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SELF-IDENTITY AND SOCIAL IDENTITY AS DRIVERS OF CONSUMERS' PURCHASE INTENTION TOWARDS LUXURY FASHION GOODS AND WILLINGNESS TO PAY PREMIUM PRICE

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ABSTRACT

The main purpose of this study is to examine consumer behaviour towards purchasing luxury fashion goods based on an extended model that integrates the constructs of theory of planned behaviour (TPB), social identity, self-identity, and price premium. The proposed model is examined using a self-structured questionnaire with a dataset of 395 valid responses. Statistical analysis is based on the PLS-SEM approach with the use of Smart-PLS software 3.2.0. The results indicate that all the hypotheses associated with the relationships between social identity and TBP determinants and between self-identity and TBP determinants are supported; however, the hypothesis on the relationship between self-identity and subjective norm is not supported. Moreover, the hypotheses associated with the relationships between TPB determinants, subjective norm, perceived behavioural control (PBC), attitude, and intention to purchase luxury fashion are also supported. Finally, the proposed relationships between intention to purchase luxury fashion and model outcome, purchase of luxury fashion and intention for price premium are supported as well.

This study is the first that integrates social identity, self-identity, and price premium with TPB to explain consumers' purchase behaviour towards luxury fashion products. The findings can help marketers develop effective marketing strategies in order to stay competitive.

Keywords: luxury fashion, self-identity, social identity, price premium, theory of planned behaviour

INTRODUCTION

The demand for luxury brand products has increased worldwide over the years with 7% annual growth rate during 1995–2013, and is expected to increase by 4% to 5% up to 2020 (Kapferer & Laurent, 2016). Consumers' involvement in the luxury market in Malaysia are expected to grow as a result of lifestyle change (McColl & Moore, 2011). These predictions are supported by the Malaysian's expending culture and the increased demand for luxury goods. Official statistics have revealed that the total retail sales in Malaysia hit RM33.6 billion in July 2016 with an increase of 9.4% in one year (Department of Statistics Malaysia, 2016). Therefore, investigating variables that may influence consumers' purchase of luxury products has valuable managerial and theoretical contribution (Chiu & Leng, 2016). Marketers need to build effective strategies to gain more customers and build customer loyalty for long term due to the significant increase in demand for luxury fashion goods (Soh, Rezaei, & Gu, 2017). Therefore, with deeper understanding of their consumers, companies can achieve and gain competitive advantage in the marketplace (Keller & Kotler, 2016).

One of the characteristics of luxury products is price premium which is considered as a crucial factor for businesses to sustain in competitive markets (Anselmsson, Vestman Bondesson, & Johansson, 2014; Sjostrom, Corsi, & Lockshin, 2016). Price premium indicates the strength and the powerfulness of a brand when it remains stable overtime. Although price premium has been found to be an essential strategy in building brand, there is still little empirical evidence on which factors could motivate customers to pay higher prices in the competitive market (Anselmsson et al., 2014).

In the luxury sector, behavioural intentions (e.g., Mamat, Noor, & Noor, 2016; Zhan & He, 2012) and buying behaviour (e.g., Zhan & He, 2012; Soh et al., 2017) have been studied, as shown in literature on marketing and consumer behaviour. However, there is lack of research on the effect of identity (self and social) on behavioural intentions and how these variables influence buying behaviour

and consumers' intention to pay price premiums for luxury fashion goods in the Malaysian market (Anselmsson et al., 2014; Wu, Chaney, Chen, Nguyen, & Melewar, 2015) as well as in understanding consumers' purchase behaviour towards luxury products (Cheah, Phau, Chong, & Shimul, 2015; Mamat et al., 2016).

Therefore, this study aims to fill this gap by including variables such as social identity, self-identity, and price premium to the theory of planned behaviour (TPB) to give valuable insights into this topic. Social identity and self-identity are added as independent variables, while price premium is added as dependent variables.

THEORETICAL BACKGROUND

Luxury Fashion

The discussion of luxury vs. non-luxury products is driven normally by premium characteristics that distinguish between the two broad categories (Heine, 2010). Luxury products are characterised with high level of price, quality, aesthetics, rarity, extraordinariness, and symbolism (Sjostrom et al., 2016). Berthon, Pitt, Parent, and Berthon (2009) argued that the characteristics of luxury products could be categorised into three dimensions – functional, experimental, and symbolic – which reflect three spheres: material, individual, and social. One of the early definitions of luxury products indicated the relationships between functional value, price value, and intangible and situational value, where the outcome of intangible and situational value is higher than functional value when associated with price (Nueno & Quelch, 1998). Shukla, Shukla, and Sharma (2009) argued that non-luxury products appeal to consumers for its functionality value while luxury products appeal to consumers for its experiential and symbolic values. It is clear that goods have notable roles in satisfying the socio-psychological needs of humans.

