

## **DETERMINANTS AFFECTING INTENTIONS TO PURCHASE AND BEHAVIOR TOWARDS LUXURY PRODUCTS: A PRISMA SYSTEMATIC LITERATURE REVIEW.**

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### **ABSTRACT**

This article reviews and synthesizes the literature on the determinants of luxury purchase intention and behavior. It aims to clarify the complex dynamics of the luxury market by identifying key factors such as motivations, value perception, and cultural trends. It also seeks to provide insights for future research and marketing strategies. The review systematically analyzed studies from 2009 to 2023 using the PRISMA method, identifying 80 relevant studies. Data synthesis offered an objective overview of factors influencing luxury purchase intention (LPI) and behavior (LPB). 151 variables affecting LPI and 84 affecting LPB were identified and categorized into personal, collective, and demographic groups. Key determinants, including motivations, value perception, and cultural trends, emerged as explanatory, mediating, and moderating variables. This manuscript, the first systematic review of its kind, addresses a significant literature gap and provides practical implications for marketers and directions for future research in the luxury sector.

**Key Words:** *Luxury; Luxury purchase intention (LPI); Luxury purchase behavior (LPB); PRISMA; Systematic review.*

### **1. INTRODUCTION**

The notion of luxury is anchored in the work of Adam Smith (1776). He segmented consumption, delineating sub-categories such as necessities, basics, affluence, and luxury. According to D'Arpizio et al. (2023), the global luxury market experienced a record year, with an estimated value of 1500 billion euros in 2023, representing an 8 to 10% increase compared to the previous year in real terms. This substantial growth and enormous expansion are ascribed to globalization, digital communications, wealth creation opportunities, cultural convergence, and international travel (Okonkwkwo, 2009). Not the mention the fact that the emergence of the "nouveaux riches" has exploded the number of luxury customers and expanded the range of luxury fashion categories (Patsiouras and Fitchet, 2012). Additionally, according to the findings of Phyzey et al. (2019), the estimated worth of the international luxury sector is 1,000 billion dollars in 2019, with future trends indicating a sustained expansion at Annualized Growth rate (AGR) surpassing 5%

through 2028. The scope of luxury consumption has expanded beyond affluent consumers within the product country of origin, and due to sustained dynamic growth, the luxury market has become more accessible than in previous years (Wiedman, Hennigs et al., 2012).

This trend has led luxury merchants to adapt their approaches and provide products that are not readily available to the general populace (Shukla et al., 2022). Luxury brands are sought after for their ability to provide emotional benefits (Saran et al., 2016), socio-psychological advantages (Stathopoulou and Balabanis, 2019), and enhancement of social status (Kessous and Valette-Florence, 2019). Top-of-range product acquiring probability rises when the product is deemed authentic (Cheah et al., 2015), exclusive (Stathopoulou and Balabanis, 2019), employs innovative marketing tactics (Janssen et al., 2017), and boasts a rich history (Kessous and Valette-Florence, 2019).

In general, there are two categories of luxury spending motives: external, social, and interpersonal on the one hand, and internal subjective and reserved motives on the other. External motives (a signal of wealth) refer to the situation where the aim is to publicly display one's luxury status, while internal motives (self-reward) refer to luxury consumption involving emotions, a state of mind as well as subjective sensations linked to self-perception. It's logical to distinguish between the interpersonal and personal effects of luxury—two distinct perspectives in terms of perceptions, motivations, and behaviors. While luxury goods are distinguished by features like top-notch quality, artisanal legacy, unique style, premium pricing, exclusivity, and worldwide recognition (Nueno and Quelch, 1998), individuals opt for high-end brands for symbolic motivations, illustrating their personal or societal aspirations (Wilcox et al., 2009).

Several researchers (e.g., Amatulli et al., 2018; Dubois et al., 2021; Husic et al., 2009; Jain et al., 2015, 2018, 2019, 2021; Shukla et al., 2012; Wang et al., 2022; Zhan et al., 2012) have demonstrated significant interest in exploring and comprehending the factors that impact the intention and behavior behind luxury purchases across diverse cultural, contextual, regional, and perspective-based settings. It should be acknowledged that scholars have examined various factors related to the intention and behavior of acquiring high-end products. Furthermore, in their efforts to explore and examine this field, researchers have utilized various methods and techniques. However, to date, no effort has been made to systematically review and synthesize existing studies dealing with the factors influencing luxury purchase intention and behavior. Thus, there exists a gap in the current body of research in this domain. To provide a comprehensive understanding of the determinants affecting luxury purchase intention and behavior, this article is structured as follows. The next section discusses the conceptualization of luxury, providing a foundation for the study. The research methodology section then explains the PRISMA approach and selection criteria used for the systematic literature review. The results section categorizes the identified determinants into three main groups: personal factors, collective factors, and demographics. Subsequently, the discussion section contextualizes the findings and their theoretical implications. The article concludes with a reflection on limitations and suggestions for future research, followed by a summary of key insights in the conclusion. Hence, A systematic literature review will therefore be carried out to bridge this lacuna (Kitchenham et al., 2009). Perpetually, this ongoing research work represents a pioneering effort in offering an understanding and overview of luxury purchase intention and behavior. Additionally, it aims to synthesize and organize the key aspects explored in previous studies and how these studies have approached issues about luxury purchase intention and behavior.

## **2. THEORETICAL BACKGROUND**

We have carried out a detailed literature review of the most relevant articles in the realm of luxury studies. All the pertinent and representative definitions of luxury in this field were grouped in the Table below.

## 2.1 LUXURY CONCEPTUALIZATION

**Table -1: Multiple Understandings of luxury**

Scholars	Interpretations
Vickers et Renand,2003.	The emblems of individual and public recognition are represented by luxury goods, and the high status attached to these objects is deemed an essential component of their attractiveness
Tynan et al,2010.	Products of luxury bring individuals significant benefits that justify their high prices, incorporating attributes such as quality, scarcity, uniqueness, status, and originality, all of which contribute to emblematic and experiential enjoyment.
Ko et al,2019.	A top-of-the-range product or offering embodies superior know-how, offers real value, exudes prestige, justifies a luxury rate, and fosters connection with individuals.
Kapferer et Laurent,2016.	The characteristics of luxury products include rarity, outstanding quality as well as craftsmanship, all of which contribute to their high price tag.
Kapferer et Bastien,2009.	There are two main reasons why luxury is a social movement rooted in the human bond:(1) luxury products are often handcrafted, while (2) luxury products come with an unrivaled level of personalized service.
Holmqvist et al,2020.	Luxury refers to a hedonistic retreat, where the unique attributes of luxury goods, including uniqueness, design, and originality, contribute to a luxurious enjoyment of the moment.
Han et al,2010 ; Grossman et Shapiro 1988.	Upscale products confer status on their owners, whatever their utility.
Dion et Arnould,2011.	Standing and pleasure can be brought by luxury. The concept is not solely determined by the object itself, but rather by the way it is related to by people. There is no inherent sense of luxury in an object; rather, it is defined in a particular context.
Choi et Kim,2003 ; Nueno et Quelch,1998 ; Kapferer et Bastien,2009 ; Cervellon et Coudriet,2013 ; Kapferer,1997 ; Gupta et al 2019 ; Heine,2012.	"The concept of luxury is commonly linked with elevated cost, exceptional quality, exclusivity, scarcity, aesthetic allure, enjoyment, and a substantial presence of non-functional associations.
Atwal and Williams (2009).	Evoke traditional luxury associated with exclusivity, status, and quality, as well as democratized luxury, offering affordable products with sufficient quality and aspiration to distinguish themselves from others (quoted from Silverstein et al., 2004).

