QATAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

INVESTIGATING THE IMPACT OF INFLUENCERS, SOCIAL MEDIA USAGE

AND SOCIAL STATUS ON FASHION LUXURY PURCHASE INTENTION: THE

MEDIATING EFFECT OF BRAND RECOGNITION, THE CASE OF QATAR

BY

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ABSTRACT

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Title: Investigating the impact of influencers, social media usage, and social status on fashion luxury purchase intention: the moderating effect of brand recognition, the case of Qatar

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Consumer behavior can be asserted to be a key concept when considering customers' consumption patterns and buying intentions. The study articulates that the influences tend to increase the attractiveness and desirability of such products, increasing purchasing intentions. The study asserts that social media acts as an information search tool and enhances the formation of essential communities, influencing purchases. Social status increases a sense of belongingness and a need for affiliation with luxurious products, motivating the purchase of luxury fashion products. Accordingly, this thesis aims to investigate the factors that influence the purchase intentions of fashion luxury brands, including various variables such as the impact of trustworthiness and perceived credibility of influencers, used social media platforms, and information quality of social media usage. Furthermore, the study investigates perceived social status, attitude, and social value of social status on purchase intentions for fashion luxury brands.

The study is grounded on four significant theories: the theory of planned behavior, the Hot-cold empathy theory, Maslow's motivation-needs theory, and the Engel-Kollat Blackwell model. However, it concentrates on the theory of planned behavior to enhance clarity and develop the role of purchasing intentions. The study integrates brand recognition as a

mediator variable. The results revealed that the trustworthiness of influencers, Information quality of social media, perceived social status and attitude have a positive significant effect on the purchase intentions of fashion luxury brands. However, the perceived credibility of influencers, use of social media platforms, and social value did not show a significant impact.

Keywords: Fashion Luxury Purchase Intentions, Social Media, Influencers, Social Status, Theory of Planned Behavior

DEDICATION

To my beloved parents, Fathia and Yousef, my lovely sister Rian, and my brothers Ayoub

and Ans.

This thesis is dedicated to you, with heartfelt gratitude for your unwavering support and

boundless love. You have been my pillar of strength and my constant source of

encouragement. Thank you for trusting in me and your constant love.

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CHAPTER 1: INTRODUCTION

1.1 Overview

Consumer behavior can be asserted to be a key concept when considering the consumption patterns and buying intentions of customers. The buying behavior of customers can be affected by many factors, such as social, cultural, economic, and psychographic factors. Social factors include the social comparison factor, which tends to be more evident in collectivist countries. Social factors tend to enhance the effectiveness of influencer endorsements in impacting consumption patterns. The economic factors include aspects such as social status, given the association with a certain socio-economic class, which is critical in the determination of consumption factors. Social media also plays a critical role in broadcasting and generating a certain perception of products, hence enhancing consumerism. These factors can be asserted to be vital in influencing the purchase of luxurious products (Sun et al., 2022). This study, therefore, aims at investigating the effect of influencer impact, social media usage, and social status on fashion luxury purchase intentions in Qatar.

Fashion luxury goods have garnered significant attention from both academics and marketers in recent years as they have become an area of interest due to the remarkable expansion they have experienced in their sector. This market has developed extraordinary growth, evolving from a US$20 billion industry in 1985 to a substantial US$240 billion by 2014. Projections indicate that this growth will continue, with estimates suggesting that the luxury market will surpass its 1995 size by more than five times by the year 2025 (Jain et al., 2022).

Qatar is among the top countries with a high population of active social media users. This means that using social media tools in marketing in Qatar can prove extremely effective. According to Flemmen et al. (2018) and Manstead (2018), seeing other people use a specific item can trigger demand for the product in other people. Qatar's demand for luxury products is extremely high (Wang, 2022). This study aims to understand how influencers, social media usage, and social status impact an individual's intention to purchase luxurious fashion items.

The study will provide new theoretical insights into understanding luxury consumer behavior by delving deep into the buying psychology of luxury consumers. It will help academicians identify the various motivating factors behind the purchase intention of luxury fashion goods. This study will add value to the previous research by explaining the impact of cultural, personal, and social factors on fashion luxury consumer behavior.

1.2 Research Problem

Two significant research gaps were found by the researcher. First of all, there is few studies done on the effects of influencers' impact on fashion luxury purchase intentions (Chetioui, Benlafqih, & Lebdaoui, 2020). Moreover, social media usage and social status have been discussed in many articles with different factors and different relationships with the purchase intentions of consumers, but none of them were conducted in the Middle East. Talavera (2015) states that prior studies have demonstrated that the higher the credibility and impact of social media influencers' messages, the higher their messages will be for consumers. Furthermore, using social media influencers' impact has grown to be a crucial

and successful marketing strategy. Additionally, Lee and Watkins (2016) recommended that additional research be conducted with consideration for various cultural contexts.

There may be distinct elements affecting the Middle East or the Gulf region's intent to purchase luxury fashion products. For instance, cultural preferences, traditions, economic conditions, and social norms may all contribute to shaping the intent to purchase luxury fashion products in the Middle East or the Gulf region. By expanding awareness of the persuasive elements associated with luxury fashion brands' purchase intents, this study aims to fill this knowledge gap.

The research problem addressed in this study revolves around the intricate dynamics of consumer behavior concerning the purchase intentions of luxury fashion products in the context of Qatar. Moreover, this research seeks to investigate the interplay between influencers' impact, social media usage, and social status as determinants of fashion luxury purchase intentions within Qatar. Qatar stands out as a compelling context for this study due to its substantial population of active social media users and a robust demand for luxury products. The research aims to unravel the complex web of factors driving consumer purchasing decisions within the luxury fashion sector in Qatar, offering valuable theoretical insights into the psychology of luxury consumers.

1.3 Research Objectives

For the successful completion of the research study, it has been designed in such a way that it is goal-oriented. Some of the research objectives that have been set to guide the study case include:

(1) To explore how influencers affect purchase intentions of fashion luxury brands.

(2) To examine the relationship between social media usage and purchasing intentions of fashion luxury brands.

(3) To understand the relationship between social status and purchase intentions of fashion luxury brands..

(4) To understand how influencers impact, social media usage, and social status relate to each other with brand recognition as a mediator at the end of the research study.

(5) To understand the theoretical framework and formulate a hypothesis.

(6) One should be able to explain how social media impacts the public's luxury purchasing intentions. Secondly, one should be capable of explaining the role of influencers in the luxury products market and how their presence impacts the intention to purchase luxury products. Lastly, an individual should be able to explain how social status influences luxury purchasing.

(7) To test the framework by collecting data with an online survey distributed in Qatar.

1.4 Research Questions

To help guide the study towards a specific direction, research questions aligning with the aims and objectives of the research study have been set. Some of the research questions include the following:

1. Do influencers impact luxury fashion purchasing intentions?
2. How does social media usage impact luxury fashion purchasing intentions?

3. How social status effect luxury fashion purchasing intention of customers?

4. What is the mediating role of brand recognition on the relationship between influencers impact, social media usage, social status and their purchasing intention in Qatar?

1.5 Rationale and Significance of The Research

Online marketing is the new way of marketing in this digital world (Reinartz et al., 2019). The research is meant to show how influencers, social media usage, and social status influence the public to purchase luxury products. It is set out to show how these three factors interact with each other to shape the course of the fashion luxury product market. The research is important because, through its findings, luxury brands can effectively use social media, influencers, and social status to promote their products. It will also help fashion luxury brand owners understand how the three variables influence the public's intention to purchase luxury products.

1.6 Research Contributions

The present research makes a significant contribution to the field of fashion luxury goods by addressing a critical gap in understanding consumers' purchase intentions. Through a systematic and rigorous examination of three variables with their constructs that will be tested through a questionnaire, this study sheds new light on the fashion luxury purchase intentions in the Qatari market.

This study can be considered pioneering research due to its valuable contributions to the existing literature. The subject of social media influencers is still relatively new, and research in this area has been growing in recent years because of its increasing impact, as seen in studies by Freberg et al. (2011), Lim, Radzol, Cheah, & Wong (2017), and

Marwick (2015). These previous studies have either explored the emerging concept of influencers, comparing their influence with that of other celebrities, or they have examined the results of social media influencers. Nonetheless, these studies have not thoroughly investigated the connection between an influencer and the purchase intentions of luxury fashion brands or how such connections develop initially.

This thesis makes a significant additional contribution by examining the various effects of using influencers in advertisements. Most of the research on influencers has used a single measure of their brand effectiveness, which makes it difficult to assess the different effects of these influencers on firms that partner with them. Similar to how social media usage has only been examined in a limited number of studies, a few investigations have been conducted regarding the interaction between audience outcomes, social media platform use, and information quality. The present research intends to investigate this connection and how it impacts the purchase intentions of luxury fashion products.

Moreover, the majority of earlier investigations that examined the influence of social status on consumer attitudes relied on qualitative methods. In contrast, this thesis uses a quantitative methodology to analyze how different social status factors affect customer behaviors and their intentions to buy luxury products. A crucial aspect of this paper is its exploration of how social status influences three vital aspects for businesses: perceived social status, attitudes, and social value.

The findings of the research offer academics, marketing executives, and other relevant professionals the chance to gain a deeper comprehension of the influencers' impact, social media usage, and social status on the intentions of fashion luxury consumers. The paper is useful for the reason that it could support business owners in selecting a social

media influencer that is compatible with their campaigns, in addition to the most effective message and platform to make use of. Marketers can actually determine whether or not certain influencers have the potential to enhance the perceived image of the collaborating brand and increase customers' advocacy and purchase intentions.

1.7 Research Methodology

This research employed a cross-sectional approach to comprehensively investigate the intricacies of the research questions. This approach involves collecting data at a single point in time from a diverse sample of participants in Qatar. This method utilizes a quantitative survey to gather data on consumer intentions and their behavior towards purchase intentions regarding luxury fashion brands, with a particular focus on the influence of social media usage, influencers' impact, and various social status variables. The survey questions are derived from existing literature, have been validated for use, and were administered electronically through email invitations and a shared link using Google Forms. Data collection was carried out systematically through random sampling, resulting in 258 usable responses.

Subsequently, the collected data is then subjected to rigorous statistical analysis using SPSS to identify patterns and relationships within the dataset. This cross-sectional design allows us to capture a snapshot of consumer perspectives and behaviors at a specific period, providing valuable insights into the factors affecting purchase intentions of fashion luxury products.

1.8 Thesis Layout

In In the initial chapter, an introduction is given, followed by the presentation of the research problems and their purpose. The theories and literature review, research

model, and hypotheses are defined, as well as the definitions of the concepts, in the second and third chapter. The methodology part is explained in the fourth chapter. Chapter five discusses the findings, while the last chapter delves into the theoretical and managerial consequences of the study, followed by future research suggestions.

1.9 Chapter Conclusion

This chapter started with the research topic and an overview of prior research done in the market. This study is designed to explore the impact and influence of influencers, social media usage, and social status on fashion luxury purchase intentions in Qatar. In addition, this foundational knowledge not only contextualizes the study but also highlights the gaps and opportunities for further investigation. The study will add to the body of knowledge and provide valuable insights that can help f irms that operate in the luxury fashion sector of the Qatari market by informing advertisin g plans and influencing customer behavior through systematic and in-depth analysisThe following chapter will offer a detailed examination of each of these factors.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The present chapter addresses different research areas, such as influencer impact and each of its attributes (trustworthiness and perceived credibility). It also covers social media usage and its attributes (the information quality of social media and the use of social media platforms). Moreover, social status and its attributes (perceived social status, attitude, and social value) It also covers brand recognition and purchase intention. After that, the development of the hypothesis is outlined based on the literature available. Finally, the framework of the research is provided.

2.2 Influencers Impact

According to Jisana (2014), influencers have had a positive influence on the fashion industry, particularly in the luxury segment. Consumers today rely heavily on social media and influencer recommendations when making purchasing decisions, and this has led to a shift in the way that luxury brands market their products. An increased audience could be reached by fashion luxury brands through influencer marketing because influencers typically have a significant following on social media sites like Snap Chat, TikTok, and Instagram. By partnering with influencers, luxury brands can tap into their existing audience and reach a new, younger demographic that may not have been exposed to the brand otherwise. Influencers can also help luxury brands be exclusive, which would impact the brand awareness and loyalty of their customers.

According to Jisana (2014), in terms of purchasing intentions, influencer marketing could have a significant effect on consumers' likelihood of buying a product. A study by Vidani and Das (2021) found that influencer marketing can lead to an 11x higher ROI

compared to traditional forms of digital marketing. A survey by Collective Bias (2021) found that 70% of millennial women use social media to research products before buying them and that they will have higher intentions to buy a product that is recommended by a social media influencer they trust. However, not all influence is equal; therefore, the impact of influencers on purchasing intention may vary depending on the influencer's trustworthiness, perceived credibility, and the type of brand they are promoting (lFarraj et al., 2021). Also, the authenticity of the content they post and the level of engagement they generate from their audiences are key factors that can impact consumers purchasing intentions.

2.2.1 Trustworthiness

There are many definitions of trust, such as "the honesty, integrity, and believability the endorser possesses" (Van der Waldt et al., 2009, p. 104). While Ohanian (1990, p. 41) said that it is "the degree of confidence that consumers place on influencers' intent to convey the assertions they consider most valid," when Instagram users think about an influencer as sound, trustworthy, dependable, or honest, they are given greater importance than other social media influencers (Ceyhan et al., 2018; Ohanian, 1990; Munnukka et al., 2016). Trust in someone leads to the indication of traits associated with acceptance, psychological security, and a welcoming environment (Giffin, 1967).

Influencers are essential to improving luxury fashion businesses' credibility. By using and endorsing a product or service, influencers can provide credibility and trust to a brand. Individuals are therefore able to mimic the behaviors of these influencers and adopt their consumption behaviors (lFarraj et al., 2021). Society tends to look up to influencers

and may even view the brands they consume and mention as being significantly authentic, hence influencing their consumption behaviors.

Consumers can also develop significant brand trust and confidence through the development of a significant brand connection, achieved through the influence of social media influencers. By sharing personal experiences and creating a personal connection with their followers, influencers can establish trust and credibility for a brand. Influencers are also able to demonstrate the expertise and legitimacy of fashion luxury brands, which also enhances their trust (Balaban et al., 2020). If an influencer is knowledgeable about a particular category or industry, their endorsement can help build trust in the brand.

Increased transparency is also essential to enhancing brand trustworthiness. Influencers who are open and transparent about sponsored content and their relationship with a brand can help build trust with their followers (Rebelo, 2017). Influencers also showcase the style, level of sophistication, and value of fashion luxury brands by creating consistent and high-quality content. By consistently producing high-quality content, influencers can establish a reputation for reliability and expertise, which can help build trust in the brand they are promoting.

2.2.2 Perceived credibility

Influencers also play an important role in enhancing the credibility of fashion and luxury brands, thereby enhancing brand recognition and the purchasing intentions of customers. Considerable research has been done on the impact of the influencers' perceived credibility, particularly in relation to the purchase intentions of fashion luxury brands, as a result of this growing issue (Lim et al., 2017). This is confirmed by a recent Oberlo (2020)

poll that found that about 49% of consumers took social media influencers' advice and recommendations into consideration when making a purchase preference. There are various ways in which influencers enhance brand credibility. These include showcasing the product. By wearing and showcasing the luxury brand's products in a stylish and sophisticated manner, the influencer can help promote the brand's image and credibility.

Influencers also prove brand credibility by providing product information (Reichelt, Sievert, & Jacob, 2014). Through such accurate and detailed information about the brand's products, the influencer can help build credibility by educating and informing their followers. Aligning with brand values is also essential to asserting brand credibility. By aligning their personal brand and values with those of the luxury brand, the influencer can help build credibility and strengthen the brand's reputation.

Influencers also enhance brand credibility by creating aspirational content. By sharing stylish and aspirational content, the influencer can inspire their followers and help build credibility for the luxury brand they are promoting (Chu & Kamal, 2008). Collaborating with the brand also promotes brand credibility. By working closely with the brand on projects, such as campaigns and product launches, the influencer can help build credibility and demonstrate their expertise and understanding of the brand.

2.3 Social Media Usage

As stated by Morra et al. (2018), social media has affected luxury fashion purchasing intentions through increased access to information. Consumers today have access to a wealth of information about luxury fashion products through social media, including product images, reviews, and user-generated content. Customers now find it

easier to find and compare products, which has also increased transparency in the luxury fashion industry.

According to Loureiro, Maximiano, and Panchapakesan (2018), social media has made it easier for consumers to check out new fashion luxury brands. Influencer marketing and user-generated content allow consumers to discover new brands, while companies may reach a large audience on social media platforms like Facebook (Byrne, Kearney, & MacEvilly, 2017). As a result, consumers now have access to a greater variety of luxury fashion brands and items, which may make it simpler for them to locate goods that suit their tastes and unique styles.

According to Kim & Ko (2012), another way that social media has affected luxury fashion purchasing intentions is by creating a sense of community and engagement around luxury fashion products. Social media platforms allow brands to interact with their audience and create a sense of exclusivity and desirability around their products. By creating a strong brand community on social media, luxury fashion brands can also increase brand loyalty and advocacy, which can lead to increased sales.

Additionally, social media has simplified the process for customers to buy luxury fashion goods online due to the growth of e-commerce and mobile-friendly websites. With just a few clicks, consumers can purchase luxury fashion products from anywhere in the world, which has led to an increase in online luxury fashion sales.

2.3.1 Information quality of social media

According to Loureiro, Maximiano, & Panchapakesan (2018), customers' purchase intentions are significantly influenced by the content of messages posted on social media platforms. High-quality and creative messages are critical to attracting more customers to

make purchases. Marketing messages should be clear and concise and should have a significant call to action while also relating to the everyday consumption behaviors and activities of the customers (Ramanathan, Subramanian, & Parrott, 2017). The use of images, videos, and other visuals, as well as testimonials, is essential for enhancing the visualization of products and increasing brand trust and confidence while also displaying designs and styles for fashion luxury brands (Majid et al., 2019). This also contributes significantly to determining the purchasing intentions of the customers.

2.3.2 Use of social media platforms

Kim & Ko (2012) assert that the specific social media platforms on which content is marketed can be asserted to be critical in determining the ability to influence the purchasing behavior and intentions of customers both in the short and long terms. Some social media platforms could be asserted to have a greater influence than others, depending on the type of content and the number of users on each platform. For example, Facebook has over two billion users from all over the world, articulating the ability of this platform to market to an extensive user base (Alalwan et al., 2017). The increased number of users also facilitates segmentation, which is critical towards influencing consumption decisions, giving fashion luxury brands the ability to generate content that relates to the respective market segments (Wigmo & Wikström, 2010).

On the other hand, Instagram is popular for its ability to effectively market fashion and lifestyle products, including luxurious fashion products (Park, Hyun, & Thavisay, 2021). The increased popularity and credibility of Instagram with regard to fashion items tend to be critical in influencing the consumption decisions of customers by generating hot emotions and overall emotional appeal. Various brand communities on social media

platforms like Instagram and Facebook tend to induce a significant sense of belongingness, which in turn determines the purchasing behavior of customers (Alalwan et al., 2017).

