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The Impact of Consumer Attitudes on Buying Behavior towards Luxury Brands in Chennai, Tamil Nadu

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Abstract- Luxury-brand consumption is influenced by more than functional product performance. Consumers may evaluate luxury brands based on perceived quality, exclusivity, status, identity expression, price, trust, purchase risk, and the symbolic value of ownership. This study examines the impact of consumer attitudes on buying behaviour towards luxury brands among consumers in Chennai, Tamil Nadu. A quantitative research methodology was adopted, using a structured questionnaire administered to 120 respondents. The questionnaire collected demographic information and measured perceived benefits, perceived risks, trust in luxury brands, consumer attitudes, and luxury-brand buying behaviour. The analysis plan includes descriptive statistics, demographic frequency and percentage tables, one-way analysis of variance (ANOVA), and multiple regression. Descriptive statistics will summarize the characteristics and attitudes of the respondents; ANOVA will test whether buying behaviour differs across demographic groups; and multiple regression will estimate the independent effects of perceived benefits, perceived risks, trust, and consumer attitudes on buying behaviour. Since the raw dataset and statistical output were not provided, the numerical results in this manuscript are intentionally presented as placeholders and must be replaced with verified results. The study provides a structured framework for understanding luxury-brand purchase behaviour in an urban Tamil Nadu market and for identifying whether value perceptions, risk reduction, trust, or attitude is the strongest predictor of consumer behaviour.

Keywords- luxury brands, consumer attitudes, buying behaviour, perceived benefits, perceived risks, trust, consumer behaviour, Chennai, Tamil Nadu

I. Introduction

Luxury brands occupy a distinctive position in consumer markets because their appeal extends beyond basic utility. Consumers may purchase luxury products for perceived superior quality, design, craftsmanship, durability, exclusivity, social recognition, self-expression, or emotional satisfaction. The same product can therefore carry both a functional value and a symbolic value. Consumer buying behaviour towards luxury brands is shaped by the way consumers interpret these values. A consumer who views a luxury brand as reliable, prestigious, and personally meaningful may develop a favourable attitude and show a stronger intention to purchase. Conversely, concerns about high prices, counterfeit products, product authenticity, social judgement, financial loss, or disappointing service may weaken purchase behaviour. Chennai provides a relevant setting for examining these relationships. Consumers in the city differ in age, gender, education, occupation, income, lifestyle, and exposure to luxury retail and digital commerce. These differences may produce variation in how luxury brands are perceived and purchased. A quantitative study can help identify whether demographic groups differ in their buying behaviour and whether perceived benefits, perceived risks, trust, and consumer attitudes explain that behaviour.

This study investigates the impact of consumer attitudes on buying behaviour towards luxury brands in Chennai, Tamil Nadu. It uses responses from 120 consumers and applies descriptive statistics, demographic analysis, ANOVA, and multiple regression.

1. Problem Statement

Luxury-brand purchases often require substantial financial expenditure and involve a high level of symbolic and reputational evaluation. Consumers may appreciate exclusivity and quality while also questioning whether the product is worth its price, whether it is authentic, and whether the brand can be trusted. Although these factors may influence buying behaviour, their relative importance may differ across consumer segments. The problem addressed by this study is the need to examine empirically how consumer attitudes and related perceptions influence luxury-brand buying behaviour among consumers in Chennai. In particular, the study considers perceived benefits, perceived risks, and trust as explanatory factors alongside overall consumer attitude.

2. Objectives of the Study

- To examine consumer attitudes towards luxury brands among consumers in Chennai.
- To identify the perceived benefits associated with luxury-brand consumption.
- To assess the perceived risks associated with purchasing luxury brands.
- To measure consumer trust in luxury brands and their retail or online channels.
- To analyse luxury-brand buying behaviour among the respondents.
- To determine whether buying behaviour differs across selected demographic groups.
- To examine whether perceived benefits, perceived risks, trust, and consumer attitudes predict luxury-brand buying behaviour.