Source: The authors.

Having examined the definitions presented in Table 1, two conclusions can be drawn. Firstly, although there is a wide range of literature on luxury, previous attempts to find unanimity or consensus on the definition of the concept of luxury have not been successful, and no generally accepted definition of luxury has emerged. Luxury researchers agree that it is difficult to define luxury precisely. Recent research has emphasized the complex meaning of luxury, which has led to luxury being seen as a concept with fragmented meanings. Secondly, while there is no single definition of luxury, many definitions have been found to focus on a relatively narrow set of dimensions. These include high product quality (including aesthetics), high price, exclusivity (including rarity, status, social hierarchy, and prestige), and positive customer emotions (including hedonic experience, hedonic escape, and perceived authenticity).

### 3. RESEARCH METHODOLOGY

To analyze purchase intention and behavior focused on luxury brands, this study used a systematic literature review approach (Webster and Watson, 2002; Busalim and Hussin, 2016; Osobajo and Moore, 2017) to foster the development of theory and identify areas for further research. An SLR, literally a systematic literature review, is a well-defined methodology designed to evaluate a particular literature flow in-depth and provide an understanding of the state of the art. It entails solid criteria for finding relevant research articles in reputable journals (Paul and Criado, 2020).

#### 3.1 SEARCH STRATEGY

In addressing the research objectives. This paper uses a systematic quantitative assessment technique. This technique is recognized as superior to traditional narrative approaches as it elicits information that might be difficult to capture through a narrative approach (Healey and Healey, 2010). Systematic quantitative assessment is quantitative, comprehensive, and structured. Moreover, this form of review is systematic in the sense that the methods employed to review the literature, and then to select articles for inclusion are clear and reproducible, signifying that similar results should be obtained if the process is repeated (Pickering et al., 2014). This systematic literature review was based on the PRISMA approach (Preferred reporting items for systematic reviews and meta-analyses). Prisma was first used in Clinical psychology and has been applied in other fields and disciplines (Ter Huurne et al., 2017). The PRISMA methodology incorporates an evidence-based checklist, related to a four-phase flowchart, and guarantees clarity and transparency in the reporting systematic literature reviews. Using the PRISMA method limits bias, reduces the effects of chance, and enhances the legitimacy of data analysis. The PRISMA protocol involves four steps: identification, screening, eligibility, and inclusion (Moher et al., 2009; Ter Huurne et al., 2017). The PRISMA flowchart outlining the different steps of the systematic literature review is shown in Figure 1.

In the first phase, we elaborated the review protocol, the review questions, and the research strategy. Based on the above overarching research objective, Twofold review questions were suggested to focus the inquiry better further:

- a) What are the characteristics of the current body of literature on luxury purchase intention and luxury purchase behavior?
- b) What are the factors that influence luxury purchase intention and luxury purchase behavior?

To reach our research goals, we deployed a PRISMA flow diagram. The databases were first identified. We made use of the Scopus search engine, which is broadly acclaimed as a cover in this area of research (Burham, 2006; Grubic, 2014) and has been heavily used in pertinent studies in the field (Baines, Lightfoot, Benedettini et al., 2009). Secondly, the following search step consisted of selecting the ideal keywords to search for related research articles. The keywords selected were: “luxury purchasing”, “luxury product buying”, “luxury product adoption”, “luxury consumption”, “luxury consumer behavior”, “luxury purchase behavior”, “luxury purchase intention”, “luxury buying behavior”, “luxury buying intention”. Then, we downloaded the peer-reviewed English-language articles published in the SCOPUS database. The most relevant, high-quality articles can be selected by authors through systematic reviews based on their relevance to the journal's objectives. It is aimed to minimize the risk of flaw. The study therefore took the form of a literature search rather than a survey or other research mode. At the identification stage, 381 studies were identified. 201 articles were excluded because they were not relevant to our ongoing analysis. The next phase involved outlining the eligibility criteria used for the definitive assessment of the uploaded articles. The table below shows the criteria

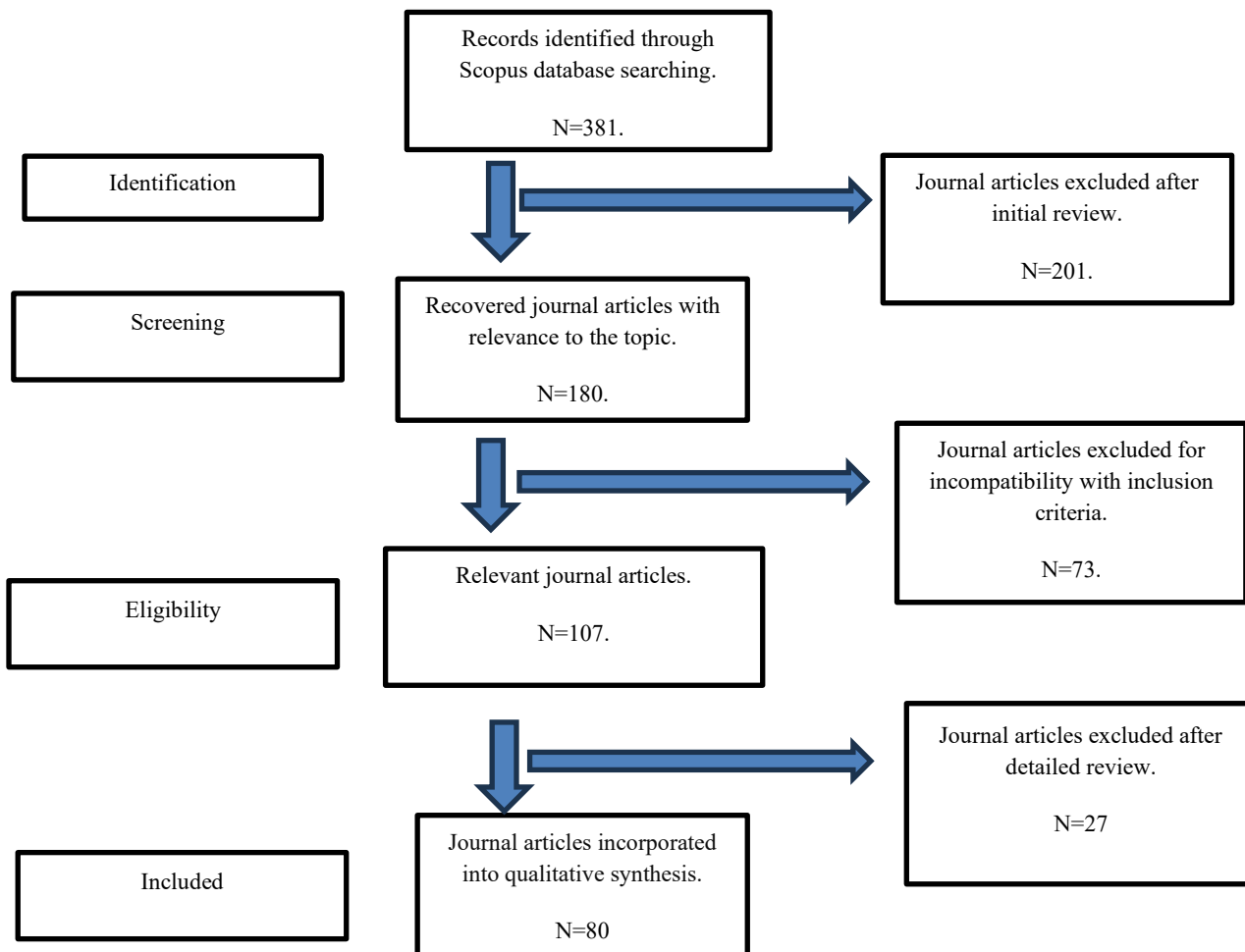
**Table -2:** Criteria for inclusion and exclusion