2.4 Social Status

According to Balabanis and Stathopoulou (2021), individuals with a higher social status were more likely to purchase luxury fashion items as a way to signal their status to others. The study found that individuals with a higher social status were more likely to view luxury fashion items as a way to differentiate themselves from others and to signal their wealth and taste to others. Additionally, higher-status individuals were found to be more likely to view luxury fashion items as a way to gain social approval from others. Also, people of higher social class tend to appreciate the craftsmanship, exclusivity, and heritage of luxury brands, while those of lower social class tend to consume luxury more for the sake of showing off.

It can be assumed that customers tend to be eager to engage with brands on social media through social media interactions and brand communities. The ability to engage with brands is critical to enhancing self-esteem and social status. According to Hinging and Leung (2013), individuals who tend to engage in self-seeking tend to develop a significant interest in engaging with brands and social networking. Therefore, according to Macaulay (2005), social status can be asserted to be dependent on various factors. These factors significantly impact the purchasing intentions of customers with regard to fashion and luxury products. Income level can greatly influence a customer's buying intentions for luxury fashion items (Meghir & Pistaferri, 2011).

2.4.1 Perceived social status

Perceived social status was specially designed as a construct in this research to show the impact of social status in the world on developing a strong desire to buy fashion luxury items. Many previous studies have stated that perceived social status has a significant impact on patterns of shopping behavior (Liu & Du, 2020). An individual's buying habits serve as indicators of their social status. For instance, Muller suggested that non-Western consumers tend to purchase Western brands or imported products, demonstrating their high social status.

A study conducted by Jalees in 2007 shows a significant correlation between individuals' perceived social status and their propensity for materialism, which, in turn, influenced their consumer behavior. Fitzmaurice (2008) asserted that consumers with higher social status tend to perceive possessions as essential for attaining happiness and overall well-being. For this particular consumer segment, luxury fashion items hold great significance in their lives, and they gauge their success based on the possession and quality of such goods. Furthermore, Fuqua's research from 1990 (as cited in Watson, 2003) indicates that these consumers not only make purchases to satisfy basic survival needs but also to establish their social significance. It is evident that consumers perceive social status as an internal factor that can significantly impact their purchasing intentions.

2.4.2 Attitude

A personal factor refers to the consumer's self-opinion regarding the performance or non-performance of the behavior of interest, that is, whether the consumer is in favor of or against conducting a particular behavior; this is referred to as "attitude towards the behavior" (Ajzen, 1991). Customers' desires to obtain fashion and luxury products are

significantly influenced by their attitudes toward these brands (Bian and Forsythe, 2012). Summers et al. (2006) found a significant correlation between the purchase intention of wealthy female consumers and their favorable attitude toward purchasing goods from American alligator leather. Yoo and Lee (2009) concluded that Chinese buyers' attitudes toward purchasing counterfeit goods greatly determine whether or not they will really buy luxury fashion counterfeit goods. According to Ajzen (1991), a person's intention to carry out an action is strongly influenced by their attitude toward that action.

The current study attempts to expand on the conclusions of the Theory of Planned Behavior based on the existing analysis of the literature. When an individual appraises the outcomes positively, they tend to develop a favorable attitude, consequently increasing the likelihood of their involvement in that particular behavior (Ajzen, 1991; Cheng et al., 2006; Lee, 2005). This means that when an individual holds a favorable view of a behavior, it enhances their intention to carry out that behavior (Ajzen, 1991).

2.4.3 Social value

Consumption of luxury fashion brands is driven by social values, which can significantly influence brand choices (Brinberg and Plimpton, 1986; Liu and Hu, 2012). The acquisition of the perceived utility of goods or services that individuals associate with certain social groups is what delivers social worth, including status and conspicuousness. Gaining an understanding of social worth is essential to understanding the reasons behind the intentions for buying fashion luxury apparel. Consumers are not merely seeking material possessions; they are actively pursuing an elevated social position, recognition, and a feeling of belonging within their social networks. This dynamic interplay between

personal desire and societal context is helpful in shaping the willingness to invest in luxury fashion products. Three important aspects of the way others perceive luxury values are social, personal, and functional (Wiedmann et al., 2009).

2.5 Brand Recognition

The ability for individuals to recognize and recall a certain brand is known as brand recognition. When a consumer is able to recognize a brand, they are more likely to consider purchasing products or services from that brand. In order to build credibility and trust with customers, brand recognition is a crucial component of marketing (Shahid, Hussain, & Zafar, 2017).

Kim & Ko (2010) assert that there are several ways in which brands can increase recognition, such as through advertising, social media, sponsorships, and public relations. Influencers and social status are also essential in enhancing brand recognition, as individuals are more likely to recognize brands that are advertised by influencers, while fashion luxury brands may be more recognizable by high-status individuals with higher income levels. Consistent branding, such as using a consistent logo, slogan, and color scheme, can also help to increase brand recognition. Strong brand recognition can also lead to brand loyalty, where consumers continue to purchase from a brand even if there are cheaper alternatives available.

According to Kim & Ko (2012), it is important to note that brand recognition is different from brand awareness. Brand awareness refers to the extent to which consumers are familiar with a brand, whereas brand recognition refers to the extent to which consumers can accurately identify a brand when presented with it. Brand recognition plays

a significant role in influencing fashion luxury purchasing intentions (Wang, Pelton, & Hsu, 2019). Consumers often associate luxury brands with high quality and exclusivity, which can lead to increased perceived value and a stronger desire to purchase. Additionally, brand recognition can create trust and credibility in the minds of consumers, which can further strengthen their intentions to purchase (Shahid, Hussain, & Zafar, 2017). Furthermore, consumers also tend to purchase fashion luxury goods as a means of self-expression and social status, and well-known brands can help them achieve those goals. Overall, brand recognition can create a powerful psychological pull that can drive consumers to make luxury fashion purchases.

2.6 Purchase Intention

Purchasing intentions refer to a consumer's plans or decisions to buy a product or service in the future. It is an indication of the consumer's willingness and likelihood to make a purchase and is influenced by factors such as need, budget, brand preference, and market conditions. Understanding consumer purchasing intentions is important for businesses to make informed decisions about product development, marketing strategies, and sales projections in order to measure purchase intention and predict customers' future actions based on their attitudes (Kim, Kim, & Johnson, 2010; Kim & Ko, 2010; Kim & Lee, 2009; Lloyd & Luk, 2010).

Nevertheless, Mason (1992) points out that those in the middle class might possess a need for status, in addition to those who are wealthy. Although traditionally, luxury products are asserted to be relatively rare, the customer perception of luxury brands has changed over time, with the rise of "masstige" brands, consumers' good brand perceptions

have impacted their choice to purchase luxury products (Dubois & Duquesne, 1993; Kastanakis & Balabanis, 2012; Yoo & Park, 2016).

2.7 Theoretical Framework

The study can be asserted to be grounded in various consumer behavior theories. These include the theory of planned behavior, which tends to increase the role of social status in buying behavior. The hot-cold empathy gap theory articulates the impact of social media on luxury purchases; Maslow's motivation-need theory asserts various levels of customer motivation; and the Engel Kollat Blackwell model asserts a four-phase model that influences the behavior of customers, including the input stage, information processing, decision-making phases, and decision-making factors.

2.7.1 Theory of planned behavior

A psychological model known as the theory of planned behavior (TPB) explains how behavior is predicted by an individual's attitudes towards the behavior, their subjective norms (perceptions of what others expect of them), and their perceived behavioral control (perceptions of their ability to perform the behavior). Since its first proposal by Icek Ajzen in 1985, the theory has been applied extensively to anticipate and comprehend a wide range of behavioral patterns in domains such as environmental psychology, marketing, and health awareness.
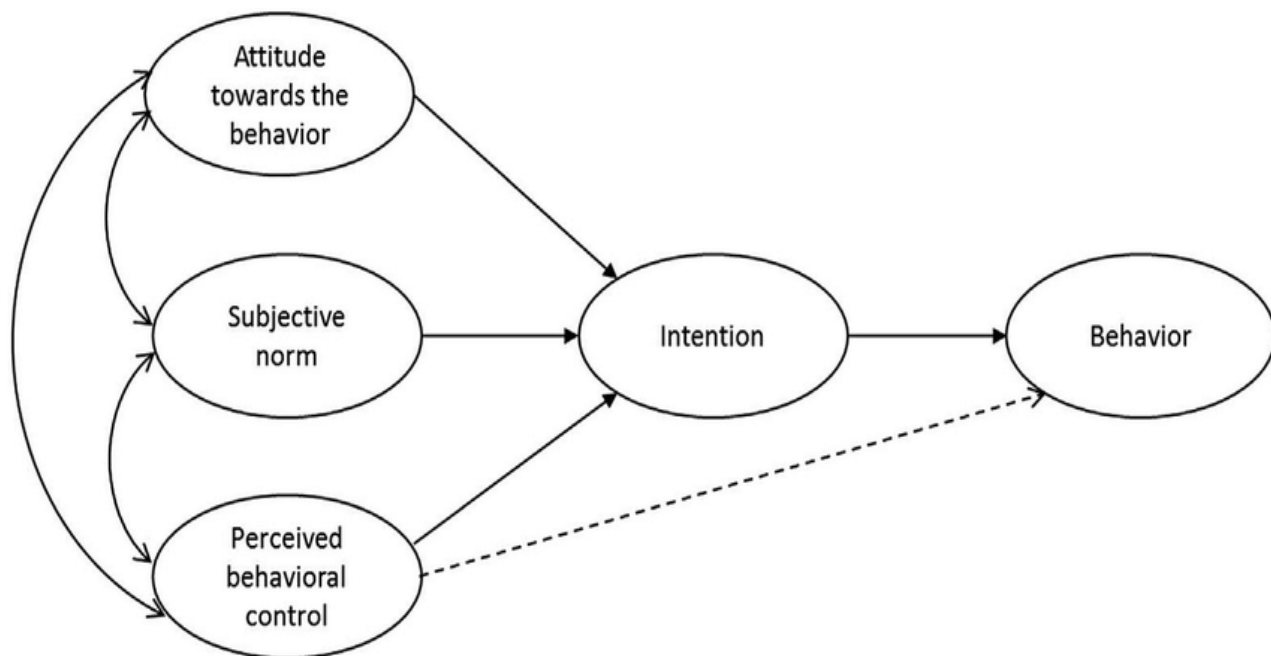
Source: (Ajzen, 1991), p. 182.

The TPB posits that people's behaviors are influenced by their beliefs about how performing the behavior will affect them, what they think other people expect of them, and how simple or complex they perceive it to be to perform the behavior (Ajzen, 2020). According to the theory, when a person has a positive attitude towards a behavior, perceives that important others approve of the behavior, and believes that it is relatively easy to perform the behavior, they are more likely to engage in that behavior.

One key component of the TPB is the concept of perceived behavioral control, which refers to an individual's belief about how easy or difficult it is to perform a particular behavior. People who perceive a behavior to be relatively easy to perform are more likely to engage in that behavior than those who perceive it to be difficult (Bosnjak, Ajzen, & Schmidt, 2020).

Overall, the theory of planned behavior provides a comprehensive framework to understand and predict human behavior in specific contexts. By taking into account attitudes, subjective norms, and perceived behavioral control, the TPB can be used to develop effective interventions to change behavior. However, it is important to note that TPB has some criticisms, like that it gives less attention to the role of past experiences and habits on behavior and also does not consider the role of emotions in decision-making (Ajzen et al., 2011).

The theory of planned behavior can be asserted to be critical in the determination of fashion luxury purchases in Qatar. The theory can predict the purchasing patterns of individuals of higher social status. Such individuals tend to have an overall positive attitude towards luxurious products, and their purchases are highly inclined towards the same. Individuals with high income levels tend to achieve a significant sense of prestige and hence tend to purchase luxurious products to achieve the same (Sun et al., 2021). Such individuals tend to strive to match the consumption patterns of community members within the same social class or level. Since Qatar is a highly collectivist country, the theory of planned behavior can be asserted to be vital in the determination of fashion luxury products.

The theory of planned behavior can be asserted to be critical in comprehending how customers make significant buying and purchasing decisions both in the long run and in the short run. A customer's attitude toward luxurious brands or a certain style can be asserted to be vital in influencing their purchasing decisions. A positive attitude or perception towards what is socially acceptable is also critical in influencing the buying decisions of customers (Conner, 2020). Customers tend to have a positive attitude towards various social trends, which may be associated with luxury and higher levels of prestige,

and hence allocate income towards buying such products, including those that are stylish and fashionable, generating positive attitudes towards the products and overall buying intentions.

According to Georgen (2004), another factor that influences attitudes, perceptions, and overall intention to purchase fashion luxury items is the availability or ease of acquiring the products. The reduced accessibility of luxurious fashion items can be asserted to be a significant factor that contributes to the positive attitude toward the products. Various luxurious fashion brands tend to have unique designs that are available to customers on a limited edition basis, a significant factor that contributes to the feeling of prestige among customers. This is also a critical factor that increases purchasing intentions for fashion and luxury products.

The process is also a significant factor that tends to influence the attitudes and perceptions of customers. Customers tend to allocate increased value to more expensive products and also allocate a significant sense of style and prestige to them (Kan & Fabrigar, 2017). Most luxurious fashion brands use the premium pricing strategy, which entails allocating exceptionally high prices to products to increase the perceived value of customers. This is also vital for attracting customers in the middle- to high-income bracket who have a positive attitude toward prestigious and stylish customers (George, 2004). The higher income levels tend to enhance affordability, a positive attitude towards the product, and overall buying intentions.

The theory of planned behavior can be asserted to be crucial in informing strategies, such as marketing strategies. Based on the various attitudes and perceptions of the customers, brands are able to segment markets and target these markets accordingly, which

is vital for enhancing effective positioning in the market (Conner, 2020). Luxurious brands position themselves with increased style, luxury, and prestige, which is vital for attracting customers with a positive attitude toward these factors. The concept of the theory of planned behavior has been the focus of most research testing, with several studies offering compelling evidence for its general predictive ability.

2.7.2 The hot-cold empathy gap theory

The hot-cold empathy gap theory implies that individuals are more likely to engage in impulse buying when they're in a "hot" emotional state (i.e., feeling excited or impulsive) because they're less able to anticipate the "cold" emotional state (i.e., feeling regret or disappointment) that they will experience after the purchase. Impulse buying refers to the act of purchasing a product or service without prior planning or intention. It's often associated with feelings of euphoria or excitement, and it can be triggered by a variety of factors, such as advertising, social pressure, or a sense of urgency (Kang & Camerer, 2013).

According to Loewenstein (2005), social media can be asserted to be critical towards creating the emotional appeal of customers and driving positive attitudes and emotions toward fashion luxury products. Social media advertisements tend to show various luxurious fashion products, hence driving a significant sense of urgency for buyers by asserting a significant sense of style and prestige while consuming the products. This can be asserted to be vital for generating positive emotions, such as excitement toward products. Most luxurious products are broadcast on a limited edition basis, an aspect that requires customers to engage in impulse buying. Social media also portrays the attitudes of others towards the product through the available comments and likes for social media posts

(Ruttan & Nordgren, 2015). Individuals are also able to develop or join communities for luxurious fashion brands on social media based on their social status.

"Hot" emotions, such as excitement, can be asserted to be vital in influencing irrational buying decisions. However, after making such purchases, customers may develop cold emotions, such as regret, based on various factors, such as the cost of purchases, among others. If hot emotions such as excitement around a product are developed, individuals ought to make purchases without prior considerations. Therefore, individuals tend to avoid various consumer purchasing journey steps, such as need recognition and information search, and go straight to the decision-making step. Individuals tend to use hot emotions, especially when purchasing luxurious fashion items, given the intense advertisements that increase the popularity of products while influencing the emotions of customers around the products (Ruttan & Nordgren, 2015).

The hot-cold theory can also be asserted to be critical in advertisements. Luxurious fashion brands tend to market products on a limited edition basis, an aspect that generates a significant sense of urgency for purchasing by generating hot emotions, hence increasing impulsive buying activities. Other marketing activities, such as sales promotions and discounts at a certain time, also manipulate customers to engage in impulsive buying behaviors in order to acquire products at discounted prices (Ditto & Koleva, 2011). Such emotions tend to be critical in influencing and determining the purchasing intentions of customers with regard to fashion and luxury products.

The implementation of return warranties and other policies that enable customers to return products for refund or exchange once they have been purchased. This factor can be asserted to be consistent with the hot-cold theory, as customers tend to engage in

impulsive or irrational purchasing decisions when they are in a "hot" emotional state but later regret their decision when they are in a "cold" state (Nordgren, 2007). The ability to return or exchange products enables customers to reverse their actions once they develop cold emotions based on their prior purchasing actions and activities. However, a larger number of customers do not develop such cold emotions once products have been purchased, and the return policy tends to attract more customers to make purchases. Therefore, the hot-cold empathy gap theory can be asserted to be vital in influencing the actions of customers around luxurious fashion items, as a larger proportion of customers tend to engage in impulse buying, especially with regard to these products (Ditto & Koleva, 2011).

2.7.3 Maslow's motivation-needs theory

Maslow's hierarchy of needs theory articulates various factors and the various levels of motivation that are achieved by customers based on the fulfillment of certain needs. The theory articulates five essential levels of motivation, including physiological needs, also known as basic needs, security needs, sense of belongingness, esteem, and self-actualization needs (Lester, 2013). The sense of belongingness, esteem, and self-actualization needs can be asserted to be vital in explaining the buying patterns of luxury fashion products in Qatar.

Source: (McLeod, 201).

The physiological needs assert the need to have various basic life requirements such as food, clothing, and shelter. Luxurious fashion items tend to fulfill the clothing need, as various individuals ought to opt for luxurious products to meet these basic needs. It is essential to note that the level at which basic needs are fulfilled is highly dependent on income levels, both in the long run and in the short run. Individuals with higher levels of income fulfill the need for clothing with luxurious fashion items. Therefore, income can be asserted to be a critical factor that influences how physiological needs are fulfilled and hence tends to influence the buying behaviors and choices of customers (McLeod, S. 2007).

Security needs can also be asserted to be a vital need identified under Maslow's hierarchy of needs theory. This integrates various factors such as security of body, security of health, family morality, and status, among others. The ability to meet individuals' needs

and demand luxurious products, which are associated with higher costs, especially in Qatar, is vital for enhancing family and body security through a significant sense of prestige (McLeod, S. 2007).

A sense of belongingness asserts the need to belong to or be affiliated with a certain group of people. Individuals within various social classes tend to crave a significant sense of belongingness. Individuals in higher social classes tend to purchase various luxurious fashion brands to portray a significant sense of style and class. Individuals who need to be affiliated with such a social status will opt for fashion luxury purchases in order to belong to the community. A sense of belongingness can be asserted to be highly dependent on the aspect of social acceptance. Socially accepted products, such as luxurious fashion products, are associated with a higher social status. Individuals who prefer to belong to higher social classes ought to develop a significant preference for luxurious fashion products and distinguished fashion brands in the market, which influences their buying preferences and choices (Maslow & Lewis, 1987).

For example, celebrities and influencers who tend to associate themselves with higher social classes and status may have a considerable preference for luxurious fashion products in the market, which influences their purchasing choices in order to belong to such classes. The existence of significant brand communities for fashion luxury brands also generates a significant sense of belongingness, hence influencing buying choices both in the long run and in the short run (McLeod, S. 2007).

