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Article

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MARKETING | RESEARCH ARTICLE

When luxury goes digital: does digital marketing moderate multi-level luxury values and consumer luxury brand-related behavior?

Shahzad Ahmad Khan^{1*}, Ibrahim Rashid Al Shamsi¹, Taufiq Hail Ghilan Al Madhagy¹ and Mahwish Anjam²

Abstract: The trajectory of digital marketing has proven to be a powerful medium for customer interaction that offers a unique, exclusive, emotional, and multichannel experience. Brands providing the right value and experience at the right time using the right technology are ought to be successful in winning the customers and outperforming competitors, and luxury brands are no exception. Although the consumer psychology of luxury brands delves deep into the consumer's perception, emotional value, and brand attachment, however, the influx of widespread digitization has changed the way consumers behave and the way the brands engage with the customers. Therefore, this study is an effort to explore the moderating impact of digital marketing on the relationship between the dimensions of luxury value (functional, individual, and social) and consumer luxury brand-related behavior. Following the survey-based data collection approach, a total of 214 workable responses were collected from the consumers of the luxury brands, located in north-eastern and central cities (Rawalpindi, Islamabad, Faisalabad and Lahore) of Pakistan. The research results advocate the significant moderating influence of digital marketing on luxury value and consumer luxury brand-related behavior. Interestingly, the findings also revealed a substantial moderation of digital marketing on the insignificant relationship between the functional value and the consumer luxury brand-related behavior. The study contributes to the literature of digital luxury and consumer luxury brand-related behavior and provides critical insights to the marketers of luxury brands to effectively build brand perceptions while adapting to the digital transformation of luxury brands.

Subjects: Operations Management; Business, Management and Accounting; Brand Management; Internet / Digital Marketing / e-Marketing

Keywords: Luxury brands; digital luxury; functional luxury value; individual luxury value; social luxury value; consumer luxury brand-related behavior

1. Introduction

The luxury brand is a highly competitive and complex industry that has seen a flourishing growth in the last decade. The luxury brand is reported to be a €1.2 trillion industry in 2018, comprising nine segments, including personal luxury products, cars, fine wines, fine dining, furniture, jets, cruise, yachts, and hospitality (D'Arpizio et al., 2019). Defining a luxury brand is a convoluted phenomenon and literature witnesses a huge variation in terms of characteristics and dimensions of luxury (Turunen, 2018). Luxury has been expressed as a brand capable of evoking exclusivity, establishing

brand identity and brand awareness, retaining the quality and customer loyalty (Phau & Prendergast, 2000); having high visibility, distinct identity, emotional appeal, global reputation, creativity and uniqueness (Okonkwo, 2007); besides ensuring the exclusivity that that brand is unavailable to general people (Paul, 2019). Similarly, McKinsey (1990) defined luxury products as the ones whose price and quality ratio is highest when compared to similar products. If the ratio of functionality to price is low, the ratio of intangible and situational utility to price is comparatively high (Nueno & Quelch, 1998). Notwithstanding the identification of various characteristics and attributes of concept luxury, the value and the degree of luxuriousness of brands can only be explained with consumer perception and interpretation of the luxury brands (Turunen, 2018). Therefore, explaining why a consumer buys a luxury product, and what is the role of consumer's perception in the buying behavior is an important concern for marketers and researchers (Jhamb et al., 2020; Wiedmann et al., 2007). There is overwhelming literature support available on identifying the pre- and post-factors influencing consumer behavior and perception of luxury brands (Atwal & Williams, 2017; Jhamb et al., 2020; Schultz & Jain, 2018). In a similar direction, in an attempt to simplify the notion of luxury brands and to understand the consumer perceptions, attitudes and behaviors towards the luxury brands, the literature suggests conceptualizing the luxury via various dimensions contributing to luxury brand value (Faschan et al., 2020, Aliyev & Wagner, 2018).

