LUXURY BRAND PURCHASING INTENTIONS OF IMMIGRANTS IN THE AUSTRALIAN CONTEXT

A Thesis submitted by

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Master of Business
BSc (Hons) in Electrical and Electronics Engineering

For the award of

Doctor of Business Administration (DBAR)

2022

ABSTRACT

This paper reports on results that aimed to examine the influence of ethnic identity on immigrant consumers' luxury brand purchase intention in their host country and investigate the moderating role of demographic variables on this relationship. Also, the study examined the influence of acculturation on immigrant consumer behaviours in their host country. Mainly, the role of acculturation and luxury brand purchasing intentions were investigated. The current study applied a quantitative online survey of 400 Indian sub-continent born immigrants in Australia.

The findings of this thesis suggested that a high level of ethnic affiliation is more likely to show higher luxury brand purchase intentions. Immigrants with higher family income, younger age and shorter stay in the host country showed higher ethnic identity than the others. The thesis confirmed that immigrants' education, gender and length of stay in the host country moderates the relationship between ethnic identity and luxury brand purchase intention in the host country. The findings also revealed that the behaviour acculturation dimension of immigrants was significantly negatively related to their luxury brand purchase intention. Although immigrants' overall acculturation was significantly related to the luxury brand purchase intention, their language and identity acculturation had no significant effect, supporting the multidimensional framework's influence on immigrant consumer behaviour. Immigrants with higher family income, younger age and less academic education showed more luxury brand purchase intention; however, no moderating demography was found between acculturation and purchase intention. This thesis aims to help practitioners formulate a unified segmentation strategy for purchasing luxury brands based on immigrants' ethnic identity, acculturation, and sociodemographic stance. This paper highlights the specific needs of ethnic consumers. Incorporating immigrant consumers into the marketplace will help create a homogenised society and more integration of immigrants into the larger society in the host country. Findings shed light on the role of ethnic identity and acculturation as the key elements that affect immigrants' luxury brand purchase behaviour considering their integration level into the host country.

CERTIFICATION OF THESIS

This thesis is entirely the work of Saif Ibn Sharif except where otherwise acknowledged, with the majority of the authorship of the papers presented as a Thesis by publication undertaken by the student.

The work is original and has not previously been submitted for any other award in this University or any other, except where acknowledged.

Student and supervisors' signatures of endorsement are held at USQ.

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STATEMENT OF CONTRIBUTION

The following detail is the agreed share of contribution for candidate and co-authors in the presented publications in this thesis:

Article I:

Sharif, S.I., Soar, J., Sassenberg, A.M., and 2022. Australian Immigrants' ethnic identity and luxury brand purchase intention: Does demography moderate them?, Journal of Business Research, (submitted).

The overall contribution of Saif Ibn Sharif was 75% to the concept development, data collection, statistical analysis and revising the final submission. Dr. Anne-Marie Sassenberg contributed 15%, assisted in designing the study, supervised data analysis and the writing of the manuscript. Professor Jeffrey Soar contributed 10%, updated the research design and reviewed the article.

Article II:

Sharif, S.I., Soar, J., Sassenberg, A.M., and 2022. Immigrants' acculturation and luxury brand purchase intentions: A cross-sectional study in the Australian context, International Journal of Consumer Studies, (submitted).

The overall contribution of Saif Ibn Sharif was 75% to the concept development, data collection, review of the articles and deciding the eligibility for inclusion drafting the paper. Dr. Anne-Marie Sassenberg contributed 15% assisted in designing the study and the writing of the manuscript. Professor Jeffrey Soar contributed 10%, updated the research design and reviewed the article.

The overall contribution of Saif Ibn Sharif was 75% to the concept development, review of the literature, data collection, statistical analysis and preparing the final draft. Dr. Anne-Marie Sassenberg contributed 15% by assisting in designing the study, supervised data analysis and the writing of the manuscript. Professor Jeffrey Soar contributed 10% by updating the research design and reviewed the article.