Esteem needs can also be asserted to be critical in the determination of fashion luxury purchasing intentions in Qatar. Various luxurious and fashionable brands tend to be highly recognized and celebrated in society. Individuals who affiliate themselves with such

brands are also associated with a significant sense of class and style. Hence, buyers may resolve to fashion luxury brands in order to be recognized and appreciated by others in society. This, therefore, articulates the role of influencers in manipulating the buying intentions of customers. Influencers include celebrities such as musicians, dancers, athletes, and others. Fashion luxury brand endorsements by such influencers tend to manipulate individuals to make purchases, as individuals like to mimic the behaviors of well-established people in society (Hale et al., 2019). Therefore, an increased need for recognition, appreciation, and association with influencer lifestyles tends to increase fashion luxury purchasing intentions.

Self-actualization is seen as the ultimate objective of human motivation and represents the most advanced phase of psychological development in Maslow's hierarchy of standards. According to Maslow, self-actualization is achieved when individuals are able to reach their full potential and live fulfilling lives. He believed that people have an innate drive to grow and develop and that self-actualization is the ultimate expression of this drive. Self-actualized individuals also belong to a certain social class, whereby they may feel self-motivated to make luxurious purchases to maintain a vital sense of identity in society (Park, Hyun, & Thavisay, 2021).

2.7.4 Engel-kollat Blackwell model

    The Engel-Kollat-Blackwell model, also known as the EKB model, is a model of consumer behavior that attempts to explain how individuals make purchasing decisions. The model was first proposed by Richard M. Engel, James F. Kollat, and Roger D. Blackwell in 1968 in their book "Consumer Behavior." It is an extension of the original Engel model, which was developed to explain how household income and other factors influence the demand for different goods and services (Jisana, 2014).
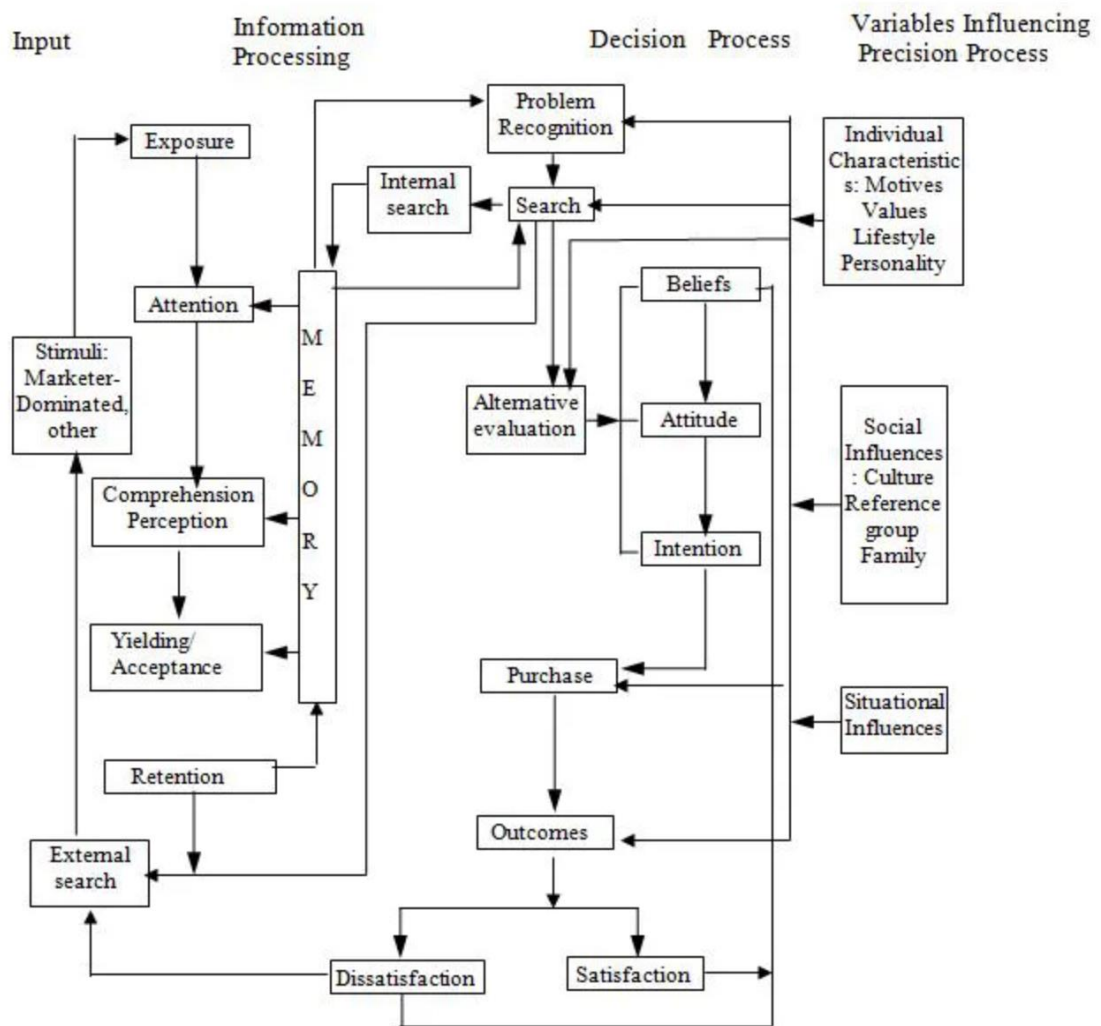
Source: (Blackwell, Miniard & Engel, 2001).

According to the EKB model, there are three steps involved in consumer decision-making: problem identification, information search, and alternative appraisal. In the first stage, the consumer realizes that there is a problem or a need that needs to be addressed. In the second stage, the consumer actively seeks information to help them make a decision (Osei & Abenyin, 2016). In the last phase, the consumer evaluates the alternatives and makes a decision.

Recognition of needs can be asserted to be a vital step that leads to the identification of consumption gaps. Through need recognition, individuals are able to realize the various unmet needs that ought to be fulfilled by making additional purchases. This, therefore, leads to the next step of searching for critical information towards the fulfillment of the identified gaps. Information search can be asserted to be vital, as it enables individuals to collect significant information regarding various offerings in the market that ought to enable them to effectively fulfill the identified gaps (Jisana, 2014). Through these steps, individuals tend to outline the features and attributes of various products and list them accordingly. This, therefore, leads to the next step of alternative identification. Based on the developed list of alternatives, individuals tend to evaluate the identified offerings. Various factors ought to be put into consideration, including quality, social acceptance, and cost.

Product data is often gathered from a wide range of sources, such as social media platforms and business websites, among others. The ability of individuals to collect product information from such sites increases accessibility to product reviews. Based on such reviews, the customer may develop a significant preference for fashion luxury products and brands that are perceived to be more stylish and prestigious and are well recognized

given their positive brand image. Therefore, in this regard, customers may decide to settle for luxury fashion products. The EKB model hence plays a critical role in influencing the purchasing intentions and decisions of customers based on essential information (Osei & Abenyin, 2016). Unlike the hot-cold empathy gap theory, the EKB model advocates for rational purchasing behavior, given the increased consideration of various essential factors such as the need for consumption and available alternatives in the market.

The EKB model also incorporates the concept of involvement, and it states the level of interest and significance that the customer attaches to a particular product or service. According to the model, consumers tend to be more involved with high-involvement products, such as a car or luxury fashion bags and clothes, than with low-involvement products, such as a can of soda. Consequently, for high-involvement items, customers are likely to conduct more thorough information searches and evaluations than for low-involvement products.

Fashion luxury products can be asserted to be high-involvement products as they tend to cost a fortune. Social media broadcasts may lead to the realization of purchasing needs for customers. Customers tend to perform significant information searches on various platforms, including social media, to acquire critical information about the products (Osei-Frimpong et al., 2022). Essential information may be acquired from influencers who articulate the features and characteristics of products, as well as from other customers on various social media platforms. Based on this information, customers tend to make crucial decisions on various products to purchase. In the information search and decision-making stages, individuals tend to develop positive emotions for various products associated with a sense of luxury or that are associated with known influencers.

2.8 Research Focus

Despite the different available sources and the wide variety of theories that support the notion of the existence of significant factors that influence fashion luxury purchasing intentions for individuals in Qatar, this research will concentrate on planned behavior theory, and this theory is chosen due to its ability to employ significant motivational factors that influence individuals to engage in various purchasing behaviors and hence acts as a significant basis for comprehending how influencers, social media usage, and social status influence fashion luxury purchasing intentions (Zhang et al., 2020). The study also employs brand recognition as a mediator variable, as social media, social status, and influencers promote brand recognition and consequently influence buying decisions.

2.9 Chapter Conclusion

Prior studies have articulated that the fashion luxury buying intentions of customers are determined by various factors, including influencer impact, social media usage, and social status. These factors tend to determine the motivation, desire, and attitude of customers and hence their needs and motivations for buying.

CHAPTER THREE: CONCEPTUAL FRAMEWORK AND DEVELOPMENT OF THE RESEARCH HYPOTHESES

3.1 Conceptual Framework

Several studies have discussed the factors that affect the purchase intention of fashion luxury brands. Nevertheless, they have not addressed every aspect up to this point, such as those discussed in this research study, that affects these relationships. The model explains the impact of influencers, social media usage, and social status on purchase intention. In this study, we use three independent variables, i.e., influencer impact, social media usage, and social status. The dependent variable is fashion luxury purchase intention with a mediator brand recognition. The study research framework schema is shown in Figure.
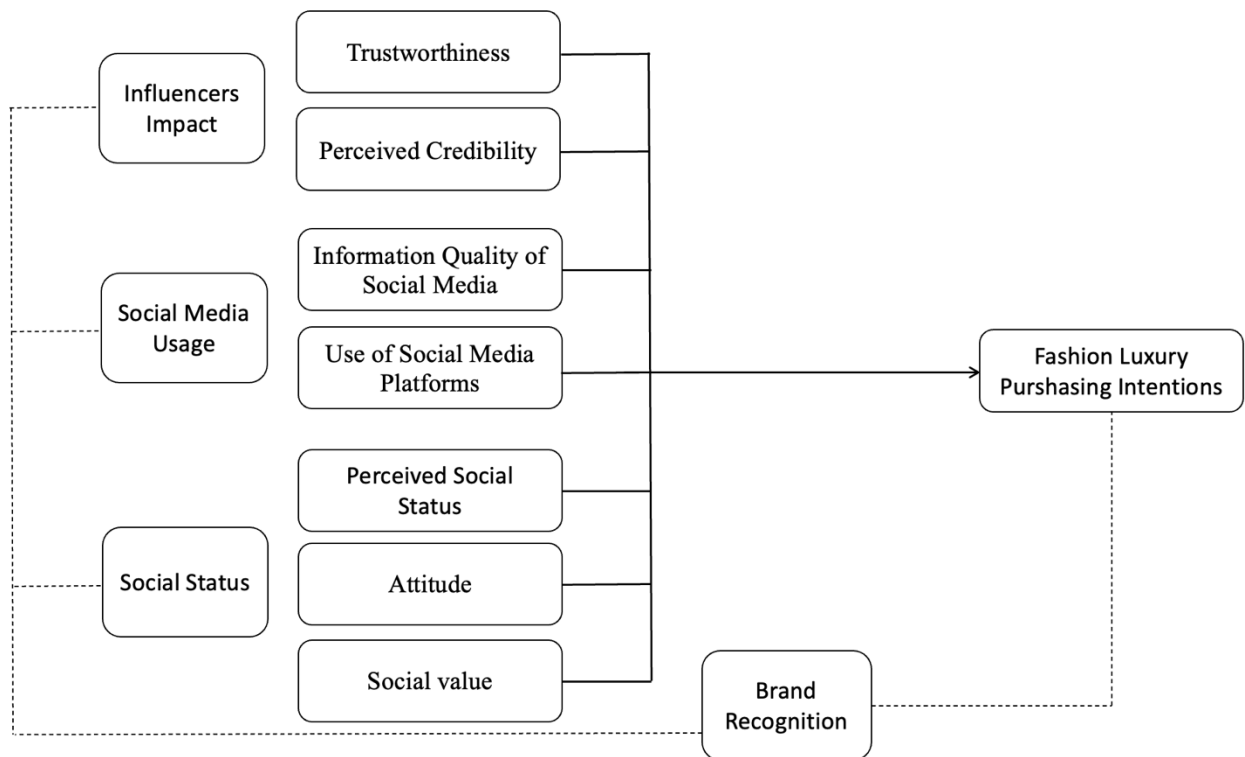
Figure 1. Research Framework

3.2 Hypotheses Development

For the researcher to formulate a hypothesis, this section will illustrate the link between the independent and dependent variables while taking into consideration earlier research findings. To establish a relationship between the research on the purchase intentions of fashion luxury brands and the literature review, an examination of variable constructions is done. Finally, the conceptual model is introduced and described.

3.2.1 Purchase intentions

In line with the theory of planned behavior, individual attitudes towards the behavior determine the behavioral intentions of individuals, which explains how it is similar to real and actual behavior (Ajzen, 1991). Furthermore, it has been suggested that behavioral intentions often serve as reliable indicators of whether individuals will enact the attitudes they hold (Ajzen, 1987). The study of consumer behavior and buying habits has shown an extensive amount of support for this theoretical framework. Purchase intents, which indicate how likely a consumer is to make a purchase, are utilized to forecast their future purchasing habits (Jamieson & Bass, 1989).

According to Cannière, Pelsmacker, and Geuens (2009), a number of academics have examined customers' purchasing intentions and found that their intentions are a reliable indicator of real behavior. Moreover, in different industries, it has been found that purchase intention is affected by consumer attitudes (Cheah, Phau, & Liang, 2015; Das, 2014). Similarly, research has demonstrated that customers' purchase intentions are positively impacted by peer and social norms (Cheah et al., 2015; Cannière, Pelsmacker,

& Geuens, 2009). Regarding the purchase intentions of fashion luxury brands, there is a gap found in previous research works uses the theory of planned behavior. This study discusses and introduces new dimensions to the purchase intentions of fashion luxury brands in Qatar.

3.2.2 Influencers impact

Previous articles have stated that customer actions toward brands, pleasant behavior, and purchase intentions are all positively impacted by perceived social media influencer credibility (Mikulas & Svetlik, 2016, as quoted in Anwar, 2017). According to the meaning transfer framework, influencers' perceived credibility is correlated with the brand's credibility (McCracken, 1989; Anwar, 2017). The quality of information on social media that is shared through a brand's marketing strategies for communication heavily influences how credible the brand is. Brands utilize social media influencers as communication tools that show trustworthiness and credibility. Additionally, according to research by Till and Busler (2000), influencers with desirable qualities like honesty could lead to positive buying behaviors.

Social media influencers that are trustworthy and credible are favorable since their credibility will affect how the brand positions its products, which will reduce customers' perceptions of risk and cut down on further consumer information gathered (Wang, 2019). However, many previous studies have discovered that the perceived credibility of influencers has a positive effect on purchase intentions (Lim et al., 2017). Therefore, it is hypothesized that:

H1. Influencers impact have positive significant impact on fashion luxury brands purchase intention.

H1a. Trustworthiness of influencers have positive significant impact on fashion luxury brands purchase intention.

H1b. Perceived credibility of influencers have positive significant impact on fashion luxury brands purchase intention.

3.2.3 Social media usage

Social media platforms and information quality are highly influential factors in social media usage. One concept that can be described as a type of output is the information quality of social media. Customer behavior expectations are constantly changing as a result of digital technology and social networking (Suryani, Fauzi, & Nurhadi, 2020). Online buying intention has a substantial link as it influences a user's choice to make a purchase (Yoon, 2002). In regard to social media, it is practical to consider that if users use social media platforms and perceive information quality, they will have higher intentions to buy fashion luxury products. On the other hand, consumers will be less likely to purchase the items if they believe that the quality of the information is not accurate (Zha et al., 2018). Therefore, the following hypothesis has been developed:

H2. Social media usage significantly and positively influences purchase intention of fashion luxury brands.

H2a. Information quality of social media significantly and positively influences purchase intention of fashion luxury brands.

H2b. Use of social media platforms significantly and positively influences purchase intention of fashion luxury brands.

3.2.4 Social status

Fashion luxury brands bring the owner psychological and emotional benefits such as increased self-esteem, social acceptance, and status (Grossman & Shapiro, 1988; Vickers & Renand, 2003). Higher social status individuals are more likely to purchase fashion luxury products to make themselves feel special and different from others in society (Balabanis & Stathopoulou, 2021). In the context of social status, many scholars have discussed how attitude, perceived social status, and social value can affect consumer behavior toward fashion luxury brands. Therefore, the following hypothesis states:

H3. Social status significantly and positively influences purchase intention of fashion luxury brands.

H3a. Perceived social status significantly and positively influences purchase intention of fashion luxury brands.

H3b. Attitude significantly and positively influences purchase intention of fashion luxury brands.

H3c. Social value significantly and positively influences purchase intention of fashion luxury brands.

3.2.5 Brand recognition

Evans (2008) states that fashion luxury brands may use social media platforms to market their businesses, raise brand awareness, which leads to brand recognition, and then convert it into purchasing behavior. Moreover, information quality on social media platforms has a significant positive impact on brand recognition and indirectly increases the purchase intentions of individuals (Dabbous & Barakat, 2020). Therefore, the hypotheses of brand recognition are as listed:

H4. Brand recognition mediates the relationship between influencers impact and fashion luxury purchase intention.

H5. Brand recognition mediates the relationship between social media usage and fashion luxury purchase intention.

H6. Brand recognition mediates the relationship between social status and fashion luxury purchase intention.

CHAPTER 4: METHODOLOGY

4.1 Introduction

The fourth chapter includes five different sections, starting by presenting the literature review of the variables tested in the study to support the research hypotheses. First, it starts with the research type. Next are the sample size and sampling techniques of the study. Then, an explanation of the measurement items used develops the survey instrument that is employed in data collection. Finally, a sample of the research questions and their resources, the methods for data analysis, and the conclusion come next.

4.2 Research Philosophy

The basic framework or perspective that guides a research study's design, methods, and approach to knowledge is known as research philosophy and is frequently referred to as the research paradigm. It is an essential component of any research work and influences the way researchers view and explore the world around them. Research philosophy helps answer questions about the nature of reality, the relationship between the researcher and the subject of study, and how knowledge is acquired (Holden & Lynch, 2004).

There are three fundamental philosophical assumptions: ontology, epistemology, and axiology, which play critical roles in shaping the research approach and methodology (Saunders, Lewis, and Thornhill, 2019). First, ontology deals with questions about the nature of reality and what exists. Secondly, epistemology is concerned with how knowledge is acquired, the nature of knowledge, and how one can have justified beliefs. While axiology pertains to the role of values and ethics in research, It explores questions

about the researcher's values, beliefs, and potential biases, as well as the ethical considerations in conducting research (Saunders, Lewis, and Thornhill, 2019)

After a comprehensive grasp of these assumptions, it becomes evident that epistemology is the most pertinent to the researcher's current inquiry. Epistemology revolves around "the connection between the researcher and the realm of discoverable knowledge" (Howell, 2012, p. 29). As a foundational research paradigm, positivism underlines the critical importance of accurate, observable, and measurable data in clarifying the intricacies of the natural and social domains. There are several core concepts that define this method, the first of which is empiricism. Positivism, which has its roots in the empiricist tradition, believes that close observation and direct sensory experiences are necessary for gaining knowledge (Comte, 1905).

