# Quality Perception of Luxury Fashion Brand Before and After Contact Luxury Fashion Brand

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***Abstract :*** *This paper reviews the quality perception of luxury fashion brand conducted in various people. An online survey of before and after contact on luxury fashion brand also conducted here. Data analyses about different prospect of luxury fashion brand as like its product quality, visit experience, satisfaction, buying experience, branding etc. Here illustrate the viewer's instance before and after contact the luxury fashion brand. This research is a questionnaire based research and the data collect from the answer. This Study investigated feedback effects on luxury brand quality perceptions and before & after contact condition using spss data analysis. Results show that luxury brand quality perceptions after and before contact for the experimental groups, who participated reviewing luxury brand products. Overall, the results generally support the opinion of different people for positive perceptions of luxury brands the research is done by a literature review, a frame work, data collection, data analysis and discussion.*

***Keywords:*** *Quality perception, Luxury, luxury fashion brand, Quality, before contact, after contact*

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## I.    Introduction

The increase of the luxury market worldwide has growing interest among researchers. The luxury market consists of a number of diverse categories and is considerable in size, reaching more than $1 trillion U.S. in 2017 (FY 2017). In fact, China is one of the fastest-growing countries for luxury goods and this will continue in 2018.With a swiftly growing economy and gigantic population, China has become one of the most attractive markets for luxury brands in the world. According to a report by Goldman Sachs, China's luxury consumption accounts for 25% of the global market, making China second only to Japan in global luxury consumption (People's Daily, 2009).A main promoter of this global spectacle has been the remarkable increase in luxury consumption in many Asian markets. Moreover, intensified demand in the emergent markets of China, India, and the Middle East has provided much of the growth of the overall luxury market in recent years (Kim &KO, 2012). While luxury brand quality received only limited consideration in the academic literature (Berthon, Pitt, Parent, & Berthon, 2009) recent years have seen an evolution of studies on the quality of luxury products and services. Thus, the time is precise to test the frame of the inclusive literature on luxury brands. Research on the use of social media for luxury fashion and quality perception is limited (Mike, 2014). This study investigates the potential of fashion as luxury brands. Quality perception and luxury brands theory provide the theoretical framework for this investigation. An investigation has been planned extensively in surveying and provides a foundation for understanding the relationship between luxury fashion brand and quality perception of its product. The relationship between consumers and luxury brands, even though it is a one-way relationship, has potential to influence consumer perceptions of luxury brand products. Data analysis assessment theory is used to explain the effect of quality on consumers' luxury brand perceptions. Despite the worldwide economic depression in 2008, many key luxury producer's statement solid sales in China. For example, China is the number one market for Hennessy cognac and the world's second largest market for fashionable clothing and leather goods (China Daily, 2009). China's growth is also the main reason that Asia beaten the United States in 2009 to become the second largest markets for another luxury brand, Versace (Cavender & Rein, 2009).For this research Several interviews are conducted collect the qualitative data required. Furthermore, an online survey is carried out to gather data from a customer perspective. The implication of this research is tells to its aims. This research intends to discover how luxury brands force their brand image to achieve extensions; the paper examines how people interpretation their attitude extensions can be realized in the new luxury product. When transforming from products to services, this study investigates what kind of "luxuriousness "is expected from luxury brands. Before come china I have no idea about luxury fashion brand and approximately their quality perception as well as their branding. After come here I know some luxury fashion brand visit some as like Zara, Dior, Prada, dolce & gabbana, louis Vuitton , Gucci, Burberry , Chanel etc. & gather more information approximately this luxury brand from websites and also nearly from research paper. Because of research

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investigate a survey in foreigner student from different universities &does the research work by analysis some data by software. At last analysis and deliberate the result of data in methodologies. The research also has a frame work and a literature review to demonstration the significant effects.

## II.     Literature review

This study focuses on the luxury brand quality perception and categorized by some prominence key points. In addition, it is necessary to identify some important part for luxury brand perception especially when consideration of a research frame works. Satisfaction and buying experience atmosphere, services quality and artistic qualities are separately reviewed. Here a conceptual frame work is also developed.