Specifications	Requirements for Inclusion	Requirements for Exclusion
Study design type	Empirical research (i.e. Qualitative and quantitative)	Conceptual, theoretical
Original language of publication	English	Non-English languages.
Stringent requirements criteria	Academic journals with peer review and indexing.	Professional journals and books
Search Database	All publications from Taylor and Francis, Elsevier, Wiley, Sage, and Springer.	All papers apart from those published by Taylor and Francis, Sage, Elsevier, Springer, Emerald, and Wiley.

Source: The authors.

During the screening stage, 73 articles were disqualified for not meeting the inclusion requirement, while 107 articles were deemed eligible and retained. Predetermined inclusion and exclusion criteria streamlined the identification and selection with analysis by appropriate studies aligned with the objectives of the review. In the evaluation of eligibility, studies considered potentially significant were admitted for comprehensive examination. This approach is outlined as a methodical framework enabling the identification of duplications. Consequently, the hand-picking of articles for the ultimate assessment was performed subsequently. Only after thoroughly reading the entire article were final decisions made regarding exclusion or inclusion. Consequently, 27 articles were omitted because their study content was considered irrelevant. Following a thorough examination, the exclusion of these 27 articles was based on several factors. First, these studies were not directly relevant to the research focus on luxury purchase intention and behavior. Second, they lacked the necessary empirical rigor or methodological quality required for inclusion in this systematic review. In addition, some articles were considered redundant, as their content overlapped with other studies already included. This rigorous exclusion process ensured that only the most pertinent and high-quality studies were retained, aligning the selection with the objectives of this review.

A total of 80 articles were ultimately chosen. Figure 1 provides an overall view of all the selection process stages. This systematic review of the literature utilized both within-study and between-study analyses, as both are deemed essential and should be incorporated into all literature reviews. In intra-study literature reviews, a thorough examination is scrutinized on the entirety of a designated research investigation. This involves examining components. Conversely, comparing essential information between two or more studies facilitates the identification of similarities and differences among them.



Source: The authors.

**Fig -1:** The diagram illustrates the sequential study selection process.

80 studies on customer luxury purchase behavior (LPB) indicated that these studies seemed to have varying conceptualizations of luxury purchase behavior and that numerous inconsistencies were present in the way in which this factor was expressed. This factor was most inconsistently expressed. Luxury purchase behavior (LPB), luxury consumption, adoption of luxury products, purchase of luxury goods, luxury purchase intention (LPI), luxury buying behavior, and luxury buying intention are the main dependent variables.

#### 4. RESULTS

A plethora of variables impacting consumer LPI as well as LPB. were recognized as explanatory, mediating, and moderating in various studies. A detailed list of all the factors impacting LPI and LPB is depicted alongside the tables below. In the first tab column, we provide descriptions for various factors, with the corresponding sense of binding indicated by the following entry(+or-unrelated). The final entry indicates specific research carried out on the variable in question. Based on the findings, 151 LPI variables emerged from the research.

**Table -3: Factors affecting luxury purchase intention (LPI)**

<b>Explanatory variables</b>	<b>Direction</b>	<b>Studies</b>
<b>Achievement</b>	+	45
<b>Age</b>	+	5,15,53,62
<b>Age</b>	NR	39
<b>Anthropomorphism</b>	+	24
<b>Attitude</b>	+	5,9,10,14,18,20,42,45,57,74
<b>Attitude</b>	NR	30
<b>Avoidance of similarity</b>	+	15
<b>Bandwagon effect</b>	+	7,19,31,35,37
<b>Basic necessity quality of lifestyle</b>	-	46
<b>Belongingness</b>	+	24
<b>Brand consciousness</b>	+	5,18,28,45,57,70
<b>Brand image</b>	+	25,80
<b>Brand loyalty</b>	+	34,70
<b>Brand origin</b>	+	80
<b>Brand self congruency</b>	+	70
<b>Brand value</b>	+	71
<b>Collectivism</b>	NR	25
<b>Competitiveness personality</b>	+	35
<b>Concept of face</b>	+	72
<b>Concept of Guanxi</b>	+	72
<b>Concept of harmony</b>	+	72
<b>Confucian propriety</b>	+	62
<b>Consumer brand relationship</b>	+	24
<b>Consumer knowledge</b>	+	73
<b>Consumer knowledge</b>	+	74
<b>Consumer personality</b>	+	24
<b>Content quality</b>	+	9
<b>Covert narcissism</b>	-	8
<b>Creative choice counter conformity</b>	+	15

<b>Cultural connection</b>	+	24
<b>Democratization</b>	-	6
<b>Economic benefits</b>	NR	17
<b>Education</b>	+	15
<b>Education</b>	NR	39
<b>Emotional values</b>	+	27
<b>Empowerment</b>	+	41
<b>Escape</b>	+	36
<b>Eurocentrism</b>	+	19
<b>Exclusivity</b>	NR	28
<b>Experience value</b>	+	14
<b>Experiential aspect</b>	+	73
<b>Experiential needs</b>	+	57
<b>Experiential value</b>	+	64
<b>Exposure to marketing activities</b>	+	15
<b>Extended -self</b>	+	66
<b>Fashion involvement</b>	NR	17
<b>Fashion involvement</b>	+	57
<b>Fashion orientation</b>	NR	14
<b>Financial value</b>	+	71
<b>Functional value</b>	+	71
<b>Gender</b>	+	11,15,17,42,64,69
<b>Gender</b>	NR	39,66
<b>Global identity</b>	+	22
<b>Guilt experienced</b>	+	56
<b>Hedonic function of attitude</b>	+	37,53
<b>Hedonism</b>	+	24
<b>High quality</b>	+	66
<b>Identity projection value</b>	+	14
<b>Ideology of Deng's</b>	+	72
<b>Ideology of Maoism</b>	-	72
<b>Impulsiveness</b>	+	36