In basic terms, it emphasizes how important it is to support claims and statements with actual evidence that can be evaluated, examined, and systematically analyzed. This empirical foundation acts as a pillar for positivist research's study of factual, objective insights and is evidence of its constant dedication to the discovery of information that is grounded in tangible, observable evidence (Merton, 1938; Popper, 1959).

4.3 Research Type

The present thesis investigates the connection between (1) trustworthiness, (2) perceived credibility, (3) information quality of social media, (4) use of social media platforms, (5) perceived social status, (6) attitude, and (7) social value, as well as the effect of these contacts on fashion luxury purchase intentions. It also examines the ways in which

each of these relationships is mediated by brand recognition. As a result, positivist research methodology, which is mostly quantitative, is used (Gable, 1994).

This research is quantitative, based on quantitative data, as it is driven by a theoretical and conceptual framework that examines how each independent and dependent variable relates to the others. As a result, given the purpose and methods of this research, this study uses a cross-sectional design for a period of time. (Levin, 2006). This kind of research does not consume time and is practical as it applies a questionnaire strategy to explain a phenomenon (Saunders, Lewis, & Thornhill, 2019). Research ethics is about how a researcher behaves towards the individuals involved in their study (Saunders, Lewis, & Thornhill, 2019).

While answering the research questions, the study does not make anyone feel embarrassed, whether they are taking part in the study or helping to share the survey. All participants receive a cover page explaining that their involvement is entirely voluntary; if individuals become uncomfortable throughout the questionnaire, they are free to withdraw at any time, and their responses will be kept confidential. Consequently, this research poses minimal to no physical or mental risk to participants; for more details, please refer to Appendix A. In addition, the Internal Review Board at Qatar University has granted the researcher ethical permission to carry out the data gathering procedure; for further details, refer to Appendix E.

4.4 Sample

As of September 2023, the population of Qatar had grown to 2.96 million, according to data from the Planning and Statistics Authority in 2023. Among this population, there were approximately 1.23 million Instagram users, as reported by NapoleonCat in 2023. A crucial element affecting the research's statistical reliability is the size of the group being studied, known as the sample size, as highlighted by Lance and Vandenberg in 2009. Based on this sample size, the accuracy of representing the whole population depends on how similar the populations are to one another, as stated by Adams and Lawrence in 2018.

Furthermore, the sample's size depends on the research and the statistical technique being applied (Siddiqui, 2013). For instance, according to Thompson, as referenced in Siddiqui's work from 2013, a minimum of 200 participants is recommended to achieve reliable results when conducting factor analysis. However, Bartlett, Kotrlik, & Higgins (2001) argue that a sample size of over 100 responses is sufficient for factor analysis. Additionally, Iacobucci's article in 2010 supports the idea that some structural equation models can lead to satisfactory results with sample sizes ranging from 50 to 100. Nonetheless, according to Boomsma's assertion in 1983, a sample size exceeding 200 is considered relatively reliable. In this study, we collected 258 meaningful responses from a total of 271 participants. Among these, 13 responses were disregarded due to their unreliability.

A methodical random sampling procedure was used to share the link to the survey, and this approach was used to gather data. As a probability sampling method, this sampling

strategy is classified, with participants selected according to a predefined, regular interval and a random starting point that falls between 1 and k. This indicates that, with k acting as the skip interval, every kth member of the population is included (Cooper & Schindler, 2014). Invitations to participate in the study were sent to participants via WhatsApp to family and friends and an electronic email that was completed online.

4.5 Instrument

The most effective tool for this research would be an online survey. An online survey is similar to the well-known traditional paper and pencil survey, with the advantage of automatically storing responses, which saves both time and money (Muijs, 2004). Using a questionnaire gathers valuable data that may not be easily obtained through observation of consumer behavior. It provides a substantial amount of structured and easily analyzable data concerning an individual's characteristics, beliefs, and attitudes (Hyland, 2016).

The study's questionnaire was available in both Arabic and English. To ensure the questions and statements are accurate and understandable for participants of different languages. Initially, the survey was created in English, and it has been translated into Arabic. This iterative process helps align the Arabic and English questionnaires to ensure their accuracy. Participants have the choice to select their survey language preference.

The questions were adapted from earlier research studies and then submitted to an appropriate survey program (like Google Forms). The information was gathered using a variety of techniques, like, posting content on social media platforms such as Facebook and WhatsApp. In addition, social media can help create a larger sample, as was previously

mentioned (Adams & Lawrence, 2018). Additionally, camp visits were used to invite students from Qatar University to take part in the survey. Students at Qatar University present a variety of sociodemographic characteristics, including age, gender, and different backgrounds. Moreover, software such as SPSS is employed for data analysis and interpretation.

4.6 Measures

In this research, one set of questions was created and used. These questions were built upon information found in the existing literature. The basis for the questionnaire came from scales and studies that had been done before. The researcher looked over the questions and got approval from the research supervisor, with some minor changes made to make sure they fit the research objectives and goals. To have the full survey ready, the Google Form tool was used. This survey was distributed online by sharing a QR code that directed respondents to the survey and by distributing the survey URL on social media pages with friends and family and within camp visits.

The target demographic should know at least one high-end fashion brand. The survey provides an introduction to the study. Next, they are asked if they are familiar with at least one luxury fashion brand, and if their answer is "yes," they will proceed to the main survey questions. The scales are based on published research from earlier studies and were modified to fit the study's objectives. Table 1 shows the study's hypotheses, the measured variables, the corresponding items used to measure these variables, and the sources from which these items were obtained. A five-point Likert scale with the values [1] strongly disagree and [5] strongly agree is used to evaluate each statement item. At the end,

participants were required to answer demographic inquiries about their country, age, gender, income, and level of education.

Based on the literature researched for this research, the study's questionnaire was created and implemented to ensure comprehensive coverage of the key variables under investigation. The study drew upon established sources and prior research to construct measurement instruments. The trustworthiness of influencers, a vital construct in this research, was assessed based on the work of Ohanian (1990). Perceived credibility, another crucial variable, was scald from multiple sources, including Liu et al. (2012), Martins et al. (2017), and Yang et al. (2013), ensuring a comprehensive evaluation. The information quality of social media was evaluated using items derived from the work of Bhattacherjee and Sanford (2006). The use of social media platforms was assessed by referring to established research by Kankanhalli et al. (2005) and Yan & Davison (2013).

Perceived social status, a significant dimension, was measured based on the works of Fah et al. (2011) and Mamat et al. (2016). Furthermore, the scale by Bian and Forsythe (2012) is used for attitude. However, social value was assessed by referring to recent research by Park, Hyun, and Thavisay (2021). Lastly, brand recognition, an essential factor, was measured by incorporating insights from the works of Alhaddad (2015) and Dabbous & Barakat (2020). This comprehensive approach to measurement ensured that the questions used in the paper were well-grounded in past research and encompassed the key dimensions necessary for investigation.

Table 1. Measurement Items and Sources

Variables	Items	Sources	Hypothesis
Trustworthiness (Independent variable)	1. I do believe that I can depend on the fashion influencers I follow to make purchasing decisions 2. I do believe that the fashion influencers I follow are sincere 3. I follow fashion influencers because they are reliable. 4. I do believe that the fashion influencers I follow are honest 5. I do believe that the fashion influencers I follow use the same products they advertise	(Ohanian, 1990)	H1a. Trustworthiness of influencers have positive significant impact on fashion luxury brands purchase intention.
Perceived Credibility (Independent variable)	6. I do believe that the fashion influencers I follow are convincing 7. I do believe that the fashion influencers I follow are credible 8. I do believe that the fashion influencers' advertising is a good reference for purchasing products 9. I find purchasing luxury fashion items advertised by fashion Influencers I follow to be worthwhile	(Liu et al. (2012); Martins et al. (2017); Yang et al. (2013))	H1b. Perceived credibility of influencers have positive significant impact on fashion luxury brands purchase intention.

Variables	Items	Sources	Hypothesis
Information quality of social media (Independent variable)	10. The information on social media about luxury fashion goods is up to date	(Bhattacherjee & Sanford, 2006)	H2a. Information quality of social media significantly and positively influences purchase intention of fashion luxury brands.
	11. The information on social media about luxury fashion goods is accurate		
	12. I find the information on social media about luxury fashion goods is comprehensive		
	13. The information on social media about luxury fashion goods is helpful		
Use of social media platforms (Independent variable)	14. I often use social media to get information about luxury fashion goods	(Kankanhalli et al., 2005; Yan & Davison, 2013)	H2b. Use of social media platforms significantly and positively influences purchase intention of fashion luxury brands.
	15. I frequently use social media to get information about luxury fashion goods		
	16. I regularly use social media to get information about luxury fashion goods		
	17. I spend a lot of time using social media to get information about luxury fashion goods		
Perceived Social Status (Independent variable)	18. I feel that to be part of a high-class society, luxury fashion buying is important	(Fah et al. 2011; Mamat et al. 2016)	H3a. Perceived social status significantly and positively influences purchase intention of fashion luxury brands.
	19. Buying luxury fashion goods is symbolic of a higher living standard		

Variables	Items	Sources	Hypothesis
	20. I find myself holding a special place in the social gathering as I possess luxury fashion goods		
	21. I like to know what luxury fashion goods make good impressions on others		
	22. My friends and I tend to buy the same brand of luxury items		
Attitude (Independent variable)	23. Luxury fashion goods reflect the kind of person I see myself to be.	(Bian & Forsythe, 2012)	H3b. Attitude significantly and positively influences purchase intention of fashion luxury brands.
	24. Luxury fashion goods help me communicate my self-identity		
	25. Luxury fashion goods help me express myself.		
	26. Luxury fashion goods are a symbol of social status.		
	27. Luxury fashion goods help me fit into important social situations.		
	28. I like to be seen wearing these luxury fashion goods		

Variables	Items	Sources	Hypothesis
Social value (Independent variable)	29. Owning luxury fashion goods indicates a symbol of achievement. 30. Owning luxury fashion goods indicates a symbol of wealth. 31. Owning luxury fashion goods indicates a symbol of prestige. 32. Luxury fashion goods are important to me because they make me feel accepted in my work circle. 33. I want to own luxury fashion goods to gain/increase social status.	(Park, Hyun, and Thavisay, 2021)	H3c. Social value significantly and positively influences purchase intention of fashion luxury brands.
Brand Recognition (Mediator)	34. I am aware of this brand. 35. I can recognize a specific luxury fashion brand among competing brands. 36. I know what this brand looks like. 37. Characteristics of fashion luxury brands I have seen on social media come to my mind quickly 38. It is easy to remember the logo of brands I have seen on influencers I follow 39. I can tell the difference from one luxury fashion brand to another	(Alhaddad, 2015; Dabbous & Barakat 2020)	H4. Brand recognition mediates the relationship between influencers impact and fashion luxury purchase intention. H5. Brand recognition mediates the relationship between social media usage and fashion luxury purchase intention. H6. Brand recognition mediates the relationship between social status and fashion luxury purchase intention.

Variables	Items	Sources	Hypothesis
Purchase Intentions (Dependent variable)	40. I have a strong possibility to purchase luxury fashion goods	(Hung et al. 2011; Zhao et al. 2020)	Dependent variable
	41. I am likely to purchase luxury fashion goods		
	42. I have high intentions to purchase luxury fashion goods		
	43. Influencers can influence my purchasing decision.		
	44. I would like to buy luxury fashion goods that influencers are promoting		
	45. The information in social media can change my thoughts of buying luxury fashion goods		
	46. Most probably, I will buy luxury fashion goods to be part of a high-class society		
	47. I am likely to purchase luxury fashion goods that make good impressions on others		
	48. I have the intention to buy luxury fashion goods within the next 12 months.		

4.7 Data Analysis Methods

The Statistical Package for Social Science (SPSS) was first used to export the data gathered through Google Forms, where it underwent a process of review and coding prior to further analysis. Regression analysis, reliability testing, and descriptive data analysis were a few of the aspects of the data analysis that were performed next. The frequencies for the demographic variables were calculated to get insights into the characteristics of the respondents. In addition, measures of central tendency were calculated for each of the research's constructs. Cronbach's α (coefficient α), a measure of internal consistency, was used to evaluate the variables' reliability. Lastly, a hierarchical multiple regression approach was used to examine the mediating role of brand recognition as well as the direct effects of social media usage, social status, and influencers on the purchase intentions of luxury fashion brands.

4.8 Conclusion

In this chapter, the research type has been defined. Subsequently, the measurement scales were presented. Furthermore, the data collection tools that utilize the study were provided. Followed by the sampling section, which provides the rationale behind the research context and the size of the sample obtained. Finally, the chapter briefly mentions the implemented data analysis, which is further explored in the next chapter.

CHAPTER 5: DATA ANALYSIS AND FINDINGS

5.1 Introduction

This is Chapter 5, which offers a comprehensive examination of the gathered data, coupled with an in-depth investigation of the outcomes achieved. To start a descriptive analysis concerning the research participants, which displays and describes the demographic characteristics of the sample's frequencies, Secondly, it provides the results of the Kaiser-Meyer-Olkin (KMO) and Bartlett's tests, affirming the adequacy of the sample. In addition to the testing for both constructs' validity and reliability, Finally, the concluding sections of this chapter delineate the outcomes associated with the research hypotheses.

5.2 Descriptive Data Analysis

The results of the normality test and the sample characteristics are discussed in this section. There were 271 answers collected. However, 13 responses from participants were excluded because they indicated their lack of familiarity with at least one fashion luxury brand. As a result, the analysis presented in this chapter is based on a total of 258 valid and usable responses.

The current section shows the study's sample's demographic data. There were five demographic questions: gender, age, nationality, highest level of education, and monthly income.
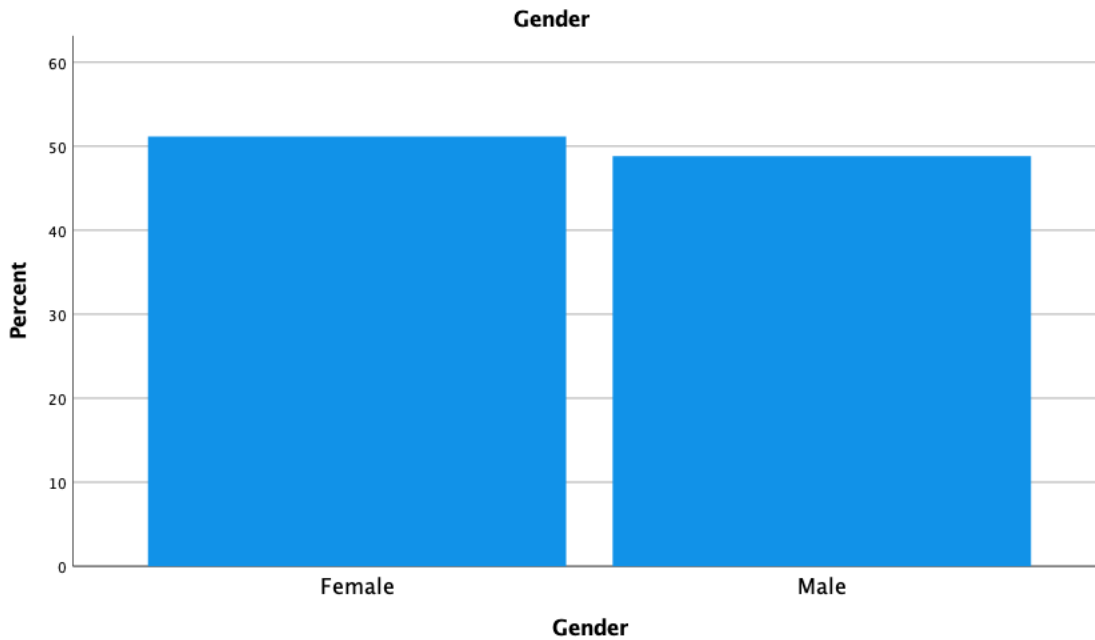
Figure 2: Gender distribution graph

The gender distribution graph illustrates the number of responses received from both females and males out of a total of 258. The chart shows that females accounted for 132 answers, representing 51.2% of the total, while males contributed 126 responses, making up 48.8%. This data provides insights into the gender representation among the

respondents and highlights relatively balanced participation between females and males in the survey.
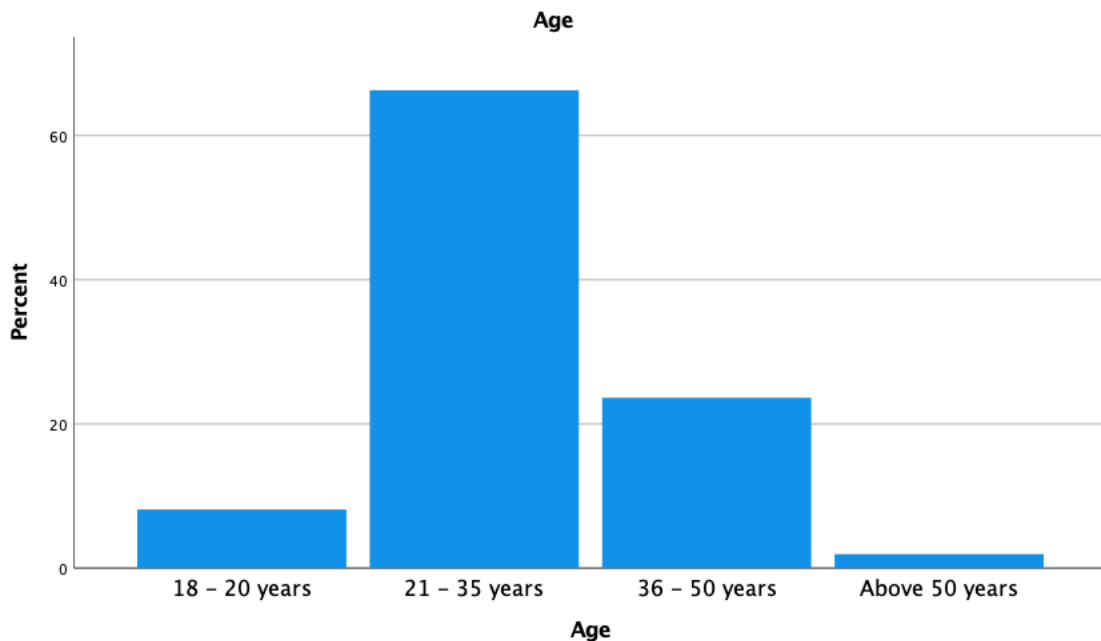
Figure 3: Age distribution graph