ACKNOWLEDGEMENTS

I would like to acknowledge my supervisors, Dr Anne-Marie Sassenberg and Professor Jeffrey Soar, for their enormous support and contribution to this research. I would like to express my deepest gratitude to my principal supervisor, Dr Anne-Marie Sassenberg, who gave me the relentless support, thoughtful advice, valuable guidance, motivation and persistent encouragement to pursue this research throughout my candidature and the study. During my DBAR research, her invaluable input helped me stay focused on my goal. Her constructive feedback that I regularly received during my research work has significantly upgraded the quality of my research. I am truly indebted. My associate supervisor, Professor Jeffrey Soar, is a special heartfelt thanks for his excellent mentorship, continuous guidance, and persistence in never giving up. Moreover, this study would not have been completed without their valuable knowledge and assistance. Dr Anne-Marie and Professor Jeffrey guided me in the right direction and motivated me to move forward. Whenever I needed any help with my study, they were always available to help. Moreover, their positive attitude and encouragement made this project a pleasant experience. I also acknowledge the Australian Government Research Training Scheme in the completion of this thesis.

Further, I wish to thank Dr Enamul Kabir for his assistance in the statistical section of this study, which was an excellent value for my thesis. I also want to thank all of my friends and participants who helped me during my data collection.

Last but not least, I would like to thank my family for their endless support. I would like to thank my parents, who have encouraged me in all my undertakings, instilled in me to work hard and never give up, and the sacrifices they made throughout the years to make me the person I am today. A huge thanks to my wife for always being by my side through thick and thin. Also, I want to give special thanks to my three daughters, Eid, Saarwa and Aleena, for their endless support and patience.

I am also grateful to ASEIS for the professional proofreading service and all the research support team of BELA, USQ, Graduate Research School and the technical support team of ICT, USQ, who have always been important behind the scenes in my progress.

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LIST OF ABBREVIATIONS

ABS	The Australian Bureau of Statistics
BBC	British Broadcasting Corporation
EID	Ethnic Identity
EDU	Education
IBIS	International Business Information Systems
LBPI	Luxury Brand Purchase Intention
LVMH	Moët Hennessy-Louis Vuitton
LOSAUS	Length of Stay in Australia
PI	Purchase Intention
PURIN	Purchase Intention
USA	United states of America
UK	The United Kingdom
URL	Uniform Resource Locators

CHAPTER 1 INTRODUCTION

1.0 INTRODUCTION

In the last few decades, various ethnic minority groups have rapidly increased in numbers in the USA, UK, Australia and Canada because of migration (Ashaduzzaman, Jebarajakirthy, Das, & Shankar, 2021; James, 2017). The scenario is significant in Australia, as one of every two Australians is an immigrant or the child of an immigrant (Ashaduzzaman et al., 2021). The immigration process impacts metropolitan areas' ethnic profiles, remodels the business landscape in those places, and expands cultural diversity (Askegaard & Özçaglar-Toulouse, 2011; Bose, 2021; Segev, Ruvio, Shoham, & Velan, 2014). The most independent market transactions occur between marketers and consumers from varied ethnic backgrounds in these multicultural countries (Jamal, 2003; Segev et al., 2014). Hence, marketers must develop their perceptions of immigration dynamics and their impact on the consumption practices of immigrants (Ashaduzzaman et al., 2021; Askegaard & Özçaglar-Toulouse, 2011; Segev et al., 2014). Therefore, the purchasing behaviour of immigrants has been a significant area of scientific study in recent years, especially in the countries mentioned above.

In addition, the consumption of luxury goods has substantially changed in recent years, given their increasing demand globally (Das, Habib, Saha, & Jebarajakirthy, 2021; Dhaliwal, Singh, & Paul, 2020; Shukla, Banerjee, & Singh, 2016). In the year 2020, the revenue in the Australian Luxury Goods market amounts to US$4,563 million (Statista, 2020). However, Australia has a relatively low international brand penetration rate compared to other developed countries such as Singapore and the UK (Property Australia, 2017). This means the Australian luxury brand market is unsaturated and should attract new global brands to start their business. However, some luxury brands left Australia after facing slow sales recently (Hagon, 2019).

Australia is one of the most multicultural nations in the world (A. Elias, Mansouri, & Sweid, 2021; Gunasekara, Grant, & Rajendran, 2019). This multicultural nature of the Australian population provides an opportunity to study immigrant consumers'

behaviour that will help to understand the ethnic consumers' home culture association in their purchasing behaviours as it is an essential concept for practitioner's business, means by which practitioners can effectively use ethnicity strength, age, and income targeting immigrant consumers (J. Intharacks, Chikweche, & Stanton, 2022; James, 2017; Toloza, Cho, & Terrell, 2021). Considering this sizable portion of the immigrant population and their economic contribution, it is crucial for marketing professionals to understand the immigrant consumers' luxury brand consumption to upraise the luxury brand market in Australia (J. Intharacks et al., 2022; Rizwan, Hassan, & Kalsoom, 2017a).