The domain of luxury fashion products includes apparel, shoes, underwear, and accessories such as belts, scarfs, ties, eyewear, bags, and wallets (Heine, 2010). Different scholars presented slight differences between the inclusion or exclusion of some items such as perfume and jewellery (Vigneron & Johnson, 2004). Based on the 2016 report of Euromonitor International (2016), the active international luxury houses in Malaysia are LVMH, Prada, Kering, PVH, Luxottica, and Burberry which offer brands such as Louis Vuitton, Gucci, Prada, Calvin Klein, Burberry, and Emporio Armani.

Luxury Fashion in Malaysia

In Asia and especially in Malaysia, the sales of luxury goods are expected to rise (Soh et al., 2017). This growth in the Malaysian luxury market is considered to impact consumers' lifestyle (Euromonitor International, 2016). In recent years, there has been an increase in consumers' income level which led to the increase in consumers' demand for luxury fashion goods in Malaysia (Vijaranakorn & Shannon, 2017). Moreover, Malaysian retail sales recorded a total of RM33.6 billion in July 2016, which reflected an increase of 9.4% from July 2015 (Soh et al., 2017). In Malaysia, the number of international fashion brand names have grown in shopping malls which indicate that Malaysian consumers have the tendency to shop for branded goods (Ashraf, 2017). Most of the leading luxury fashion brands have set up shop in Suria KLCC, Pavilion, Starhills, The Gardens, and Johor Premium Outlet (Euromonitor International, 2016).

Theory of Planned Behaviour (TPB)

TPB is considered as an important theory in explaining individual and social values (Conner & Armitage, 1998). TPB implies that an individual's behavioural intentions is shaped by attitudes, norms, and perceived control (Ajzen, 1991). The key factor in this model is behavioural intent which is considered as the motivational factor that influences a particular behaviour. Additionally, an individual's attitude, subjective norm, and perceived behavioural control (PBC) affect behavioural intention (Ajzen, 1991). TPB has proved to be an effective tool in understanding factors affecting consumers' purchase intention towards luxury brands in different countries, for instance India, China, Italy, and Korea (Jain, Khan, & Mishra, 2015; Jain & Khan, 2017; Zhang & Kim, 2013).

Theory of Social Identity

Tajfel (2010) argued that an individual's ego and self-esteem are affected by his participation in social groups. Social-identity concept is known as the individual's awareness of belonging to a social group due to emotional and valuable concerns (Ellemers, Spears, & Doosje, 2002; Tajfel, 2010). Social identities are frequently associated with constant categorisations such as race or gender, as well as salient identity characteristics (Stets & Burke, 2003). Social identity is important in commerce because business retailer would be able to predict how a consumer identifies with certain social groups in order to decide on suitable marketing strategies (Algesheimer, Dholakia, & Herrmann, 2005). Social identity has proved to be significant in understanding varied consumer behaviours in luxury fashion (Khare, 2014; Valae & Nikhashemi, 2017).

Self-Congruity Theory and Identity Theory

Identity theory (Stryker & Burke, 2000) and self-congruity theory (Sirgy, 1986) help in understanding the concept of self-identity. In self-congruity theory, a person uses products that represent the image of his personality (Sirgy, 1986). Therefore, a person builds his self-identity by choosing brands and products that represent and reveal his self-image. Stryker linked the concept to Mead's (1934) definition of symbolic interactionism and its relation to the heritage thought. Stryker (1987) developed the concept where everyone has different expectations of his behaviour that is related to his images or identities within the society (Simon, 1992). Self-identity has proven to be significant in understanding varied consumer behaviours in luxury fashion (Soh et al., 2017; Valae & Nikhashemi, 2017).

Price Premium

Price premium refers to the relatively higher price of goods compared to similar goods (Farris, Bendle, Pfeifer, & Reibstein, 2010). Price in marketing is both financial and quality indicators. Generally, people expect higher quality with higher price and they are also typically more concerned about value for money (Chekima, Syed Khalid Wafa, Igau, Chekima, & Sondoh, 2015; Farris et al., 2010). When merging price premium with purchase intention and behaviour, the degree of willingness a consumer would like to pay without affecting his decision is referred (Zhang & Kim, 2013). Price premium intention has proven to be important in understanding varied consumer behaviours in luxury fashion (Phau, Teah, & Chuah, 2015; Stall-Meadows & Davey, 2015).

