p>Chada & Husband (2006)</p>	<p>Societal overlook of rich Countires in Asia.</p>	<p>The litterature is combining many sources, proposing general Consumers segmentation of rich Asian counties.</p>	<p>The litterature proposed a distinction of 6 segments such as « Celebrity set », « Tai-tais », « Office ladies », « Trendy teens », « Corporate climbers » and « Mistress » or « Junior wives », and « Celebrity set ».</p> <p><u>(Demographic questions from 1 to 13)</u></p>	<p>The book provides a clear understanding of hierachic society. Codes are similar over Asian Countries and may be used for Taiwan.</p>	<p>Exact demographic proportions are not represented.</p>
<p>6. « La marque Rouge. Shanghai - Luxe - Art & Mémoire »</p> <p>Becker (2014)</p>	<p>Social and cultural behavior reflexion toward chinese society.</p>	<p>Behavioral analysis towards chinese society</p>	<p>The analysis indicates that the willingness that pictograms, Confucianism and face issue trends are some reasons why chinese consumers may be attracted by luxury brands.</p> <p><u>Attraction for logo may be analysed through question 19 such as maturity of the market's analysis.</u></p>	<p>This specific western analysis provides important facts that definetly help to understand taiwanese society. Whereas, Asian Researcher would not specify those facts.</p>	<p>Sources are unclear. It is the result of long-run personal researches.</p>

2.4. Literature review analysis and research question

Based on the comprehensive review, the following 3 relevant categories are highlighted (demographic data, trends of shopping, purchase factors) take into account 8 key factors (segmentation, onlychild, materialistic life, shopping experience, emotional attachment, logo exposure and social motivation).

- Review analysis

I. Category 1: Demographic data

Demographic study's segmentation must be clarified. In Tiger Countries, the diversity of profiles is similar from one country to another. However, from an economic point of view, what is the status of households Consumer? In China, one-child need to consume more to satisfy self-Actualization. In comparison with other profiles, do the segment only-child will consume more?

II. Category 2: Trends of shopping

In addition, due to a hyper Materialistic lifestyle, it will be interesting to understand if it is common for Taiwanese consumers to purchase luxury goods. If younger generation purchases more goods with time, it will be favorable to know what high labelled accessories may be the most consumed.

III. Category 3: Purchase Factors

In China, the importance for Logo is clearly significant. Do Taiwanese have the same interest for brands names exhibition? Furthermore, the shopping experience seems essential when consuming luxury goods for Taiwanese Ladies. Do Taiwanese consume primarily the product itself or the experience of the purchase? Finally, the element emotionnal attachment seems essential when consuming due to the irrationality dimension. Classic western fashion brands use they image to generate emotionnal attachment. Do Local Taiwanese Fashion brands versus Classic western fashion brands may generate any preference? Moreover, if Chinese consumers do gain self-confidence and self-esteem through other's appreciation, it will be important to study the exact driving forces, « Social Motivation » (External Need) versus « Individual Satisfaction » (Internal requirement), that encourage Taiwanese in their consumption behavior.