The market potential of the various ethnic markets in Australia is too significant to be ignored. Marketers face a fascinating challenge in reaching a multi-ethnic Australia with substantial potential returns. If consciously practised, ethnic marketing could evolve new perspectives that respect Australia's multicultural diversity while celebrating their similarities (Chan & Ahmed, 2006; G. Pires & Stanton, 2014). Nevertheless, unlike the USA, Canada or the UK, Australia has limited studies on ethnic marketing strategy (Chan & Ahmed, 2006; Poon, Evangelista, & Albaum, 2010). Ethnic marketing in Australia is yet to be growing, and unless ethnic marketing is strategically driven, it cannot be successful (Chan & Ahmed, 2006; Poon et al., 2010). Therefore, if ethnic marketing is executed well, it may lead to more profitable outcomes in a country of immigrants like Australia (James, 2017).

Few separate studies have been done related to consumer behaviour on branded products and the consumer behaviour of immigrants in Australia; for example, one study compared the attitudes of immigrants and native-born Australians towards foreign-made products (Poon et al., 2010). Another study examined the difference between Asian-born and Australian-born consumers' choices of the automobile (Nayeem, 2012). In the previous two studies, one study focused on the purchasing behaviour of foreign-made products where ethnocentrism plays a vital role (Poon et al., 2010), and another study focused on consumers' individualist and collectivist brand purchasing behaviour (Nayeem, 2012), however, the nature of immigrants' luxury brand consumption in Australia remains unclear. There is limited evidence, and it is not clear whether there are differences in luxury brand consumption between overseas-born immigrants and Australian born consumers.

This research has examined immigrant groups from the Indian sub-continent in Australia. This study examined the relationship of Indian subcontinent immigrants' various demographic variables, level of ethnic identity and acculturation level in the host country to their luxury brand purchasing intention in Australia. The study used survey questionnaires developed to measure the level of ethnic identity and acculturation level of immigrants in Australia. The research problem was approached through a quantitative methodology that explains the relationship among variables by applying multiple numerical procedures to build objectivity into the study (Creswell, 2014). This study will contribute to the theory on luxury branding, consumer behaviour, immigrant consumers' luxury brand purchase motivation, as well as in future research related to this area. Moreover, this study will help marketers formulate a unified segmentation strategy of immigrant consumers' luxury brand purchase behaviour based on their ethnic identity, level of acculturation and sociodemographic stance.

1.1 BACKGROUND

1.1.1 MULTI-ETHNIC AUSTRALIA

Australian population diversity includes more than 300 ancestries and more than 300 languages spoken at home (Noble & Ang, 2018). After the Second World War, a largescale immigration programme started in Australia, and the country has received migrants whose cultural ambience mostly shifted from the British-derived culture that influenced Australian society since colonisation in 1788. Initially, most migrants came from eastern and southern Europe; however, more recently, the number of non-West immigrants has increased (Noble & Ang, 2018), most notably Indian sub-continent immigrants (Mohyuddin, Sengupta, Patel, Prikshat, & Varma, 2021). Indian subcontinent ethnic groups, including India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, and the Maldives, have been Australia's largest ethnic minority groups (ABS, 2019). Indian sub-continent born people have also been considered one of Australia's most significant sources of emigrant professionals (Mohyuddin et al., 2021).

The Australian Bureau of Statistics reported that 7.3 million migrants were living in Australia in 2018, and 29% of its population were born overseas (ABS, 2019). Net

overseas migration, defined as '...the net gain or loss of population through immigration' (ABS, 2021) to and from Australia, accounts for approximately 54% of Australia's population (ABS, 2021). Based on this current propensity, Australia's estimated population will be 37.4 to 49.2 million people by 2066 (ABS, 2018), and migration will contribute $1,625 billion (1.6 trillion) to Australia's GDP (Chan & Ahmed, 2006).