<b>Income</b>	+	35,42
<b>Income</b>	NR	40
<b>Individualism</b>	+	25
<b>Indulgence</b>	+	41
<b>Informational interpersonal influences</b>	+	80
<b>Interdependent self- concept</b>	+	27
<b>Intrinsic religiosity</b>	NR	34
<b>Intrinsic religiosity</b>	+	34
<b>Materialism</b>	NR	7
<b>Materialism</b>	+	19,25,28,72
<b>Materialistic quality of lifestyle</b>	+	46
<b>Need for conformity</b>	+	41
<b>Need for learning</b>	+	35
<b>Need for touch</b>	+	32
<b>Need for uniqueness</b>	+	5,20,37,41
<b>Need for uniqueness</b>	NR	74
<b>Normative interpersonal influences</b>	+	80
<b>Occupation</b>	+	15
<b>Online risk perceptions</b>	+	32
<b>Overt narcissism</b>	+	8
<b>Past sustainable behavior</b>	+	14
<b>Peer pressure</b>	+	27
<b>Perceived behavioral control</b>	+	30
<b>Perceived conspicuous value</b>	+	5,6,20,27,44,64,66,67,69,70
<b>Perceived ease of use</b>	NR	18,32
<b>Perceived enjoyment</b>	+	9
<b>Perceived financial value</b>	NR	11
<b>Perceived financial value</b>	+	60
<b>Perceived functional value</b>	+	2,18,27,39,60,62
<b>Perceived functional value</b>	NR	10,11
<b>Perceived hedonic value</b>	-	2

Perceived hedonic value	+	5
Perceived hedonic value	+	5,18,44,66,67,69
Perceived individual value	+	10,11,39,49,60,62,69
Perceived investment value	+	10
Perceived materialistic value	-	2,67
Perceived quality	+	28,39,44
Perceived risk	-	14
Perceived risk	+	17
Perceived social value	+	2,10,11,22,27,39,44,60,62,69,71
Perceived social value	NR	18
Perceived unique value	NR	44,64,66,67,69
Perceived usefulness	+	18,32
Perceived value	+	9,69
Perceptions of price-quality	+	67
Personal orientation	+	42
Physical vanity	+	45
Pleasure experienced	+	56
Positive affect	+	6
Power distance belief	-	23
Price-value consciousness	NR	14
Product availability	+	18
Product beliefs	+	19
Psychological entitlement	+	15
Public-self consciousness	+	41,70
Quality of lifestyle (Qol)	+	46
Recession effect on society	+	36,42
Religion	-	69
Religiosity	NR	2
Religious commitment	+	22
Sales promotion	+	36
Sales staff assistance	NR	32
Self-enhancement	+	25

<b>Self-esteem</b>	+	41,70
<b>Self-expression</b>	NR	37
<b>Self-pleasing experience</b>	NR	17
<b>Snob</b>	+	31,35
<b>Social adjustive attitude function</b>	-	8,23,37,53
<b>Social anxiety</b>	+	8
<b>Social comparison</b>	+	15,61
<b>Social context</b>	+	41
<b>Social media presence of luxury brands</b>	+	27
<b>Social media Wom</b>	+	39
<b>Social projection</b>	+	17
<b>Social status</b>	NR	36
<b>Socialization</b>	+	32,41
<b>Societal pressure</b>	+	24
<b>Status value</b>	+	5,7,20,27,41,67,73
<b>Style consumption</b>	+	56
<b>Subjective norm</b>	+	14,20,29
<b>Subjective norm</b>	NR	66
<b>Susceptibility to normative influence</b>	+	64,74
<b>Tradition</b>	+	41
<b>Unpopular choice counter conformity</b>	+	15
<b>Utilitarian function of attitude</b>	+	37,53
<b>Utilitarian value</b>	+	32,64
<b>Valence</b>	+	9
<b>Value consciousness</b>	+	74
<b>Value expressiveness</b>	+	25
<b>Value-expressive attitude function</b>	+	8,23,37,53
<b>Veblen</b>	+	31
<b>Volume</b>	+	9

Source: The authors.

Table 3 presents a detailed list of explanatory, mediating, and moderating factors that influence luxury purchase intention (LPI). It is striking to observe that several variables, such as attitude (positively associated with LPI in multiple studies), need for conformity, and brand image, have significant links to purchase intention. These results are supported by a substantial number of studies, highlighting the importance of these factors in the decision-making process of luxury consumers.

Factors like covert narcissism and perceived functional value also show a more nuanced impact, with some results indicating a negative relationship, suggesting that a more complex association may exist between these variables and purchase intention. On the other hand, factors such as perceived social value and social conformity exhibit a positive correlation, reflecting the tendency of consumers to be influenced by their social and cultural environment when making purchasing decisions.

The analysis of the included studies also reveals heterogeneity in how these factors are conceptualized and measured across various research, which may explain the differences in findings. This table highlights the diversity of factors influencing luxury purchase intention and the complexity of their interaction, emphasizing the need for an integrated approach to better understand consumer behavior in this domain.

**Table -4:** Factors affecting luxury purchase behavior (LPB)/Willingness to buy (WTB)

<b>Explanatory variables</b>	<b>Direction</b>	<b>Studies</b>
<b>Affective attitude</b>	+	50
<b>Age</b>	NR	65
<b>Age</b>	+	38
<b>Attitude</b>	NR	47
<b>Attitude</b>	+	55,59,65
<b>Attitudinal belief</b>	+	55
<b>Avoidance of similarity</b>	+	38
<b>Brand experience</b>	+	1
<b>Brand prominence</b>	+	48
<b>Brand resonance</b>	+	1
<b>Brand trust</b>	+	1
<b>Collectivism</b>	NR	63
<b>Collectivism</b>	+	59
<b>Concern for face</b>	NR	13
<b>Consumer identity</b>	+	40
<b>Consumer involvement</b>	+	1
<b>Consumer knowledge</b>	+	50
<b>Control belief</b>	+	55
<b>Cosmopolitanism</b>	+	47

<b>Creative choice counter conformity</b>	+	38
<b>Cultural capital</b>	+	4
<b>Debt stress</b>	+	29
<b>Education</b>	+	13
<b>Elitism</b>	+	58
<b>English language use</b>	+	16
<b>Ethnocentrism</b>	NR	16
<b>Eurocentrism</b>	NR	16
<b>Exclusivity</b>	+	58
<b>Exposure to marketing activities</b>	+	16,38
<b>Exposure to Western media</b>	+	16
<b>Extrinsic consumer motivation</b>	+	43
<b>Face saving</b>	+	50
<b>Gender</b>	+	1,13,21,38
<b>Generation</b>	+	1
<b>Hedonism</b>	+	59
<b>Income</b>	+	13,21
<b>Income</b>	NR	65
<b>Independent self-construal</b>	+	4,12,61
<b>Individual luxury value perception</b>	+	49
<b>Individualism</b>	+	59
<b>Intrinsic consumer motivation</b>	+	43
<b>Job Classification</b>	+	21
<b>Lay rationalism</b>	+	29
<b>Luxury brand image</b>	+	47
<b>Luxury purchase intention</b>	+	47
<b>Luxury purchase intention</b>	NR	55
<b>Luxury shopping environment level of intelligence</b>	+	3
<b>Materialism</b>	+	12,38,61,63
<b>Materialism</b>	NR	16,47
<b>Motivations</b>	+	40