Luxury dimensions identified by researchers across literature are variant in nature. Vigneron and Johnson (2004) identified five-dimensions categorized into two groups, i.e., a) non-personal perception including perceived conspicuousness, uniqueness and quality and b) personal perception including perceived hedonic and extended self. Likewise, Woodall (2003) has identified another set of 4 dimensions of luxury values, including exchange, use, utilitarian and intrinsic values. Similarly, Wiedmann et al. (2007) conceptualized luxury value using four dimensions, i.e. financial, functional, social, and individual. Likewise, literature also advocates the candidature for various other luxury dimensions including objective, subjective and the collective values (Berthon et al., 2009); as well as symbolic, functional, cost-related, experiential (Smith & Colgate, 2007), self-directed and other-directed values (Tynan et al., 2010). Based on the early research, it is evident that there are some standard and repeatedly proven dimensions of luxury values. Apparently, the luxury value perception has links with social dimension referring to consumption and use of luxury brands being appreciated in the social circle, functional dimension referring to the use of and features of the luxury brand, and the individual dimension referring to the fulfillment of personal motives. Having understood the role of luxury-based value dimensions, building consumer perception and established behaviors, the literature also argues that the luxury value is an outcome of the combined effects of various dimensions. However, the significance of each luxury value dimension will vary across variant cultures (Faschan et al., 2020). Therefore, this study hypothesizes the relationship between the multi-dimensions of luxury value and consumer luxury brand-related behavior within the Pakistani cultural context. The dimensions for luxury value considered for this study are a) social value, b) individual value, c) functional value.

With the widespread digitization, coupled with technological advancements and introduction of digital communications platforms, there is a notable shift in the lifestyle and habits of luxury brand consumers. Using the digital media especially the social media customers now exchange the brand information conveniently and frequently within their networks (Chae & Ko, 2016; Kasabov, 2016). Furthermore, technological advancement has also revolutionized the marketing practices for businesses. Introduction of digital medium including SMS, social media, and websites to interact with customers is a prevalent yet effective practice. In this way, brands can strengthen the relationship as well (Kim & Ko, 2012). The growth of the internet and the influx of social media has an inevitable effect on the marketing and promotion of luxury brands. A careful move into digital direction is deemed to be a strategic implication for luxury brand retailers while ensuring exclusivity and inclusivity by maintaining online luxury value (Chandon et al., 2016). Provided that being digital is fully integrated into the social norms of the consumers and businesses, digital marketing of the luxury brands thus has a promising role to play in building the perception and impacting the consumer luxury brand-related behavior (Liu et al., 2018). Hence, this study aims at

exploring the moderating role of digital marketing in influencing the multi-dimensional luxury values and consumer luxury brand-related behavior relationship.

Although there is overwhelming literature that supports the individual dimensions of luxury value and consumer luxury brand-related behavior, there is still limited research that focuses on the digital marketing activities and approaches used by the luxury brands. Hence, this research provides comprehensive and empirical evidence on the role of digital marketing in enhancing the luxury brand value and establishing positive consumer luxury brand-related behavior. Moreover, this study also offers valuable contributions to the literature of digital luxury and consumer luxury brand-related behavior as well as practical insights on understanding the effectiveness of the digital marketing landscape in influencing the consumer luxury brand-related behavior and luxury value perceptions prevalent in the digital era.

2. Literature review

2.1. Perception of luxury goods

There is little consensus on the universally accepted definition of luxury brands. Generally, the term luxury has been explained various characteristics like extraordinariness, premium product, premium quality, high priced, aesthetics, rarity, high value, etc. (J. H. Kim, 2019; Okonkwo, 2007; Paul, 2019). Luxury product has a relationship of pleasure and emotions with customers and deemed to be sensitive to the customers' income. It is not included in basic needs' products, but it is associated with a person's natural or aesthetic desire. The word luxury is constantly taken as something at a valuable position of a brand (Vigneron & Johnson, measuring perceptions of brand luxury, Vigneron & Johnson, 2004). According to Nueno and Quelch (1998), the luxury brand is the one whose products' function is low as compared to the money paid for it; however, the situational function and the value in terms of intangibility is significantly high. Due to the development of a plethora of fashion companies, consumers are directly or indirectly urged to buy new things regardless of their purchasing power (Torbaty et al., 2017). Due to prevailing materialism depicted by media, "needs" have been replaced by luxuries. The taxonomy of quality and value of luxury products has not only to affect affluent people but mediocre ones are also trying to compete in their social circle. Luxury brands are known for good quality, costly and rareness (Kapferer, 1998).