Marketers have claimed that the expanding multicultural society of Australia renders a substantial and developing market where 'ethnic' consumers may be explicitly targeted (J. V. Intharacks, 2017; Schiffman, Bednall, O'Cass, Paladino, & Kanuk, 2009). The multicultural Australian society offers marketers an advantage in providing particular products to these ethnic groups and establishing these offerings to others (Solomon, Dahl, White, Zaichkowsky, & Polegato, 2014). Due to this increasing number of populations, the ethnic communities in Australia can be targeted and segmented because of their individuality as consumer groups that could offer a good and striking market advantage (Schiffman et al., 2009; Toloza et al., 2021). The affluence of cultural diversity in Australia demands a need to realise the consumers' service and product necessity from a diverse cultural perspective, which is a critical element for the marketers who want to run the business successfully in the Australian market (Quester, Karunaratna, & Chong, 2001; Schiffman et al., 2009; Toloza et al., 2021). This study suggests insights into these insisted advantages that the ethnic groups can afford.

The Australian Bureau of Statistics listed the top ten countries of birth for overseas-born Australians, including the United Kingdom, India, China, New Zealand, Philippines, Vietnam, South Africa, Italy, Malaysia, and Sri Lanka (ABS, 2020). The countries where immigrants to Australia are born have notably changed with time. While a decade ago, in 2010-2011, the largest (20%) migrant groups came from North-West Europe, this scenario had significantly changed by 2018-2019, where the largest group of immigrants (28%) migrating from South and Central Asia. The Australian Bureau of Statistics analysed that in the decade prior to the pandemic, Indian and Chinese born immigrants were increased; however, the Chinese born immigrants declined in late 2017. Although the top country, the United Kingdom, is English-speaking, it is significant to note that the Indian subcontinent-born immigrants

progressively occupy the top ten spaces. This is evident in the top ten countries of birth for overseas-born Australians, where the Indian born immigrants hold the second top place and Sri Lanka in the tenth (ABS, 2020).

Although a multicultural society, Australia would still be contemplated as an Anglo-Celtic-Saxon culture due to its British Colonisation and provision and the mainstream cultural practices that reflect the British tradition, such as national holidays, sports and public holidays. However, the 2016 Census included Hindi and Punjabi as the top ten languages spoken at home (ABS, 2017). The Department of the Premier and Cabinet of Government of South Australia listed Indian subcontinent languages Hindi, Punjabi, Tamil, Urdu, Sinhalese and Bengali as the primary languages other than English spoken at home in South Australia. The census revealed the number of people speaking Indian subcontinent languages at home, which reflects the rising number of Indian subcontinent background Australians (Government of South Australia, 2016).

There are ideas considering the linkage between the Australian Government's policies and the ethnic identity of the immigrants. One view believes that multicultural policies facilitate migrants to maintain their ethnic languages and cultures, which enable them to establish themselves as "bi-cultural" (ABS, 2011b). However, the previous study has shown that the social network of an individual and 'dispersal versus high local concentration of a particular group' influence an individual's ethnic identity. This means that people living in the same area where most of their ethnic community members reside probably maybe their ethnic identity regulated by the members of that ethnic community. The scholars also suggest that ethnic minority individuals either accept their ethnic identity with gratification or may refuse if they perceive it to be an unsolicited attitude towards immigrants (J. Phinney, Horenczyk, Liebkind, & Vedder, 2001). Besides, ethnic identity strength depends on the feeling of minority people, whether they are obliged by the dominant population to adapt or assimilate to the host culture (J. Phinney et al., 2001). If the ethnic minorities prefer to adapt or assimilate to the host culture, they may likely possess a low ethnic identity level. On the contrary, they may likely be high if their ethnic community becomes strong and supportive (J. Phinney et al., 2001).

Australian multicultural policies enable ethnic minorities to preserve their identity and exercise cultural heritages. Australian Multicultural Council allocates funds for the ethnic community groups to set up ethnic language schools for the non-speakers to teach their ethnic languages, and also they provide funds to construct temples to practice their ethnic religions, which helps ethnic minorities to maintain their heritage in the host country (Department of Home Affairs, 2021). Likewise, Australian marketing professionals could pay attention to these ethnic consumer groups considering their requirements. For example, marketers may take the opportunity to target ethnic groups, particularly during their festive seasons, and this, in turn, not only will help minority groups to adapt or assimilate into the greater Australian community but also will help businesses to achieve a more significant profit.