<b>Need for uniqueness</b>	+	4,12,50,58
<b>Normative belief</b>	+	55
<b>Openness to emulate Western culture</b>	+	16
<b>Parental economic situation</b>	NR	13
<b>Parental educational level</b>	NR	13
<b>Perceived associations</b>	+	40
<b>Perceived behavioral control</b>	+	55,59
<b>Perceived benefits</b>	+	59
<b>Perceived brand personality appeal</b>	+	3
<b>Perceived conspicuous value</b>	+	52,58,59
<b>Perceived luxury values</b>	+	40
<b>Perceived quality value</b>	+	50,52
<b>Perceived status</b>	+	29
<b>Perceived superior quality</b>	NR	47
<b>Perceived unique value</b>	+	52
<b>Prestige sensitivity</b>	+	21
<b>Price-quality schema</b>	+	21
<b>Public self-consciousness</b>	+	58
<b>Refinement</b>	+	58
<b>Religiosity</b>	NR	65
<b>Self-monitoring</b>	+	12
<b>Sense of self identity</b>	+	47
<b>Social adjustive function of attitude</b>	+	43
<b>Social comparison</b>	+	21,61
<b>Social comparison orientation</b>	+	21
<b>Social dominance</b>	+	63
<b>Social influence</b>	+	40
<b>Social status</b>	+	3,47,48
<b>Status anxiety</b>	+	26
<b>Subjective norm</b>	+	55,59
<b>Subjective social class</b>	+	26

<b>Superior quality</b>	+	59
<b>Susceptibility to normative influence</b>	+	4
<b>Unpopular choice counter conformity</b>	+	38
<b>Value expressive function of attitude</b>	+	43

Source: The authors.

Table 4 provides an overview of the explanatory variables influencing luxury purchase behavior (LPB) and willingness to buy (WTB). The findings reveal that attitude, perceived luxury values, and social influence play significant roles in shaping consumer behavior. Notably, brand experience, brand trust, and exclusivity are strongly associated with luxury purchasing decisions, reinforcing the idea that emotional and symbolic dimensions are key determinants in consumer choices.

Additionally, status-related factors such as perceived conspicuous value, prestige sensitivity, and social comparison show a positive relationship with LPB, highlighting the role of social positioning in luxury consumption. The presence of materialism and need for uniqueness as influential variables further supports the notion that luxury purchases are driven by both self-expressive and societal factors.

Interestingly, certain variables like collectivism and perceived superior quality exhibit non-significant relationships in some studies, suggesting potential contextual or methodological differences in how these constructs influence purchasing behavior. These mixed findings underscore the complexity of luxury consumption and the need for a multidimensional approach to understanding consumer motivations.

Overall, this analysis emphasizes the interplay between individual motivations, social influences, and brand-related factors, which collectively shape consumer willingness to engage in luxury purchases.

Consequently, we have grouped the factors affecting or not affecting LPI/LPB into discrete categories, based on the literature to date: Personal, collective, and demographics.

#### 4.1 PERSONAL FACTORS

Included in this category are the explicitly decision-maker-related variables, the bulk of which result from personal life events and play a part in an individual's process of decision-making. Personal factors comprise 91 variables divided into the 11 subcategories assigned to LPI/LPB. (View table 5).

#### 4.2 COLLECTIVE FACTORS

Determinants in this group are those factors influencing the non-personal protocol of decision-making or the decision-making group involved. There is usually the outcome of the influence of a combination of a human group or many individuals and a combination of factors that shape the individual decision-making protocol. This study includes the following non-individual factors.

**Table -5: Various classifications of personal elements impacting LPI and LPB**

Major Factor	Subfactor(level1)	Subfactor(level2)
	1.1. Attitudes	-
	1.2. Social attitudes functions	1.2.1. Value-expressive attitude function. 1.2.2. Social- adjustive attitude function. 1.2.3. Hedonic function of attitude. 1.2.4. Utilitarian function of attitude

<b>Motivations</b>	1.3. Interdependent motivations	1.3.1.	Other's influence	
		1.3.2.	Interdependent	self-construal
		1.3.3.	Public-self consciousness	
		1.3.4.	Buying for special occasions	
		1.3.5.	Self-monitoring	
		1.3.6.	Competitiveness	
		1.3.7.	Extrinsic	consumer motivation
	1.4. Independent motivations	1.4.1.	Self -actualization	
		1.4.2.	Buying out of emotions	
		1.4.3.	Gifting	
		1.4.4.	Indulgence	
		1.4.5.	Self-esteem	
		1.4.6.	Empowerment	
		1.4.7.	Extended -self	
		1.4.8.	Independent self-construal	
		1.4.9.	Prestige-sensitivity	
		1.4.10.	Need for learning	
		1.4.11.	Unpopular choice	counter conformity
		1.4.12.	Creative choice	counter conformity
		1.4.13.	Avoidance of similarity	
		1.4.14.	Escape	
		1.4.15.	Self-expression	
		1.4.16.	Personal orientation	
		1.4.17.	Style consumption	
		1.4.18.	Fashion involvement	
		1.4.19.	Fashion Consciousness	
		1.4.20.	High quality consciousness	
		1.4.21.	Impulsiveness	
		1.4.22.	Intrinsic	consumer motivation
		1.4.23.	Need for uniqueness	
		1.4.24.	Self-enhancement	
		1.4.25.	Investment for future	
		1.4.26.	Buying out of emotions	
	1.5. Symbolic motivations	1.5.1.	Bandwagon	
		1.5.2.	Veblen	
		1.5.3.	Snob	
	1.6. Purchase intention/Willingness to buy.	-		
	1.7. Perceived factors	1.7.1.	Perceived economic welfare	
		1.7.2.	Perceived risk	
		1.7.3.	Perceived ease of use	
		1.7.4.	Perceived usefulness	
		1.7.5.	Perceived brand personality	
		1.7.6.	Perceived behavioral control	
		1.7.7.	Perceived associations	
		1.7.8.	Perceived luxury values	
		1.7.9.	Perceived superior quality	
		1.7.10.	Perceived online risk	
		1.7.11.	Perceived values	
		1.7.12.	Perceived brand personality appeal	
		1.7.13.	Perceived enjoyment	
	1.8. Consumer related factors	1.8.1.	Consumer involvement	
		1.8.2.	Consumer knowledge	
		1.8.3.	Consumer identity	
	1.9. Values	1.9.1.	Conspicuous value	
		1.9.2.	Functional value	
		1.9.3.	Individual value	
		1.9.4.	Financial value	
		1.9.5.	Social value	



	1.9.6.	Brand value
	1.9.7.	Status value
	1.9.8.	Uniqueness value
	1.9.9.	Experiential value
	1.9.10.	Hedonic value
	1.9.11.	Price-quality value
	1.9.12.	Emotional value
	1.9.13.	Utilitarian value
	1.9.14.	Exclusivity value
	1.9.15.	Refinement value
	1.9.16.	Materialistic value
	1.9.17.	Quality value
	1.9.18.	Economic value
	1.9.19.	Investment value
	1.9.20.	Price-value consciousness
	1.9.21.	Identity projection value
	1.9.22.	Value expressiveness
1.10. Psychological factors	1.10.1.	Covert narcissism
	1.10.2.	Overt narcissism
	1.10.3.	Experiential needs
	1.10.4.	Confusion from over choice
	1.10.5.	Brand self congruence
	1.10.6.	Subjective social class
	1.10.7.	Belongingness
	1.10.8.	Physical vanity
	1.10.9.	Achievement
1.11. Emotional factors	1.11.1.	Pleasure experienced
	1.11.2.	Guilt experienced
	1.11.3.	Positive affect
	1.11.4.	Affective attitude

Source: The authors

The table below presents a comprehensive breakdown of personal factors that influence both Luxury Purchase Intention (LPI) and Luxury Purchase Behavior (LPB). These factors can be broadly categorized into several dimensions, each reflecting different aspects of consumer psychology and behavior.