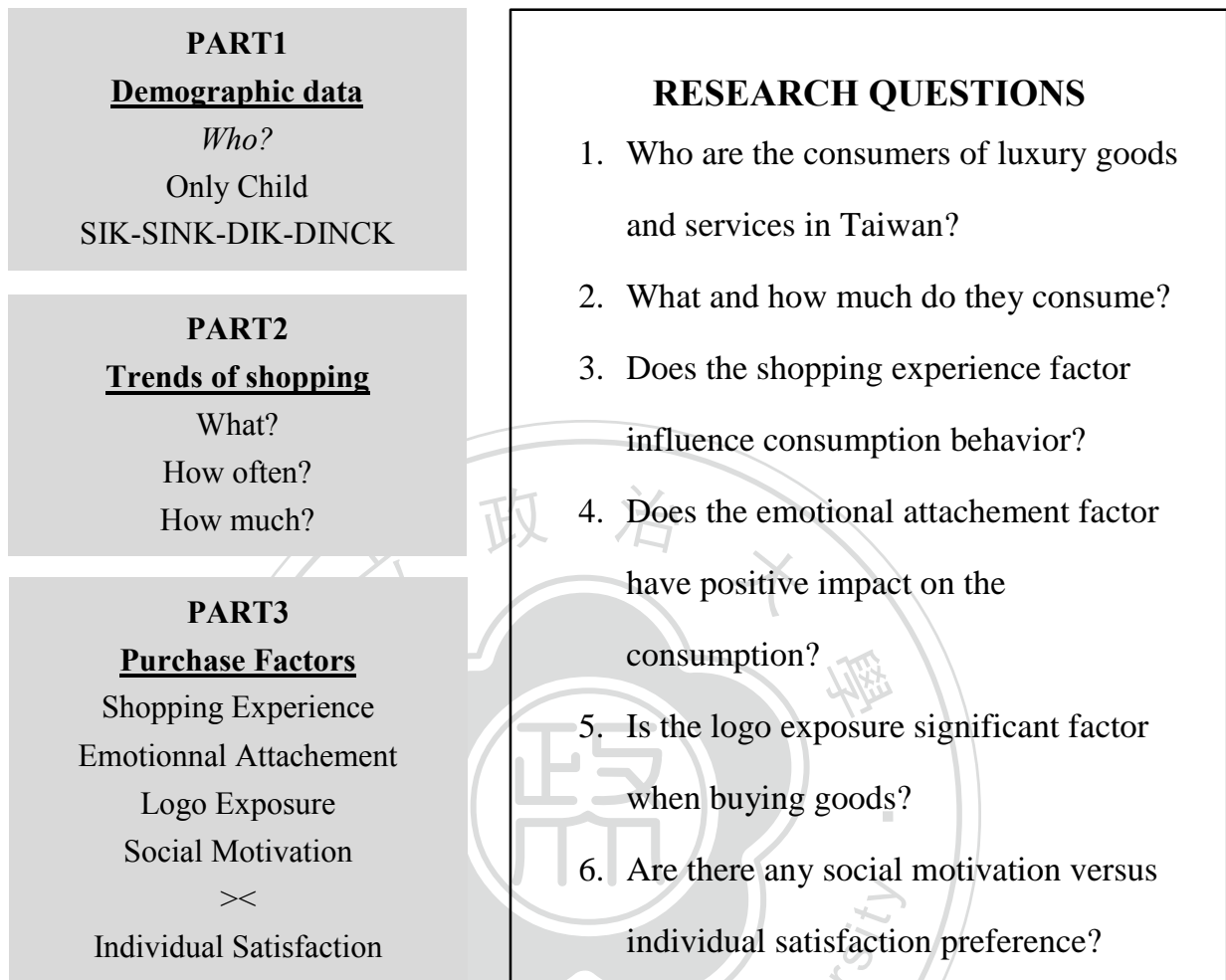


Figure 4 :
Conceptual framework and research questions

Hypothesis

- H1 Only child may consume more luxury goods and services
- H2 Logo Exposure has significant impact on the consumption
- H3 People consume to show off not to satisfy their individual needs

2.5. Importance of the study

This research is mainly intended to deliver inspiration for business development and western branding marketing strategy for Tiger's countries and similar markets. Secondly, identification of customers would allow to develop appropriate marketing strategies that would enhance business success. Moreover, the study will reveal driving forces that contribute in the growth of luxurious goods consumption in Taiwan. By identifying the real needs of consumer inquiries linked from an emotional point of view, trademark side through strategic settlements.



Chapter 3:

Methodology

3.1. Research Design

Primary and secondary research will be used to collect the information related with the research topic. Qualitative research is designed for this study. Survey is selected as the method for collecting the data to conduct the study. Moreover, random sampling is chosen as the mode of selecting the participants of the research. Questionnaire will be used as the tool to obtain the data. Indeed, the later will be helpful in conducting in depth analysis regarding human behavior, characteristics and emotions. Finally, theoretical approach will be provided.

3.2. Population and Sample Selection

Paper basis questionnaire had been randomly conducted around Shopping malls in Dazhi, Banqiao and Xiny Area. The targeted audience for this study include 71 consumers whereas 64 are valid for analysis.

3.3. Data measurement

Under quantitative research, primary collection approach is designed to assist in generalization of the findings. Survey analysis is used as a primary source of data collection. The questionnaire has been first developed in English and then translated into Chinese. The demographic question (part 1) helps defining consumers' profile. Whether, part 2 shows the trends of

shopping, whereas part 3 analyzes purchase factors. For parts 1 and 2, questions “multiple choices”, “close-ended” and “ratio-scale” are proposed to determine profile and basic luxurious consumption trends. Two text-box questions are also suggested to better understand the job position and the industry activity of the respondents. For part 3, ordinal 0-to-10 scale questions are also proposed in order to analyze respondents’ feeling perception (see appendix 1: Luxury life style consumption – behaviour analysis in Taiwan).

This operationalization would incur less time of respondents due to presence of several thematic, it seems like the most attractive method of survey.

3.4. Reliability

Reliability of this instrument has been measured through a pre-retest methodology. Consistency of questions and reduction of complexity of the questions is helpful in analyzing overall results. Using a convenient sampling for pretesting is required. The sample was about 12 classmates. Through an interview, subjects showed how much they understand the questions of the survey and provide suggestions. Afterward, the pre-test questionnaires were collected to examine reliability. Hence, after corrections, the responses from the questionnaire are expected to be consistent and valid.

3.5. Instrumentation

One of the most known economic binary outcome model is the Logit Model. As an econometric model, it formulates the probability of an event occurring as a function of specifically chosen covariates or independent variables. The added value of this model lies in its ability to deliver quantitative results while incorporating qualitative factors. Predicted outcome of regression (dependent variables) are probabilities bounded between zero and one.

Such a model can help us appreciating the luxury goods consumers' propensity to purchase a good or not based on their individual, often qualitative, considerations.

3.6. Estimation

First modelled by the Belgian anthropologist Pierre François Verhulst, the logistic function further evolved towards a more sophisticated version called the Logit model. For the Logit model, the outcome of the estimation lies into the cumulative distribution function (cdf) of the statistical logistic function. The standard logistic model is mainly used to understand how the probability (π_i) of occurrence of an outcome can be influenced by other factors.

In particular, in the present study, the outcome variable Y_i is binary and takes on value 1 if the i^{th} respondent buys luxury products and 0 otherwise. It can therefore be assumed that Y_i has a binomial distribution $Y_i \sim B(n_i, \pi_i)$ with binomial denominator n_i and probability π_i . In the Logit model, it is further assumed that the logit of the underlying probability π_i is a linear function of the predictors, such that:

$$\text{logit}(\pi_i) = \log\left(\frac{\pi_i}{1 - \pi_i}\right) = \mathbf{x}'_i \boldsymbol{\beta}$$

- where \mathbf{x}_i is the vector of observed covariates (explanatory variables or predictors, with the 1st element being equal to 1 for the constant term) for the i^{th} respondent and $\boldsymbol{\beta}$ is a vector of regression coefficients to be estimated.

A parametric estimation design can aggregate qualitative and quantitative characteristics into a vector \mathbf{x}_i for each individual i in the dataset and delivers sound results through Maximum Likelihood (ML) estimation. Exponentiating both sides of the above equation and isolating the probability π_i , we get:

$$\pi_i = \text{logit}^{-1}(\mathbf{x}'_i \boldsymbol{\beta}) = \frac{e^{\mathbf{x}'_i \boldsymbol{\beta}}}{1 + e^{\mathbf{x}'_i \boldsymbol{\beta}}}$$

where $F(.) = \text{logit}^{-1}(.)$ is the cumulative logistic distribution, ensuring that the probabilities π_i are bounded between 0 and 1, unlike in a linear probability model. The ML estimation remains the best option for qualitative estimation as it limits the variance of the error term of the cumulative distribution function.