1.1.2 INDIAN SUBCONTINENT IMMIGRANTS IN AUSTRALIA

Immigration has always played an essential role in Australia's economic and social transformation. Since mid-1960, Australian immigration policies have remodelled its cartography. Hence, multi-racial and multi-religious communities and cities became more and more noticeable. Further, Australia has shifted from a nation populated by British, Irish and European ethnic migrants to one with a rising number of immigrants from Asia. After East Asia, the second-most densely populated area of the world is South Asia, and countries including India, Pakistan, Bangladesh, Nepal, Sri Lanka, Bhutan and Maldives are known as the 'Indian Sub-Continent'. India, Pakistan and Bangladesh mostly dominate South Asia, which imparts more than 90 per cent of the area's population. These nations were part of the same country and civilisation until they were divided after British colonial rule in August 1947 (Afsar, 2004).

In 2019, overseas-born Australian residents were 7,529,570 (ABS, 2019). The Australian Bureau of Statistics reported that more than one million Indian-subcontinent born people are Australian residents, and this population is now larger than the number of British migrants (986,460), who were the largest migrant group in Australia (ABS, 2019). According to the Australian Government Department of Home Affairs, in 2017 - 2018, Indian subcontinent countries, including India, Pakistan, Bangladesh, Nepal, Sri Lanka, Bhutan and Maldives, were considered for 29% of the total migration intake (Mohyuddin et al., 2021). Further, Indians and Sri Lankans were

the first and fourth among the ten primary sources of countries for general skilled migrants in Australia from 2010–to 2013 (Gunasekara et al., 2019).

Indian subcontinent people are from a collectivist culture, non-English speaking background, maintaining multigenerational households, high regard for religious beliefs, strong values towards ethno-cultural relationships, and traditional customs (Gunasekara et al., 2019). Further, Indian subcontinent born people are younger (ABS, 2019), primarily skilled migrants (Gunasekara et al., 2019), and they have higher personal median income compared to the other largest migrant groups (ABS, 2019). Moreover, the importance of availing of social recognition in a collectivist society creates consumers into probably the most image-conscious consumer globally (Chen, Aung, Zhou, & Kanetkar, 2005; Schutte & Ciarlante, 1998). A previous study also mentions that luxury involves socio-psychological benefits (Wiedmann, Hennigs, & Siebels, 2009), higher cost, and requires more money to acquire (Shukla, 2012). As the current study examines Indian subcontinent immigrants' luxury purchase intention considering their ethnic identity and acculturation level in Australia, the study of the Indian subcontinent is worth investigating.

1.2 ETHNIC IDENTITY

Ethnic identity (EID) has been narrated as multifaceted, transitional and flexible (Laroche, Kim, & Tomiuk, 1999; J. S. Phinney, 1990), which is usually connected to ethnic origin and ethnicity (J. Intharacks et al., 2022; Lambert & Klineberg, 1966; Laroche, Pons, & Richard, 2009; Laroche, Pons, & Turmel, 2002). EID reveals how strongly the individuals feel associated with their ethnic group (Green, 1999; Guilherme D. Pires, 1999; Tian & Tian, 2011; Tiwsakul & Hackley, 2012), including their identification with, awareness of, and sense of belongings to their ethnic group of origin (Jamal, 2003; Laroche et al., 2009; Piaget & Weil, 1951). As some members of ethnic minority groups restrain their cultural heritage, ethnic identity is contemplated as fixed or stable (Laroche et al., 2009; Morimoto & La Ferle, 2008; J. S. Phinney, 1996; Stayman & Deshpande, 1989). Previous studies also mention that the loss or maintenance of the cultural values and heritage of an individual indicates his (or her) EID (J. Intharacks et al., 2022; Laroche et al., 2009).

A comprehensive review of research by J. S. Phinney (1990) on ethnic identity has validated a range of definitions; however, it preceded the approach for initiating a more comprehensively used social identity definition (Dandy, Durkin, McEvoy, Barber, & Houghton, 2008; J. S. Phinney, 1992) which means ethnic identity is an integral part of ethnic social identity (J. S. Phinney, 1990, 1992). It is explained as the part of self-perception of an individual that extracts from his (or her) cognition of a social group's belongingness and the significance of emotions and values attached to that belongingness (Jamal, 2003). The social identity of an individual is linked to their positive self-respect and feeling of affiliation to a social group that this feeling induces the individual (Aaker, Brumbaugh, & Grier, 2000; Kinket & Verkuyten, 1997; J. S. Phinney, 1990).