### Quality perception

Quality control (QC) is a technique or set of procedures planned to ensure that a manufactured product or performed service follows to a defined set of quality criteria or meets the requirements of the client or customer. QC is similar to, but not matching with, quality assurance (QA). QA is defined as a procedure or set of actions envisioned to ensure that a product or amenity under development (before work is complete, as opposed to afterwards) happens specified requirements. QA is sometimes expressed together with QC as a single expression, quality assurance and control (QA/QC). However, luxury fashion brands including n Chanel, Dior, Burberry, and Prada have ensured the product quality to engage with consumers. Luxury brand quality perception has been found to increase consumers' favorable luxury perceptions, desire for luxury, and purchase intentions. Consequently, fashion products can create psychological and emotional values, which are likely to be categorized as luxury products when they are expensive, high quality, and rare. This study uses brand luxury, luxury brand value, and brand-user metaphors fit to measure consumers' quality perceptions of luxury brands. Brand luxury designates consumers' perception of emblematic prestige. Brand-user-imagery fit is the "overall valuation of the compatibility or counterpart between themselves and users of the brand" (Miller & Mills, 2012, pp. 1474). Brand value is the overall appraisal of the worth of a luxury brand (Miller & Mills, 2012).

### Perceived Quality

It is expected that luxury brands offer superior product qualities and performance compared with non-luxury brands. Perfectionist consumers may perceive more value from a luxury brand because they may assume that it will have a greater brand quality and reassurance (Aaker 1991). The literature on luxury consumption emphasizes the importance of leadership in quality to ensure the perception of luxury (Quelch 1987; Garfein 1989; Roux 1995). It seems rather difficult to develop a luxury brand image without developing a long-term commitment for quality. Accordingly, people influenced by the quality dimension of luxury may perceive that luxury brands have superior characteristics than non-luxury brands. These characteristics may include, but are not 15 restricted to, technology, engineering, design, sophistication, and craftsmanship. For instance, speed and acceleration for a luxury precision for a luxury watch are elements reflecting the perceptions of quality. In addition, "high prices may even make certain products or services more desirable" (Groth and McDaniel 1993, 10) because consumers perceive higher prices as indication of greater quality (Rao and Monroe 1989). Although the five dimensions of luxury are likely correlated, they all contribute to an index of luxury. The brand luxury index (BLI) is a multidimensional scale that aggregates five sub-scales to form an overall compensatory index of luxury. While consumers may choose to maximize all five dimensions, in practice, consumers would trade off less salient dimensions for more salient ones.
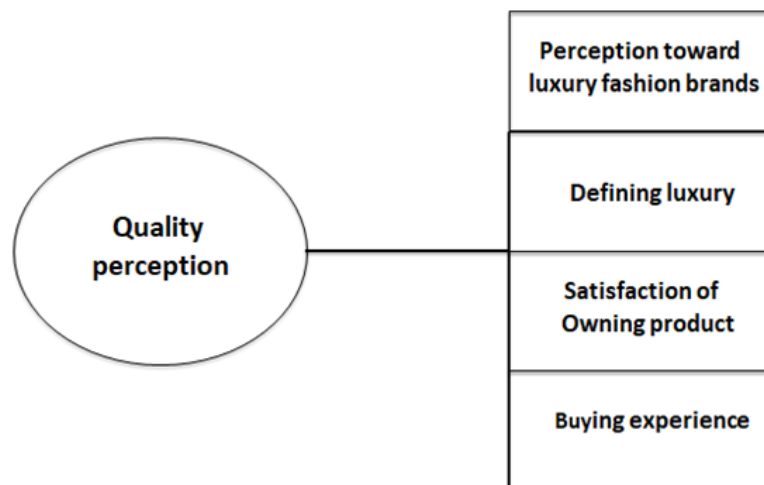