3.7. Variables and Regressions

Y binary variable

It is essential to understand if consumers do consume luxury goods and services. Y (related in question 4) is a dummy variable taking value '1' if the respondent have interest in consuming luxury products and services, and '0' otherwise. If consumption appears, factors of consumption must be highlighted.

Demographic data variables

= β_1 Taiwanese	= β_8 Study	= β_{13} PartIncome
= β_2 GrowinTw	= β_9 Status	= β_{14} HouseholdIncome
= β_3 Gender	= β_{10} PersIncome	= β_{15} SIK
= β_5 Age	= β_{11} Couple	= β_{16} SINK
= β_6 Only Child	= β_{12} Partlive	= β_{17} DIK
= β_7 Children	(Couple living together)	= β_{18} DINCK

Demographic logit model

$$\text{logit}(\pi_i) = \log(\pi_i / (1 - \pi_i)) = \beta_0 + \beta_1 Tw + \beta_2 Growtw + \beta_3 Gender + \beta_5 Age + \beta_6 Onlychild + \beta_7 Children + \beta_8 Study + \beta_9 Status + \beta_{10} persincome + \beta_{11} Couple + \beta_{12} Partlive + \beta_{13} PartIncome + \beta_{14} HouseholdIncome + \epsilon_i$$

$$\text{logit}(\pi_i) = \log(\pi_i / (1 - \pi_i)) = \beta_0 + \beta_{11} SIK + \beta_{12} SINK + \beta_{13} DIK + \epsilon_i$$

Purchase Factors variables

= β_{17} ShopExp	(Shopping Experience)
= β_{18} TaiwWest	(Emotionnal Attachement)
= β_{19} BrandDisplay	(Logo Exposure)
= β_{20} SocialMotiv	(Social Motivation)
versus	
= β_{21} IndiSatis	(Individual Satisfaction)

Purchase Factors Models

$$\text{logit}(\pi_i) = \log(\pi_i / (1 - \pi_i)) = \beta_0 + \beta_{17} ShopExp + \beta_{18} TaiwWest + \beta_{19} BrandDisplay + \beta_{20} SocialMotiv + \beta_{21} IndiSatis + \epsilon_i$$

Chapter 4:

Data Analysis

The key objective of the research is to understand the factors that are driving customers towards Luxury goods and services in Taiwan. Out of all these, demographic data, shopping trends and purchase factors are measures to better understand Taiwanese behavior towards luxury consumption.

Since the demographic factors and the consumption of luxury goods may not be inter linked, qualitative analysis was performed to understand the impact of the demographic factors over the consumption of luxurious products and services factor by assessing the descriptive statistics and the count of responses towards the luxury categories.

All analyses were conducted using MS Excel and Stata.

4.1. Demographic and socio-economic factors

On 71 surveys, 64 were valid for data analysis. Table 1 shows the composition of the survey sample. The sample is relatively balanced by gender as it is composed of 31 men (44.44%) with mean age 38.5 and 33 women (55.56%) with mean age 32.16.

Table 2:
Sample composition

Gender	Frequency	Mean age
Male	31	38.5
Female	33	32.16
Total	64	35.17

Before assessing the determinants of luxury consumption, a new binary dependent variable was created from the survey responses. This new variable takes value 1 if the respondent consumes luxury products and services, and 0 otherwise. From the 64 valid responses, 46 respondents (71.9%) do effectively consume luxury products and services in Taiwan. This high proportion of positive responses demonstrates the relevance of further analyses.

However, in order to minimize errors, some observations what do not represent enough information for data analysis (such as Corporate executive and not employed) have been dropped automatically by the Stata program representing a smaller sample of 55.

In an attempt to define the profile of luxury consumers in Taiwan, the association between the dependent variable and demographic and socio-economic factors was tested using appropriate statistical tests. The results are presented hereafter for each association.

LUXURY CONSUMPTION VERSUS AGE

Figure 1 and Table 2 below show the descriptive statistics for the age variable in each category of the binary response variable of luxury consumption.

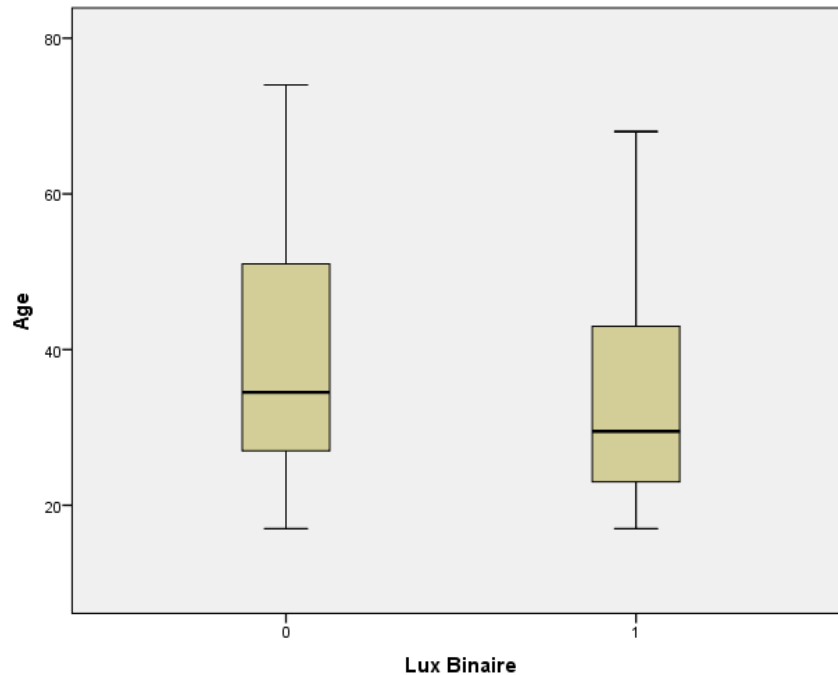


Figure 5:
Boxplot age versus luxury consumption

Table 3:
Descriptive statistics of age versus luxury consumption

	Lux Binary	N	Mean	Std. Deviation	Std. Error Mean
Age	0	18	37.67	15.423	3.635
	1	46	34.48	14.776	2.179

The mean age is about 34.48 years in the series of 46 respondents who consume luxury products and about 37.67 years in the series of 18

respondents who do not. We therefore notice a mean age difference of about 3.188 in absolute value between the 2 categories of the binary response variable, with a similar standard deviation from the mean in the two groups. A Levene's test for the equality of variances between the two groups was performed before conducting the appropriate t-test. A Student t-test for the equality of means was then implemented to see if the mean age difference reported above is statistically significant from 0. The associated results are presented in Table A.1 in the Appendix. The Levene's test fails to reject the null hypothesis of variance equality at the usual significance level of 5% ($p\text{-value} > 5\%$). Therefore, the appropriate t-test assumes equality of variances between the two groups and the results show that we cannot reject the null hypothesis that the mean between the two groups are statistically different. Hence, there is no statistically significant difference in terms of age between those who consumes luxury products and those who do not.

