

Consumers Perception on 'Preloved' Luxury Goods in the Malaysian Context

Authors : Noor Shakila Shaari

Abstract : Though consumptions of luxury goods have had significant attention over the years, 'preloved' luxury goods remains a somewhat limited area of study especially in Asian countries such as Malaysia. This paper examines the relevancy of the framework for luxury goods in context to 'preloved' luxury goods and whether these two holds the same perception and purchase intention in the eyes of the consumer. A conceptualize framework was derived and findings show that self-expression, conspicuous behaviour and value-expressive and social-adjustive functions are key factors to consumers perception and buying intention of 'preloved' luxury goods.

Keywords : consumer behaviour, consumer perception, luxury goods, Malaysia, preloved luxury goods, purchase intention

Conference Title : ICMP 2017 : International Conference on Marketing and Retailing

Conference Location : Vienna, Austria

Conference Dates : June 21-22, 2017