**Fig1.Conceptual frame work**

**Defining luxury**

Tynan, McKechnie, and Chhuon (2010) well-defined luxury brands as "high quality, expensive, and non-essential products and services that seem to be rare, exclusive, prestigious, and authentic and compromise high levels of symbolic and hedonic values through user experiences" (p. 1158). Vigneron and Johnson (2004) defined luxury brands as a prestige brand that has high levels of non-personal- oriented perceptions (i.e., conspicuousness, uniqueness, and quality) and personal-oriented perceptions (i.e., hedonism and extended self).Essentially, for brands to be considered as luxury, they must have luxury features (e.g., prestige, high quality, high price exclusivity, and uniqueness) and provide psychological and emotional values including noticeable and hedonic values. Based on analysis of the literature, it is the authors' calculation that whether or not a brand is considered luxury eventually depends on customer evaluations of that brand. Although certain strategic maneuvers from managers such as premium pricing or superior quality can growth the likelihood of a brand being considered luxurious by consumers, these actions to do not automatically result in a luxury brand except consumers perceive it as such. After ascertaining key dimensions contemporaneous in the literature and bearing in mind the three criteria of a strong definition beforehand outlined, five elements were identified as essential to any luxury brand. Thus, the following theoretical definition of a luxury brand is proposed: A luxury brand is a branded product or service that buyers perceive to:

1) Be high quality;
2) Offer dependable value via desired benefits, whether practical or emotional;
3) Have a prestigious duplicate within the market built on qualities such as
Artisanship, craftsmanship, or service quality;
4) Be well-intentioned of impressive a premium price; and
5) Be capable of stimulating a deep connection, or echo, with the consumer.

**Luxury fashion brand**

The idea of "luxury" comes from the Latin "luxuria," which means "extras of life" (Danziger, 2005). "Luxus," which is the root of"luxury," means "extravagant living" according to the Oxford Latin Dictionary (1992). Luxuries are objects of desire that provide pleasure. As supplementary items or services, these objects subsidize to luxurious living by providing an indulgence or convenience beyond the requisite minimum (Wiedman, Hennigs, & Siebels, 2007).The concept of a luxury brand was first defined by Vigneron and Johnson (2004) and then further defined by Wiedman et al. (2007)as the highestlevel of prestigious brands that provide some types of physical and psychological values.

In the academic literature, researchers use "luxury" to define the top category of prestigious brands (Vigneron & Johnson, 2004).Jackson (2004)defines the luxury fashion brand as "characterized by exclusivity, premium prices, image and status, which combine to make them desirable for reasons other than function." Consumers gain status by purchasing luxury goods; this concept is referred to as "conspicuous consumption" (O'Cass & McEwen, 2004). Luxury goods have always been associated with wealth, exclusivity and power and have been branded with the satisfaction of nonessential wants (Brun et al., 2008; Dubois & Gilles, 1994). The term "luxury brands" identifies high quality, expensive and nonessential products and services that are perceived by consumers as rare, exclusive, prestigious, and authentic and that offer high levels of symbolic and emotional value (Tynan, McKechnie, & Chhuon, 2009). Researchers agree that "luxury" defines not a category of products but a conceptual and figurative dimension. The dimension contains ideals that are so  strongly related to cultural basics or socioeconomic context (Vickers & Renand, 2003). Vickers and Renand (2003) recognized luxury goods as symbols of personal and social identity. These characteristics are the main factors distinguishing luxury from no luxury products (Arghavan & Zaichkowsky, 2000). Today, marketers commonly use the word "luxury" to persuade consumers to purchase products that are more expensive (Tynan et al., 2009). People distinguish luxury fashion brands as brands with the behind characteristics: global appreciation, core ability, high quality and innovation, powerful advertising, immaculate in-store presentation, and superb customer service. Research has considered why buyers buying luxury fashion brands. For example, people follow fashion to gain the attention of others as a form of social communication (Potts, 2007). Fashion may function as an apparatus that periodically and theoretically transforms some elements of a consumer's lifestyle (Potts, 2007).Luxury brands confer appreciation upon their owner and satisfy psychological and functional needs. Luxury fashion brands are publicly expended luxury products that consumers can easily employ to signal wealth (Vigneron & Johnson, 2004).