LUXURY CONSUMPTION VERSUS CATEGORICAL DEMOGRAPHIC FACTORS

Table 3 presents the counts or absolute frequencies for each association between the categories luxury consumption (binary) and the other categorical demographic factors.

Table 4:
Demographic factors - Frequencies and chi-square tests

Variables	Categories	Lux Binary		Pearson chi2 test p-value
		0	1	
Gender	Male	8	23	0.689
	Female	10	23	
Only-child	No	17	36	0.123
	Yes	1	10	
Children	No	10	29	0.581
	Yes	8	17	

Significance level: *1%, **5%, *10%**

From this table, it is clear that there is no absolute difference between women and men among those who consume luxury products, while the difference remains marginal among those who do not consume. We notice a difference in terms of absolute counts towards luxury consumption for those who are **only-child**. Indeed, on 11 only child basis, 10 claim consuming luxury good. In a larger sample, the P-value of 0.123 may be significant at 10% level. However, Pearson chi-square tests fail to reject the null hypothesis of independence between luxury consumption and the each of the three categorical demographic factors, which suggests that there is no statistical difference in terms of gender, only-child and children between those who consume and those who do not consume luxury products in Taiwan. Hence, hypothesis 1, only child may consume more luxury goods and services, may not be statistically verified in this research.

LUXURY CONSUMPTION VERSUS CATEGORICAL SOCIO-ECONOMIC FACTORS

The results of counts and Pearson chi-square independence tests between the dependent, binary response variable (luxury consumption) and the other categorical socio-economic variables in the sample are presented in Table 4.

Table 5:

Socio-economic factors - Frequencies and chi-square tests

Variables	Categories	Lux Binary		Pearson chi2 test (2-sided p-value)
		0	1	
Study	High School	4	5	0.592
	Undergraduate	10	31	
	Master	4	9	
	Doctoral	0	1	
Status	Labor	0	2	0.501
	Employee	7	13	
	Private owner	1	5	
	Corporate executive	0	3	
	Military service	0	1	
	Unemployed	0	1	
	Student	4	15	
	Hosewife	3	4	
Couple	No	5	19	0.315
	Yes	13	27	
Partner live	No	8	29	0.176
	Yes	10	17	
Partner income	<20K	7	27	0.553
	20-40K	3	5	
	40-60K	1	4	
	60-80K	2	2	
	80-100K	0	2	
	>100K	5	6	
	<20K	8	17	0.752

Household income	20-40K	4	10	
	40-60K	2	4	
	60-80K	0	3	
	80-100K	0	3	
	>100K	4	9	
SIK	No	18	43	0.267
	Yes	0	3	
SINK	No	12	26	0.457
	Yes	6	20	
DIK	No	10	33	0.215
	Yes	8	13	
DINK	No	14	36	0.966
	Yes	4	10	

Significance level: *1%, **5% ,*10%**

From these results, we observe some differences in terms of counts but the associated Pearson's chi-square tests all fail to reject the null hypothesis of independence between luxury consumption and the other categorical socio-economic variables. One potential reason is the small sample size leading to statistically non-significant results.

Therefore, there is no statistical evidence of a clear profile of luxury consumption among the interviewed respondents. However, based on the count results presented in Table 4, below is a list of potential characteristics that could be associated with luxury consumption and that could eventually lead to significant differences in a larger sample:

- Only-child: no;
- Children: no;
- Study level: undergraduate;

- Status: employee and student;
- Couple: yes;
- Living with partner: no;
- Partner income: <20k;
- Income: <40k;
- DIK & DINCK: yes;

Demonstrating statistical evidence of the association between the above characteristics and luxury consumption would require more data coming from a larger survey, since test statistics and thus significance positively depend on sample size.

4.2. Shopping Trends

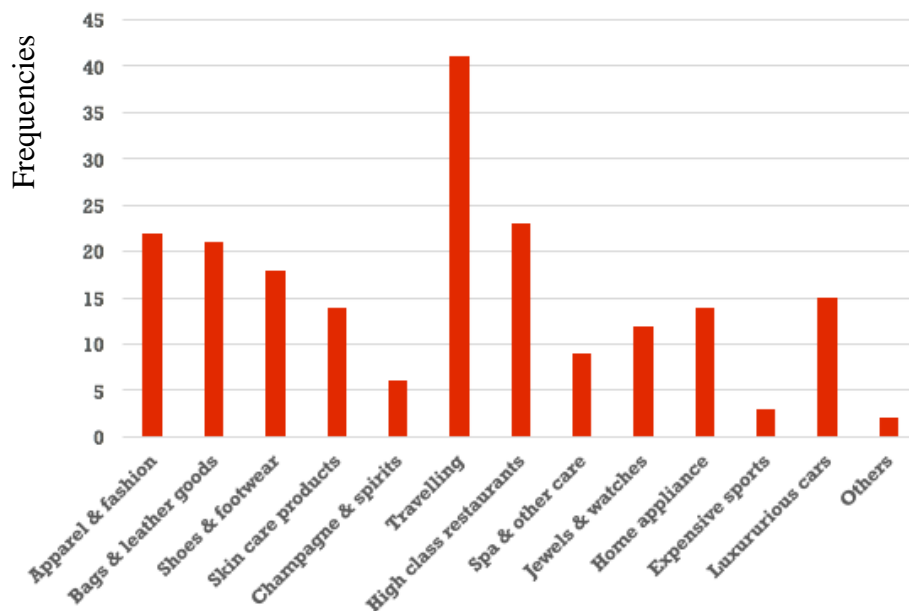
The next objective of the analysis is to investigate what are the shopping trends among the sample of respondents. In particular, the objective is to evaluate what and how they consume. One question of interest is to know how frequently Taiwanese people consume luxury products. Table 6 below reports the results for the 64 respondents. During the past 6 months at the time of the survey, a majority of them consumed luxury products less than twice while about one fourth consumed more than five times, which represents quite a significant proportion.