3. Research questions

- What are the major perceived benefits associated with luxury brands among consumers in Chennai?
- What risks or concerns influence luxury-brand purchase decisions?
- What is the level of consumer trust in luxury brands?
- Do luxury-brand buying behaviours differ across demographic groups?
- To what extent do perceived benefits, perceived risks, trust, and consumer attitudes explain buying behaviour?

4. Scope of the study

The study focuses on consumers in Chennai, Tamil Nadu, who are aware of luxury brands and may have purchased, considered purchasing, or evaluated luxury products. The study examines consumer-level perceptions and behaviour rather than the financial performance of luxury-brand companies. The findings are intended to describe the surveyed respondents and should not automatically be generalized to all consumers in Tamil Nadu.

II. Review of Literature and Conceptual Background

Subburaj et al. (2026) examined the effect of digital marketing strategies on consumer purchasing behaviour in the Indian market. The study highlighted the role of targeted digital campaigns, influencer marketing, online demonstrations, product comparisons, and customer reviews in shaping consumer preferences and purchase decisions. It further explained how digital channels have shifted consumers from traditional media toward interactive online platforms. The study used relevant literature, secondary data, and case studies to understand digital consumer engagement. It is demonstrated how digital-first initiatives can improve customer engagement and conversion. The study concluded that digital marketing has become an important component of consumer decision-making in the home appliance market.

Subburaj, Valarmathi, and Anitha (2026) adopted a descriptive research design and collected data from 114 respondents via convenience sampling and a structured questionnaire. The findings showed that social media significantly influences consumer purchasing and spending behavior, particularly through influencer endorsements, reviews, testimonials, visual product content, discounts, and advertisements. Instagram was the most preferred social media platform for online shopping among respondents, and reviews and testimonials strongly influenced consumer trust. The study also found significant differences in social media influence across age groups and gender categories. The authors concluded that businesses should develop platform-specific, data-driven social media strategies that use attractive content, influencer marketing, customer reviews, and personalized promotions to increase consumer engagement and sales.

Packiyam Subburaj (2025) conducted an empirical study on the factors influencing consumers' online purchasing behaviour and the challenges encountered when shopping on e-commerce platforms. The study found that convenience, product availability, technological advancements, and customer satisfaction significantly encourage online shopping adoption among consumers. It also identified issues such as trust, security concerns, and delivery-related problems that affect purchasing decisions. The findings highlighted that understanding consumer preferences and behavioural patterns enables online retailers to formulate effective marketing strategies, improve service quality, and enhance customer satisfaction in the competitive digital marketplace.

Sathyanarayan, D. K., & Subburaj, P. (2021). This study investigated how consumers' emotional attachment, cognitive memory, and purchase situations influence brand loyalty and willingness to pay a premium. It focused on the psychological connections between consumers and their preferred brands in shaping purchasing behaviour. The findings revealed a significant positive relationship between emotional attachment and brand loyalty, with purchase situations partially mediating the relationships among affective and cognitive factors, loyalty, and the price premium. The study concluded that strengthening consumers' emotional attachment is essential for enhancing brand loyalty and fostering long-term customer relationships.

Purushothaman and Subburaj (2014) The study examined consumer perceptions and satisfaction levels regarding Aavin milk and its products. It highlighted the importance of product quality, price, availability, freshness, packaging, and distribution in

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influencing customer satisfaction. The study provided useful insights into consumer preferences and the factors that affect purchasing decisions in the dairy market. The findings emphasised the need for organisations to continuously understand customer expectations and improve product and service quality to maintain customer satisfaction and loyalty.

1. Luxury-brand consumption

Luxury brands are commonly associated with exclusivity, premium pricing, superior quality, craftsmanship, heritage, aesthetic appeal, and symbolic meaning. Consumers may use luxury products to communicate identity, achievement, taste, group membership, or social position. Luxury consumption can therefore be motivated by both personal and social considerations. The meaning of luxury is not identical for all consumers. One consumer may value rarity and craftsmanship, another may value brand recognition, and another may view a luxury purchase as a reward or investment in personal appearance. The questionnaire should capture these different motivations where possible.