The age distribution graph provides an overview of the distribution of respondents across different age groups within the sample of 258 individuals. The data is categorized into four age ranges: 18-20 years. This category includes 21 respondents, representing 8.1% of the total. The majority, comprising 66.3% of the total, falls within the 21 to 35 years age group, indicating a predominantly young to mid-adult demographic in the survey. Additionally, 23.6% of respondents are in the 36 to 50 years age range, signifying a significant presence of middle-aged individuals. The 18 to 20 years category constitutes 8.1% of respondents, demonstrating a smaller group. Conversely, respondents above 50 years of age make up just 1.9% of the total. Understanding this age distribution is crucial for interpreting survey results, as it provides insights into the demographic composition and potential age-related trends among respondents.
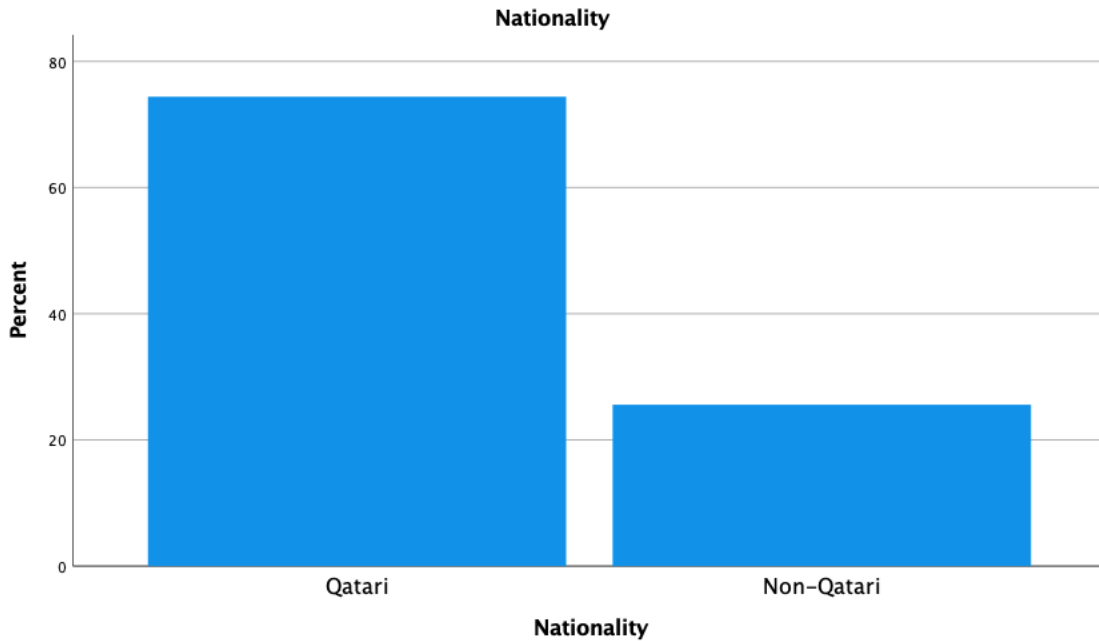
Figure 4: Nationality distribution graph

In this research, most respondents are Qataris, and this category includes 192 respondents, with a proportion of 74.4%, which indicates that a significant proportion of the survey participants are Qatari nationals. On the other hand, the non-Qatari group consists of 66 respondents, accounting for 25.6% of the total. This group represents individuals who are not Qatari citizens.
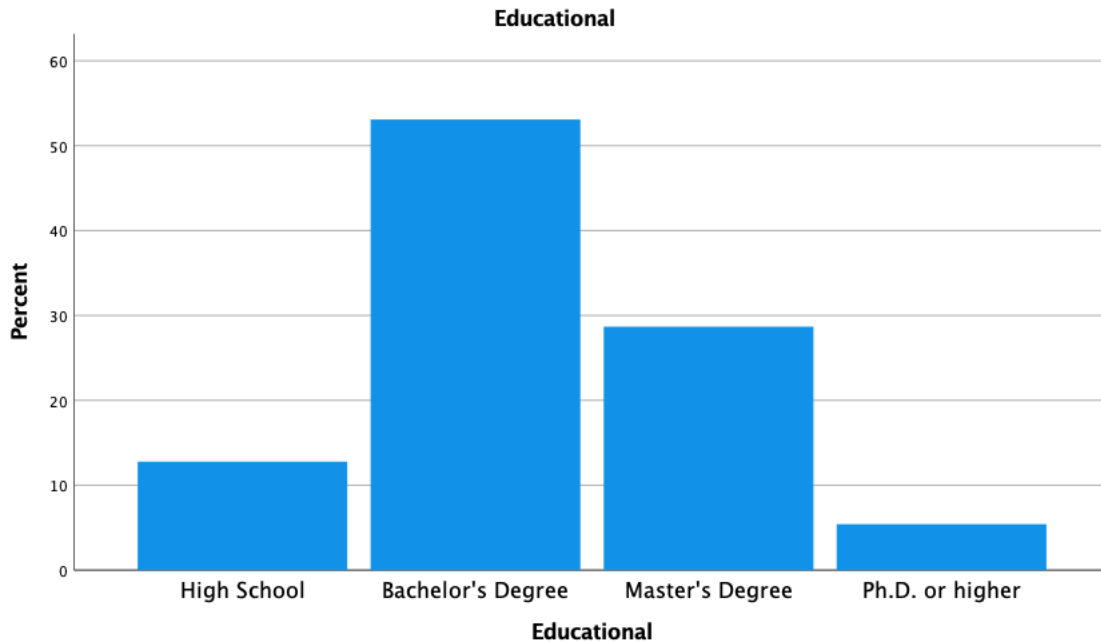
Figure 5: Education distribution graph

The majority, at 53.1%, have achieved a bachelor's degree, with 28.7% holding a master's degree. A smaller but still significant portion, 12.8%, have completed high school as their highest level of education. Furthermore, 5.4% of respondents have attained a Ph.D. or higher qualification. This distribution reflects a broad spectrum of educational achievements among the participants, from high school graduates to individuals with advanced postgraduate degrees, providing valuable context for interpreting the survey results and potential variations in responses based on educational attainment.
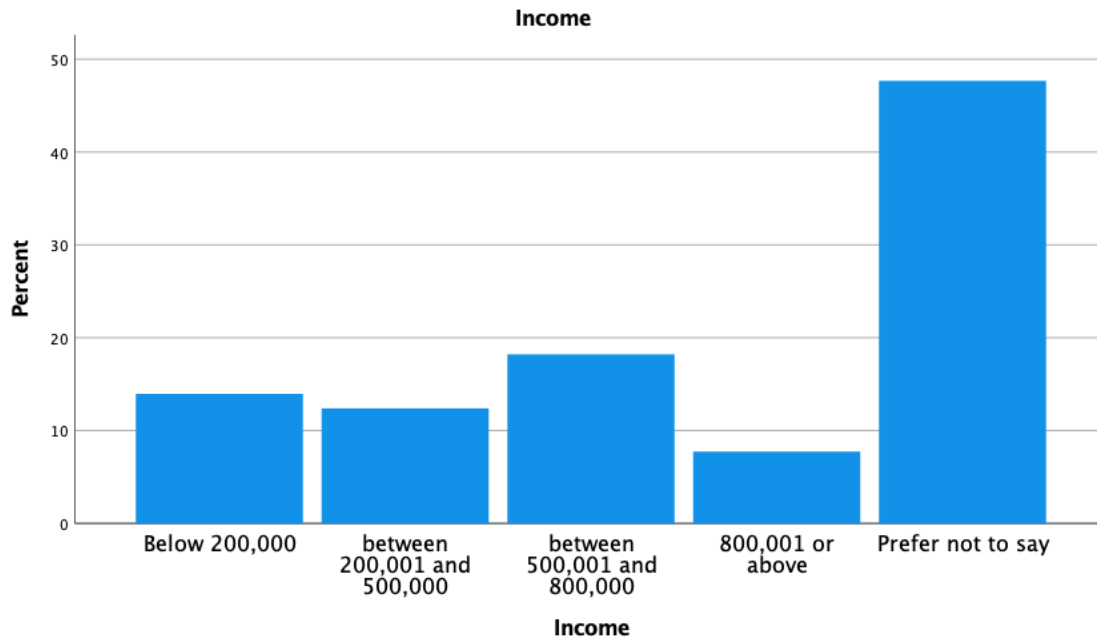
Figure 6: Monthly income distribution graph

The items that examine income in the questionnaire were distributed over five groups, including below 200,000 Qtr, then between 200,001 Qtr and 500,000 Qtr, followed by 500,001 Qtr to 800,000 Qtr, and 800,001 Qtr or above, and lastly, prefer not to say. The data reveals a noteworthy preference for privacy, with 47.7% choosing not to disclose their income. Among those who did, the majority fell into the "between 500,001 Qtr and 800,000 Qtr" group (18.2%), suggesting a higher-income segment, while 14% reported "below 200,000 Qtr," indicating a significant lower-income group. Additionally, 12.4% fell in the "Between 200,001 Qtr and 500,000 Qtr" category, representing moderate incomes, and 7.8% reported "800,001 Qtr or above," signifying a smaller but notable high-income portion.

Familiarity with at least one luxury FB
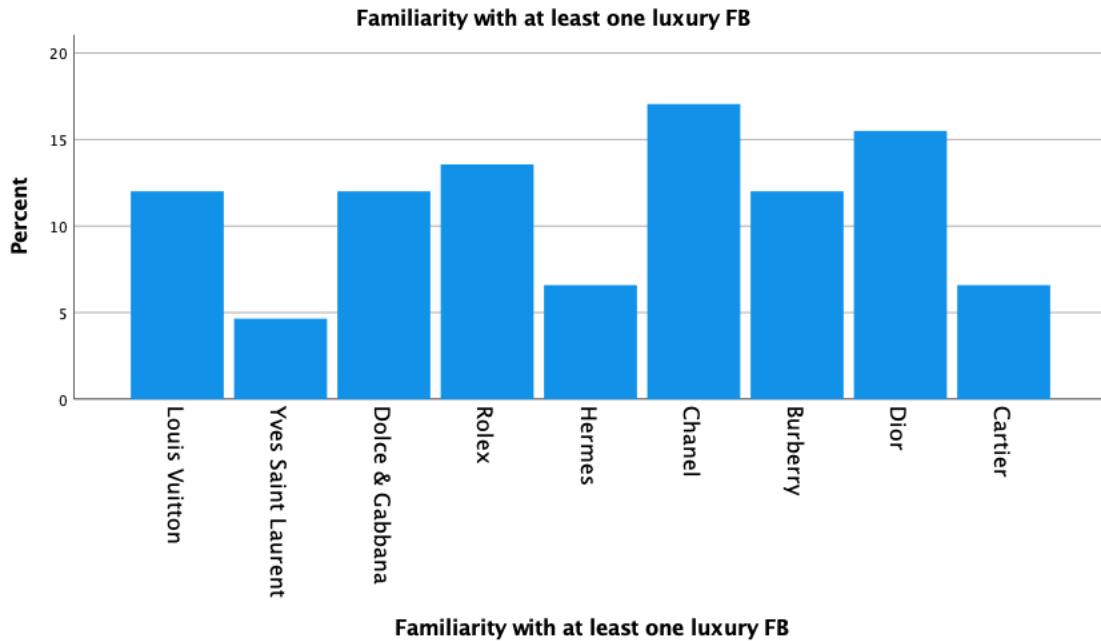
Figure 7: Familiarity with fashion luxury brands distribution graph

The study's participants also mentioned their most well-known brand. The familiarity with fashion luxury brands distribution graph provides insights into the level of awareness and recognition that consumers have for different luxury brands in the fashion industry. It visually represents the popularity and market presence of these brands among consumers. By analyzing this graph, one can understand which brands are more widely known and preferred by consumers. Chanel is the most well-known luxury fashion brand among the participants (17.1 percent). Then, Dior (15.5 percent), Rolex (13.6 percent), Burberry, Louis Vuitton, and Dolce & Gabbana (12 percent). The brands known by the minority include Hermes and Cartier (6.6 percent), and finally Yves Saint Laurent (4.7 percent).

5.3 Validity Test

To ensure the reliability and validity of the measurements used in this research, various essential forms of validity testing were used. Each of these forms of validity plays a crucial role in confirming that the measurements utilized in the research accurately capture the intended constructs and can be relied upon for meaningful analysis and interpretation. Firstly, the validity of constructs evaluates the extent to which the questionnaire effectively measures the intended constructs (Hair et al., 2010). Additionally, the results obtained from the confirmatory factor analysis, wherein all constructions showed item loadings of at least 0.5 that were perceived as acceptable, further affirm the content validity of the questionnaire. The following part discusses the results of the confirmatory factor analysis.

5.3.1 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

Table 2. KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.953
Bartlett's Test of Sphericity	Approx. Chi-Square	6810.856
	df	561
	Sig.	.000

The adequacy of the sample is stated by the Kaiser-Meyer-Olkin (KMO) and Bartlett's tests. According to Kasier (1974), an index in the 0.90s is marvelous, and the KMO result is 0.953. Therefore, the data is adequate. Moreover, Bartlett's Test of

Sphericity is significant at 0.00, which is less than 0.05, and this indicates that the data is suitable for factor analysis.

5.3.2 Confirmatory factor analysis

The factor loadings show how strongly and in which direction each question item is related to the corresponding construct. Higher factor loadings signify a greater association between the item and the underlying construct. The table presents the findings of a confirmatory factor analysis (CFA) for various constructs. The constructs include trustworthiness, perceived credibility, information quality of social media, use of social media platforms, perceived social status, attitude, social value, and purchase intentions. Each construct consists of multiple items that represent different aspects of that construct.

Additionally, the CFA confirms that items within each construct are reliable indicators of their respective latent variables, adding to the validity and trustworthiness of the measurement model. Following the analysis, factor loadings of items lower than 0.5 were removed, as recommended by Hulland (1999), and a Cronbach's α above 0.70 was

deemed acceptable for ensuring reliability, aligning with Cortina's (1993) guidelines. To achieve a satisfactory model, some items were also excluded from the constructs.

The table presents the results of a discriminant validity test for various constructs within the study. Discriminant validity is crucial in ensuring that the measured constructs are distinct from each other. The Average Variance Extracted (AVE) and the square root of AVE are commonly employed metrics for assessing discriminant validity.

Discriminant Validity Test	
Constructs	AVE Square Root
Trustworthiness	0.742
Perceived Credibility	0.661
Information Quality of Social Media	0.583
Use of Social Media Platforms	0.725
Perceived Social Status	0.67
Attitude	0.701
Social Value	0.742
Purchase Intentions	0.685

Table 3. Confirmatory Factor Analysis

Constract	Items	Factor Loading
Trustworthiness		
	I do believe that I can depend on the fashion influencers I follow to make purchasing decisions	0.637
	I do believe that the fashion influencers I follow are sincere	0.772
	I follow fashion influencers because they are reliable.	0.74
	I do believe that the fashion influencers I follow are honest	0.732
	I do believe that the fashion influencers I follow use the same products they advertise	0.632
Perceived Credibility		
	I do believe that the fashion influencers I follow are convincing	0.687
	I do believe that the fashion influencers I follow are credible	0.817
	I do believe that the fashion influencers' advertising is a good reference for purchasing products	0.549
	I find purchasing luxury fashion items advertised by fashion Influencers I follow to be worthwhile	0.589
Information Quality of Social Media		
	The information on social media about luxury fashion goods is accurate	0.574
	I find the information on social media about luxury fashion goods is comprehensive	0.591
	The information on social media about luxury fashion goods is helpful	

Constract	Items	Factor Loading
Use of Social Media Platforms		
	I often use social media to get information about luxury fashion goods	0.759
	I frequently use social media to get information about luxury fashion goods	0.743
	I regularly use social media to get information about luxury fashion goods	0.64
	I spend a lot of time using social media to get information about luxury fashion goods	0.758
Perceived Social Status		
	I feel that to be part of a high-class society, luxury fashion buying is important	0.565
	Buying luxury fashion goods is symbolic of a higher living standard	0.742
	I find myself holding a special place in the social gathering as I possess luxury fashion goods	0.662
	I like to know what luxury fashion goods make good impressions on others	0.714
Attitude		
	Luxury fashion goods are a symbol of social status.	0.71
	Luxury fashion goods help me fit into important social situations.	0.697
	I like to be seen wearing these luxury fashion goods	0.697

Constract	Items	Factor Loading
Social Value		
	Owning luxury fashion goods indicates a symbol of achievement.	0.745
	Owning luxury fashion goods indicates a symbol of wealth.	0.768
	Owning luxury fashion goods indicates a symbol of prestige.	0.783
	Luxury fashion goods are important to me because they make me feel accepted in my work circle.	0.684
	I want to own luxury fashion goods to gain/increase social status.	0.729
Purchase Intentions		
	Influencers can influence my purchasing decision.	0.705
	I would like to buy luxury fashion goods that influencers are promoting	0.737
	The information in social media can change my thoughts of buying luxury fashion goods	0.727
	Most probably, I will buy luxury fashion goods to be part of a high-class society	0.655
	I am likely to purchase luxury fashion goods that make good impressions on others	0.53
	I have the intention to buy luxury fashion goods within the next 12 months.	0.755

5.4 Reliability Tests

To evaluate the consistency of the variables and their reliability, Cronbach's α was used, a commonly utilized measurement for assessing internal consistency. The most often used indicator of reliability is Cronbach's α, with values falling between 0 and 1, where 0.70 is typically considered the minimum acceptable threshold (Hair et al., 2010). As exhibited in the below table, the following reliability estimates (Cronbach's α) were obtained:

Table 4. Cronbach's Alpha Coefficient

Dimensions	Cronbach's Alpha	Number of Items	Analysis
Trustworthiness	0.902	5	Highly Reliable
Perceived Credibility	0.871	4	Highly Reliable
Information Quality of Social Media	0.813	4	Highly Reliable
Use of Social Media Platforms	0.813	4	Highly Reliable
Perceived Social Status	0.879	5	Highly Reliable
Attitude	0.875	6	Highly Reliable
Social Value	0.911	5	Highly Reliable
Brand Recognition	0.819	6	Highly Reliable
Purchase Intentions	0.875	9	Highly Reliable

All exhibit Cronbach's alpha values well above the acceptable threshold of 0.7, ranging from 0.813 to 0.911. These significant alpha values suggest that the items within each dimension are closely related and consistently measure the intended constructs. Specifically, the trustworthiness dimension achieved an impressive α of 0.902, indicating that the five items within this dimension are highly reliable for measuring trustworthiness. The perceived credibility, information quality of social media, and use of social media platforms dimensions also displayed strong reliability, with Cronbach's alpha values of

0.871, 0.813, and 0.813, respectively, and each dimension comprising four items. Perceived social status, attitude, social value, and brand recognition dimensions maintained high internal reliability as well, with Cronbach's alpha values ranging from 0.875 to 0.911, encompassing dimensions with different numbers of items (ranging from 5 to 6). Lastly, the Purchase Intentions dimension, with nine items, demonstrated a robust Cronbach's alpha of 0.875, representing high reliability.

Consequently, the measurement tools can be considered highly reliable for assessing the various facets of this study. This reliability enhances confidence in the stability and accuracy of the gathered information, strengthening the validity of our research findings.

5.5 Descriptive Analysis of Constructs

The descriptive statistics present the results of the analysis conducted to assess the average perception of participants regarding various constructs within the study. Furthermore, by encapsulating the corresponding mean values and standard deviations for each construct, the depth and breadth of the research findings are illuminated, providing a richer understanding of the nuanced aspects under investigation and thus contributing significantly to the scholarly discourse in the field. The following constructs were measured, along with their corresponding mean values and standard deviations:

Table 5. Descriptive Tests of Constructs

Variable	Mean	Std. Deviation
TrustWorthiness	3.6101	0.83897
PerceivedCredibility	3.6715	0.81921
InformationQualityofSocialMedia	3.7771	0.69022
UseofSocialMediaPlatforms	3.7703	0.71383
PerceivedSocialStatus	3.6721	0.81154
Attitude	3.5375	0.87866
SocialValue	3.4527	0.97996
BrandRecognition	3.9897	0.57218
PurchaseIntentions	3.7502	0.66357

Participants, on average, rated the trustworthiness of influencers at 3.6101 (with a standard deviation of 0.83897), indicating a moderate level of perceived trustworthiness in the context of the study. The mean score for perceived credibility was 3.6715 (with a standard deviation of 0.81921), suggesting a moderate level of perceived credibility of influencers. Participants, on average, rated the information quality of social media at 3.7771 (with a standard deviation of 0.69022), presenting a slightly positive perspective on the overall quality of content on social media. Then, the mean score for the use of social media platforms was 3.7703 (with a standard deviation of 0.71383), reflecting a moderately positive effect toward the use of these platforms.