Table 6:
Shopping frequencies

Shopping frequency	Count	Percent
1	20	31.3
2	13	20.3
3	11	17.2
4	0	0.0
5	5	7.8
>5	15	23.4
Total	64	100

The next question of interest is to know what kind of luxury products or services the respondents consume the most in general. Table 7 below reports the proportions of respondents who effectively buy in each of the luxury product categories.

Table 7:
Absolute and relative frequencies by products/services category



From the above chart, we see that a high majority of respondents spends the most on travelling and the least on expensive sports. Other categories like high-class restaurants, fashion apparels, bags and leather goods also have a fairly significant proportion of respondents.

4.3. Purchase factors

Another important question of interest is to know whether emotional factors like the shopping experience, the emotion factor, the logo exposure, the social motivation or individual satisfaction are relevant factors associated to the consumption of luxury products.

The table below reports the counts for each association between the binary response variable luxury consumption and the multinomial response variable related to shopping experience, emotion factor, and logo exposure.

Table 8:
Purchase factors - Frequencies and chi-square tests

Variables	Categories	Lux Binary		Pearson chi2 test p-value
		0	1	
Shopping Experience	Don't care	4	2	0.080***
	Enjoy	6	22	
	Enjoy a lot	8	22	
Emotional Attachement	Don't care	7	8	0.160
	Taiwan	2	2	
	Western	9	36	
Logo exposure	Strongly disagree	1	0	0.094***
	Disagree	8	18	
	Agree	9	19	

	Strongly agree	0	9	
--	-----------------------	---	---	--

Significance level: *1%,5% ,***10%**

From the above table, we see that those who consume luxury products clearly enjoy the **shopping experience** of doing so. The results of Pearson's chi-square test suggest that we can reject the null hypothesis of independence at the 10% significance level, therefore providing some statistical evidence of an association between shopping experience and luxury consumption. This result could become even more significant (i.e. non-rejection of the null at a lower significance level) in a larger survey with more respondents.

One possible implication of this result for marketing purposes could be to render the luxury shopping experience even more enjoyable so that people would feel even more comfortable and confident when buying luxury products and services.

Regarding product **emotional attachment**, it seems that those who consume luxury products demonstrate preferences towards products from Western origin rather than Taiwanese products. However, the results of Pearson's Chi-square test suggest that we cannot reject the null hypothesis at the 5% or 10% significance level. Therefore, there is no statistical evidence, but a tendency, of association between luxury consumption and product origin.

The results of the associated Pearson's Chi-square test suggest that the luxury consumption and logo exposure are statistically dependent at the 10% significance level, therefore providing some significant evidence of association between brand display and luxury consumption. This already somehow validates the expectation that the exposition of the brand name or logo is an important factor of luxury consumption. As for the association between shopping experience and luxury consumption, the latter result could become even more significant in a larger sample since the sample size positively affects test statistics and therefore significance for the rejection of the null hypothesis. This confirms the hypothesis 2: logo exposure has significant impact on the consumption

SOCIAL MOTIVE VERSUS INDIVIDUAL SATISFACTION

Finally, we wanted to know whether the social motive and individual satisfaction factors are correlated and, if so, in which direction. From the table below, we see that both factors are negatively correlated, suggesting that the more someone cares about social feelings the less his/her personal utility and *vice-versa*. However, the associated p-value is $0.204 > 0.05$ so the correlation is not statistically different from 0 at the usual 5% significance level.

Table 9:
Social motive versus individual satisfaction

		Social Motive	Individual Satisfaction
Social Motive	Pearson Correlation	1	-0.161
	Sig. (2-tailed)	-	0.204
	N	64	64

4.4. Logistic regressions

As explained in the methodology section, the logit model was selected to model the probability of buying luxury products as a function of individual characteristics or covariates like demographic and socio-economic factors and emotional factors.

In order to not lose too much degree of freedom and to avoid over-identification, the logit of the probability of buying luxury products was regressed on different sets of variables: demographic and socio-economic covariates, and other purchase factors covariates. Table 10 reports the regression results for the estimation of the logit model with demographic and socio-economic covariates only.

Table 10:
Demographic/socio-economic factors – Logit regression results

Variables	Coeff.	p-value	exp(coeff.)
Gender	0.135	0.876	1.145
Age	0.005	0.953	1.005
Only-child	1.750	0.146	5.755
Children	0.899	0.518	2.457
College	-2.133	0.118	0.119
Graduate	-0.145	0.922	0.865
Employee	-13.537	0.000	0.000
Private owner	-11.644	0.000	0.000
Student	-10.249	0.000	0.000
Housewife	-12.554	0.000	0.000
Retired	-14.570	0.000	0.000
Income < 20k	-1.635	0.367	0.195
Income 20-40k	0.738	0.596	2.093
Income 40-60k	0.643	0.747	1.902
Couple	-0.177	0.921	0.838
Partner live	-0.618	0.718	0.539
Partner income < 20k	-0.674	0.712	0.510
Partner income 20-40k	-1.036	0.449	0.355
Partner income 40-60k	0.150	0.955	1.161
Partner income 60-80k	-0.184	0.904	0.832
Constant	13.691	0.000	883,105.543
N. Obs	55		
Pseudo R-squared	0.2221		

Significance level: *1%, **5%, *10%**

From the above table, we see that none of the considered demographic and socio-economic factors have a statistically significant impact on the probability of luxury consumption, except the variable related to respondents' status. The coefficients related to all other variables are not statistically significantly different from 0 since the associated p-values of the Wald test statistics are greater than the usual significance level of 5%. The Nagelkerke pseudo R-squared is about 22.21%, therefore suggesting

that it remains something desired not explained by the current set of explanatory variables.