Attitudes are a major category that shapes luxury purchase decisions. Social attitudes functions like value-expressive and social-adjustive attitudes, along with hedonic and utilitarian functions, highlight how personal attitudes towards luxury serve social, emotional, and practical needs, influencing both intention and behavior.

Motivations are further subdivided into interdependent and independent categories, illustrating the role of external and internal drives. Interdependent motivations, like others' influence and public-self consciousness, emphasize the social factors, while independent motivations, including self-actualization and self-expression, reflect intrinsic desires such as personal growth, uniqueness, and emotional satisfaction. Symbolic motivations, such as bandwagon, Veblen, and snob effects, also play a role, with consumers buying luxury goods to signal status or distinction.

Perceived factors are crucial in shaping LPI and LPB, as they encompass economic welfare, risk, brand personality, and luxury values. Consumers' perceptions of quality, brand appeal, and associations influence their willingness to purchase luxury products and the likelihood of following through with the purchase.

Consumer-related factors such as involvement, knowledge, and identity are closely tied to how much attention and personal significance a consumer attributes to luxury items. These elements provide insight into how deeply luxury consumption is woven into a consumer's sense of self.

The values dimension is also fundamental, with factors like conspicuous value, financial value, and emotional value shaping both LPI and LPB. Consumers may seek luxury goods for social signaling, personal pleasure, or as an investment, each driving different purchasing intentions and behaviors.

Finally, psychological and emotional factors, such as narcissism, experiential needs, and emotional responses like pleasure and guilt, also contribute significantly to both LPI and LPB. These factors highlight how luxury consumption is intertwined with deeper psychological needs, emotional rewards, and self-concept alignment. In conclusion, this table underscores the complexity of the personal elements influencing luxury consumption. The interrelationship between these factors reflects a multifaceted approach to understanding how individuals' intentions and behaviors towards luxury products are shaped.

**Table -6: Various classifications of non-personal elements impacting LPI and LPB**

	2.1. Buying experience factors	1.1.1. Aesthetic appeal 1.1.2. Store trust 1.1.3. Sense of power 1.1.4. Customer service 1.1.5. Shopping experience 1.1.6. Store atmosphere 1.1.7. Sales staff assistance 1.1.8. Need for touch 1.1.9. Self-pleasing experience 1.1.10. Luxury shopping environment level of intelligence
	2.2. Chanel related factors	2.2.1. Convenience 2.2.2. Online trust 2.2.3. Shopping attitude
	2.3. Social factors	2.3.1. Social anxiety 2.3.2. Subjective norm 2.3.3. Social comparison 2.3.4. Social projection 2.3.5. Societal pressure 2.3.6. Peer-pressure 2.3.7. Susceptibility to normative influence 2.3.8. Normative interpersonal influences 2.3.9. Social dominance 2.3.10. Normative belief 2.3.11. Normative interpersonal influence 2.3.12. Social influence
	2.4. Financial factors	2.4.1. Debt Stress
	2.5. Economic factors	2.5.1. Democratization 2.5.2. Recession effect on society
	2.6. Brand related factors	2.6.1. Brand origin 2.6.2. Brand loyalty 2.6.3. Brand prominence 2.6.4. Brand trust 2.6.5. Brand resonance 2.6.6. Brand experience 2.6.7. Brand consciousness 2.6.8. Brand relationship
online communication-related factors	2.7. E-Wom dimensions	2.7.1. Content quality 2.7.2. Valence 2.7.3. Volume
	2.8. Political factors	2.8.1. Ideology of Maoism 2.8.2. Concept of Guanxi 2.8.3. Ideology of Deng's
	2.9. Buying experience factors	2.9.1. Store trust 2.9.2. Aesthetic appeal 2.9.3. Shopping experience 2.9.4. Customer service 2.9.5. Sense of power 2.9.6. Store atmosphere 2.9.7. Sales staff assistance 2.9.8. Need for touch 2.9.9. Self-pleasing experience 2.9.10. Luxury shopping environment level of intelligence
	2.10.Chanel related factors	2.10.1. Convenience 2.10.2. Online trust

		2.10.3. Shopping attitude
	2.11.Financial factors	2.11.1. Debt Stress
	2.12.Economic factors	2.12.1. Democratization 2.12.2. Recession effect on society
	2.13.Brand related factors	2.13.1. Brand origin 2.13.2. Brand loyalty 2.13.3. Brand prominence 2.13.4. Brand trust 2.13.5. Brand resonance 2.13.6. Brand experience 2.13.7. Brand consciousness 2.13.8. Brand relationship
online communication related factors	2.14.E-Wom dimensions	2.14.1. Content quality 2.14.2. Valence 2.14.3. Volume
	2.15.Consumers traits factors	2.15.1. Consumer confidence 2.15.2. Consumer involvement 2.15.3. Consumer knowledge 2.15.4. Consumer personality
	2.16.Product attribute factors	2.16.1. Product quality 2.16.2. Product availability 2.16.3. Benefits
	2.17.Brand perception factors	2.17.1. Brand image 2.17.2. Brand origin

*Source: The authors.*

Table -6 presents various classifications of non-personal elements impacting LPI (Luxury Purchase Intentions) and LPB (Luxury Purchase Behavior). It organizes a wide range of factors, categorized into subfactors that influence consumer decisions in the luxury goods sector. The table includes factors related to buying experiences, social influences, financial and economic considerations, brand-related factors, online communication, and product attributes.

Buying experience factors such as store trust, aesthetic appeal, customer service, and shopping atmosphere are critical in shaping LPI and LPB. These factors underscore the importance of a positive and immersive shopping environment that enhances the consumer's purchasing journey.

Social factors such as social anxiety, subjective norms, and peer pressure play a substantial role in influencing luxury purchasing behavior. The social dimension emphasizes how consumers' decisions are affected by the expectations and influences of their social circles and broader society.

Financial and economic factors, including debt stress, recession effects, and democratization, reflect how external financial and macroeconomic conditions can influence consumers' ability and willingness to purchase luxury goods.

Brand-related factors like brand loyalty, origin, and trust underscore the influence of the brand's reputation and perceived quality on consumer decision-making. The emotional connection that consumers have with a brand can significantly shape their luxury purchasing intentions and behaviors.

Online communication-related factors, specifically E-WOM (Electronic Word of Mouth), also play a critical role. Factors such as content quality, valence (positive or negative sentiment), and volume can strongly impact potential buyers' decisions, highlighting the influence of digital reviews and opinions in the luxury sector.