PROPOSED MODEL DEVELOPMENT AND HYPOTHESES

Purchasing behaviour or intentional actions towards luxury fashion is not a traditional purchasing behaviour. Therefore, the variables for understanding consumers' behaviour in this unique domain are a mixture of the five TPB variables, two symbolic value variables which are self-identity and social identity, and price premium.

Social identity has been shown to be a strong predictor of positive attitude in organisational context (Feather & Rauter, 2004) and marketing context (Bartels & Onwezen, 2014). Kumar and Ghodeswar (2015) argued that consumers' attitude is highly influenced by the opinion of others towards their product choice and usage. Based on the TPB, an individual's intention to perform certain behaviour is predicted by attitude, subjective norm, and PBC. Empirical studies have shown

that social identity can explain behaviours including buying intention and actual purchase through TPB's variables (Li, Robson, & Coates, 2013; Yazdanpanah & Forouzani, 2015). Thus, TPB variables should be extended to include social identity as a predictor of behavioural intention. Hence, it is hypothesised that:

H1: Social identity has positive impact on Malaysian consumers' attitude towards luxury fashion.

H2: Social identity has positive impact on subjective norm.

H3: Social identity has positive impact on Malaysian consumers' PBC.

Choo, Moon, Kim, and Yoon (2012) argued that self-expression is a significant component of symbolic value. Soh et al. (2017) investigated luxury fashion purchase behaviour by conducting a survey on 384 generation-Y consumers and proved that the need for uniqueness is influencing the consumers' purchase intentions. Valae and Nikhashemi (2017) proved the significant relationship between self-identity and attitude. Moreover, the study by Khallouli and Gharbi (2013) stated that a person's belief about his/her ability to perform certain behaviour is shaped by the self-expression that would lead to form specific self-identity. Conner and Armitage (1998) reviewed some studies and argued that self-identity has salient impact on intention through three dimensions of TPB (attitude, subjective norm, and PBC). Thus, TPB variables should be extended to include self-identity as a predictor of behavioural intention. Hence, it is hypothesised that:

H4: Self-identity has positive impact on Malaysian consumers' attitude towards luxury fashion.

H5: Self-identity has positive impact on subjective norm.

H6: Self-identity has positive impact on Malaysian consumers' PBC.

According to Ajzen (1991), behavioural intention is influenced by subjective norm, PBC, and attitude which would lead to shape the real behaviour. In a study of luxury fashion goods in India, Jain, Khan, and Mishra (2017) examined consumer behaviour based on TPB and the findings showed that attitude and subjective norm are the antecedents of purchase intention while PBC is the antecedent of purchase behaviour. In another study, Han and Stoel (2016) have also proven the significant relationship between attitude and PBC and the intention to buy premium cotton apparel. Therefore, the following hypotheses are proposed:

H7: Malaysian consumers' attitude towards luxury fashion has positive impact on consumers' intention to buy luxury fashion.

H8: Subjective norm has positive impact on Malaysian consumers' intention to buy luxury fashion.

H9: Consumers' PBC has positive impact on Malaysian consumers' intention to buy luxury fashion.

According to TPB, intention motivates an individual to perform the behaviour (Ajzen, 1991). Several studies have examined the relationship between behavioural intention and the behaviour (Chan, 2001; Yazdanpanah & Forouzani, 2015). In the context of luxury goods, Soh et al. (2017) examined this relationship among generation-Y consumers in Malaysia and the results showed a strong relationship. Therefore, it can be hypothesised that:

H10: Consumers' intention to buy luxury fashion has positive impact on consumers' purchase of luxury fashion.

Price premium intention is referred as the degree of willingness a consumer would like to pay without affecting his decision (Zhang & Kim, 2013). Hultman, Kazeminia, and Ghasemi (2015) combined the TPB theory with price premium to examine consumers' willingness to pay premium for ecotourism. The study concluded that intention is the strongest predictor of premium price. Wu et al. (2015), in his qualitative study, argued that price premium has a role in explaining luxury fashion involvement. Few studies have examined price premium as an outcome variable in luxury fashion and proved its inclusion in luxury fashion domain. Therefore, it is important to assess whether the solid intention in buying luxury products will affect their perception of price premium.