2.2. Consumer luxury brand-related behavior

Consumers' behavior has been used as an interchangeable term in a study carried by Godey et al. (2016). The same strategy is adopted in the current study. According to Wiedmann et al. (2009), there are three antecedent constructs of Functional dimension of value; Uniqueness Value, Quality Value and Usability Value. Different consumers give preference to different constructs. According to Hennigs et al. (2012), German consumers focus more on quality and performance as compared to other countries. According to a German consumer, if a luxury brand is used by several people but it does not meet his/her yardstick of quality, that brand will never come under his/her consideration. On the other hand, another study renders a different result. It says that the perceived personality of a brand plays an important role in affecting the strength of the relationship between the brand and its customers (Aaker et al., 2004). Therefore, social and symbolic brand values are given priority, especially in the case of luxury brands of fashion, rather than function value. Nia and Zaichkowsky (2000) have also supported this by stating that psychological benefit is the main difference between luxury brands and their counterfeits. Shukla et al. (2015) had researched three important Asian markets; China, India and Indonesia. According to their study, perception of functional value has a great impact on luxury value perceptions across these countries. Consumers' evaluation of functional value depends on the status brought to them by a specific brand. That is why they are ready to pay more for such brands. A study conducted on the luxury cruise industry by (Hwang & Heesup, 2014), shows that perceived brand prestige positively affects brand loyalty (which is one of the aspects of consumer luxury behavior). Another study shows that brand prestige plays important role in social value and customer satisfaction (Han et al., 2017). Sharda and Bhat (2018) have described in a research study that youth of India tend to

buy expensive items to symbolize their wealth and status that ultimately depicts the importance of the social and symbolic value of prestigious and expensive brands. Another research work, about tourists' perspective, done by Correia et al. (2018), has shown the social nature of shopping behavior of luxury tourists. According to Wiedmann et al. (2007), there are four key dimensions of value of luxury; financial, individual, functional and social. Out of the four dimensions suggested by Wiedemann, the financial value dimension is kept beyond scope of the studies.

2.3. Functional dimensions of luxury value

It incorporates the benefits and basic utilities of the product, e.g., uniqueness, reliability, quality, usability and durability (Sheth et al., 1991). The functional value of any item is assumed to be a primary motive behind consumer choice. While keeping in view any alternate option, this value can be evaluated by different factors, e.g., durability, reliability and price (Ferber, 1973). It says that the perceived personality of a brand plays an important role in affecting the strength of the relationship between the brand and its customers (Aaker et al., 2004). Therefore, social and symbolic brand values are given priority, especially in the case of luxury brands of fashion, rather than function value. Nia and Zaichkowsky (2000) have also supported this by stating that psychological benefit is the main difference between luxury brands and their counterfeits. According to the consumers of these countries, prestige is associated with product quality and price. Kim et al. (2018) have researched the foodservice industry. Their results show that escapist experiences and entertainment have a positive effect on brand prestige and this phenomenon gives rise to functional, social, hedonic and financial values. These three values can affect customer loyalty as well, thus guided us to form our first hypothesis which is as follows:

H₁: Functional luxury value is positively related to consumer luxury brand-related behavior