Meanwhile, respondents perceived social status at 3.6721 (with a standard deviation of 0.81154), suggesting a moderate level of perceived social status relevance within the study. As seen from the examined social status, the attitude mean score was

3.5375 (with a standard deviation of 0.87866), indicating a moderately positive overall attitude among participants. Concerning social value at 3.4527 (with a standard deviation of 0.97996), this suggests a moderately positive perception of social value in the study context.

The mean score for brand recognition was relatively high at 3.9897 (with a standard deviation of 0.57218), representing a strong level of recognition of fashion luxury brands among participants. Lastly, participants, on average, reported 3.7502 (with a standard deviation of 0.66357) for purchase intentions, suggesting a moderately positive inclination toward making purchases of fashion luxury goods.

5.5.1 Test of mean differences

In order to assess possible differences between demographic factors and constructs, a one-way analysis of variance (ANOVA) was used for the examination of mean differences. This statistical analysis is employed to determine whether statistically significant variations among the means are present (Hair et al., 2010). ANOVA is a powerful tool for assessing differences across different groups or categories within a dataset, allowing researchers to discern whether certain factors have a significant impact on the variables of interest. In the context of this study, ANOVA was applied to explore potential disparities among demographic variables and various constructs, enabling a comprehensive assessment of how different factors may influence the research outcomes.

The findings of the one-way test of variance (ANOVA) tests indicate significant differences among age groups for various constructs, including trustworthiness, perceived

credibility, information quality of social media, use of social media platforms, perceived social status, attitude, social value, brand recognition, and purchase intentions. For each construct, the F-statistic is statistically significant at $p < 0.001$, suggesting that there are substantial variations in mean scores across different groups. This indicates that age plays a significant role in influencing participants' perceptions and intentions associated with fashion luxury brands. However, for the construct of brand recognition, the F-statistic is not statistically significant ($p = 0.145$), indicating no substantial differences in mean scores between groups. These results underscore the importance of studying age when examining the factors influencing individuals' perceptions and intentions in the context of fashion luxury brands.

Table 6. Test of Mean Differences Between Age and Variables

		Sum of Squares	df	Mean Square	F	Sig.
Trust Worthiness	Between Groups	21.561	3	7.187	11.457	<.001
	Within Groups	159.333	254	0.627		
	Total	180.894	257			
Perceived Credibility	Between Groups	24.593	3	8.198	14.08	<.001
	Within Groups	147.88	254	0.582		
	Total	172.473	257			
Information Quality of Social Media	Between Groups	15.32	3	5.107	12.11	<.001
	Within Groups	107.115	254	0.422		
	Total	122.435	257			
Use of Social Media Platforms	Between Groups	21.789	3	7.263	16.899	<.001
	Within Groups	109.166	254	0.43		
	Total	130.956	257			
Perceived Social Status	Between Groups	22.16	3	7.387	12.755	<.001
	Within Groups	147.099	254	0.579		
	Total	169.259	257			
Attitude	Between Groups	19.947	3	6.649	9.463	<.001
	Within Groups	178.469	254	0.703		
	Total	198.416	257			
Social Value	Between Groups	20.907	3	6.969	7.836	<.001
	Within Groups	225.896	254	0.889		
	Total	246.803	257			
Brand Recognition	Between Groups	1.763	3	0.588	1.812	0.145
	Within Groups	82.377	254	0.324		
	Total	84.139	257			
Purchase Intentions	Between Groups	13.352	3	4.451	11.327	<.001
	Within Groups	99.81	254	0.393		
	Total	113.162	257			

5.6 Pearson's Correlation Test

The table illustrates the relationships between various variables in the context of a research study. The strength and direction of linear connections between pairs of data are measured using Pearson's correlation. In this study, the variables include trustworthiness, perceived credibility, information quality of social media, use of social media platforms, perceived social status, attitude, social value, brand recognition, and purchase intentions in the context of fashion luxury brands. The table displays Pearson correlation coefficients, which quantify the degree and direction of connotation amongst each pair of variables. Each cell in the table represents the correlation coefficient (r) between two variables. The diagonal cells contain the correlations of each variable with itself, which are always one.

There are strong positive correlations (indicated by values close to 1) between several variables. For example, trustworthiness, perceived credibility, information quality of social media, use of social media platforms, perceived social status, attitude, social value, and brand recognition all exhibit strong positive correlations with each other. These strong correlations suggest that these variables are positively related, implying that as one variable increases, the other variable tends to increase too. Moreover, the correlation between these variables and purchase intentions is also positive, indicating that higher values of these variables are associated with higher purchase intentions. P-values less than 0.001 for every correlation show that the relationships are statistically significant.

In conclusion, the Pearson's correlation table provides valuable insights into the relations between the variables in the research. The strong positive correlations suggest interdependencies between these variables, and their positive associations with purchase

intentions highlight their potential significance in influencing consumers' purchase decisions in the framework of fashion luxury brands.

Table 7. Pearson's Correlation

		Trust Worthiness	Perceived Credibility	Information Quality of Social Media	Use of Social Media Platforms	Perceived Social Status	Attitude	Social Value	Brand Recognition	Purchase Intentions
Trust Worthiness	Pearson Correlation	1	.863**	.717**	.678**	.663**	.684**	.655**	.443**	.640**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
Perceived Credibility	Pearson Correlation	.863**	1	.728**	.707**	.668**	.633**	.597**	.409**	.585**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
Information Quality of Social Media	Pearson Correlation	.717**	.728**	1	.750**	.677**	.660**	.640**	.393**	.604**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
Use of Social Media Platforms	Pearson Correlation	.678**	.707**	.750**	1	.631**	.528**	.516**	.390**	.461**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001

		Trust Worthiness	Perceived Credibility	Information Quality of Social Media	Use of Social Media Platforms	Perceived Social Status	Attitude	Social Value	Brand Recognition	Purchase Intentions
Perceived Social Status	Pearson Correlation	.663**	.668**	.677**	.631**	1	.762**	.698**	.472**	.646**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
Attitude	Pearson Correlation	.684**	.633**	.660**	.528**	.762**	1	.820**	.487**	.684**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
Social Value	Pearson Correlation	.655**	.597**	.640**	.516**	.698**	.820**	1	.491**	.625**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
Brand Recognition	Pearson Correlation	.443**	.409**	.393**	.390**	.472**	.487**	.491**	1	.525**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
Purchase Intentions	Pearson Correlation	.640**	.585**	.604**	.461**	.646**	.684**	.625**	.525**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	

5.7 Regression Analysis

This part examines the connection amongst the dependent variable (purchase intentions) and independent variables from influencers' impact variables, which are trustworthiness and perceived credibility. Furthermore, the connection is between the dependent variable and social media usage variables: information technology on social media and use of social media platforms. Furthermore, the relationship between purchase intentions and social status variables, which are perceived social status, attitude, and social value, will be estimated through an analysis of the regression coefficients. This analytical approach provides insights into the degree of impact each independent variable exerts on purchase intentions, as evidenced by the summaries of ANOVA and coefficient statistics.

One statistical technique that may be used to comprehend the relationships between various variables is regression analysis. This test is used to see if independent variables are related to dependent variables (Sykes, 1993; Liang & Zeger, 1993). Moreover, regression analysis has three different types: linear regression, multiple linear regression, and nonlinear regression. Linear regression looks at one independent variable's connection to a dependent variable. Multiple linear regression checks how multiple independent variables relate to a dependent variable. Nonlinear regression explores more complex relationships (Kenton, 2021; CFI, 2021). In this study, multiple regression analysis is used with SPSS software.

5.7.1 Collinearity tests

Multicollinearity is a statistical phenomenon in regression analysis that can pose challenges when interpreting the relationships between independent variables. It happens when there is a strong correlation between two or more independent variables in a regression model, leading to issues such as unstable regression coefficients and difficulty in discerning the unique contributions of each predictor. To assess the presence of multicollinearity in this study, we conducted a multicollinearity test. In this test, the tolerance was computed, and the variance inflation factor (VIF) was tested for each of the constructs under consideration, including trustworthiness, perceived credibility, information quality of social media, use of social media platforms, perceived social status, attitude, and social value.

While the variance inflation factor (VIF) quantifies the amount by which multicollinearity increases the variance of the predicted regression coefficients, the tolerance statistic measures the percentage of variation in one predictor that is not explained by the other predictors. In the following results section, the table presents the findings from the multicollinearity test.

Table 8. Multicollinearity Test

Construct	Tolerance	VIF
Trust Worthiness	0.213	4.684
Perceived Credibility	0.217	4.617
Information Quality of Social Media	0.306	3.271
Use of Social Media Platforms	0.363	2.752
Perceived Social Status	0.328	3.045
Attitude	0.242	4.13
SocialValue	0.3	3.33

As a result of the multicollinearity test, the tolerance values were computed for each construct, ranging from 0.213 to 0.363. Tolerance values close to 1 indicate low multicollinearity, while values approaching 0 suggest high multicollinearity. In this analysis, all constructs exhibited tolerance values above 0.2, indicating relatively low multicollinearity. Additionally, the calculation of VIF for each construct ranged from 2.752 to 4.684. VIF values greater than 1 suggest the presence of multicollinearity, with higher values indicating more severe multicollinearity. Therefore, all constructs had VIF values below 5, further suggesting that multicollinearity is not a significant concern. Overall, the findings of the multicollinearity test indicate that the independent variables in the regression model are not highly correlated with each other, and multicollinearity is not a substantial issue. This provides confidence in the stability and reliability of the regression analysis.

5.7.2 Influencers impact regression test

In this study, the existing literature has underscored the significant influence of influencers' impact and their associated independent variables in influencing purchase intentions. For analysis, a total of 258 valid and approved responses were gathered. Within the following tables, critical values are presented and require interpretation to gain insights into the associations among the dependent variable, "purchase intentions," and the independent variables related to influencers' impact, namely trustworthiness and perceived credibility.

The hypotheses of these variables are:

- H1. Influencers have positive significant impact on fashion luxury brands purchase intention.

- H1a. Trustworthiness of influencers have positive significant impact on fashion luxury brands purchase intention.

- H1b. Perceived credibility of influencers have positive significant impact on fashion luxury brands purchase intention.

Table 9. Influencers Impact Accepting/Rejecting Hypotheses

Hypothesis	Regression Weight	Beta Coefficient	R-square	F	T-Value	P-value	Supporting Hypotheses
H1a	TrustWorthiness-PI	0.53	0.413	89.887	5.578	<.001	Yes
H1b	PerceivedCredibility-PI	0.128	0.413	89.887	1.343	0.18	No

Firstly, H1a: Trustworthiness significantly and positively influences the purchase intentions of fashion luxury brands. The beta coefficient is 0.53, indicating a positive relationship. The R-square value is 0.413, suggesting that trustworthiness accounts for a significant portion of the variance in purchase intentions. The F-statistic is 89.887, with a T-value of 5.578. Importantly, the p-value is less than 0.001, providing strong evidence to support H1a. Thus, trustworthiness is a significant predictor of purchase intentions, and this hypothesis is supported. While H1b: perceived credibility does not significantly influence the purchase intentions of fashion luxury brands.

The beta coefficient for perceived credibility is 0.128, suggesting a weaker relationship. The R-square value remains at 0.413. The F-statistic is 89.887, with a T-value of 1.343. The critical observation is that the p-value is 0.18, exceeding the significance threshold of 0.05. As a result, H1b is not supported, indicating that perceived credibility does not have a significant impact on purchase intentions. Thus, H1 is partially accepted.

Table 10. Influencers Impact Model Summary

					Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.643a	0.413	0.409	0.51017	0.413	89.887	2	255	<.001

a. Predictors: (Constant), PerceivedCredibility, TrustWorthiness$_a$

b. Dependent Variable: PurchaseIntentions$_b$

Table 11. Influencers Impact ANOVA

				ANOVA		
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.791	2	23.396	89.887	<.001b
	Residual	66.371	255	0.26		
	Total	113.162	257			

a Dependent Variable: PurchaseIntentions

b Predictors: (Constant), PerceivedCredibility, TrustWorthiness

5.7.3 Social media usage regression test

Social media usage and its sub-variables are presented in this research, as they play a major role in influencing purchase intentions. The table below shows the important values that are necessary to be interpreted among the dependent variable "purchase intentions" and the independent variables of social media usage: information technology of social media and use of social media platforms.

The hypotheses of these variables are:

- H2. Social media usage significantly and positively influences purchase intention of fashion luxury brands.

- H2a. Information quality of social media significantly and positively influences purchase intention of fashion luxury brands.

- H2b. Use of social media platforms significantly and positively influences purchase intention of fashion luxury brands.

Table 12. Social Media Usage Accepting/Rejecting Hypotheses

Hypothesis	Regression Weight	Beta Coefficient	R-square	F	T-Value	P-value	Supporting Hypotheses
H2a	InformationQualityofSocialMedia-PI	0.59	0.365	73.233	7.825	<.001	Yes
H2b	UseofSocialMediaPlatforms-PI	0.018	0.365	73.233	0.244	0.807	No

To start with H2a, the information quality of social media significantly and positively influences the purchase intentions of fashion luxury brands. The beta coefficient for the information quality of social media is 0.59, indicating a strong and positive

relationship. The R-square value of 0.365 indicates that a substantial amount of the variance in purchase intentions can be explained by the information quality of social media. The F-statistic is 73.233, and the T-value is 7.825. Importantly, the p-value is less than 0.001, providing strong evidence to support H2a. Thus, the information quality of social media is a significant predictor of purchase intentions, and this hypothesis is supported.

Moreover, H2b: The use of social media platforms does not significantly influence the purchase intentions of fashion luxury brands. The beta coefficient for the use of social media platforms is 0.018, indicating a weak and almost negligible relationship. The R-square value remains at 0.365, suggesting that the use of social media platforms explains a very limited portion of the variance in purchase intentions. The F-statistic is 73.233, with a T-value of 0.244. However, the crucial observation is that the p-value is 0.807, significantly exceeding the significance threshold of 0.05. Therefore, H2b is not supported, indicating that there is no significant effect of social media platforms on purchase intentions. Thus, H2 is partially accepted.

Table 13. Social Media Usage Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.604a	0.365	0.36	0.53092	0.365	73.233	2	255	<.001
a Predictors: (Constant), UseofSocialMediaPlatforms, InformationQualityofSocialMedia									
b. Dependent Variable: PurchaseIntentions$_b$									

Table 14. Social Media Usage ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.285	2	20.642	73.233	<.001b
	Residual	71.877	255	0.282		
	Total	113.162	257			

a Dependent Variable: PurchaseIntentions

b Predictors: (Constant), UseofSocialMediaPlatforms, InformationQualityofSocialMedia

7.7.4 Social status regression test

Social status and its sub-variables are presented in this research as they show a major influence on purchase intentions. The following table displays the critical values that must be understood in relation to the independent social status variables, perceived social status, attitude, and social value, and the dependent variable, "purchase intentions." The hypotheses for these variables are:

- H3. Social status significantly and positively influences purchase intention of fashion luxury brands.

- H3a. Perceived social status significantly and positively influences purchase intention of fashion luxury brands.

- H3b. Attitude significantly and positively influences purchase intention of fashion luxury brands.

- H3c. Social value significantly and positively influences purchase intention of fashion luxury brands.

Table 15. Social Status Accepting/Rejecting Hypotheses

Hypothesis	Regression Weight	Beta Coefficient	R-square	F	T-Value	P-value	Supporting Hypotheses
H3a	PerceivedSocialStatus	0.275	0.511	88.439	3.985	<.001	Yes
H3b	Attitude	0.362	0.511	88.439	4.184	<.001	Yes
H3c	SocialValue	0.137	0.511	88.439	1.746	0.082	No

Looking at the table H3a, perceived social status significantly and positively influences the purchase intention of fashion luxury brands. The beta coefficient for perceived social status is 0.275, indicating a moderate and positive relationship. The R-square value is 0.511, suggesting that perceived social status accounts for an important share of the variance in purchase intentions. The F-statistic is 88.439, with a T-value of 3.985. Importantly, the p-value is less than 0.001, providing strong evidence to support H3a. Therefore, perceived social status is a significant predictor of purchase intentions, and this hypothesis is supported. Also, H3b: Attitude significantly and positively influences the purchase intention of fashion luxury brands. The beta coefficient for attitude is 0.362, indicating a strong and positive relationship. The R-square value remains at 0.511, suggesting that attitude justifies a considerable portion of the variance in purchase intentions. The F-statistic is 88.439, with a T-value of 4.184. The p-value is less than 0.001, providing strong evidence to support H3b. Thus, attitude is a significant predictor of purchase intentions, and this hypothesis is supported.

However, H3c: Social value does not significantly influence the purchase intention of fashion luxury brands. The beta coefficient for social value is 0.137, indicating a weak and limited relationship. The R-square value remains at 0.511, suggesting that social value describes a small portion of the variance in purchase intentions. The F-statistic is 88.439, with a T-value of 1.746. While the p-value is 0.082, that is above the significance level of 0.05. Therefore, H3c is rejected, indicating that social value does not have a statistically significant impact on purchase intentions. Thus, H3 is partially accepted.

Table 16. Social Status Model Summary

					Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.715a	0.511	0.505	0.4668	0.511	88.439	3	254	<.001
a Predictors: (Constant), SocialValue, PerceivedSocialStatus, Attitude									
b. Dependent Variable: PurchaseIntentions_b									

Table 17. Social Status ANOVA

			ANOVA			
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.814	3	19.271	88.439	<.001b
	Residual	55.348	254	0.218		
	Total	113.162	257			
a Dependent Variable: PurchaseIntentions						
b Predictors: (Constant), SocialValue, PerceivedSocialStatus, Attitude						

5.8 Mediation Analysis

Mediation analysis endeavors to answer a fundamental question does the association between an independent variable (IV) and a dependent variable (DV) occur directly or is it influenced by an intermediate variable, known as a mediator. In other words, it seeks to unravel the "why" and "how" behind observed correlations or causal relationships. In this section of the study, the study explores how influencers impact, social media usage, and attributes related to social status affect purchase intentions through the

intermediary role of brand recognition. To carry out this analysis, we employed the SPSS macro tool called PROCESS.

The p-values were analyzed to assess the hypothesis' significance. Significance was determined when p-values were less than 0.05. A percentile bootstrap forecast approach was implemented to evaluate the direct and indirect impacts, with 5000 samples and a 95% confidence level for all confidence intervals, using the PROCESS macro in SPSS.

Influencers Impact: Brand recognition mediates the relationship between influencers impact and fashion luxury purchase intention.