**Buying experience of luxury product**

The main customer of luxury product is one kind of people who are mostly fashion conscious and good economic condition in their family. They always try to use the luxury goods than others because of quality differentiation of product. The willingness of consumers to pay for products or service imitates their buying intentions. Consumer willingness to pay is one of the strongest indicators of brand loyalty and may be the most

rational summary measure of overall brand equity (Aaker, 1991; Netemeyer et al., 2004). Netemeyer et al. (2004) suggest that perceived quality, perceived value cost and brand uniqueness may be the direct antecedents of a consumer's willingness to pay a premium price for a brand. A user's willingness to pay a premium price may be a direct forebear of brand purchasing behavior. Alsike One's prior product or shopping experience influences his/her evaluation of the products and, eventually, his/her future purchase intention or decision (Atwal & Williams, 2009; Kwong, Yau, Lee, Sin, & Tse, 2003; Li, Li, & Kambele, 2012). For example, Atwal and Williams (2009) indicated that luxury marketers should connect with luxury consumers by using different kinds of brand-related experiences to achieve long-term success. And the results show that consumers with experience in buying product by know the fabric quality or construction as well as rarity of the product can different themselves from others. In the real context, previous studies have found that consumers are prone to purchase the luxury product without thinking second time. Prior to purchasing experiences and product innovation Compared to luxury brands consumers who usually care more about the new collections of luxury brands, concurrent consumers seek the products that offer the best value, which provides them with a feeling of Being a "smart shopper" (Lichtenstein & Netemeyer, 1993). Concurrent consumers may sacrifice some product attributes (e.g., the latest collections) for a high quality product with acceptable quality and a favorable price. In this sense, in comparison to genuine luxury brand consumers, product innovation may be a less important driver of a perceived quality gap and WTP for consumers who have had not good purchasing experiences.

**Satisfaction of owning product**

Satisfaction can be varies from person to person object to object. All peoples satisfaction have different concept but here author discussed to have luxury product satisfaction. The idea that individuals consume luxury brands to signal status to others is one of the oldest in this area of investigation. Over time researchers have also discovered that consumption of luxury brands consents consumers to bear a number of aspects of their uniqueness outside of their status, in particular their values. Research has examined how luxury consumption is squeezed by personal values, cultural values, and values definite to certain populations. The literature has verified that consumption of luxury goods for status and values both allow a consumer to prompt and potentially augment their identity to informally important others. Luxury goods recommend high quality in China for three reasons. First, brand name is a key indicator of product quality (Rao & Monroe, 1989). For consumers who are newer to a market, brand awareness is even more important Second, because Chinese consumers highly value functional benefits, luxury brands particularly emphasize product quality in China by communicating material superiority, technical brilliance, and the special care exercised during the manufacturing process (Atsmon & Dixit, 2009). Finally, most luxury brands are global brands that also suggest higher quality (Steenkamp et al., 2003).Taken together, the premium prices of luxury brands do not deter wealthy Chinese consumers because the brands can represent valuable chattels that gratify their important social needs, appeal to significant hedonic and emotional values, and provide loftier product eminence. Therefore, this study conjectures that a positive relationship exists between VC and brand attitudes and that the relationship applies to, but is not restricted to, the best-known brands.

