The Impact of Lifestyle and Attitude Functions on Luxury Goods on Emotional Attachment Towards Luxury Brands

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ABSTRACT

The purpose of this article is to investigate the effect of individuals’ life on the consumers’ emotional attachment to the luxury products. The mediation role of individuals’ attitudes has been investigated for the relationship between lifestyle and emotional attachment. First, the respondents have been divided into four categories that relate to their lifestyle - concerning their income and desire for social status. Then, the authors deal with the investigation of lifestyle effect on the emotional attachment to the luxury products. The attitude of different age groups has been investigated by the mediation role of the lifestyle and emotional attachment. Finally, elements have been investigated including the accurate recognition of brand by the aristocratic class, communicative and non-communicative motives in different lifestyles, and the relation between price and brand prominence. The findings show that the individual’s lifestyle influences on the emotional attachment to the luxury products, as well as the existing attitudes in different age groups mediate the relation between lifestyle and emotional attachment to the luxury brand. The aristocratic class accurately recognise the signs of luxury brands. Also, the motives of communicative and non-communicative individuals are expressed in a variety of styles. Finally, a connection between price and brand prominence is discussed.

KEYWORDS

Emotional Attachment, Individuals Attitude, Lifestyle, Luxury Product, Product Brand

1. INTRODUCTION

Over a range of markets, the brands concentrate their investments in many activities, because they want to achieve to the widest possible range of consumers. However, the luxury brands try to create a concentrated experience among consumers. For example, concerning the carried out studies by Rolan Berger consultants (Consultants, 2014) the young consumers when consuming of luxury products have increasingly have a developing and positive attitude (Gil, 2012). These groups of consumers have a fast purchase intention when faced with the luxury brands, and they also spend more for buying these products than the other products (Halpert, 2014). Commercial brands define their consumers as a mass and then persuade them buy their products; for luxury brands it is reversed, and the consumers follow luxury brands (Brun, 2013). In other words, increasing the number of brand

DOI: 10.4018/IJAL.2017070102

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consumers decrease their value. So the brands should design artificial obstacles that reduce acceptance by consumers (Mohammadi, 2015). This behavior creates a feeling of attachment, and just the loyal consumers exists. The reviews about the quality of luxury products present two distinctive aspects: firstly, the increasing growth of consumers who gradually move toward the products consumers, in the second step, there is the reaction which producers have reacted to the change of consumption pattern, through the supply of luxury products (Botonaki, 2011). This belief results from high quality of these products, and the intellectual and positive comprehension of consumers about qualitative features (Dukes, 2013). Consumers of luxury products are divided into different types based on wealth and need for status (Hon, 2010). Some consumers who care about products’ quality are ready to pay much greater costs to be assured of the considered quality. Other consumers, in addition to their wealth, have a higher social status, and they pay a high cost for the products which are not repetitive. As it was obvious in the luxury products, quality, and variety of these products highly influence these consumers’ ideas (Hon, 2010). Thus, the main point of this study review is to investigate the effect of individuals’ lifestyle on the consumers’ emotional attachment to the luxury products. In the first step, we classify many different consumers based on their lifestyle and investigate the effect of their lifestyle on the emotional attachment to the luxury brand. Among these, we deal with the investigation of individual Attitude effect to the luxury product consumption in the relation between lifestyle and emotional attachment.

2. LITERATURE AND THEORETICAL FRAMEWORK

By passing through the traditional economy and increasing the competition in modern aspects, the consumer has become the main element and pivot of all of the organized activities in the competitive perspective. The survival and continuity of organization lifetime rests on the firm identifying and attracting new consumers and keeping the existing consumers. Among these, the thinkers prescribe the management and marketing to consumers and methods of maintaining the correct relationship with them under the title of relationship management with the consumer (Bahman Heydari, 2009).

In economics, a luxury good is a good for which demand increases more than proportionally as income rises, and is a contrast to a “necessity good,” for which demand increases proportionally less than income (Varian, 1992). Luxury goods are often synonymous with superior goods and Veblen goods.

Luxury goods are said to have a high level of income elasticity of demand; as people become wealthier, they buy more and more of the luxury good. This also means, however, that should there be a decline in income the demand for the luxury good will drop. Income elasticity of demand is not constant concerning income and may change sign at different levels of income.

The consumers have different attitudes about product purchase, and this attitude is changed in different individuals, so one of the different causes among consumers purchase is their lifestyle (Kupiec, 2012).

2.1. Consumers’ Emotional Attachment to the Luxury Brand

The recent studies about marketing show that there is special attention paid to the feelings and affection importance in the relations between consumers and brands. In the last decade, marketing studies have investigated, in the consumers perspective, a feeling of ‘liking’ and this can be created when we discuss a brand or position liking (Albert, 2010). Bowbly (1979) has defined as a connection full of meaningful emotions between a person and special thing he was the pioneer in the field of attachment of children-parents (Patwardhan, 2011). This theory has proved three main features of deep attachment: close support, confident, secure and safe support. The usual application of brand relations became common from the late 1990s. For example, Danken (1999) evaluated the brand relations as a key factor of advertising organizations success. However, he believed that advertisements
A Supplementary Framework for Evaluation of Integrated Logistics Service Provider
www.igi-global.com/article/supplementary-framework-evaluation-integrated-logistics/2507?camid=4v1a