H11: Malaysian consumers' intention to buy luxury fashion has positive impact on Malaysian consumers' price premium intention.

Based on the literary discussion thus far, this study proposes a framework as shown in Figure 1.

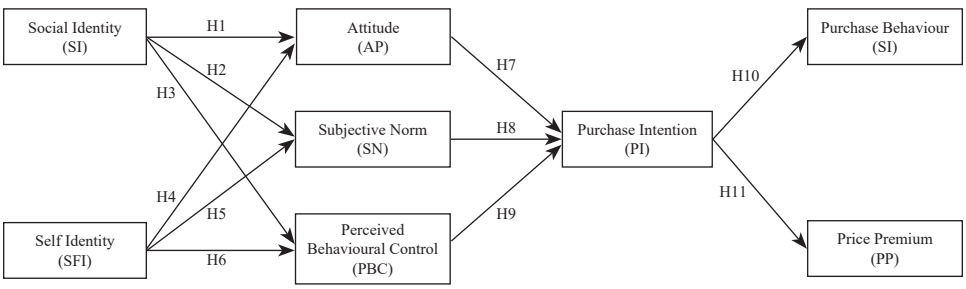

Figure 1. Conceptual framework

RESEARCH METHOD

This study follows the scientific approach, which starts with formulating relevant hypotheses and ends up with a quantitative analysis of the hypotheses. Therefore, this study is characterised as a quantitative approach research, deductive research, survey-based, and PLS-SEM statistical approach research.

Population, Sampling, and Data Collection

The target participants of this study are luxury fashion consumers in Kuala Lumpur (KL), Malaysia. The majority of potential luxury fashion consumers are either living in KL or visiting KL. Therefore, to reach these target participants, non-probability sampling technique is used since there is unequal chance of selecting individuals within the huge population of Malaysia into the sample. To collect the samples, purposive sampling method is adopted to reach the available samples due to time and location conditions (Andaleeb & Hasan, 2016). Data is collected via trained facilitators in direct face-to-face communication with potential consumers shopping at luxury stores at Pavilion, Suria KLCC, and The Gardens malls. Target participants were identified after they have left luxury fashion brand retailers with evidence of purchase from these retailers to ensure that they have purchased luxury fashion products in the last five-year period. We identified 720 potential participants, but the actual number of participants who agreed to complete the questionnaire was 502, and the samples valid for the further analyses were 395. The data was collected during March and April 2017.

According to Hair, Ringle, and Sarstedt (2011), sample size can be considered as effective when the size ranges between 30 to 500. Identifying the sample size through power analysis before applying SEM models was suggested by Hair, Hult, Ringle, and Sarstedt (2016). The present study calculated the sample size by using information such as the number of all measurement items, the numbers of exogenous variables, and endogenous variables as input data (Westland, 2010). The recommended sample size is 126 (based on the observed variables = 29, statistical power = 95%, and probability level = 0.05). Accordingly, the sample size that is required for this study based on the aforementioned justification is met.

Questionnaire

The tool used for data collection is self-directed questionnaires with close-ended questions based on 5-point Likert scale coding technique. The respondents were given the options to answer the survey in either English or Malay language. The questionnaire items were adopted from literature. Appendix presents all the questions and its origins from previous studies.

Common Method Variance (CMV)

According to Spector (2006), CMV may accrue in quantitative research when the data is collected from one source. Common variance can happen between constructs and items at different levels and can affect reliability measures on the structural relationships (MacKenzie & Podsakoff, 2012). The current study applies Harman's (1976) one-factor test and Bagozzi's method (Bagozzi, Yi, & Phillips, 1991) to identify the potential threat of CMV. The result obtained from running the Harman's one-factor assessment indicates that there is no CMV issue. Moreover, the correlation between any two variables should be less than 0.9 (Bagozzi et al., 1991), the findings, as shown in the discriminant validity table, proves that there is no CMV issue.

Structural Equation Modelling (SEM)

In SEM and according to Reinartz, Haenlein, and Henseler (2009), both variance-based SEM (VB-SEM) and convenience-based SEM (CB-SEM) began with a theory. VB-SEM, which is known as PLS-SEM has enabled scholars to assess the causal relationship of latent constructs and the causal relationship between items (Rezaei, 2015). To add on, if the purpose of the study is to extend an existing structural theory, PLS-SEM is the preferred technique over CB-SEM (Hair et al., 2011). Furthermore, Henseler et al. (2014) and Hair et al. (2011) suggested that PLS-SEM is the preferred technique when the main purpose of the study is to evaluate the accuracy of prediction of a complex model which indicates many indicators and constructs. Therefore, this study considers PLS-SEM method to be the most suitable approach.