2.4. Individual dimension of luxury value

The individual dimension of luxury brands focuses on a person's predisposition towards a specific luxury brand (Wiedmann et al., 2009). This dimension includes materialism which has three value-oriented scales – acquisition centrality, acquisition as a pursuit of happiness and possession-defined success (Richins & Dawson, 1992). People are conscious of their prestige that leads them to opt for luxury brands. Vigneron and Johnson (1999) have worked on the latent structure of prestige concept that drives the process of decision-making of a particular prestige brand. These prestige-seeking customers influenced by self-consciousness that lead them to form their selection priorities. More importantly, prestige framework includes personal driving forces like perfectionist motives and hedonism (Vigneron & Johnson, 1999). According to research carried out on first-class flights by Hwang and Hyun (2014), there is a relationship between consumer attitudes and hedonism. This study also states that the customers who believe that luxury goods are a source of excitement tend to have a positive mindset towards first-class flights. Ajitha and Sivakumar (2017) have worked on personal and social value factors of cosmetic consumers in India. According to their results, hedonism and status value have a significant relationship with consumer attitude. Such traits show their willingness to buy a specific cosmetic brand. Yang and Mattila (2017) have worked on comparison of luxury hospitality services and luxury goods along with working on behavioral patterns of luxury consumers by their need for higher status. The behavioral patterns included in the study are the word of mouth and consumption preferences. It states that patricians (who are low in need for status) and parvenus (who are high in need for status) show similar behavior in the context of WOM (Word of Mouth) for luxury hospitality purchases. On the other hand, luxury goods are less associated with self-concept and highly associated with signalling status. Parvenus individuals tend to impress others with luxury consumption. Such people are more engaged in spreading positive views on luxury goods via WOM. A cultural oriented research carried out by Jiang and Shan (2018) gives insight about the relationship among luxury value perception, purchase intention of luxury brands and Confucian propriety and what type of disparity lies in younger and older generations. Its findings show that social and functional value on purchase intention of luxury brands is comparatively higher in the older generation. On the other hand, traits of self-identity and hedonism are prominent in the younger

generation which depicts the individual dimension of luxury value. Based on the above discussion the following hypothesis is generated:

H₂: Individual luxury value is positively related to consumer luxury brand-related behavior

2.5. Social dimension of luxury value

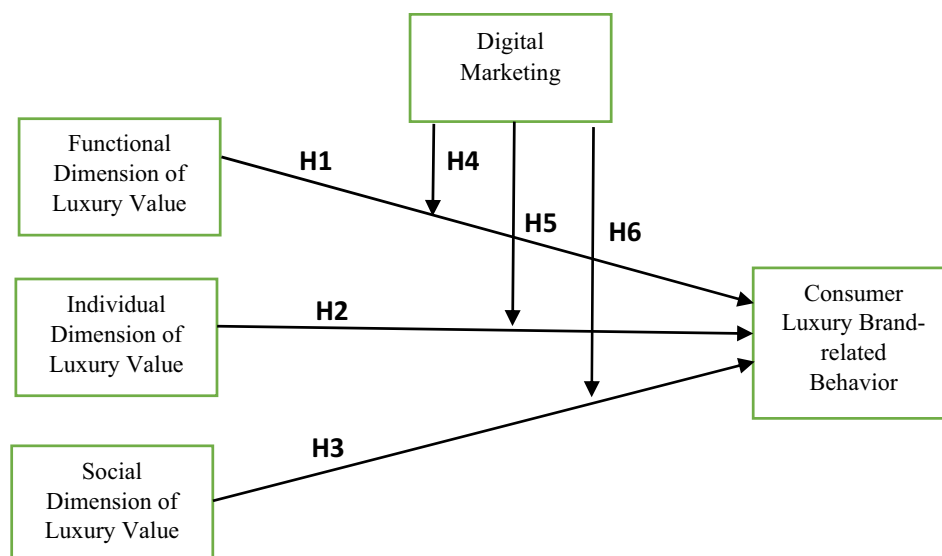
The social dimension of luxury value is perceived utility acquired by individuals with the services or products recognized in their social group. This perceived utility includes conspicuous value and the value of prestige. These things influence the inclination and evaluation to buy or use luxury brands (Bearden & Etzel, 1982; Brinberg & Plimpton, 1986; J. Kim, 1998; Vigneron & Johnson, 1999). Here, conspicuousness means to spend money on a luxury product to display economic power. Conspicuous consumption also encompasses the factor of expenditure which is specifically made to display one wealth in an ostentatious manner (Mason, 1981). Consumers do not purchase different things because of their functional benefits but the reason behind such purchase is to display their image in the public (O'Cass & McEwen, 2004). Klaus-Peter et al. (2009) carried out a research study in which researchers divided their sample into 4 clusters; the Materialists, the Rational Functionalist, the Extravagant Prestige-Seekers and the Introvert Hedonists. The people belonging to "the Materialists" group tend to give the least value to the social dimension of Luxury Value. The second cluster of "the Rational Functionalist" also gives priority to individual needs rather than social value. While the 3rd group and 4th group of people acts opposite. They want to impress others from the brand they buy. A study conducted on the luxury cruise industry by (Hwang & Heesup, 2014), shows that perceived brand prestige positively affects brand loyalty (which is one of the aspects of consumer luxury behavior). Another study shows that brand prestige plays important role in social value and customer satisfaction (Han et al., 2017). Sharda and Bhat (2018) have described in a research study that youth of India tend to buy expensive items to symbolize their wealth and status that ultimately depicts the importance of the social and symbolic value of prestigious and expensive brands. Another research work, about tourists' perspective, done by Correia et al. (2018), has shown the social nature of shopping behavior of luxury tourists. This nature is conscious about not only about the items they buy, but also the place from where they buy. Another study indicates that status-conscious people tend to buy clothes that depict as status symbols (Millan & Mittal, 2017). It also states that public self-conscious consumers want to impress others that make them influenced by others' choices regarding clothes. In brand dilution condition, if a product is announced as a limited-edition product, it enhances consumers' attitude towards luxury brands. Consumers with a higher level of self-presentation motive are more prone to adopt this trend thus is leading to the following hypothesis