Product attribute factors, including quality, availability, and benefits, are essential in determining how the physical and functional qualities of a luxury product impact the likelihood of purchase.

### 4.3. DEMOGRAPHICS

Nine demographic variables were identified (table 7).

**Table -7: Demographic factors that affect LPI and LPB**

Major factor	Subfactor
Demographic factors	Income
	Education
	Parental economic situation
	Parental educational level
	Gender
	Age
	Generation
	Occupation
	Job Classification

*Source: The authors.*

Table 7 identifies several demographic factors that influence Luxury Purchase Intentions (LPI) and Luxury Purchase Behavior (LPB). Income plays a crucial role, as individuals with higher incomes are more likely to engage in luxury purchases due to their increased purchasing power. Education also has an impact, with individuals possessing higher education levels often making more informed and deliberate decisions about luxury products. Parental economic situation and educational level can further shape luxury consumption behaviors, as individuals from wealthier or more educated families may be more inclined to value and purchase luxury goods. Gender differences are significant, with distinct preferences emerging between men and women in terms of luxury product categories. Age also affects luxury consumption, as different age groups tend to favor varying types of luxury products. Occupation and job classification are additional factors, as those in higher-paying or status-oriented jobs may demonstrate a stronger inclination towards purchasing luxury items to reinforce professional success or social status. These demographic factors collectively shape luxury purchase intentions and behaviors, revealing the complex nature of luxury consumption.

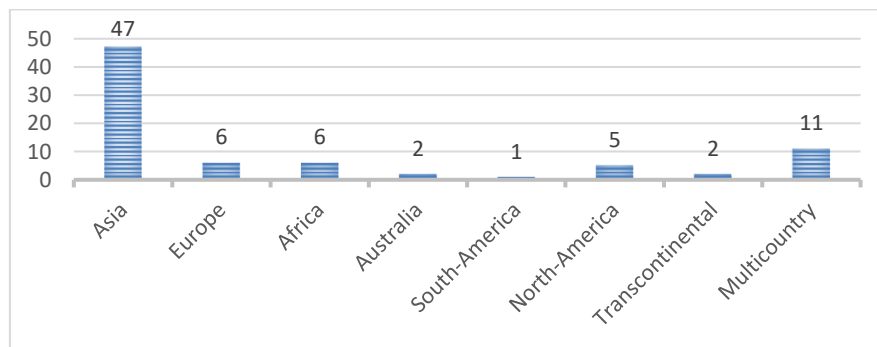
The number of studies carried out increased from 2013 and a mild decline was noticed between 2015 and 2016. Studies start to rise in number again, sharply increasing above 2019, with 14 studying from 2021 onwards (see figure 2). In addition, the greater part of the pioneering studies utilized questionnaires to gather data, though later, mainly beyond 2019, web-based platforms were used, e.g., social media networks, Google Forms, etc. This evolution is doubtless the result of the pandemic of COVID-19 and adjustments to technology by the rising cohort.



Source: The authors.

**Fig -2:** Yearly number of studies published.

There are major cultural differences between countries, particularly between the East and West, yet figures such as these show how little researchers are aware of the differences in culture associated with such luxury behaviors. Furthermore, the amount of LPB varies from country to country, nor does the amount of LPB depends greatly on its economic progress. This means that income does not play a major role in shaping LPI/LPB. A synopsis of all the chosen studies appears in Table 8.



Source: The authors.

**Fig -3:** Studies carried out in various continents.

**Table -8:** Studies summary

No.	Characteristic	Research works	Sum
Country	China	9,13,19,26,29,39,51,62,71,72,74,75,77,79,49	15
	India	1,3,5,15,16,17,20,27,30,32,33,38,40,44,45,48,53,54,55,59,64	21
	Portugal	4	1
	Angola	11	1

	Turkey	12,18	1
	Jordan	7	1
	South Africa	25,28	2
	Pakistan	34	1
	Chili	35	1
	Greece	36	1
	USA	37,56,73,76,70	5
	Gulf cooperation council (GCC)	41,57,46,47,65	5
	Tunisia	42,61	2
	UK	24	1
	Australia	50,43	2
	France	58	1
	Singapore	60	1
	Georgia	68	1
	Morocco	69	1
	Sarajevo,Bosnia, Herzegovina	78	1
	UK, India	80?21	2
	Azerbaijan/Germany	66	1
	Usa, UK, India, Malaysia	67	1
	US/China	63	1
	China/India	31	1
	South Korea/USA	52	1
	China/USA	23?8	2
	Thailand/US	22	1
	Korea/Germany	10	1
	USA, Spain, China, India	6	1
	Saudi Arabia/India	2	1
	India/UAE	14	1
<b>Continent</b>	Asia	9,13,19,26,29,39,62,51,71,72,74,75,77,79,49 1,3,5,15,16,17,20,27,30,32,33,38,40,44,45,48,53,54,55,59,64,7,41,57,46,47,65,34,60,3 1,2,14	47

	Europe	4,36,24,58,68,78	6
	Africa	11,25,28,42,61,69	6
	Australia	50,43	2
	South America	35	1
	North America	37,56,73,76,70	5
	Transcontinental	12,18	2
	Multicountry	80,21,66,67,63,52,23,8,22,10,6	11
<b>Theory</b>	Acculturation theory+Snob theory+Bandwagon theory+Social capital theory+Susceptibility to normative influence theory+Consumer need for uniqueness theory	79	1
	Acculturation theory+Social cognitive theory+Social learning theory	16	1
	Affect balance theory+Conspicuous consumption theory+Theory of reasoned action	56	1
	Attitude function+Motivations theory	43	1
	Beccaria's theory of luxury+Theory of luxury value perceptions+Theory of reasoned action	44	1
	Brand dyadic attributes theory	1	1
	Compensatory consumption theory	29	1
	Compensatory consumption theory+Modern anxiety theory+Conspicuous consumption theory+Social comparison theory	26	1
	Conspicuous consumption theory	68	1
	Conspicuous consumption theory +Value expressive reference group influence theory+Theory of consumer need for	4	1

uniqueness+Interdependent self-construal theory		
Conspicuous consumption theory+Motivations theory	73	1
Conspicuous consumption theory+Theory of planned behavior	48	1
Consumer need for uniqueness theory	15,38	1
Costly signaling theory+Consumer need for uniqueness theory+Theory of planned behavior	47	1
Functional theory of attitude+Self-enhancement theory+Theory of reasoned action	51	1
Generational cohort theory+Technology acceptance model+Theory of reasoned action+Social influence theory	18	1
Generational cohort theory+Theory of luxury value perceptions+Theory of reasoned action	62	1
Interdependent self construal theory+Independent self construal theory+Conspicuous consumption theory	61	1
Luxury perceived values theory	2,10,24,28,60,71	6
Maoism theory+Deng's theory+Conspicuous consumption theory+Theory of planned behavior	72	1
Motivations theory	75,76,78	3
New technologies and luxury brand theory	3	1
Psychological control theory+Conspicuous consumption theory+Self congruence theory	35	1
Quality of lifestyle theory	46	1
Schwartz value theory+Self-expansion theory+Costly	25	1