**Before and after contact luxury fashion brand**

Luxury brands are not established ubiquitously like developing country because of the economic disorder as well as brand value and purchase intention. For this kind of anticipation some countries people are not eagle-eyed the luxury brand. Before contact the idea about luxury fashion brand is little bit. So it is difficult to compare the luxury product between homegrown product quality, fabric construction as well as quality perception. Brand Value is such a thing which is not imagine if ones can't see a luxury brand. Sometimes it was a dream to wear a luxury brand products but it was improbable for emerging countries people. So luxury fashion brand think about this type of countries people and they flinch their business setup also this countries. After contact the giant brands to gather a lot of activities of it. To know consumer perception approximately luxury fashion brand and also recognize the quality perception of luxury fashion brand. After visiting some luxury brands store why their product value is so high. In this research an investigation survey has done only foreigner student who come to china for study propose they are take part in this investigation. Different specific verges are round here. It is undoubtedly said that after contact the luxury brand is going to very interesting.

## III. Method

**Data collection**

The data were collected in Hangzhou through an online survey, with support from the foreign students who come here from different countries. In total 80 people take the sampling frame during a sampling space of 2 days. In total 50 respondents took part in the survey, resulting in a response rate of 98.98%. Among them, 02 respondents failed to either complete the whole survey. Respondents who successfully completed the questionnaire take their answer for following data analyses. Hangzhou was chosen to conduct the survey in for

two reasons. First, Hangzhou residents (foreigners) have relatively high disposable incomes and thus are more able to afford luxury goods. Respondents were asked to provide their perceptions of the luxury brand perceptions. We measured luxury shopping buying behaviors (e.g., "have you buy luxury fashion products?") and what is your brand choice? What about your after and before visit experience & brand choice as well as what is the quality of luxury product? Finally get all the questions answer and go for the next step.

**Table 1:Demographic characteristic of the sample**

| characteristics | percentage |
|---|---|
| **Gender** | |
| Male | 54% |
| Female | 46% |
| **Age** | |
| (18-23) | 38% |
| (24-30) | 62% |
| **Education** | |
| Bachelor's degree | 41% |
| Post graduate degree | 59% |
| **Experience about luxury brand visit (contact)** | |
| Before | 74% |
| After | 26% |
| **Buying experience** | |
| Have experience | 64% |
| Have no experience | 36% |
| **Product quality** | |
| Very good | 62% |
| Good | 38% |

**Data analysis**

In table 1 the reports summary of statistics our survey data for the full sample and for six groups. For the full sample, approximately 54% of the sample was male and 46% was female. A majority of the respondents were well-educated, with approximately 41% holding an undergraduate degree& 59% are in post graduate degree. The respondents represented the target consumers for luxury goods in China: young, well-educated. Before experience of visit luxury fashion brand 74% and after experience is approximately 26%. Luxury fashion product buying experience have 64% people and 36% people have no buying experience of luxury fashion product.62%people said the quality of luxury brand product is very good and 38% people opinion is only good.

**Table 2: Demographic statistics of survey respondents**

| NO =50 | gender | | Age group | | Country Wise% | satisfaction | | Experience To visit | | Brand choice | Buying experience | | quality | | future Buying experience | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | m | f | 18-23 | 24-30 | | yes | no | after | before | | yes | no | Very good | good | yes | no |
| 50 | 54% | 46% | 38% | 52% | Bangladesh 34% Pakistan 12% Kazakhstan 20% Turkmenistan 16% Indonesia 13% Others 15% | 76% | 14% | 26% | 74% | Zara 28% Gucci 18% Burberry 12% Chanel 12% Prada 16% Dior 10% Others 02% | 64% | 36% | 62% | 38% | 72% | 28% |

Table 2 summary statistics of the survey data for the full sample. For the full sample approximately total respondents number is 50 among this 54% are male and 46% are female who participate the survey investigation. In age group (18-23) respondent's rate is 38% and age group (24-30) respondent's percentage is 52%. In this survey foreigners from different country's participated from Pakistan 12% , Kazakhstan 20%, Bangladesh 34% , Turkmenistan 16% , Indonesia 13% & others 15% are different countries. And the

satisfaction rate of luxury fashion brand products is approximately 76% though 24 % are not satisfied. The experience of after contact luxury fashion brand visit only 26% & before contact luxury fashion brand visit is 74%. In this investigation brand choice performance are 24% people like Zara luxury fashion brand by quality perception as well as Gucci 18%, Burberry 12% , Chanel 12% , Prada 16% , Dior 10% & others 02%. About all the respondents 64% have luxury brand products buying experience while 36% people have no buying experience. Overall 62% people say that luxury fashion products are "very good" in quality in the opposite 38% people say that luxury fashion product is 'good'. Moreover 72% people show intention to buy luxury fashion brand product in future only consider the quality behind 28% not show any interest to buy the product.