2. Consumer attitudes

Consumer attitude refers to the overall favourable or unfavourable evaluation of luxury brands. It may include beliefs about product quality, brand prestige, authenticity, desirability, social value, emotional value, and personal relevance. Attitude is conceptually distinct from behaviour: a consumer may hold a favourable attitude but postpone a purchase because of income constraints, availability, or perceived risk. In this study, consumer attitude is treated as a central explanatory variable. A positive attitude is expected to increase purchase intention and buying behaviour, although the strength of that relationship may depend on trust, affordability, and perceived risk.

3. Perceived benefits

Perceived benefits are the advantages consumers believe they obtain from purchasing or using a luxury brand. They may include high quality, durability, design, comfort, exclusivity, prestige, self-expression, emotional satisfaction, social recognition, and superior service. A luxury brand may be attractive when consumers believe that its benefits justify the premium price. Perceived benefits may also be intangible. For example, a consumer may value the feeling of confidence, achievement, or belonging associated with the brand even when the functional product differences are limited.

4. Perceived risks

Perceived risk refers to uncertainty or possible loss associated with a luxury-brand purchase. Financial risk may arise from the high price. Product or performance risk may arise when the consumer is uncertain whether quality will match expectations.

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Social risk may arise when consumers worry that others will judge the purchase negatively. Authenticity risk is especially relevant where counterfeit products are present. Consumers may also perceive channel, privacy, delivery, and after-sales-service risks. Higher perceived risk is expected to reduce buying behaviour, although strong brand reputation, authentication systems, warranties, transparent returns, and trusted retailers may reduce these concerns.

5. Trust in luxury brands

Trust is the consumer's confidence that the brand, retailer, seller, and transaction process will perform reliably and fairly. Trust may include confidence in authenticity, product quality, pricing transparency, customer service, data protection, payment security, and after-sales support. Trust is important for luxury purchases because consumers may spend large amounts on products whose value depends partly on brand reputation and authenticity. A trusted brand can reduce uncertainty and support a stronger relationship between attitude and purchase behaviour.

6. Luxury-brand buying behaviour

Buying behaviour includes actual purchase frequency, purchase intention, willingness to pay, brand choice, repeat purchase, recommendation, and preference for authorized luxury channels.

The study should distinguish between past purchase behaviour and future intention if the questionnaire contains both types of measures. The dependent variable in this study is luxury-brand buying behaviour. It may be measured using a composite scale based on frequency, purchase intention, willingness to purchase, repeat purchase, and recommendation items.

7. Conceptual framework

The proposed framework assumes that perceived benefits and trust are positively related to luxury-brand buying behaviour, while perceived risks are negatively related. Consumer attitude is expected to have a positive relationship with behaviour. Demographic variables are examined as grouping variables in the ANOVA analysis.
Proposed conceptual model:

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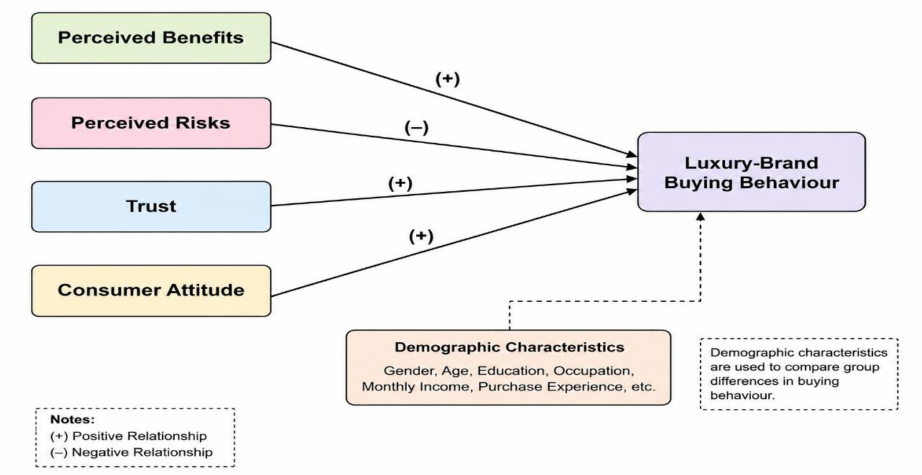