H₃: Social luxury value is positively related to consumer luxury brand-related behavior

2.6. Digital marketing

In today's digital world, because of the internet and electronic medium, consumer interactivity and communication has gone to another level (J. H. Kim, 2019). With the widespread digitization and technological advancement, it is imperative for brands to upgrade their traditional marketing practice into modern techniques and luxury brands are no exception. It is deemed to be an important decision for luxury brands to switch to the digital environment as online strategies tend to ensure strength to the brands. In the case of denial, their business can be subverted by losing the target audience. An important factor is that digital marketing allows capturing the attention of billions of people (Nadine et al., 2012). According to Smith (2011), as the trend of using digital media has been increasing lately, so it provokes companies to employ the new technique to advertise and interact with potential customers. The same study has suggested the Millennials as a driving force behind online shopping, as they are attracted by graphics. Also, they visit the sites again and again that offer competitive prices and reliable shipping rates. A slight contradiction is also available in previous literature as described by Arrigo (2018) that the approach of digital technology is slower when it comes to luxury brands, as compared to other industries. Another research study, done by Winer (2017), indicates that digital marketing offers greater ability to

Figure 1. Theoretical framework of the study.



understand the value of customer which ultimately guide the companies to set the prices accordingly. Digital marketing has also broken the barriers of time and geographical locations and enables the brands to enjoy two-way communication with the customers. It allows both parties to create new products and design business models. Doing so, brands can strengthen their relationship with their customers (Kim & Ko, 2012). Therefore, the following three hypotheses are generated.

H₄: Digital marketing moderates the relationship between functional-luxury value and consumer luxury brand-related behavior

H₅: Digital marketing moderates the relationship between individual-luxury value and consumer luxury brand-related behavior

H₆: Digital marketing moderates the relationship between social-luxury value and consumer luxury brand-related behavior

3. Research methodology

This study follows a quantitative approach to analyze the consumers of the companies of luxury products located in north-eastern and central cities (Rawalpindi, Islamabad, Faisalabad and Lahore) of Pakistan. Considering the moderating role of digital marketing (Figure 1), the objective of this research is to investigate the impact of multi-level luxury value on consumer luxury-brand-related behavior of luxury products of Pakistan's major cities located on north-eastern and central cities of Pakistan. For this purpose, quantitative approach offers the effective ways especially regression analysis. Therefore, we applied the quantitative approach including correlation and regression analysis to find the results. We also applied the descriptive statistics followed by the reliability analysis. The instrument (questionnaire) is designed for the natural work environment and personal surveys were conducted to get questionnaires completed. As it is a field study, participants, i.e., consumers of luxury brands, were contacted to fill the questionnaires in their natural environment. The data were collected at various time frames mainly after completion of the literature review. The data are cross-sectional in nature. The choice of companies is based upon the need to gather data to analyze their marketing technique and consumers' behavior. The collection of data was done in 5 months because the companies are not very common, and the availability of participants was not possible all the time. Three hundred and forty questionnaires