FINDINGS

Descriptive Analysis of Sample Profile

As shown in Table 1, the final sample of respondents comprises 395 samples. The majority of the respondents as identified by categories are 62.0% females, 51.4% aged between 36 and 45, 62.0% undergraduates, 47.6% have their own businesses, and 78.5% have household incomes higher that RM4,000.

Table 1
Sample profile

	Characteristics	Frequency	Percentage
Gender	Female	245	62.0
	Male	150	38.0
Age (years)	17–25	41	10.4
	26–35	131	33.2
	36–45	203	51.4
	Above 45	20	5.1
Education	High school	20	5.1
	Diploma	62	15.7
	Undergraduate	245	62.0
	Postgraduate	68	17.2
Household income	Less than RM3,000	27	6.8
	RM3,000–RM4,000	58	14.7
	RM4,001–RM5,000	132	33.4
	RM5,001–RM6,000	123	31.1
	More than RM6,000	55	13.9
Work status	Unemployed	18	4.6
	Part-time work	31	7.8
	Full-time work	136	34.4
	Own business	188	47.6
	Other	22	5.6

Validity and Reliability of Constructs

Several analyses have been conducted such as composite reliability, outer loading, convergent validity, and discriminant validity to ensure the reliability and validity of the measurement model (Hair et al., 2016). As shown in Tables 2, 3, and 4, the Cronbach's alpha and composite reliability values are above the cut-off value of 0.70. Therefore, the reliability of the measurement model is achieved. In addition, no multi-collinearity has been found as the variance inflation factor (VIF) values are within the valid threshold values of 0.2 and 5.0. Outer loading values for all the items are above 0.708 with no cross loading from foreign items, therefore, indicator reliability is achieved. The average variance extracted (AVE) values are above 0.5, therefore, convergent validity is achieved. Finally, Table 5 shows the matrix of Fornell-Larcker criterion, which indicates that no discriminate validity issues exist. This study applies the rule of thumb proposed by Hair et al. (2016).

Table 2
Construct reliability and validity of social identity and self-identity

Construct	Item	Loading	AVE	VIF	Cronbach's alpha	Composite reliability
SFI	SFI1	0.880	0.648	1.651	0.729	0.845
	SFI2	0.686		1.264		
	SFI3	0.837		1.642		
SI	SI1	0.788	0.617	3.072	0.846	0.846
	SI2	0.807		1.815		
	SI3	0.799		1.870		
	SI4	0.782		2.993		
	SI5	0.750		1.665		

Note: SFI = self-identity; SI = social identity

Table 3
Construct reliability and validity of attitude, subjective norm, and PBC

Construct	Item	Loading	AVE	VIF	Cronbach's alpha	Composite reliability
AP	AP1	0.859	0.694	2.289	0.853	0.901
	AP2	0.826		1.963		
	AP3	0.832		2.057		
	AP4	0.815		1.836		
PBC	PBC1	0.819	0.719	1.895	0.869	0.911
	PBC2	0.882		2.544		
	PBC3	0.857		2.201		
	PBC4	0.834		1.981		
SN	SN1	0.742	0.612	1.523	0.790	0.863
	SN2	0.787		1.689		
	SN3	0.748		1.500		
	SN4	0.848		1.706		

Note: AP = attitude towards purchasing; PBC = perceived behavioural control; SN = subjective norm

Table 4
Construct reliability and validity of purchase intention, purchase behaviour, and price premium

Construct	Item	Loading	AVE	VIF	Cronbach's alpha	Composite reliability
PB	PB1	0.854	0.677	1.809	0.759	0.862
	PB2	0.882		1.871		
	PB3	0.724		1.312		
PP	PP1	0.909	0.702	2.054	0.788	0.876
	PP2	0.811		1.707		
	PP3	0.789		1.525		
PI	PI1	0.799	0.692	1.548	0.778	0.871
	PI2	0.859		1.633		
	PI3	0.836		1.655		

Note: PB = purchase behaviour; PP = price premium; PI = purchase intention

Table 5
Discriminant validity: Fornell-Larcker criterion

Construct	AP	PBC	PP	PB	PI	SFI	SI	SN
AP	**0.833**							
PBC	0.647	**0.848**						
PP	0.600	0.606	**0.838**					
PB	0.428	0.614	0.579	**0.823**				
PI	0.578	0.604	0.681	0.574	**0.832**			
SFI	0.664	0.553	0.465	0.401	0.466	**0.805**		
SI	0.728	0.705	0.638	0.535	0.587	0.613	**0.785**	
SN	0.584	0.633	0.570	0.519	0.668	0.433	0.643	**0.782**

Note: The diagonal elements (bolded) are the square root of average variance extracted (AVE). Off-diagonal elements are the correlations among constructs.