## IV.      Results & Discussion

Focusing on investigation, this study evaluates how the willingness of fashion consciousness to pay for luxury fashion brands relates to their fashion lifestyles and perceived quality value and examines how previous& after  buying experience of luxury fashion brands products. In comparing the effects of fashion lifestyles and product satisfaction, perceived value on the buying intension, we found noteworthy idea in various buying experience. For people who bought luxury fashion brands products, there were some factors that had significant effects on their different group and their perception.

**Table 3: Quality perceptions luxury fashion brand product results**



Figure 2 (a)



Figure 2 (b)
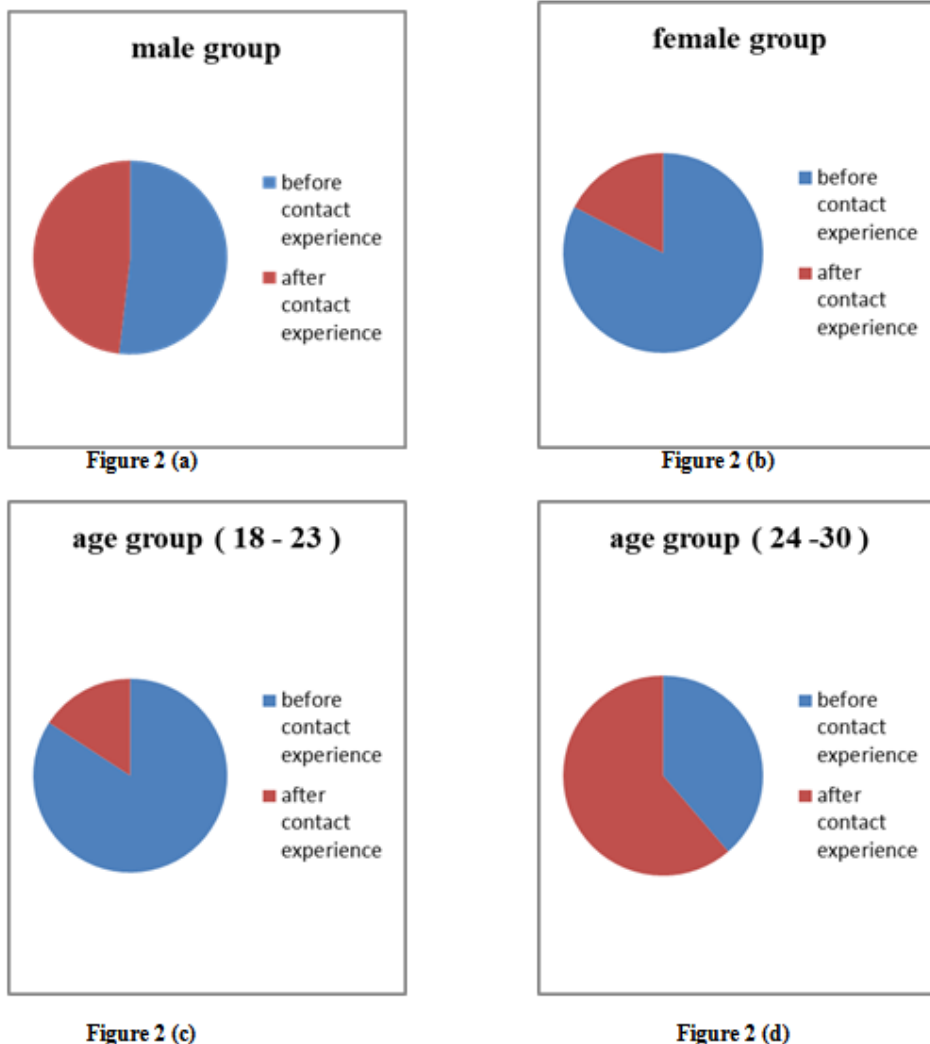


Figure 2 (c)