Table 1. Descriptive statistics

	No. of respondents
Male	123
Female	91
Total	214

were distributed among the consumers of luxury brands located in north-eastern and central cities (Lahore, Faisalabad, Islamabad and Rawalpindi) of Pakistan, based on convenient sampling and out of 340, only 219 responses were returned and out of which 214 were workable. All responses were acquired by a “self-report” measures in which the responses were taken from a 5-point Likert scale ranging from 5 being very Highly Disagree, 4 = Disagree, 3 = Neutral, 2 = Agree to 1 being strongly Agree. There was a total of 44 questions to evaluate the impact of three different dimensions of luxury value on Consumer luxury brand-related behavior, with moderating role of Digital Marketing. Since English is commonly used language and medium of instruction in Pakistan, survey questionnaires were also prepared in English.

3.1. Descriptive statistics and data analysis

There was a total of 123 males and 91 females' respondents (Table 1). Most of the respondents were college graduates and made a total of 150 out of 214. Thirty-seven are 12-grade passed and 20 have completed 16 years of education. Remaining 7 were more educated than the rest. Similarly, there are different age categories of respondents. Most of them were in the range of 26–40 years. Fourteen were 41–55 years old. Majority of the respondents were experienced personnel. One hundred and thirty-eight were 0–5 years, 54 were 6–10 years and 22 participants were 11–15 years experienced. Remaining were more experienced people.

According to (George and Mallery, 2003), the acceptable value of Cronbach's Alpha 0.7 and above which means that the instrument is reliable (Table 2).

The correlation table indicates how the variables interact. Means of all variables have been determined by using the SPSS variable estimation function, only by incorporating the variables under observation. SPSS has computed the correlation table (Table 3) which reveals the correlation (r), with the dependent variable (consumer luxury brand-related behavior) with their significant value (p), of the supposed independent (function dimensions of luxury value, individual dimension of luxury value, and social dimension of luxury value) and moderating variable (digital marketing).

4. Results and discussion

The regression analysis findings are listed in Table 4. This table illustrates the influence of Functional Dimension of luxury Value as a value of the table ($\beta = 0.102$, $p = .152$) on Consumer luxury brand-related behavior which is not significant. So H_1 is not accepted. Functional Value incorporates usability, uniqueness and quality. So, it can be deduced that the majority of the consumers of luxury brands in Pakistan are indifferent to either all of these factors or anyone of them. As insignificant relationship shows that by increasing quality, uniqueness or usability,

Table 2. Reliability analysis

	No. of items	Cronbach's Alpha
FD	9	0.796
ID	8	0.915
SD	8	0.798
DM	10	0.713
CM	9	0.707

Table 3. Correlation analysis

	Mean \pm SD	FD	ID	SD	DM	CB
(1) FD	3.06 \pm 0.59	1				
(2) ID	4.03 \pm 0.71	0.094**	1			
(3) SD	3.97 \pm 0.59	0.090**	0.944*	1		
(4) DM	3.31 \pm 0.55	0.070**	0.775*	0.721*	1	
(5) CB	3.22 \pm 0.61	0.098**	0.583*	0.543*	0.829*	1

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 4. Regression analysis (consumer luxury brand-related behavior)

	β	R ²	ΔR	Sig
Step 1				
FD	0.102***	0.010	0.005	0.152
ID	0.504***	0.340	0.336	0.000
SD	0.567***	0.295	0.292	0.000
Step 2				
FD * DM	0.284***	0.672	0.669	0.000
ID * DM	0.228***	0.623	0.619	0.000
SD * DM	0.246***	0.646	0.643	0.000