Structural Model

For the purpose of assessing the predictive power of the model construct in predicting the outcome variables, predictive power R^2 and predictive relevance were used (Hair et al., 2016). Figure 2 shows the measurement model with path coefficient values. The predictive power R^2 of price premium is 0.46, purchase behaviour is 0.33, and purchase intention is 0.52. Meanwhile, predictive relevance Q^2 of price premium is 0.30, purchase behaviour is 0.21, and purchase intention is 0.34.

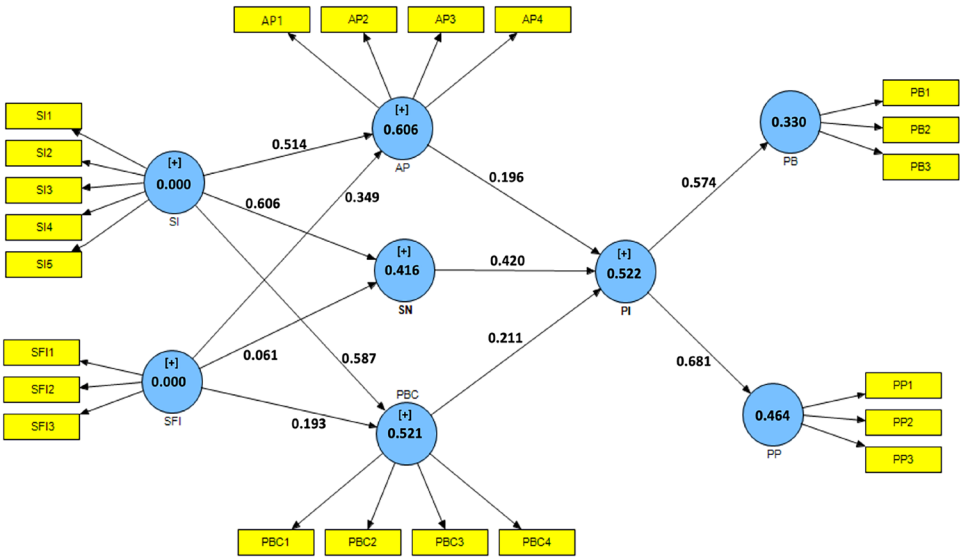

Figure 2. PLS algorithm path model

The results of the hypothesised relationships are also tabulated in Table 6. The table shows that 10 research hypotheses are supported while one rejected. The threshold for accepting or rejecting any hypothesis is the t-statistics value, which is supposed to be more than 1.96. Three hypotheses are associated with social identity: H1 to H3. The three hypotheses are significant at 1% with a path coefficient values of 0.514, 0.606, and 0.587, respectively. Another three hypotheses are associated with self-identity: H4 to H6; H5 is rejected at 5% significance level, while H4 and H6 are significant at 1% with a path coefficient values of 0.349 and 0.193, respectively. Three hypotheses were formulated to examine the relationships between attitude, subjective norm, and PBC and behavioural intention: H7 to H9. The three hypotheses are significant at 1% with path coefficient values of 0.196, 0.420, and 0.211, respectively. Finally, H10 and H11 are supported, confirming positive relationships between purchase intention and actual purchase and price premium. The two hypotheses are significant at 1% with path coefficient values of 0.574 and 0.681, respectively. Table 7 presents the effective size (f^2) measures, which is mapped with the interpretation of the desired hypothesis.

