

Factors Impacting Shopping Behavior for Luxury Fashion Brands: A Case of National Capital Region in India

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Abstract : National Capital Region of India is one of the most populous urban agglomerations in the world. This region has residents from all the parts of India, and their shopping behaviors are quite different. The region also has the substantial population of people from other countries. Due to high purchasing power of a large number of people, NCR is one the major markets for luxury fashion brands. Marketers of luxury fashion brands keep on adding innovative features to their products to attract the buyers. This research is an attempt to understand the major factors which impact the brand selection for these brands and other buying decisions like purchasing time and location. The research is based on primary data collected from potential buyers of luxury fashion brands and the people involved in the marketing of these brands in various roles. The research has tried to identify the relative strength of various factors on the shopping behavior for these brands.

Keywords : luxury brands, fashion, shopping, National Capital Region (NCR)

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020