

ABSTRACT

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The Role of Vanity From Consumer and the Effect of Brand Consciousness in Luxury Fashion Goods Consumption in Indonesia.

(XV + 98 pages + 4 figures + 15 tables + 21 appendices)

This research aims to measure consumer vanity, brand consciousness, arrogance, attitude towards luxury brands and purchase intentions in Indonesia. The approach of this study is quantitative research with data collection method using electronic questionnaire of Google forms. This study conducted in Indonesia, which the Indonesian who have ever bought branded fashion goods become the respondents of the research. The measurement of the outer and inner model is calculated by SmartPLS 3.3.2. Structural Equation Modelling was performed to test the construct relations in the theoretical framework of this study. The findings of this study found that brand awareness is interceding the connection between the buyer vanity and extravagance utilization. Extravagance purchasers are principally determined by achievement vanity. They bring about irrational expenses to obtain the costly, well known and esteemed extravagance brands and prominently devour them to show their prosperity and achievement. For further research, we recommend to enlarge the sample size with different culture background.

Keywords: *Mediation; SEM; Regression Analysis; Consumer Behavior; Social Status, Luxury Branding, Prestige, Luxury Consumption, Brand Consciousness, Physical Vanity, Luxury Consumer, Achievement Vanity*

References: 100 (1978 – 2020)