Table 6
Structural relationships and hypothesis testing

Hypothesis	Path	Path coefficient (β)	*t*-statistics	*p*-value	Decision
H1	SI → AP	0.514	11.006***	0.000	Supported
H2	SI → SN	0.606	13.657***	0.010	Supported
H3	SI → PBC	0.587	11.885***	0.000	Supported
H4	SFI → AP	0.349	6.692***	0.000	Supported
H5	SFI → SN	0.061	1.113	0.266	Not supported
H6	SFI → PBC	0.193	3.616***	0.000	Supported
H7	AP → PI	0.196	3.594***	0.000	Supported
H8	SN → PI	0.420	8.541***	0.000	Supported
H9	PBC → PI	0.211	3.967***	0.010	Supported
H10	PI → PB	0.574	14.754***	0.000	Supported
H11	PI → PP	0.681	17.422***	0.000	Supported

Note: ***t-values = 2.33 (1%)

Table 7
Results of effect size (f^2)

Constructs	AP	SN	PBC	PI	PB	PP
SI	0.42	0.39	0.45			
SFI	0.19	0.00	0.05			
AP				0.04		
SN				0.20		
PBC				0.04		
PI					0.49	0.86

Note: Assessing f^2: 0.02 = small, 0.15 = medium, 0.35 = large

DISCUSSION

Testing the predictive power of the model, we find that the proposed determinants are able to explain 52.2% of behavioural intention, 64.4% of premium price intention, and 33.0% of the purchase behaviour. The results are satisfactory and the lower value of purchase behaviour compared with behavioural intention is normal in luxury studies; these results are in line with the results of Soh et al. (2017).

The findings of the present research indicate that social identity is the most important predicator of attitude, subjective norm, and behavioural control. These findings are supported by Labrecque, Krishen, and Grzeskowiak (2011) which

indicated that individuals behave according to socially acceptable standards that influence buying behaviour. Social identity is also considered an important factor that might shape individual's attitude and buying behaviour (Soh et al., 2017) .

In contrast, self-identity is found to have significant effect only on attitude and behavioural control. Past research has also confirmed that consumers are highly affected by personal identity when buying a product that would reflect and enhance their self-image (Loureiro & de Araújo, 2014). The findings are consistent with the results of previous studies that suggested consumers could have favourable attitude towards buying a product if they find the product reflect their identity needs (Loureiro & de Araújo, 2014; Willems, Swinnen, Janssens, & Brengman, 2011). However, the hypothesised relationship between self-identity and subjective norm is not supported. This finding might be due to the nature of the products which is categorised as luxury products. Consumers who have the tendency to buy luxury products are more likely to have strong self-identity which will be difficult to be influenced by peers or subjective norm (Das, 2015).

Attitude, subjective norms, and PBC are the three determinants of TPB; their relationships with purchase intention are all significant in this study. The strongest relationship is between subjective norm and purchase intention. These results are very consistent with prior studies (Maloney, Lee, Jackson, & Miller-Spillman, 2014; Jain et al., 2017; Phau et al., 2015).

The findings show positive relationship between purchase intention and purchase behaviour. The result is consistent with Soh et al. (2017), but contradicts the findings of Jain et al. (2017). The various results in luxury fashion behaviour can be associated with the different population of the study. The results are aligned with the results of Soh et al. (2017) because both were done in Malaysia. The other study took place in India where respondents' characteristics are different.

IMPLICATIONS

Theoretical Implications

This study has developed a conceptual framework that may help us to understand the antecedents and consequences of purchase intention behaviour towards luxury fashion products within the Malaysian context. Specifically, this study integrates variables namely social identity, self-identity, and price premium into the TPB to provide valuable theoretical insights into existing knowledge. This research makes several contributions to the literature on marketing. Firstly, it enables marketing

scholars to realise the importance of social identity construct and how it significantly influences consumers' decision to buy luxury products through shaping favourable attitude towards these products in the Malaysian context. Secondly, the current research demonstrates the role self-identity has on consumer decision and that consumers have strong motivation to buy luxury products when the products reflect their self-image and match one of their characteristics. Thirdly, this study investigates the influence of consumers' purchase intention towards luxury fashion goods on their willingness to pay premium price for those products. Examining this relationship provides better understand of the antecedents of consumers' willingness to pay price premium.

Practical Implications

This study has determined new variables for market segmentation by highlighting the demographic characteristics of Malaysian consumers who evaluate luxury products favourably, which led them to have the intention to purchase even with premium price. In addition, demographic characteristics such as age, gender, and income might be useful and would assist in segmenting wealthy consumers. Based on the results of this study, understanding the strong relationship between social identity and subjective norm would help businesses formulate better marketing strategies to position their luxury fashion brand in Malaysia and to communicate with targeted consumers. In Malaysia, providing superior products strategy may be not enough for marketers to position their product; they need to consider shifting their focus to develop effective approaches that could help consumers meet their social goals. Moreover, marketers need to focus on the social meaning of their products and clearly communicate how their products may benefit consumers in the way that would reflect their social status in the society. As self-identity is found to have the strongest impact on consumers' attitude, marketers are advised to differentiate the products within the brand. In other words, marketers need to show how different product lines reflect individual's characteristics and images. Marketers could consider customisation strategy into their product design thus allowing consumers to have more options to express their personality.