***p \leq 0.001, ** p \leq 0.01, * p \leq 0.05 (FD=Functional Dimensions of luxury Value, ID=Individual Dimensions of Luxury Value, SD= Social Dimension

Luxury Value, DM=Digital Marketing, CB=Consumer luxury brand-related behavior)Luxury Value, DM=Digital Marketing, CB=Consumer luxury brand-related behavior)

a luxury brand is bound to be purchased frequently. By focusing on this study, it can be assumed that quality and usability factors are given less value that ultimately, has become the reason of insignificant relationship. Further research needs to be carried out on this variable.

The table also indicates the values between individual dimension of luxury value and consumer luxury brand-related behavior as shown by the tabulated values ($\beta = 0.504$, $p = .000$), the above table demonstrates that individual dimension of luxury value has a positive and important effect on consumer luxury brand-related behavior. H_2 is accepted as the relationship is significant between individual dimension of luxury value and consumer luxury brand-related behavior. Ajitha and Sivakumar (2017) have worked on personal and social value factors of cosmetic consumers in India. According to their results, hedonism and status value have a significant relationship with consumer attitude. Such traits show their willingness to buy a specific cosmetic brand. The regression table demonstrates an important and optimistic effect of social dimension of luxury value on consumer luxury brand-related behavior. The table defined the importance of Social Dimension of Luxury Value ($\beta = .567$, $p = .000$), which indicates that H_3 is also accepted as the relationship between the social dimension of luxury value and consumer luxury brand-related behavior is significant. A study indicates that status-conscious people tend to buy clothes that depict as status symbols (Millan & Mittal, 2017).

H_4 , H_5 and H_6 are also accepted that shows the moderating role of Digital Marketing on the relationship of independent and dependent variables. A research study, done by Winer (2017), indicates that digital marketing offers greater ability to understand the value of customer which ultimately guide the companies to set the prices accordingly. So, it can be assumed that in Pakistan too, Digital Marketing is affecting the relationship between three dimensions of Luxury Value and

consumer luxury brand-related behavior. Results show that people in Pakistan, specifically in Islamabad, Rawalpindi, Lahore and Faisalabad, have more tendency to impress others. People of these areas have to think about others' perspective while purchasing something for themselves. They give less priority to high-quality products. Although they would check the performance of the items purchased, however, more weightage is given to appearance only. According to the study, there are few things to be recommended to luxury brands of Pakistan. First of all, they can employ digital marketing techniques to ameliorate their sales. People with internet facility are increasing in Pakistan. So, digital marketing techniques can be brought to the firms. The second recommendation is that Pakistani people are more conscious about prestige and status rather than quality and usability. So, it prompts the companies to launch a new variety with latest designs rather than focusing on the usability. Different marketing techniques to portray uniqueness and higher status can be designed to capture more attention of the potential customers.

5. Limitations and future work

Although, several luxury brands, available north-eastern and central cities that are four major cities of Pakistan, were covered in this research work but encompassing all of them is not guaranteed. One of the main reasons is time constraint as it allowed the researcher to cover the customers who are readily available to respond. Another limitation is that usually these consumers are habitual of a luxurious lifestyle, so they order their assistants to handle the majority of the tasks. The filling questionnaire is already considered a dull activity so it was observed that not all the consumers filled their questionnaires themselves. Rather, they prefer to dictate to their assistants that might have changed their originality. In future, researchers can add another dimension of luxury value, i.e. financial dimension. In this way, they would be able to cater to the cost-related factors as well. Another addition can be made by covering more geographical locations. Apart from the four cities mentioned in this research, Karachi, Peshawar and Quetta can also be added. It would depict the consumer luxury brand-related behavior from all over Pakistan.

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Correction

This article has been corrected with minor changes. These changes do not impact the academic content of the article.

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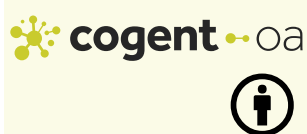
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