Nonetheless, in a larger sample, one could potentially expect a significantly positive impact of only-child on the probability of buying luxury products, since the associated p-value is one of the lowest among all. For example, assuming that the coefficient on only-child could be statistically different from 0 in a larger sample, the above results would suggest that the estimated odds ratio of an individual who is only-child versus an individual who is not is about 5.75, therefore suggesting that someone who is the only child in a family has an odds of buying luxury products that is more than 5 times the odds of an individual who is not the only child in a family.

Table 11 below presents the regression results for the estimation of the logit model with the purchase factor covariates.

Table 11:
Purchase factors - Logit regression results

Variables	Coeff.	p-value	exp(coeff.)
Emotion negative	-0.156	0.879	0.855
Emotion positive	-2.180	0.066	0.113
Experience don't care	-1.323	0.240	0.266
Experience enjoy so much	-1.028	0.293	0.358
Brand display don't care	-2.219	0.194	0.109
Brand display strongly agree	-1.373	0.465	0.253
Social motive	0.441	0.026**	1.555
Individual satisfaction	0.021	0.886	1.021
Constant	1.694	0.379	5.443
N Obs	55		
Pseudo R-squared	0.2221		

Significance level: *1%, **5% ,*10%**

From the above table, we notice that the coefficient related to **social motive** is statistically significantly different from 0 at the usual 5% level, therefore suggesting that the associated variable have a significant impact on the probability of luxury consumption. The finding confirm hypothesis 3: People consume in order to show off.

All the other coefficients are not statistically different from 0 at the 5% level so the associated variables (emotional attachment, shopping experience, brand display, and individual satisfaction) do not have a significant impact on the probability of luxury consumption, at least in the present analysis.

Regarding the variable related to social motive, the estimated odds ratio is about 1.5, which suggests that the odds of luxury consumption is 1.5 times higher for consumers who care about social recognition than the odds of luxury consumption for those who do not care.

Chapter 5:

Conclusion

Many factors appear to be significant contributing in shift in demand for consumption of luxury lifestyle. However, as a result of the analysis presented above we could not find clear and concrete statistical evidence of a particular consumer profile associated to luxury consumption in terms of demographic and socio-economic characteristics. Actually, all profiles are subject to consume luxury goods or services in Taiwan. Due to different income's levels, luxury brands must diversify the price offer of the goods or services. Indeed, consuming luxury life style is becoming the norm. We are facing a mass consumption. Since all profiles a subject to consume, marketers should carefully segment the customers in order to target a wide public. The recent successful association between Karl Lagerfeld (from Chanel) and H&M (called "masstige phenomenon") should inspire other luxury brands to meet the high demand in affordable luxury goods consumption. Second-hand or renting luxury goods may probably be developed in Asian countries.

Interpretation of significant results (significant in a larger sample or tendencies):

In the Chi-Square test, the factor **shopping experience** is associated to luxury consumption, probably, at the significance level of 10%, due to the

high interest for customer services related to luxury consumption in Asia. Companies should consider the fact that consumers are particularly demanding when consuming luxury goods or service in brand-stores. Staff training and other attentions should be a priority to fully satisfy customers. Indeed, consuming the service of the sale seems as much important then the good it-self. Hence online service should not be a priority on luxury market. In order to make sure customers appreciate specific brand service, survey may be conducted orally by an employee of the brand store.

In Table 11, logit regression results show a statistical significance for the variable **social motivation**. The importance for social media use may be a reason why many respondents show high social need. As noticed in the introduction, cultural purpose should be one of the reasons. In Asia, due to face issue, social recognition need may be particularly high. Therefore, other people's appreciation would definitely be important for most consumers. Therefore, the use for social media must be taken into account. Brand companies may have special marketing action in order to highlight they cutomers. For instance, inviting famous TV show or other actors to private contests would be a good strategy making buzz on social media. The Guests will appreciate sharing similar experience to celebrities. It will be opportunities for showing up high standart of life style on social media.

According to the research, the **logo exposure** factor is significant for luxury consumption. Since Taiwanese consumer have high social recognition expectation, the willingness to exhibit symbols is still particularly present. Luxury brand companies may keep strategies of “showing off”. However, the maturity of the market may evaluate in the near future.

The same table indicates that in a larger sample **emotional attachment (positive emotion)** could be significant and relevant for luxury consumption. This may be explained by the fact that classic western brands are building their image up through decades. Offering strong values such as family, tradition, savoir-faire. The new luxury brand must be careful to properly build their image. Due to the irrational dimension involved into the decision-making process, the marketer must focus on creating the history of the brand. For example, today’s trends value is more environmental or minimalism. Another example would be using the image of existing brand as Chanel or Dior in order to develop a sub-brand. To diversificate popular brands will allow targeting new segments. For example, young generation or customers with lower budgets. Using their famous images the brand will benefit a large visibility.

Top 3 luxury goods and services consumption

1. High-class restaurants

Having dinner in a high-class restaurant is getting usual for a large size of respondents. Generally, food is clearly in the Taiwanese culture. However, since the Taiwanese market is getting more mature, it is clear that consumers may have certain high demand when sharing dinner with friends or family. Flavor, appearance of the dishes and the fastness of the service must be carefully taken into account by the establishment.

2. Spa and other cares

Taking care of them-self seems usual for the Taiwanese consumers. Hot springs and massage also have important part in the local culture. Nevertheless, going to the spa center is definitely showing strong interest for lux. Different services for beauty and wellness are proposed in order to make ladies and men in the best condition. Since having the time for it-self is the highest lux in nowadays, it proofs that some people fulfill basic need and have the necessary income.