Figure 2 (d)

In table 3 four groups of people were dignified who representation their estimation about the quality perception of luxury brand. In figure 1(a) 60.96% male convey that luxury brand products quality is' very good" 36.03% said that "good" and 3% people didn't any opinion. Then figure 1(b) approximately 68% female think luxury product quality "very good" 24% considers only "good" 85 didn't give any remarks. Consequently figure 1(c) age group (18-23) 76.77% articulate that luxury brands product "very good" & 22.22% thought that only

"good" 1% has no any observations then the figure 1(d) age group (24-30) opinion is 59.03% support luxury product quality "very good" 39.07% support only "good" and others 2% have no comments.

**Table 4: Luxury fashion brand & product before and after contact satisfaction result**

| Group | Satisfaction Luxury brand Positive % | Satisfaction Luxury brand negative % | Satisfaction After buying Luxury product Positive % | Satisfaction After buying Luxury product negative % | Others |
|---|---|---|---|---|---|
| Male | 68% | 30% | 60% | 30% | 10% |
| Female | 95% | 4% | 96% | 3% | 2% |
| Age (18-23) | 90% | 10% | 87% | 11% | 2% |
| Age (24-30) | 65.52% | 29.54% | 64% | 30% | 5% |

In table 4, displays the four group people satisfaction about luxury brand and its product objective. Male are less encouraging than female in the term of luxury brand where 68% male are positive therefore female are 95% positive about luxury brand. Again male are more negative aspects than female when 30% male are expose negativity that time female negative response only 4% and 10%male also 2% female didn't give any response. Age group (18-23) has good thoughtful about luxury brand and its product 90% show positive response and 87% has positive response after buying product 2% didn't give any opinion. Age group (24-30) is not as much of positive than other groups 65.52% has positive response as well as 64% has positive response after buying luxury product. Moreover negativity in brand satisfaction is 29.54% and 30% people show negative response after buy the product.

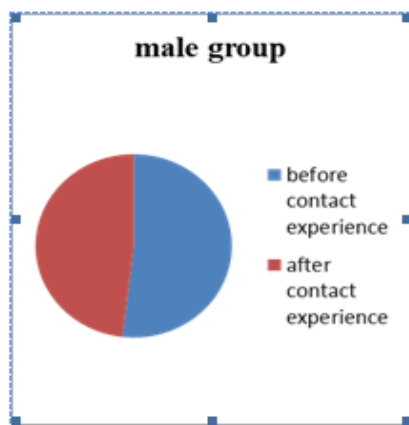**Table 5: Before and after contact experience of luxury fashion brand results**
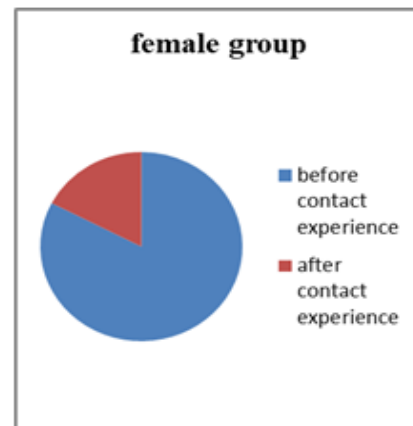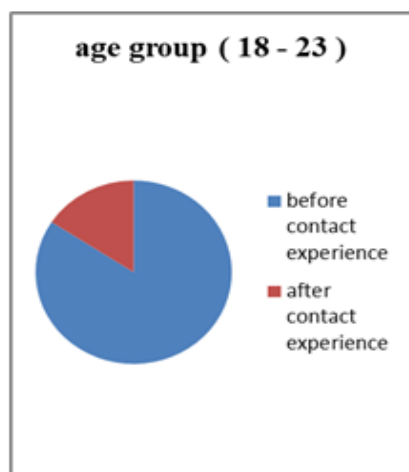