1.2.1 ETHNIC IDENTITY DEVELOPMENT

Ethnic identity (EID) development includes the feeling about the cultural traditions, values and beliefs of individuals' ethnic group and the affection for their ethnic group. Understanding individuals' ethnic identity is a primary process of not knowing their community or family-based ethnicity given from birth. Ethnic people identify their social identity through the process of exploration. Ethnic individuals will feel a stronger sense of belonging and EID when they nurture the family environment (Costigan, Su, & Hua, 2009; J. Intharacks et al., 2022). If they confront a challenge or self-rejection to their EID from the greater community will induce questions the individual about their membership, identity and sense of belonging to their ethnic group (Chaudhari & Pizzolato, 2008; J. Intharacks et al., 2022; J. S. Phinney, 1990, 1992, 1996; Ting-Toomey, 1981).

A study by Yeh and Huang (1996) provides another view and mentions that the development of EID is a solitary process impacted by extrinsic factors. For example, the host culture's perception of ethnic groups and the social interactions experienced. Elaborating on this idea, another study asserts that culture is progressive, persistently transforming and adapting to extrinsic influences (Costa & Bamossy, 1995). Further, the ethnic identity development stages do not ascertain any ethnic identity; they pursue and receive their ethnicity and EID (J. S. Phinney, 1990).

EID is a unique and remarkable characteristic that specifies attitude in specific consumer behaviour toward a social type product (Lee, Fairhurst, & Dillard, 2002; Minor-Cooley & Brice, 2007; Morimoto & La Ferle, 2008; Seock & Bailey, 2009; Steenkamp, Ter Hofstede, & Wedel, 1999; Torres & Briggs, 2005). Acculturation can influence ethnic immigrants to accept some if not all of the host culture's values. Because of the significant effect of acculturation, ethnic identity is evolutionary. Ethnic individuals will self-proclaim to various identities depending on their circumstances; however, their self-ascribed identities may be challenged by how they are recognized by outsiders, especially if their bodily characteristics are distinct from their race (J. S. Phinney, 1996).

Scholars state that situational EID appears when the identity of an individual goes beyond national borders when individual shifts between their various identities or interchange their culture (Özçağlar-Toulouse et al., 2009) or they selectively exhibit ethnic identity based on their ethnic feeling relying on the incidents and environment (Morimoto & La Ferle, 2008; Podoshen, 2006; Stayman & Deshpande, 1989). A previous study in the United States on ethnic groups found that ethnicity and consumer behaviour are persistently interdependent (Jamal, 2003; Oswald, 1999). Ethnic people circumstantially adopt their ethnic identity based on the intensity of feeling toward their ethnic group or ethnicity. Therefore, the impact on consumer behaviour is circumstantial or situational.

The purchasing behaviour of ethnic minorities' towards socially consumed products contemplates a sense of belonging and the strength of their EID to their ethnic group. How strongly individuals associate with their ethnic group indicates their ethnic predominance (Guilherme D Pires & Stanton, 2000). Hence, a strong feeling of EID may result in ethnic products or service consumption rates (Minor-Cooley & Brice, 2007). For example, social consumption relies on the existence of peers or parents who may influence the self-consciousness and strength of ethnicity and ethnic identity of an individual.

Studies highlight that immigrants show their identities (Costa & Bamossy, 1995; Song, 2003) and may particularly exhibit their ethnic identity while remarkable events or social engagements such as marriage and religious holidays (G. Cui, 2002). Ethnic

groups interchange their self-imposed identities in the circumstances involving food, music, movies, clothes or any products associated with their culture or that of the host culture (Béji-Bécheur, Özçağlar-Toulouse, & Zouaghi, 2012). A previous study conducted on Calgary university students found that participants whose parents maintain a close connection to their Chinese ancestry showed high ethnic identity (EID) as Chinese within the home (Hiller & Chow, 2005); however, the strength of EID was different when they were outside home. Another study supported the notion that an individual's EID is situational or circumstantial, where they may feel less or more ethnic depending on the interaction with their ethnic background (Kiang & Fuligni, 2009). The study also showed that when young adults engage with their parents, they display the highest ethnic association and pride in their heritage. This finding is attributed to the parents because they deliver knowledge about their own ethnic and cultural beliefs, traditions and values (Kiang & Fuligni, 2009).