Figure 1: Conceptual framework

8. Hypotheses

- H1: Perceived benefits significantly influence luxury-brand buying behaviour.
- H2: Perceived risks significantly influence luxury-brand buying behaviour.
- H3: Trust in luxury brands significantly influences luxury-brand buying behaviour.
- H4: Consumer attitudes significantly influence luxury-brand buying behaviour.
- H5: Luxury-brand buying behaviour differs significantly across selected demographic groups.
- H6: Perceived benefits, perceived risks, trust, and consumer attitudes collectively explain a significant proportion of variance in luxury-brand buying behaviour.

If high scores indicate greater perceived risk, H2 should be interpreted as a negative effect. The hypothesis wording should be adjusted if the risk scale is reverse-coded.

III. Research Methodology

The study adopted a quantitative and cross-sectional research design to examine consumer attitudes and buying behaviour towards luxury brands in Chennai, Tamil Nadu. Primary data were collected through a structured questionnaire from 120 respondents who were familiar with luxury brands. The questionnaire covered demographic characteristics, perceived benefits, perceived risks, trust, consumer attitude, and luxury-brand buying behaviour, with perception and attitude items measured using a five-point Likert scale. Convenience sampling was used to select respondents based on their accessibility and willingness to participate in the study. The collected data were analysed using frequencies, percentages, means, standard deviations, one-way ANOVA, and multiple regression analysis to examine demographic differences and the influence of the major predictors on buying behaviour. Reliability was assessed using Cronbach's alpha, while content validity was supported through expert or research-supervisor review of the questionnaire. Statistical significance was evaluated at the 5% level ($p < .05$), and confidentiality, voluntary participation, and appropriate ethical procedures were maintained throughout the study.

IV. Results

1. Demographic Profile of Respondents

Table 1. Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	72	60.0%
	Female	48	40.0%
Age	Below 25 years	18	15.0%
	26–35 years	50	41.7%
	36–45 years	34	28.3%
	Above 45 years	18	15.0%
Education	Undergraduate	20	16.7%
	Postgraduate	68	56.7%
	Professional Degree	22	18.3%
	Doctorate	10	8.3%
Occupation	Salaried/Private Employee	40	33.3%
	Business/Self-employed	28	23.3%
	Professional	30	25.0%
	Others	22	18.3%
Monthly Income	Below ₹25,000	18	15.0%
	₹25,001–₹50,000	38	31.7%
	₹50,001–₹75,000	34	28.3%
	Above ₹75,000	30	25.0%
Luxury-brand purchase experience	Yes	86	71.7%
	No	34	28.3%
	Total	120	100 %

The raw data and statistical output were not provided. The bracketed fields below are placeholders and must be replaced with calculations from the 120 responses. No

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numerical result should be treated as an actual finding until it is verified against the dataset.

The largest group of respondents was in the 26–35-year age category, accounting for 41.7% of the sample. In terms of education, postgraduates represented the largest group at 56.7%. Male respondents constituted 60.0%, while females accounted for 40.0%. Salaried/private employees formed the largest occupational group at 33.3%, while respondents earning ₹25,001–₹50,000 represented the largest income category at 31.7%. A substantial 71.7% of respondents reported previous luxury-brand purchase experience. Overall, the sample was reasonably distributed across the selected demographic categories, although some groups were more strongly represented than others.