3. High labelled apparel & fashion

The sentence “to wear means to be” is taking sense when watching at the results. Therefore, to have the right dress up is essential for most of respondents. Wearing brands is the faster way to rank a person in term of wealth. Accessories are also essential for consumers.

APPENDIX



台灣消費者購買奢侈品行為研究

Luxury consumption - behavior analysis (Taipei)

Part 1/4: 人口統計問答題 - Demographic questions

1. 你是台灣人嗎? - Are you Taiwanese? 是 不是
2. 你是在台灣長大的嗎? - Did you grow up in Taiwan? 是 不是
3. 你的性別? - What is your gender? 男生 女生

4. 請選擇您對於奢侈品牌的態度

Please select the statement that represent your attitude regarding luxury goods.

(Luxury PRODUCTS such as Versace, Armany, Chanel, LV, or Luxury SERVICES such as Spa in five stars Hotel, doing Golf, going to High class restaurant)

- 1. 能使生活品質提升即可合理購買 - The quality of life has improved, it is reasonable to consume
- 2. 不夠實際的消費 - It is too expensive, wasteful and unnecessary to consume
- 3. 無需奢侈品 - Not necessarily, subject to availability

5. 你是哪一年出生的? - In which year were you born? _____

6. 你有幾個兄弟姊妹? - How many brother(s) and sister(s) do you have? _____

7. 你有幾個小孩? - How many Children do you have? _____

8. 你的最高學歷? What is the highest level of school you have completed or the highest degree you have received?

- 1. 高中 - High school degree or Less
- 2. 大學 - Graduate degree
- 3. 碩士 - Master degree
- 4. 博士 - Doctoral degree or more

9. 下列哪一項是您目前的工作狀態? 如果還未工作, 請跳過並到第 12 題作答題作答-
Which of the following categories best describes your current status? If not employed, please go on question 12.

- 1. 勞工 - Laborer
- 2. 職員 - Employee
- 3. 私人企業主 - Private Enterprise Owner
- 4. 公司行號執行長 - Corporate Executive
- 5. 軍職人員 - Military service Agent
- 6. 沒在上班, 找工作中 - Not employed
- 7. 學生 - Student
- 8. 家庭主婦 - Housewife
- 9. 退休 - Retired

10. 你平均一個月的收入有多少? On average, what is your income per month in TWD?

- | | |
|---------------------------------|----------------------------------|
| <input type="radio"/> <20K | <input type="radio"/> 60K 至 80K |
| <input type="radio"/> 20K 至 40K | <input type="radio"/> 80K 至 100K |
| <input type="radio"/> 40K 至 60K | <input type="radio"/> >100K |

11. 下列哪一項符合您現在的感情狀態? 如果單身, 請跳過並到第 14 題作答題作答

Are you in Relationship? If not in relationship, please go on question 14.

是 不是

12. 你跟你的配偶住在一起嗎? - Do you live with your Partner?

是 不是

13. 您配偶每月的收入有多少? - On average, what is the income of your Partner?

- | | |
|---------------------------------|----------------------------------|
| <input type="radio"/> <20 | <input type="radio"/> 60K 至 80K |
| <input type="radio"/> 20K 至 40K | <input type="radio"/> 80K 至 100K |
| <input type="radio"/> 40K 至 60K | <input type="radio"/> >100 |

Part 2/4: 購物趨向 購物趨向 - Shopping trends

14. 請從下列所有選項中勾選出 3 項你最喜歡以及最有興趣的奢侈品牌類別?

What are the 5 categories of luxurious goods or services that you consume the most?

- | | |
|--|---|
| <input type="checkbox"/> 1. 服裝/時尚 - Apparel/Fashion | <input type="checkbox"/> 9. 手飾/手表 - Jewel/watches |
| <input type="checkbox"/> 2. 背包/皮製品 - Bags/Leather Good | <input type="checkbox"/> 10. 家用電器 - Home appliance |
| <input type="checkbox"/> 3. 鞋子/鞋類 - Shoes/Footwear | <input type="checkbox"/> 11. 高級運動(高爾夫、騎馬、賽車) - Expensive sports (Golf, horsing, racing, etc.) |
| <input type="checkbox"/> 4. 皮膚保養品 - Skin care product | <input type="checkbox"/> 12. 名車 - Luxurious Car |
| <input type="checkbox"/> 5. 香檳和酒 - Champagne and spirit | <input type="checkbox"/> 13. 其他(請詳細舉例) - Other (please specify)_____ |
| <input type="checkbox"/> 6. 旅行 - Travelling | |
| <input type="checkbox"/> 7. 高級餐廳 - High class restaurant | |
| <input type="checkbox"/> 8. 泡湯、桑拿、或按摩 - Spa and other care | |

15. 在過去的半年裡, 你買過幾次奢侈品或享受幾次高級服務的花費?

In the past 6 months, how frequently did you consume luxury goods or services ?

- | | |
|--|---|
| <input type="radio"/> 1 次 - 1 time or less | <input type="radio"/> 4 次 - 4 times |
| <input type="radio"/> 2 次 - 2 times | <input type="radio"/> 5 次 - 5 times |
| <input type="radio"/> 3 次 - 3 times | <input type="radio"/> 6 次以上 - More than 5 times |

16. How often per year do you purchase “Branded Accessories Fashion goods”?

您購買奢侈品牌的时尚配件的频率

1. 皮夾 - Wallet ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
2. 包包 - handbags ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
3. 圍巾 - Scarf ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
4. 唇膏 - Lipstick ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
5. 項鍊、耳環 - Neckless/ Earring ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
6. 太陽眼鏡 Sun Glasses ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
7. 帽子 - Hat/Cap ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)
8. 鞋子 - Shoes/Trainers ○ 決不 ○ 1 次 ○ 2 次 ○ 3 次 ○ 4 次 ○ 5 次以上 (含)

17. 您偏好的品牌種類 - Do you prefer “Taiwanese Fashion Brands” (Athena Chuang, Fabitoria, WXY, Sweet Villains...) or “Classic Western” (Chanel, Hermes...) Luxury Brands?