The R-squared value is approximately 0.4771, indicating that the combination of influencer impact and brand recognition accounts for about 47.71% of the variance in purchase intention. The test revealed a statistically significant direct effect of influencer impact (X) on purchase intentions (Y) with a coefficient of 0.4150 (SE = 0.0419, t = 9.9148, $p < 0.0001$, 95% CI [0.3326, 0.4974]). This outcome signifies that influencers impact exerts a substantial direct influence on purchase intentions, independently of any mediator. Furthermore, a significant indirect effect of influencers' impact on purchase intentions through the mediator brand recognition was observed, with a coefficient of 0.1113 (BootSE = 0.0306). The bootstrap resampling method, which generated 5,000 samples, produced a 95% confidence interval for the indirect effect of [0.0545, 0.1757].

Social Media Usage: Brand recognition mediates the relationship between social media usage and fashion luxury purchase intention.

For brand recognition (BrandRec), the model exhibited modest explanatory power (R-squared ≈ 0.1752) with a highly significant F-statistic ($p < 0.0001$). A statistically significant direct influence of social media usage was found by the analysis (X) on purchase intentions (Y) with a coefficient of 0.4265 (SE = 0.0530, t = 8.0542, $p < 0.0001$, 95% CI [0.3222, 0.5308]). This outcome underscores that social media usage has a substantial direct impact on individuals' purchase intentions, irrespective of any mediating factors. Additionally, a significant indirect effect of social media usage (X) on purchase intentions (Y) was observed, mediated by brand recognition (M). The estimated indirect effect is 0.1473, with a bootstrap standard error (BootSE) of 0.0375. The 95% bootstrap confidence interval for this indirect effect is [0.0802, 0.2258].

Social Status: Brand recognition mediates the relationship between social status and fashion luxury purchase intention.

The overall regression model has substantial explanatory power, with an R-squared value of approximately 0.5351. This means that the combination of social status and brand recognition can explain over 53% of the variance in purchase intentions. The F-statistic of 146.7300 is highly significant ($p < 0.0001$), underscoring the model's overall significance. The direct effect of social status (X) on purchase intentions (Y) is 0.4874 (SE = 0.0409, t = 11.9299, $p < 0.0001$). This suggests that purchasing intentions are significantly positively impacted by social status. In addition, the mediation analysis reveals an indirect effect of 0.0894 with a bootstrap standard error (BootSE) of 0.0334. The bootstrap confidence

interval for this indirect effect is [0.0323, 0.1632]. This suggests that part of the influence of social status (X) on purchase intentions (Y) is mediated by brand recognition (M).

In summary, the analysis indicates that both social status and brand recognition have direct and significant positive effects on purchase intentions. Additionally, there is evidence of an indirect effect, where social status influences purchase intentions through its impact on brand recognition.

5.9 Discussion and Findings

The study presented 13 hypotheses that were put forth. The test of regression analysis is done to examine the connections among the hypotheses. As shown below, these are the results:

	Hypotheses	Results
H1	Influencers impact have positive significant impact on fashion luxury brands purchase intention.	Partially accepted
H1a	Trustworthiness of influencers have positive significant impact on fashion luxury brands purchase intention.	Accepted
H1b	Perceived credibility of influencers have positive significant impact on fashion luxury brands purchase intention.	Rejected
H2	Social media usage significantly and positively influences purchase intention of fashion luxury brands	Partially accepted
H2a	Information quality of social media significantly and positively influences purchase intention of fashion luxury brands	Accepted
H2b	Use of social media platforms significantly and positively influences purchase intention of fashion luxury brands	Rejected
H3	Social status significantly and positively influences purchase intention of fashion luxury brands	Partially accepted

H3a	Perceived social status significantly and positively influences purchase intention of fashion luxury brands	Accepted
H3b	Attitude significantly and positively influences purchase intention of fashion luxury brands	Accepted
H3c	Social value significantly and positively influences purchase intention of fashion luxury brands	Rejected
H4	Brand recognition mediates the relationship between influencers impact and fashion luxury purchase intention.	Accepted
H5	Brand recognition mediates the relationship between social media usage and fashion luxury purchase intention.	Accepted
H6	Brand recognition mediates the relationship between social status and fashion luxury purchase intention.	Accepted

Trustworthiness emerged as a critical influencer attribute that significantly and positively influenced purchase intentions, suggesting that brands should prioritize partnerships with trustworthy influencers. However, the hypothesis associated with the perceived credibility of influencers was rejected, highlighting the importance of trust over perceived credibility in influencer marketing. While the hypothesis related to social value was rejected as well, suggesting that consumers may not prioritize social value considerations when making luxury purchases, Finally, the research introduced the mediating role of brand recognition, demonstrating its significance in shaping the relationships between influencers' impact, social media usage, social status, and purchase intentions.

5.10 Chapter Conclusion

In conclusion, this chapter has provided valuable insights into the relations between various independent variables and the dependent variable, "purchase intentions," concerning fashion luxury brands, where most responses fall within the 21–35 age group, indicating a predominantly young to mid-adult demographic. The sample is adequate based on Kaiser-Meyer-Olkin (KMO) and Bartlett's tests. However, a few items were removed due to the low factor loading. However, the Cronbach's α for each construct is greater than 0.70. Moreover, the mediation analysis uncovered that both social status and brand recognition exert direct and significant influences on fashion luxury purchase intentions. Additionally, it was uncovered that brand recognition was a crucial mediating factor, shedding light on the mechanisms through which these factors collectively shape consumer behavior in the context of fashion luxury products. These insights have implications for marketing strategies and brand administration in the dynamic landscape of fashion luxury goods.

CHAPTER 6: DISCUSSION AND CONCLUSION

6.1 Introduction

In the previous chapters, extensive exploration has been undertaken of the multifaceted topic of customers purchase intentions for fashion luxury brands. Through a rigorous analysis of the existing literature, the development of a well-structured research methodology, and the meticulous examination of empirical data. As this section embarks on the final leg of the research journey, this chapter presents the discussion and conclusion of the study. Herein, it will synthesize the findings and critically evaluate their implications, as well as offer insights into the broader significance of the research.

In chapter six, the conclusions of the study are presented. The theoretical and managerial implications of the findings are introduced. Then, the second section of the chapter discusses the research limitations of the study, whereas future investigation suggestions are concluded.

6.2 Theoretical and Managerial Implications

This part of the research first discusses the theoretical implications before explaining the managerial implications. Prior literature evaluations found that certain variables had an influence, as was mentioned in the previous research, on fashion luxury purchase intentions. The current research discusses and examines the positive and significant collective impact of influencers, social media usage, and social status on fashion luxury purchase intentions, with brand awareness acting as a mediating factor. The study findings are helpful to scholars and could describe the significance of the factors provided

and their influence on the luxury fashion market, providing practical implications and contributions.

6.2.1 Theoretical implications

This study adds to the theoretical foundation of fashion luxury customer behavior by delving into the intricacies of the psychological factors driving luxury purchases. It broadens the academic understanding of what motivates consumers to intend to buy luxury fashion goods. Fashion luxury consumption is growing every day in the Middle East, especially in Qatar, and those luxury brands are increasingly investing efforts in diverse marketing approaches tailored to local consumers. One commonly employed strategy is having a well-known social media influencer promote, though its effect has not yet been fully tested. Moreover, this study increases the impact of related factors on influencers' impact on customers' purchase behavior, which has not been covered before (i.e., trustworthiness and perceived credibility).

In addition, literature by Ceyhan (2018), Munnukka (2016), Lim (2017), Reichelt, Sievert, and Jacob (2014) discussed the effect of the trustworthiness and perceived credibility of fashion influencers on fashion luxury purchase intentions. However, the results revealed the impact of honesty on purchase intention among fashion luxury brands. But the findings in the literature do not align with the results of the research. Thus, new opportunities for scholars and academic researchers have been made possible by the study's findings.

This research takes a significant step forward in expanding its construct by determining a positive and significant link between attitudes and consumers' purchase behavior. The results agree with and go beyond previous studies that discovered a relationship between attitudes and purchase intentions (Kim & Lee, 2009; Bian & Forsythe, 2012; Yoo & Lee, 2009; Cheng, 2006). This includes attitudes and how they affect intentions through the theory of planned behavior.

The presented study fills a critical and significant gap in the existing body of knowledge concerning fashion luxury purchase intentions. Many scholars investigated the relationship between social media usage and fashion luxury purchase intentions. Today, it is still increasing because of the use of social media platforms, which have become a vital tool for marketing strategies. Alalwan et al.'s (2017) work contradicts this study findings as it states that the use of social media platforms does affect the purchase intentions of fashion luxury products. The information quality of social media was introduced by Loureiro, Maximiano, and Panchapakesan (2018) and further investigated by Ramanathan, Subramanian, and Parrott (2017). While social media usage platforms were studied by Kim and Ko (2012) and Alalwan (2017). The construct information quality of social media results aligns with (Zha et al., 2018). Consequently, this field of study offers opportunities for further investigation and exploration.

Furthermore, the theory of planned behavior suggests that attitudes significantly influence an individual's intention to perform a behavior, and this intention is a strong predictor of actual behavior. The existing body of literature testing the power of attitude towards social status on the buying behavior of fashion luxury products is limited. This

research takes a significant step forward in expanding its construct by determining a positive and significant link between attitudes and consumers' purchase behavior. In the context of marketing, where social status plays a significant role, The results agree with and go beyond previous studies that discovered a relationship between attitudes and purchase intentions (Kim and Lee, 2009). This includes attitudes and how they affect intentions through the theory of planned behavior.

This research theoretically confirms this relationship within the luxury fashion context. It underscores that consumers' attitudes toward fashion luxury products, influenced by factors such as their perception of social status, are critical in shaping their intentions to purchase. Fashion luxury brand managers can leverage this theoretical insight by actively monitoring and managing influencers and social media campaigns to maintain positive attitudes that translate into increased purchase intentions. Moreover, the presented research and its findings introduce a novel dimension by investigating the influence of social media influencers on fashion luxury purchase intentions. This provides a fresh perspective on the evolving role of influencer marketing in the luxury sector. Moreover, given the absence of prior research in the market, the study fills a critical gap by offering region-specific insights into luxury consumer behavior. It recognizes the potential variations in factors influencing purchasing intentions.

The research identifies the mediating role of brand recognition, unveiling how it intermediates the relationships between influencers' impact, social media usage, social status, and fashion luxury purchase intentions. This adds to a deeper comprehension of the mechanisms underlying consumer behavior in the luxury fashion sector.

6.2.2 Managerial implication

The implications of this study's findings are critical for managers, particularly those in the luxury fashion sector, as they provide actionable insights into the factors that shape consumer behavior in the contemporary digital landscape. Understanding how influencers, social media, and social status influence purchase intentions can guide managers in crafting more effective marketing strategies. It enables them to make informed decisions about influencer partnerships, content creation, and brand messaging. Moreover, the introduction of brand recognition as a mediator underscores the pivotal role of building and maintaining brand visibility. Managers can leverage this knowledge to enhance their brand's recognition and ensure that it acts as a powerful catalyst for translating influencer and social media impact into actual purchases. In a competitive market where consumer preferences evolve rapidly, these findings offer a strategic advantage, allowing managers to stay ahead of the curve and foster stronger connections with their target audience, ultimately driving brand loyalty and revenue growth.

This study offers valuable managerial insights. It helps fashion luxury brands develop strategic business plans, identify their strengths, establish effective marketing strategies, and have a unique online presence. For fashion luxury brands aiming to enhance brand recognition and customer relationships, build trust, and deepen consumer understanding, this research will be beneficial to them. It highlights the role of influencers in attracting more followers in order to have them as potential consumers. Thus, to be efficient and effective, the content on social media platforms should be useful, meaningful, accurate, satisfying, interesting, and personalized based on the consumer's needs. In

summary, this study offers region-specific insights that can inform marketing strategies tailored to the unique dynamics of the Gulf region.

As a result, this study enhances the conceptual understanding of luxury consumer behavior and the practical aspects of marketing and brand management within the luxury fashion sector, especially while considering the Middle East. It offers academic researchers a useful base from which to begin and offers actionable insights for marketers and business managers seeking to navigate the complex landscape of luxury consumer preferences and intentions.

Although using local celebrities to promote luxury brands on social media can get a lot of attention and media exposure, it does not necessarily enhance consumers' perceived fashion luxury brand. For luxury brands, what really matters, in the long run, is not just getting likes and comments on social media but whether their social media marketing strategies and ads improve consumers' behavior in liking the brand more and wanting to buy from it.

6.2.3 Managerial checklist

By systematically addressing these managerial considerations based on the research findings, luxury brand managers can enhance their strategies, better connect with their target audience, and navigate the complex landscape of fashion luxury consumer behavior effectively.

- Ensure that managers partner with influencers who are not only popular but also known for their authenticity and credibility. Collaborate with influencers who

genuinely align with the brand's values and aesthetics. The research indicates that influencer trustworthiness significantly influences purchase intentions. Therefore, authenticity builds trust among consumers. Monitor influencer partnerships to maintain trustworthiness over time.

- Managers should examine brand's social media presence and its effectiveness in influencing luxury purchase intentions. Consider the quality of information shared and the platforms used. Evaluate if the social media strategies align with consumer preferences.

- Ensure that the branding and marketing efforts emphasize exclusivity, prestige, and luxury. Collaborate with influencers who have a high social status or aspirational lifestyle that aligns with the brand's image. Consider organizing exclusive events or experiences for your top customers to reinforce their social status.

- Focus on the mediating role of brand recognition. Evaluate the current state of the brand's recognition and the impact it has on purchase intentions. Consider strategies to enhance brand recognition through influencer collaborations and social media efforts.

6.3 Limitations and Future Research

One limitation of this research study is that it was conducted in Qatar, which means that the results may not apply directly to all fashion luxury markets globally. However, the research findings could be relevant and applicable to culturally similar markets, such as Kuwait, the Kingdom of Saudi Arabia (KSA), and the United Arab Emirates (UAE). Where fashion luxury consumption is also on the rise, given that current global trends are

increasing not only in Qatar but also in various other countries, future studies may consider investigating how influencers could potentially moderate the effects observed in Western luxury markets.

Future research in Qatar's fashion luxury market could encompass a multifaceted approach, as Qatar is known for hosting major international events such as the FIFA World Cup. Future research could investigate how these events impact luxury consumer behavior. Do they lead to temporary spikes in luxury purchases, and how do influencers and social media contribute to this phenomenon? Furthermore, as technology continues to advance, new platforms and tools for social media and influencer marketing will emerge. Future research can explore how these innovations impact luxury consumer behavior and the strategies employed by luxury brands. Additionally, with the rise of e-commerce, it is essential to understand the differences between online and offline luxury consumer behavior and how influencers and social media influence purchases in physical luxury stores compared to online channels.

By delving into these future research directions, scholars can continue to advance the understanding of luxury consumer behavior in the ever-evolving landscape of Qatar's fashion luxury market. These investigations will not only benefit academia but also offer actionable insights for fashion luxury brand managers and marketers aiming to thrive in this dynamic environment. Moreover, one potential limitation is the sampling bias inherent in online questionnaires. Future research could address this by employing more diverse data collection methods and techniques, for example, in-person interviews or focus groups, to capture a broader range of perspectives.

This study provides insights based on a specific time frame, but luxury consumer behavior can evolve over time. The research may not account for potential shifts in consumer preferences and market dynamics. Therefore, future longitudinal studies could track luxury consumer behavior in Qatar over several years to identify trends and changes in response to evolving influencer strategies and emerging social media platforms.

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APPENDIX

Research Title: An Investigating of the Impact of Influencers, Social Media Usage, and Social Status on Luxury Fashion Purchase Intention: The Moderating Effect of Brand Recognition, the Case of Qatar

Purpose of the research: The researcher is conducting this study as part a master's thesis at Qatar University. The purpose of this research is to study the attributes of influencers impact, social media usage, and social status and their impact on consumers' willingness to purchase from the fashion luxury brands.

Participation: You are kindly invited to participation in the research by filling out the questionnaire on the following page. The study should only take around 10 to 15 minutes to complete. Please note that to be eligible to participate, you must be familiar with at least one luxury fashion brand. Participants who do not meet this criteria, as well as residing outside of Qatar, will not be included in the research.

Confidentiality: Your participation in this research is completely voluntary, and you have the freedom to withdraw from the study with no need to provide any withdrawal reasons. Your answers will remain anonymous and will be treated confidentially as the questionnaire will not ask about your name, email or any other personal details. All provided data will be used for academic purposes and is accessible only by the research team members and your acceptance to complete the research survey is considered as your informed consent for participation.

Risks of participation: By taking part of this research there will be no risks or harm towards you at any level and you can withdraw at any time.

Benefits: Your participation in this research will add knowledge to the subject of influencers, social media usage, and social status on fashion luxury purchase intention. If you are a student , please be informed that you will not gain any academic benefits by participating in this study.

Contact Information: If you have any questions or would like get any information and be informed about the results of the research, you are more than welcome to contact the researcher on the following e-mail address: ra1509159@qu.edu.qa.

PI (Project Supervisor) Name: Hatem Osman Aly Salem Elgohary
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By clicking on "**Next**" you agree to participate in the survey and acknowledge that you have read the above information.

Your time and efforts done to complete the research questionnaire is highly appreciated by the research team, **Thank You**.

Section 1

Are you familiar with at least one luxury fashion brand? Please check the luxury fashion brands you are most familiar with:

[1] Louis Vuitton
[2] Yves Saint Laurent
[3] Dolce & Gabbana
[4] Rolex
[5] Hermes
[6] Chanel
[7] Burberry
[8] Dior
[9] Cartier
[10] None

If clicked "None"

[Thank you note] I am sorry, you do not meet the essential requirement for this survey. I sincerely thank you for your time.

Section 2

Please keep in mind one luxury fashion brand while answering the survey questions.

Please indicate to what extent you agree or disagree with the following statements.

[Section 3] Influencer Impact	[1] Strongly Disagree	[2] Disagree	[3] Neutral	[4] Agree	[5] Strongly Agree
3.1 Trustworthiness (Ohanian, 1990)					
I do believe that I can depend on fashion influencers I follow to make purchasing decisions.					
I do believe that the fashion influencers I follow are sincere.					
I follow fashion influencers because they are reliable.					
I do believe that the fashion influencers I follow are honest.					