Figure 2 (a)



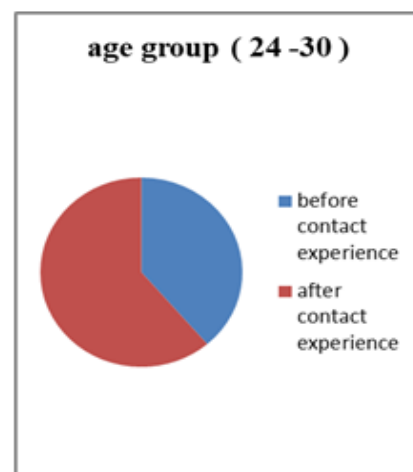Figure 2 (b)



Figure 2 (c)



Figure 2 (d)

In table 5, from a practical perspective, the study's results provide that luxury fashion brand related knowledge in china. Gaining a better understanding of the of luxury fashion brands should benefit the fashion industry by improving ones perception in product quality, visit experience of luxury brand and the idea specially who are not that experienced before. This table shows the main theme of the research; here figure 1(a) 51.85% of male have before contact experience of visit luxury fashion brand before come to china therefore 48.14% male who have first contact experience of luxury fashion brand that's means after comes to china this group of people know about luxury fashion brand. Statistics indicate that figure 1(b) 17.39% female have no luxury brand visit experience before after comes to china they first visit there. Moreover 82.61% people have previous experience to visit luxury brand. Then figure 1(c) age group (18-23) 84.21 has no experience to visit luxury brand before come to china but 15.78% have this experience. Once more figure 1(d) age group (24-30) people of 38.70% have no before visit experience come to china. So this age group (24-30) about 61.30% people has visit experience when they come to china.

Finally the results shows that before contact the luxury brand most have the idea of local brand or the others renowned brand but not luxurious. Luxuries brands have a different customer group but others brand have no special group of customer. Before contact experience only know by online or websites and various journal. But the matter is "quality" there is a big difference between the non-luxurious brands. The difference in fabric quality, design variation, scarcity of the product compare with others brand. For the research purpose we know that 48.1% male who becomes know the luxury brand after come to china. In china Hangzhou there is almost all luxury fashion brand has a shop that's why the people live in Hangzhou especially foreigner who never visit luxury brand they have the opportunity to know about it. More over 17.39% female know the luxury brand after come to Hangzhou. Most of questionnaires answer illustrate positive in quality perception "quality" is the main factor that's the differentiate luxury product from others.

## V. Conclusion

In this literature highlights the quality perception of the luxury fashion brand products by investigate before and after contact the luxury fashion brand. As luxury brand expand internationally, more cross-cultural research is needed to better understand what actual fact of luxury brand product have people are more interest to know about it. Future research would be investigates more questions about luxury fashion brand before contact of the participant's. In addition, the study sample only involved participants living in Hangzhou, and thus may represent only for the foreign participates living in this cities. In this research some countries like Bangladesh, India, Pakistan, and Nepal there is very few luxury fashion brand store in big cities that's why they have poor knowledge about the quality of luxury fashion product. Moreover Korea, Indonesia, Thailand, Kazakhstan, Turkmenistan's people have good idea in luxury fashion brand. They have buying experience of luxury goods but some countries people have not. The results show that 64% people finalize that luxury product is very good in quality and 72% have future intention to buy a luxury product. Female are more interesting about luxury than male. The survey results anticipate interviewees and questioner statements, with 62% of respondents strongly agreeing that luxury brand style are paramount for a luxury fashion brand and in addition, 76% of respondents strongly agree that a sophisticated quality perception is vital in luxury brands. After contact the luxury brand some viewers broad their perception of luxury fashion brand.

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