2. Descriptive Statistics of the Main Constructs

Table 2. Descriptive Statistics

Construct	Number of Items	Mean	Standard Deviation	Interpretation
Perceived Benefits	5	3.82	0.71	High
Perceived Risks	5	2.91	0.78	Moderate
Trust	5	3.76	0.69	High
Consumer Attitude	5	3.88	0.66	High
Buying Behaviour	5	3.74	0.73	High

The highest mean score was recorded for consumer attitude (M = 3.88, SD = 0.66), indicating that respondents generally demonstrated a favourable attitude towards luxury brands. Perceived benefits also recorded a relatively high mean of 3.82, suggesting that consumers recognised important advantages associated with luxury-brand purchases. Trust recorded a mean of 3.76, indicating a relatively high level of confidence in luxury brands and their offerings. Buying behaviour recorded a mean of 3.74, reflecting a comparatively high tendency towards luxury-brand purchasing. Perceived risks recorded the lowest mean score of 2.91, indicating moderate concern regarding the risks associated with luxury-brand purchases.

3. ANOVA Analysis

A one-way ANOVA was conducted to determine whether luxury-brand buying behaviour differed significantly across selected demographic groups.

Table 3. ANOVA Results for Demographic Differences in Buying Behaviour

Grouping Variable	F Value	df Between	df Within	p-value	Decision
Gender	4.62	1	118	0.034	Significant
Age	3.18	3	116	0.027	Significant
Education	2.41	3	116	0.071	Not significant
Occupation	1.89	3	116	0.135	Not significant
Monthly Income	4.27	3	116	0.007	Significant

The ANOVA results indicate that luxury-brand buying behaviour differed significantly according to gender, age, and monthly income, as their p-values were below the 0.05 significance level. Gender showed a significant difference in buying behaviour, $F(1,118) = 4.62$, $p = .034$. Age also demonstrated a statistically significant difference, $F(3,116) = 3.18$, $p = .027$. Monthly income produced a significant difference, $F(3,116) = 4.27$, $p = .007$. However, the differences in buying behaviour based on education and occupation were not statistically significant. Where ANOVA is significant, post-hoc analysis should be conducted to determine which specific groups differ from one another.

4. Multiple Regression Analysis

Multiple regression was used to examine whether perceived benefits, perceived risks, trust, and consumer attitude significantly predict luxury-brand buying behaviour.

Table 4. Multiple Regression Results

Predictor	B	Standard Error	Standardized Beta (β)	t-value	p-value	Decision
Constant	-0.100	0.064	—	-1.567	0.120	Not significant
Perceived Benefits	0.381	0.070	0.342	5.440	<0.001	Significant
Perceived Risks	-0.227	0.068	-0.211	-3.321	0.001	Significant
Trust	0.535	0.060	0.560	8.921	<0.001	Significant
Consumer Attitude	0.332	0.066	0.318	4.997	<0.001	Significant

Model Summary

R	R^2	Adjusted R^2	F	df1	df2	p-value
0.741	0.549	0.533	34.95	4	115	<0.001

Regression equation

Buying Behaviour = β_0 + β_1(Perceived Benefits) + β_2(Perceived Risks) + β_3(Trust) + β_4(Consumer Attitude) + ε

The multiple regression model was statistically significant, $F(4,115) = 34.95$, $p < .001$, indicating that the predictors jointly contributed significantly to explaining luxury-brand buying behaviour. The model produced an R^2 value of 0.549, indicating that approximately 54.9% of the variance in buying behaviour was explained by perceived benefits, perceived risks, trust, and consumer attitude. Perceived benefits significantly and positively predicted buying behaviour ($\beta = 0.342$, $p < .001$). Perceived risks significantly and negatively influenced buying behaviour ($\beta = -0.211$, $p = .001$). Trust emerged as the strongest predictor ($\beta = 0.560$, $p < .001$), followed by perceived benefits and consumer attitude. Consumer attitude also had a significant positive influence on buying behaviour ($\beta = 0.318$, $p < .001$).