1. 歐美奢侈品牌 - Western Luxury Brands
2. 台灣品牌 - Taiwanese Brands
3. 皆非 - None of them

18. 您購物時的感受 What is your feeling when shopping?

	我不在乎 I do not care	我喜歡一點 I enjoy a little	我非常喜歡 I enjoy so much
您購買奢侈品牌時的感受 - When purchasing high labelled brands, how do you enjoy the Shopping Moment?			

19. 您對品牌表現手法的感受 What is your feeling about brand display?

	非常不同意 Strongly Disagree	不同意 Disagree	同意 Agree	非常同意 Strongly Agree
我認為品牌的商標必須明顯地出現在商品上 - I think Logo Brand Exposure must be well displayed on the Good.				

20. Social Motivation >< Individual Satisfaction

Please rank the following statements 從 1 到 10(從弱度到強度級別)

請參考下列表中的每一段話並依照數字勾選符合您的情形:

On a scale from 1 to 10 (1 being the lowest intensity and 10 being the strongest intensity)

2	1	2	3	4	5	6	7	8	9	10
跟隨當今流行對 我很重要、且我期待大 家對我配件做出 正面評價 - To follow current trends is important to me, and I am looking forward for having positive comments on my outfit (in daily life, from my Family, my friends, Social Media etc ...)										

21	1	2	3	4	5	6	7	8	9	10
我不在意他人對我的 意見、我購買我喜歡的 配件而不受他人左右 - I do not pay attention about people's opinion. I purchase goods I like whatever people think.										

我的名字叫 Claire Glorieux. 我是來自比利時的經濟學碩士研究生就讀於台灣國立政治大學，正在研究台灣的消費者對於奢侈品的購買與高品質的花費思想以及調查目前市場上的經濟趨勢。

請您花一點時間(6分鐘)以你們最真實的角度和想法完成這份調查問卷來幫助我的研究，

我和我的老師 Tsoyu Calvin Lin 博士會非常地感謝您，

並且保證會正當地在學術上使用這些珍貴的答案。

所有的回答都會以匿名的身分與自我意願的方式記錄。

提醒您，這則調查問卷上的任何答案都只有一次的回答機會。

請幫助我在 FB 上多分享這則調查問卷!

有任何對於這項研究的問題或想法，請與我聯繫。

Claire Glorieux Office of IMES

聯絡方式: +886-2-29393091 ext. 51255

claire_glorieux@hotmail.com

政大應用經濟社會發展英語碩士

國立政治大學 www.imes.nccu.edu.tw



REFERENCES

- D'Arpizio, F. Levato, D. Zito & J. de Montgolfi (2015). Luxury goods worldwide market study. How luxury brands can rebuild to win, *Annual Report*, , 6-12.
http://www.bain.com/Images/BAIN_REPORT_Global_Luxury_2015.pdf
- C. Becker (2014), *La marque Rouge*. Shanghai - Luxe - Art & Mémoire, Shanghai, 28-6.1
- Businessdictionary. (2016). *Definition of luxury goods*. Retrieved 2016, from Businessdictionary:
<http://www.businessdictionary.com/definition/luxury-goods.htmlR>.
- Chadha, & P.Husband (2006). The Cult of the Luxury Brand: Inside Asia's Love Affair, 21-65.
- Chen, C.-Y., Chao, C.-H., Lee, Y.-J., TSAI, & Pei-chuan. (2012). Exploration of the differences in Taiwanese women's purchasing decisions towards luxury goods and general products. *African Journal of Business Management* , 548-561.
- Collins Dictionary (2017) *Definition of one parent family*. Retrieved 2017: <https://www.collinsdictionary.com/dictionary/english/one-parent-family>
- Economictimes. (2016). *Definition of 'Brands'*. Retrieved 2016, from Economictimes:
<http://economictimes.indiatimes.com/definition/brands>

- E. Wright (2015). *Are you a SINK?* Financial Planner, FChFP, and Accredited Aged Care Professional:
<https://www.linkedin.com/pulse/you-sink-single-income-kids-erin-wright>
- Euromonitor (2017). *Luxury Goods in Taiwan, Country Report*:
<http://www.euromonitor.com/luxury-goods-in-taiwan/report>
- Global Britania (2016). *Definition 'One child policy'*. Retrieved 2016, from Global Britania
- Investopedia (2017). *Definition 'Dual Income, No Kids'*. Retrieved 2017, from Investopedia: <http://www.investopedia.com/terms/d/dinks.asp>
- Pbworks (2016). WP 1 - Analysing Consumption Patterns and Lifestyles. Retrieved 2016, from Pbworks:
<http://consensus-project.pbworks.com/w/page/16379777/WP%201%20-%20Analysing%20Consumption%20Patterns%20and%20Lifestyle>
- Perreau, F. (2014). *The Consumer Factor. The Consumer Buying Decision Process*
<http://theconsumerfactor.com/en/5stagesconsumerbuyingdecisionprocess/> Accessed on 29 December 2014.
- Roberts, F. (2015). *Taiwan: On the Verge of Luxury Greatness?* Retrieved 2016, from luxurysociety:
<http://luxurysociety.com/articles/2015/12/taiwan-on-the-verge-of-luxury-greatness>
- S. MCLAughlin (2013). *Gaining and Losing Face in China*:

<https://chinaculturecorner.com/author/suptonmclaughlin/>

M. Triffin (2015). The Budgeting Secrets of Single-Income. LearnVest – Families Contributor for saving money

<https://www.forbes.com/sites/learnvest/#2c6252c1754b>

Wang, J. (2014). Factors Related to Consumer Behavior on Luxury Goods

Purchasing in China . UTCC.

E. R. Wang (2014), China one, the love of Luxe. Strategy and framework development towards Chinese Young Luxury Consumers, 113-140.

Worldmeters (2017). *Population density in Taiwan*. Retrieved 2017 from

Worldmeters: <http://www.worldometers.info/world-population/population-by-country/>

P. Xiao. (2008). *Elite China: Luxury Consumer Behavior in China*, Wiley, China

Zhang, B., & Kim, J.-H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, 68-79.