CONCLUSION

This study has developed a conceptual framework that may help companies to understand the antecedents and consequences of purchase intention behaviour towards luxury fashion products within the Malaysian context. Specifically, this study integrates variables namely social identity, self-identity, and price premium into the TPB to provide valuable theoretical insights into existing knowledge.

This study revealed that social identity is the most critical predictor of attitude, subjective norm, and behavioural control. These results would help businesses formulate better marketing strategies to position their luxury fashion brand in Malaysia and to communicate with targeted consumers. Self-identity has also been shown to influence Malaysian consumers' buying decision and paying a premium price for luxury goods. Marketers need to show how different product lines reflect an individual's characteristics and images. Marketers could consider customisation strategy into their product design thus allowing consumers to have more options to express their personality. Overall, this study presents a model that can provide deep insight and more understandable for Malaysian consumer buying behaviour.

LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

There are some limitations to this research which should be emphasised and may be addressed for future studies. Firstly, to validate the results of this study, it is encouraged that future researchers examine the hypothesised model in different cultures and societies, as well as in different industries. Secondly, it would be interesting to examine gender, age, and income as moderating variables on the relationship between social identity and other variables in the current research model for future research. Thirdly, since the predicting powers of purchase behaviour and intention are between 33.0% and 64.4%, it means that there is 35.6% to 67.0% of unexplained variance. Therefore, for the purpose of future research, qualitative research is recommended in order to explore new variables that may increase the variance percentage to explain the purchase behaviour construct.

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APPENDIX

Research constructs and measurement items

Constructs	Scale	Source
Social identity (SI)	SI1: Having luxury fashion good makes me feel accepted. SI2: Having luxury fashion good improves the way I am perceived. SI3: Having luxury fashion good makes a good impression on other people. SI4: This luxury brand gives its owner social approval. SI5: My role in society required having luxury fashion goods.	Lee (2009); Persaud & Schillo (2017)
Self-identity (SFI)	SFI1: My luxury fashion purchase helps me achieve the identity I want to have. SFI2: My luxury fashion purchase helps me narrow the gap between I am and what I try to be. SFI3: My luxury fashion purchase is part of who I am.	Loureiro & Araújo (2014); Wiedmann, Hennigs, & Siebels (2009)
Attitude (AP)	AP1: Luxury fashion goods have a lot of beneficial characteristics. AP2: I have a favourable opinion about luxury product. AP3: Buying luxury product is a good decision. AP4: Buying luxury fashion goods satisfy my needs.	Loureiro & Araújo (2014); Zhan & He (2012)
Subjective norm (SN)	SN1: Most people who are important to me think that I should purchase luxury goods. SN2: Many people around me have luxury fashion goods. SN3: I feel social pressure to buy luxury fashion goods. SN4: The people who I listen to could influence me to buy luxury fashion goods.	Ajzen (1991); Fitzmaurice (2005)
Perceived behaviour control (PBC)	PBC1: I myself decide to buy luxury fashion goods. PBC2: I have money to buy luxury fashion good. PBC3: For me purchase of luxury goods is very easy. PBC4: For me purchase of luxury goods is possible.	Francis et al. (2004); Shim, Eastlick, Lotz, & Warrington (2001)
Purchase intention (PI)	PI1: I will try to buy luxury fashion goods in future. PI2: I intend to purchase luxury fashion goods within next year. PI3: The probability that I would buy luxury fashion brands within the next 12 months is high.	Madden, Ellen, & Ajzen (1992); Ajzen (1991)

(*continued on next page*)

Appendix (*continued*)

Constructs	Scale	Source
Purchase behaviour (PB)	PB1: When I consider buying a product, I often look for luxury fashion products. PB2: I mostly buy luxury fashion goods for giving as gift. PB3: I often choose to buy luxury fashion products regardless of their price.	Schlegelmilch, Bohlen, & Diamantopoulos (1996); Dubois, Czellar, & Laurent (2005)
Price premium (PP)	PP1: I am willing to pay a higher price for this luxury fashion good. PP2: I am willing to pay a lot more for this luxury fashion good than substitute fashion goods. PP3: I am willing to pay for my favourite luxury fashion good even if the price increase over time.	Li et al. (2013); Bang, Ellinger, Hadjimarcou, & Traichal, (2000)

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