	[1] Strongly Disagree	[2] Disagree	[3] Neutral	[4] Agree	[5] Strongly Agree
I do believe that the fashion influencers I follow use the same products they advertise					
3.2 Perceived Credibility (Liu et al. (2012); Martins et al. (2017); Yang et al. (2013))					
I do believe that the fashion influencers I follow are convincing					
I do believe that the fashion influencers I follow are credible					
I do believe that the fashion influencers' advertising is a good reference for purchasing products					
I find purchasing luxury fashion items advertised by fashion Influencers I follow to be worthwhile					
[Section 4] Social Media Usage	**[1]** Strongly Disagree	**[2]** Disagree	**[3]** Neutral	**[4]** Agree	**[5]** Strongly Agree
4.1 Information Quality of Social Media (Bhattacherjee & Sanford, 2006)					
The information on social media about luxury fashion goods is up to date					
The information on social media about luxury fashion goods is accurate					
I find the information on social media about luxury fashion goods is comprehensive					
The information on social media about luxury fashion goods is helpful					
4.2 Use of Social Media Platforms (Kankanhalli et al., 2005; Yan & Davison, 2013)					
I often use social media to get information about luxury fashion goods					
I frequently use social media to get information about luxury fashion goods					
I regularly use social media to get information about luxury fashion goods					

I spend a lot of time using social media to get information about luxury fashion goods					

[Section 5] Social Status	[1] Strongly Disagree	[2] Disagree	[3] Neutral	[4] Agree	[5] Strongly Agree
5.1 Perceived Social Status (Fah et al. 2011; Mamat et al.2016)					
I feel that to be part of a high-class society, luxury fashion buying is important					
Buying luxury fashion goods is symbolic of a higher living standard					
I find myself holding a special place in the social gathering as I possess luxury fashion goods					
I like to know what luxury fashion goods make good impressions on others					
My friends and I tend to buy the same brand of luxury items					
5.2 Attitude (Bian & Forsythe, 2012)					
Luxury fashion goods reflect the kind of person I see myself to be.					
Luxury fashion goods help me communicate my self-identity					
Luxury fashion goods help me express myself.					
Luxury fashion goods are a symbol of social status.					
Luxury fashion goods help me fit into important social situations.					
I like to be seen wearing these luxury fashion goods					
5.3 Social value (Park, Hyun, and Thavisay, 2021)					

Owning luxury fashion goods indicates a symbol of achievement.					
Owning luxury fashion goods indicates a symbol of wealth.					
Owning luxury fashion goods indicates a symbol of prestige.					
Luxury fashion goods are important to me because they make me feel accepted in my work circle.					
I want to own luxury fashion goods to gain/increase social status.					
[Section 6] Brand Recognition	**[1]** **Strongly Disagree**	**[2]** **Disagree**	**[3]** **Neutral**	**[4]** **Agree**	**[5]** **Strongly Agree**
6.1 Brand Recognition (Alhaddad, 2015; Dabbous & Barakat 2020)					
I am aware of this brand.					
I can recognize a specific luxury fashion brand among competing brands.					
I know what this brand looks like.					
Characteristics of fashion luxury brands I have seen on social media come to my mind quickly					
It is easy to remember the logo of brands I have seen on influencers I follow					
I can tell the difference from one luxury fashion brand to another					
[Section 7] Purchase Intentions	**[1]** **Strongly Disagree**	**[2]** **Disagree**	**[3]** **Neutral**	**[4]** **Agree**	**[5]** **Strongly Agree**
7.1 Purchase Intentions (Hung et al. 2011; Zhao et al. 2020)					
I have a strong possibility to purchase luxury fashion goods					

I am more likely to purchase luxury fashion goods					
I have high intentions to purchase luxury fashion goods					
Influencers can influence my purchasing decision.					
I would like to buy luxury fashion goods that influencers are promoting					
The information in social media can change my thoughts of buying luxury fashion goods					
Most probably, I will buy luxury fashion goods to be part of a high-class society					
I am likely to purchase luxury fashion goods that make good impressions on others					
I have the intention to buy luxury fashion goods within the next 12 months.					

Section 8. Demographic Questions

Please provide the following information about yourself

Gender:

[1] Male
[2] Female

 Age group:

[1] 18 - 20 years
[2] 21 - 35 years
[3] 36 - 50 years
[4] Above 50 years

Nationality:

[1] Qatari
[2] Non-Qatari

Highest educational qualification:

[1] High School
[2] Bachelor's Degree

[3] Master's Degree
[4] Ph.D. or higher

Annual household income in Qatari Riyal

[1] Below 200,000
[2] between 200,001 and 500,000
[3] between 500,001 and 800,000
[4] 800,001 or above
[5] Prefer not to say

[Thank you note]

The research team sincerely appreciate the time you dedicated to participating in this survey. The information you shared are highly valuable to us. Your responses will significantly contribute to our research study. Thank you.

College of Business and Economics
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عنوان البحث :البحث في سمات تأثير المؤثرين، استخدام وسائل التواصل الاجتماعي، والحالة الاجتماعية على نية شراء الأزياء الفاخرة: العلامة التجارية كمتغير معدل، حالة قطر.

الغرض من البحث: تجري الباحثة هذه الدراسة كجزء من أطروحة الماجستير في جامعة قطر. الغرض من هذا البحث هو دراسة سمات تأثير المؤثرين، استخدام وسائل التواصل الاجتماعي والحالة الاجتماعية وتأثيرها على رغبة المستهلكين في الشراء من العلامات التجارية للأزياء الفاخرة.

المشاركة: ندعوك للمشاركة في البحث بملء الاستبيان في الصفحة التالية، تستغرق حوالي 15 دقيقة فقط لإكمالها. يرجى ملاحظة أنه لكي تكون مؤهلاً للمشاركة، يجب أن تكون على دراية بعلامة تجارية فاخرة واحدة على الأقل. لن يتم تضمين المشاركين الذين لا يستوفون هذه المعايير، وكذلك المقيمين خارج قطر في البحث.

السرية: إن مشاركتك في هذا البحث تطوعية تمامًا، ولك حرية الانسحاب من الدراسة دون الحاجة إلى إبداء أسباب الانسحاب، ستظل إجاباتك مجهولة المصدر وسيتم التعامل معها بسرية لأن الاستبيان لن يتضمن اسئلة عن الاسم أو عنوان البريد الإلكتروني أو أي تفاصيل شخصية أخرى. سيتم استخدام جميع البيانات المقدمة للأغراض الأكاديمية ولا يمكن الوصول إليها إلا من قبل أعضاء فريق البحث.

مخاطر المشاركة: من خلال المشاركة في هذا البحث لن تكون هناك مخاطر أو ضرر تجاهك على أي مستوى ويمكنك الانسحاب في أي وقت.

الفوائد: مشاركتك في هذا البحث ستضيف المعرفة إلى موضوع تأثير المؤثرين، استخدام وسائل التواصل الاجتماعي والحالة الاجتماعية وتأثيرها على رغبة المستهلكين في الشراء من العلامات التجارية للأزياء الفاخرة. إذا كنت طالبًا، فيرجى العلم أنك لن تحصل على أي مزايا أكاديمية من خلال المشاركة في هذه الدراسة.

معلومات الاتصال: إذا كان لديك أي أسئلة أو ترغب في الحصول على أي معلومات وإعلامك بنتائج البحث، فنحن نرحب بك، يمكنك التواصل مع الباحث على عنوان البريد الإلكتروني التالي: ra201509159@qu.edu.qa

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الهاتف: 44037146 974+
العنوان: جامعة قطر، كلية الإدارة والاقتصاد، E236

تمت الموافقة على الدراسة من قبل مجلس المراجعة المؤسسية بجامعة قطر برقم الموافقة 2059541-1؛ إذا كان لديك أي سؤال يتعلق بالامتثال الأخلاقي للدراسة، يمكنك الاتصال بهم على QU-IRB@qu.edu.qa أو على 44035307.

يمكن لـ QU-IRB ووزارة الصحة العامة (MoPH) الوصول إلى البيانات (إذا لزم الأمر).

بالنقر فوق "التالي"، فإنك توافق على المشاركة في الاستبيان وتقر بأنك قد قرأت المعلومات الواردة أعلاه.

شكرا جزيلا لك على المشاركة في هذه الدراسة ...

يحظى وقتك وجهودك لإكمال استبيان البحث بتقدير كبير من قبل فريق البحث، شكرًا لك.

Appendix D: Arabic Questionnaire

قسم 1

هل أنت على دراية بعلامة تجارية فاخرة واحدة على الأقل؟ يرجى تحديد العلامات التجارية الفاخرة التي تعرفها أكثر من غيرها:

[1] لويس فويتون
[2] إيف سان لوران
[3] دولتشي أند غابانا
[4] رولكس
[5] هيرميس
[6] شانيل
[7] بربري
[8] ديور
[9] كارتييه
[10] لا اعلم

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في حالة النقر على "لا اعلم"
[ملاحظة شكر] أنا آسف، أنت لا تلبي المتطلبات الأساسية لهذا الاستطلاع. أشكرك بصدق على وقتك.

القسم 2

ضع في بالك علامة تجارية واحدة للأزياء الفاخرة أثناء الإجابة على أسئلة الاستطلاع.

يرجى توضيح مدى موافقتك أو عدم موافقتك على العبارات التالية :

[5] أوافق بشدة	[4] أوافق	[3] محايد	[2] لا أوافق	[1] لا أوافق على الإطلاق	[القسم 3] تأثير المؤثر **Influencer Impact**
					3.1 الجدارة بالثقة (Ohanian, 1990)
					أعتقد أنه يمكنني الاعتماد على المؤثرين في مجال الموضة الذين أتابعهم لاتخاذ قرارات الشراء
					أعتقد أن مؤثرين الموضة الذين أتابعهم مخلصون
					أنا أتابع مؤثرين الموضة لأنهم جديرون بالثقة
					أعتقد أن مؤثرين الموضة الذين أتابعهم صادقون
					أعتقد أن المؤثرين في الموضة الذين أتابعهم يستخدمون نفس المنتجات التي يعلنون عنها

[5] أوافق بشدة	[4] أوافق	[3] محايد	[2] لا أوافق	[1] لا أوافق على الإطلاق	المصداقية المتصورة 3.2 (Liu et al. (2012); Martins et al. (2017); Yang et al. (2013))
					أعتقد أن المؤثرين في الموضة الذين أتابعهم مقنعون
					أعتقد أن المؤثرين في الموضة الذين أتابعهم يتمتعون بالمصداقية
					أعتقد أن إعلانات المؤثرين في الموضة هي مرجع جيد لشراء المنتجات
					أجد أن شراء سلع الأزياء الفاخرة التي أعلن عنها المؤثرين الذين أتابعهم أمر يستحق العناء
[5] أوافق بشدة	[4] أوافق	[3] محايد	[2] لا أوافق	[1] لا أوافق على الإطلاق	[القسم 4] استخدام وسائل التواصل الاجتماعي Social Media Usage
					جودة المعلومات في وسائل التواصل الاجتماعي 4.1 (Bhattacherjee & Sanford, 2006)
					المعلومات الموجودة على وسائل التواصل الاجتماعي حول سلع الأزياء الفاخرة محدثة
					المعلومات الموجودة على وسائل التواصل الاجتماعي حول سلع الأزياء الفاخرة دقيقة
					أجد المعلومات على وسائل التواصل الاجتماعي حول سلع الأزياء الفاخرة شاملة
					المعلومات الموجودة على وسائل التواصل الاجتماعي حول سلع الأزياء الفاخرة مفيدة
					استخدام منصات التواصل الاجتماعي 4.2 (Kankanhalli et al., 2005; Yan & Davison, 2013)
					غالبًا ما أستخدم وسائل التواصل الاجتماعي للحصول على معلومات حول سلع الأزياء الفاخرة
					كثيرًا ما أستخدم وسائل التواصل الاجتماعي للحصول على معلومات حول سلع الأزياء الفاخرة
					أستخدم وسائل التواصل الاجتماعي بانتظام للحصول على معلومات حول سلع الأزياء الفاخرة
					أقضي الكثير من الوقت في استخدام وسائل التواصل الاجتماعي للحصول على معلومات حول سلع الأزياء الفاخرة
[5] أوافق بشدة	[4] أوافق	[3] محايد	[2] لا أوافق	[1] لا أوافق على الإطلاق	[القسم 5] الحالة الاجتماعية Social Status

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					الحالة الاجتماعية المتصورة **5.1** (Fah et al. 2011; Mamat et al.2016)
					أشعر أنه لكي أكون جزءًا من مجتمع رفيع المستوى، فإن شراء الأزياء الفاخرة أمر مهم
					شراء سلع الأزياء الفاخرة هو رمز لمستوى معيشة أعلى
					أجد نفسي في مكانة خاصة في التجمع الاجتماعي لأنني أمتلك سلعًا فاخرة على الموضة
					أحب أن أعرف ما هي سلع الأزياء الفاخرة التي تترك انطباعات جيدة لدى الآخرين
					أنا وأصدقائي نميل إلى شراء نفس العلامة التجارية للسلع الفاخرة
					السلوك **5.2** (Bian & Forsythe, 2012)
					تعكس سلع الأزياء الفاخرة نوع الشخص الذي أرى نفسي عليه
					تساعدني سلع الأزياء الفاخرة على ايصال هويتي الذاتية
					سلع الموضة الفاخرة تساعدني في التعبير عن نفسي
					سلع الموضة الفاخرة هي رمز للمكانة الاجتماعية
					تساعدني سلع الأزياء الفاخرة على التوافق مع المواقف الاجتماعية المهمة
					أحب أن يراني الناس مرتديًا سلع الموضة الفاخرة هذه
					القيم الاجتماعية **5.3** (Park, Hyun, and Thavisay, 2021)
					يدل امتلاك سلع الأزياء الفاخرة إلى رمز الإنجاز
					يدل امتلاك سلع الأزياء الفاخرة إلى رمز الثروة
					يدل امتلاك سلع الأزياء الفاخرة إلى رمز المكانة
					سلع الموضة الفاخرة مهمة بالنسبة لي لأنها تجعلني أشعر بالقبول في دائرة عملي
					أرغب في امتلاك سلع أزياء فاخرة للارتقاء / زيادة المكانة الاجتماعية

[5] أوافق بشدة	[4] أوافق	[3] محايد	[2] لا أوافق	[1] لا أوافق على الإطلاق	[القسم 6] القدرة على معرفة العلامة التجارية Brand Recognition
					6.1 القدرة على معرفة العلامة التجارية (Alhaddad, 2015; Dabbous & Barakat 2020)
					أنا على دراية بالعلامة التجارية الفخمة
					يمكنني التعرف على علامة تجارية معينة للأزياء الفاخرة بين العلامات التجارية المنافسة
					أنا أعرف كيف تبدو العلامة التجارية الفخمة
					تتبادر إلى ذهني بسرعة خصائص ماركات الأزياء الفاخرة التي رأيتها على وسائل التواصل الاجتماعي
					من السهل أن أتذكر شعار العلامات التجارية التي رأيتها على المؤثرين الذين أتابعهم
					أستطيع أن أفرق بين ماركة أزياء فاخرة وأخرى

[5] أوافق بشدة	[4] أوافق	[3] محايد	[2] لا أوافق	[1] لا أوافق على الإطلاق	[القسم 7] نية الشراء Purchase Intentions
					7.1 نية الشراء (Hung et al. 2011; Zhao et al. 2020)
					لدي إمكانية قوية لشراء سلع الأزياء الفاخرة
					من المحتمل أن أشتري سلع أزياء فاخرة
					لدي نية عالية لشراء سلع الأزياء الفاخرة
					يمكن للمؤثرين التأثير على قراري في الشراء.
					أرغب في شراء سلع الأزياء الفاخرة التي يروج لها المؤثرون
					يمكن للمعلومات الموجودة في وسائل التواصل الاجتماعي أن تغير أفكاري حول شراء سلع الأزياء الفاخرة
					على الأرجح، سأشتري سلعًا فاخرة من الأزياء من صفحات العلامات التجارية على وسائل التواصل الاجتماعي
					على الأرجح، سأشتري الأزياء الفاخرة لأكون جزءًا من مجتمع رفيع المستوى

					من المحتمل أن أشتري سلعًا فاخرة للأزياء تترك انطباعات جيدة لدى الآخرين
					ارغب في شراء سلع الأزياء الفاخرة في غضون 12 شهرًا القادمة.

القسم 8 الأسئلة الديموغرافية

يرجى تقديم المعلومات التالية عنك

النوع:

[1]ذكر
[2] أنثى

الفئة العمرية:

[1] 18 - 20 سنة
[2] 21 - 35 سنة
[3] 36 - 50 سنة
[4] فوق 50 سنة

الجنسية:

[1]قطري
[2]غير قطري

أعلى مؤهل علمي:

[1] المدرسة الثانوية
[2] درجة البكالوريوس
[3] درجة الماجستير
[4] دكتوراه أو أعلى

الدخل السنوي بالريال القطري:

[1] أقل من 200،000
[2] بين 200،001 و 500،000
[3] بين 500001 و 800،000
[4] 800،001 أو أعلى
[5] يفضل عدم التصريح

[ملاحظة شكر]
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يقدر فريق البحث بصدق الوقت الذي خصصته للمشاركة في هذا الاستطلاع. المعلومات التي تشاركها ذات قيمة عالية بالنسبة لنا، ستساهم ردودك بشكل كبير في دراستنا البحثية. شكرًا لك.

Appendix E: QU-IRB Ethical Approval

Qatar University Institutional Review Board QU-IRB
QU-IRB Registration: IRB-QU-2020-006, QU-IRB, Assurance: IRB-A-QU-2019-0009

DATE:	June 19, 2023
TO:	Hatem Elgohary
FROM:	Qatar University Institutional Review Board (QU-IRB)
PROJECT TITLE:	2059541-1 An Investigating of the Impact of Influencers, Social Media Usage, and Social Status on Luxury Fashion Purchase Intention: The Moderating Effect of Brand Recognition, the Case of Qatar
QU-IRB REFERENCE #:	QU-IRB 1888-E/23
SUBMISSION TYPE:	New Project
ACTION:	DETERMINATION OF EXEMPT STATUS
DECISION DATE:	June 19, 2023
REVIEW CATEGORY:	Exemption category # 2

Thank you for your submission of New Project materials for this project. The Qatar University Institutional Review Board (QU-IRB) has determined this project is EXEMPT FROM IRB REVIEW according to Qatar Ministry of Public Health regulations. Please note that exempted proposals do not require renewals however, any changes/modifications to the original submitted protocol should be reported to the committee to seek approval prior to continuation.

We will retain a copy of this correspondence within our records.

Documents Reviewed:

- Other - QU-IRB Check List...pdf (UPLOADED: 05/17/2023)
- Qatar University - IRB Application - Qatar University - IRB Application (UPLOADED: 06/14/2023)
- Questionnaire/Survey - Modified Questionnaire - English Version - Final.pdf (UPLOADED: 06/14/2023)
- Questionnaire/Survey - Modified Questionnaire - Arabic Version - Final.pdf (UPLOADED: 06/14/2023)
- Questionnaire/Survey - Questionnaire - Arabic Vesrion - Final.docx (UPLOADED: 05/17/2023)
- Questionnaire/Survey - Questionnaire - English Vesrion - Final.docx (UPLOADED: 05/17/2023)
- Training/Certification - citiCompletionCertificate_12251606_55943332.pdf (UPLOADED: 05/17/2023)

If you have any questions, please contact QU-IRB at 4403 5307 or qu-irb@qu.edu.qa. Please include your project title and reference number in all correspondence with this committee.

Best wishes,

Prof. Emad Abu Shanab
Chairperson, QU-IRB

**Institutional Review Board
(IRB)
Office Of Academic Research**

Generated on IRBNet

Appendix F: CITI Certificate

Completion Date 17-May-2023
Expiration Date 17-May-2026
Record ID 55943332

This is to certify that:

Retaj asheni

Has completed the following CITI Program course:

Social-Behavioral-Educational (SBE) Comprehensive
(Curriculum Group)
Social-Behavioral-Educational (SBE) Comprehensive
(Course Learner Group)
1 - Basic Course
(Stage)

Not valid for renewal of
certification through CME.

Under requirements set by:

Qatar University

Collaborative Institutional Training Initiative

101 NE 3rd Avenue, Suite 320
Fort Lauderdale, FL 33301 US
www.citiprogram.org

Verify at www.citiprogram.org/verify/?w9f8f1da0-9fed-4ccd-a9c3-00812608a946-55943332