

## **The cross-cultural impact on luxury consumption motivations of young consumers: a Comparative Study**

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Luxury products represent substantial worldwide sales, Bain & Company has stated that global sales of luxury products increased 2% to 217 billion Euro over 2013 (Bain & company, 2014). With a rapidly growing economy and an enormous population in China, Chinese consumers have become one of the most attractive markets for luxury products in the world (Zhang and He, 2012). Compared with 2012, in 2013, Chinese consumers have increased from 25% to nearly 30% of the luxury market, including local luxury consumption, and purchases made by tourists abroad (Bain & company, 2014). Report from People's Daily (2011) showed that 60% of the luxury goods by Chinese customers are bought abroad and more than 50% of the customers are overseas students. Indeed, they have become important target of luxury products' producers. According to Wiedmann, Hennigs, and Siebels (2007), consumption motivations are derived from values which connected to background culture. Nowadays, because Chinese young consumers know more about foreign society, western culture also produce significant influence on them.

Although there is many extant researches focus on luxury consumption motivations of both Western countries and China and the cross-cultural influence of consumption motivations. Literature on luxury purchase motivations is only limited in single country and scholars ignored influence of foreign culture and acculturation to consumers (Beverland, 2004;). This will lead luxury companies ignore the diversity and complexity of consumers' consumption motivations and keep market characteristics and accommodate demands at a macro level and marketing strategies of luxury companies targeting Chinese young consumers may be useless. Above all, there is a great value to understand young consumers' consumption motivations not only the common traits and differences regarding luxury products, but also the cultural and acculturation influence to them.

In this research study, the author developed a conceptual model to investigate (a) current luxury consumption motivations of Chinese young consumers in the UK; (b) their cultural orientations; (c) their acculturation levels, (d) relationships between original cultural orientations and acculturation levels, and (e) how acculturation impacts their luxury consumption motivations. Online questionnaire method will be used to collect data; as participants from capital cities represent pioneers of luxury consumption, this study will choose two groups of Chinese female university consumers studying in London, group one focuses on students who live in London for less than one year and group two concentrates on students who have been in London for more than five years. The respondents can be found in a Facebook group named London Chinese Community Centre Facebook Group. The results of this research will provide an understanding of acculturational influence on motivations of Chinese young consumers, in relation to Luxury products.