signaling theory+Conspicuous consumption theory+Snob theory		
Self completion theory+Extended self theory	12	1
Self concept theory+Consumption value theory	27	1
Self congruity theory+Theory of conspicuous consumption+Theory of reasoned action	70	1
Self -determination theory	34	1
Self determination theory+Motivations theory+conspicuous consumption theory	50	1
Self-determination theory+Social identity theory+Value belief norm theory	17	1
Self-determination theory+Theory of reasoned action	14	1
Self-pleasing theory+Theory of reasoned action	42	1
Social attitude function theory+Approach avoidance motivation theory	8	1
Social attitude functions theory+Consumer need for uniqueness theory+Conspicuous consumption theory	37	1
Social attitude functions theory+Cultural capital theory	23	1
Social capital theory+Self determination theory+Theory of planned behavior	39	1
Social cognitive theory+Social capital theory+Self theory	36	1
Social comparison theory+Conspicuous	5	1

consumption theory+Social influence theory		
Social comparison theory+Theory of impression management+Self -construal theory	21,22	2
Social comparison theory+Theory of reasoned action	57	1
Social exchange theory+motivation theory	9	1
Social role theory+ Socialization theory	41	1
Social structural theory of gender+Conspicuous consumption theory+Consumer need for uniqueness theory	58	1
Susceptibility to interpersonal influence theory	80	1
Technology acceptance model+Theory of planned behavior	32	1
Theory of conspicuous consumption+Luxury value perceptions theory	77	1
Theory of growth+Rational man theory+Motivation theory	69	1
Theory of impression management+Theory of luxury value perceptions	67	1
Theory of independent self construal+Theory of dependent self-construal	66	1
Theory of leisure class	40	1
Theory of luxury value perceptions+Theory of planned behavior	63	1
Theory of luxury value perceptions+Theory of reasoned action	52	1
Theory of network effects	6,31	2

Theory of perceived values of luxury goods+Theory of planned behavior	7	1
Theory of planned behavior	30,54,55,65	4
Theory of planned behavior+Theory of Luxury value perceptions	49,64	1
Theory of planned behavior+Theory of perceived risk	11	1
Theory of planned behavior+Identity development process	53	1
Theory of planned behavior+Schwartz value theory	59	1
Theory of reasoned action	19	1
Theory of reasoned action+Consumer need for uniqueness theory+Susceptibility to normative influence theory	74	1
Theory of reasoned action+Social comparison theory	20,45	2
Theory of social distinction+Evolutionary theory	13	1

*Source: The authors.*

Table 8 presents a summary of studies by country, continent, and the theories used. The studies from various countries are categorized as follows: China, India, and the USA represent a significant portion of the research, with China contributing 15 studies, India 21, and the USA 5. In addition, countries like the UK, France, Portugal, and South Korea are included with fewer studies. The continent of Asia has the most studies with a total of 47, followed by Europe and Africa, each contributing 6 studies. Other continents like Australia, South America, and North America have fewer studies, with Australia having 2 and South America 1. The table also highlights transcontinental and multicountry studies, with 11 studies spanning multiple regions.

In terms of theoretical frameworks, the studies draw upon a wide variety of theories. The most frequently used theories include Conspicuous Consumption Theory, the Theory of Planned Behavior, the Theory of Reasoned Action, and the Luxury Value Perceptions Theory, each contributing to understanding consumer behavior in the luxury sector. Other theories like Social Comparison Theory, Consumer Need for Uniqueness Theory, and Acculturation Theory also appear in multiple studies, reflecting diverse approaches to analyzing luxury consumption

## **5. DISCUSSION**

This study aimed to examine the factors influencing luxury product purchase intention (LPI) and luxury product buying behavior (LPB) by analyzing the existing literature from 2009 to 2023. It is noteworthy that no comprehensive review articles have been found to date addressing the factors influencing luxury purchase intention and behavior, despite the presence of several empirical studies on luxury consumption. This study highlights several key variables influencing both dimensions and proposes ways to clarify the inconsistencies between LPI and LPB.

One major finding of this review is the identification of motivating factors and barriers that determine luxury product purchases. While luxury purchase intention is influenced by external factors such as social pressure, the status associated with the brand, and personal experience, it does not always translate into actual purchase behavior. This inconsistency between intention and behavior can be explained by both contextual and internal individual factors. For instance, barriers such as high price, limited accessibility, or negative perceptions of ostentation may prevent the purchase from occurring despite strong initial intent.

The Theory of Planned Behavior and the Theory of Reasoned Action provide useful frameworks to understand this phenomenon. According to these theories, purchase intention is influenced by perceptions and contextual constraints that, when too strong, prevent the behavior from materializing. Therefore, it is crucial to further explore the explanatory, mediating, and moderating factors in the relationship between LPI and LPB, considering variables such as personal values, consumer needs for uniqueness, as well as external influences like peer pressure and cultural norms.

Despite the identification of many factors, this study also emphasizes a significant gap in the literature: the absence of a universally adopted theoretical framework or model to explain the discrepancies between LPI and LPB. Future research could build upon the findings of this study by testing these variables in different contexts and exploring their potential as mediators or moderators in the LPI-LPB relationship.

## **6. LIMITATIONS & FUTURE RESEARCH**

The authors of this analysis have endeavored the utmost care to be both precise and systematic when selecting studies; for instance, only research articles with Scopus indexing have been included here. These gaps could be filled by future research. Recognize that factors can have different influences on individuals coming out of different socio-cultural backgrounds. The majority of empirical studies on luxury goods purchases are based on the attitudes and practices declared by customers, rather than on their actual behavior. Actual customer behavior could be measured in future studies to ensure a faithful picture of the actual way in which customers behave. Last but not least, future studies could also look for possible alternative variables to explain the discrepancies between LPI and LPB and acknowledge the influence of factors that have received comparatively less attention in existing literature.

## **7. CONCLUSIONS**

This study provides a comprehensive and systematic review of the literature concerning the determinants of luxury purchase intention (LPI) and luxury purchase behavior (LPB). A total of 80 articles from 2008 to 2023 were analyzed, revealing key findings and trends in the field. Notably, there has been a noticeable increase in scholarly interest in this area, particularly between 2019 and 2023. The global distribution of these studies underscores the widespread interest in understanding luxury consumption, with India emerging as a leading contributor to the research.

Quantitative methods, predominantly through survey questionnaires, were most commonly used in the studies reviewed, with the Theory of Planned Behavior being the dominant theoretical framework employed. The review classified the identified variables into personal, collective, and demographic factors, creating a clearer understanding of their impacts on LPI and LPB. However, several contradictions in the effects of these variables were noted, highlighting the complexity of understanding luxury consumption behaviors.

This study contributes to the ongoing discussion of luxury consumption by providing a clearer picture of the various factors influencing both purchase intention and behavior. While the study has identified several key factors, it also points to the need for further research to address the gaps in the literature, particularly in developing a more unified theoretical framework that can better explain the discrepancies between LPI and LPB. Future research should explore these variables in different contexts, test their applicability as mediators and moderators, and refine theoretical models to more accurately predict consumer behavior regarding luxury purchases.

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