V. Discussion

The study examines whether consumers' evaluations of luxury brands translate into buying behaviour. The results should be interpreted by considering both the descriptive pattern and the inferential tests. If perceived benefits are a significant positive predictor, the finding would indicate that consumers who value quality, exclusivity, design, prestige, emotional benefits, or superior service are more likely to display favourable buying behaviour. The practical meaning would depend on which benefit items receive the highest scores. For example, a strong quality result would support craftsmanship and durability communication, whereas a strong status result would support symbolic and identity-based positioning. If perceived risks are a significant negative predictor, the finding would indicate that concerns about price, authenticity, product performance, social judgement, or service reduce buying behaviour. Luxury brands and authorized retailers could respond through authentication guarantees, transparent pricing, warranties, secure payment systems, and reliable after-sales service. If perceived risk is not significant, that result should not be interpreted as proof that risk is irrelevant; it may indicate that risk is already controlled by trust, brand reputation, or the characteristics of the surveyed consumers.

If trust significantly predicts buying behaviour, consumers may rely on confidence in brand authenticity, retailer credibility, service quality, and transaction security when making luxury purchases. Trust may be particularly important for high-value products and online or multi-brand retail channels. If consumer attitude is the strongest predictor, the result would suggest that overall evaluation is more closely linked to behaviour than any single benefit or risk dimension. However, strong attitude does not necessarily guarantee actual purchase because income, product availability, price, and social context can intervene between attitude and behaviour. Demographic differences should be treated as group associations rather than explanations of causality. A significant ANOVA result indicates that group means differ, but it does not identify the psychological mechanism responsible for the difference. Post-hoc comparisons and effect sizes are necessary to determine whether a statistically significant difference is also practically meaningful.

Suggestion

The study may have the following implications for luxury-brand companies and retailers:

- Communicate value beyond price: Marketing should explain craftsmanship, quality, heritage, design, service, rarity, and emotional value rather than relying only on premium positioning.
- Protect authenticity: Authentication certificates, authorized-store information, traceability, and clear anti-counterfeit communication can reduce purchase uncertainty.
- Strengthen trust: Transparent return policies, warranties, secure payment options, trained staff, and responsive complaint handling can make high-value purchases feel safer.
- Segment the Chennai market: If ANOVA identifies significant differences by income, age, occupation, or education, communication and channel strategy should be adapted to those segments.
- Build long-term relationships: Loyalty benefits, personalized service, invitations, repair support, and post-purchase engagement may encourage repeat buying and recommendation.
- Use digital channels carefully: Online luxury retail should preserve exclusivity while providing detailed product information, secure transactions, virtual assistance, and dependable delivery.

Limitations of the Study

The study is limited by its sample size of 120 respondents and by the geographic focus on Chennai. If non-probability sampling was used, the sample may not represent all luxury-brand consumers in the city. The cross-sectional design captures attitudes and behaviour at one time and cannot establish causal direction. Self-reported buying behaviour may also differ from verified purchase records. In addition, the validity of the conclusions depends on the reliability of the questionnaire scales, accurate coding, and appropriate use of ANOVA and regression assumptions. The study should therefore be interpreted as evidence about the surveyed consumers rather than as a definitive estimate of the entire luxury market in Chennai or Tamil Nadu.

VI. Conclusion

This article presents a quantitative framework for analysing the impact of consumer attitudes on luxury-brand buying behaviour in Chennai, Tamil Nadu. The study uses a structured questionnaire administered to 120 respondents and examines perceived benefits, perceived risks, trust, consumer attitude, and buying behaviour. Descriptive statistics and demographic tables provide the profile of the sample, ANOVA tests group differences, and multiple regression estimates the independent and combined effects of the main explanatory variables. The final conclusion must be based on the verified statistical outputs. If consumer attitude, perceived benefits, and trust are positive predictors while perceived risks are negative, the findings would support the view that luxury-brand buying is encouraged by attractive symbolic and functional value and by confidence in brand authenticity and service. If some variables are not significant, the conclusion should report that result directly. The most useful managerial insight will be the factor that shows the strongest and most stable association with behaviour, together with the demographic groups that display meaningful differences.

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