In contrast, other studies found contrasting results where ethnic identity is of concern. Some studies mention that a high level of engagement or association with the host culture does not favour the preservation of a strong EID. However, another study highlights that participating significantly in the host culture begets a stronger EID (Costigan et al., 2009).

1.2.2 ETHNIC IDENTITY AND CONSUMER BEHAVIOUR

Scholars admit that ethnic identity (EID) is natural; hence, individuals persistently adjust and adapt to the host group and other cultural groups (Hui, Laroche, & Kim, 1998; Laroche et al., 2009). A previous study asserts that ethnic identity is reactive and changes due to the social influences—both circumstantial and psychological that form norms of the groups on how the individuals' behaviour, belief and value system works (J. S. Phinney, 1990). Studies have shown ethnic consumers' affection for their EID and its influence on consumer behaviour (Jamal, 2003; Jamal & Chapman, 2000; J. Xu, Shim, Lotz, & Almeida, 2004). Other studies strongly affirm that ethnic identity (Jamal & Chapman, 2000)together with product risk and involvement level (Deshpandé & Stayman, 1994; Kara & Kara, 1996; Rajagopalan & Heitmeyer, 2005; Vida, Dmitrović, & Obadia, 2008; Wallendorf & Reilly, 1983; J. Xu et al., 2004)

heavily influence culture-based consumer behaviour (Chattalas & Harper, 2007; Morimoto & La Ferle, 2008; J. Xu et al., 2004).

According to previous research, preferences in products, food, movies and music are frequently utilised to evaluate culture-specific consumption behaviour (J. Xu et al., 2004). Consumer food preference and food consumption mainly reflect their ethnicity or reveal a specific culture (Tian & Tian, 2011). This finding complies with the previous study, which found that young Asian adults with a strong sense of ethnic identity were highly likely to consume ethnic food and engage in ethnic activities (J. Xu et al., 2004). These studies revealed the association between social products, such as food or clothing, and the consumer decision-making process, allowing consumers to express their ethnic differences (Y.-K. Kim & Kang, 2001).

1.3 ACCULTURATION

The term acculturation offers numerous definitions. Various scholars have mentioned that acculturation is the process of assimilation, adaptation or learning a new culture (Dublish, 2001; Peñaloza, 1994; Quester & Chong, 2001; Quester et al., 2001; Valencia, 1985). However, the more widely used definition in the scholarly articles depicts acculturation as a process in which exposure occurs between two or more self-contained cultural groups resulting in an interchange in the behaviour or values in no less than one or more of these cultural groups (J. W. Berry, 1997; Dublish, 2001; Jamal & Chapman, 2000; Laroche et al., 1999; Guilherme D. Pires, 1999; Schiffman et al., 2009). Acculturation strongly influences amending or changing the behaviour and values of one cultural group than another (J. W. Berry, 1997; J. W. Berry & Laponce, 1994).

Acculturation is a system that involves cultural exchange, adjustment, assimilation, conservation and inhibition (Peñaloza, 1994; Quester et al., 2001); nevertheless a fundamental process of learning a novel culture (Dublish, 2001; Valencia, 1985). The acculturation process confines to a person's self-identification with either her (or his) ethnic origin or the host culture and the scope of conformation by the individual to the host culture (J. W. Berry, 1980; Costa & Bamossy, 1995; Jamal & Chapman, 2000; C. Kim, Laroche, & Joy, 1990). This includes adjusting to the consumer culture

environment of the host country (Jamal & Chapman, 2000), where age, education and ethnic media usage influence the adaptation process (Hui et al., 1998).

The acculturation strategies in previous research propose the thought of an assimilation strategy where the individual receives the identity of the host culture and, on the other hand, invalidates their heritage identity (J. W. Berry & Sam, 1997). This school of thought believes that ethnic minorities reject their culture of origin because they endorse the host culture's values, norms, and traits (Keefe, Keefe, & Padilla, 1987; Laroche et al., 1999; Nwankwo & Lindridge, 1998; J. S. Phinney, 1990).

Further, studies on acculturation grant the belief that acculturation reduces the affiliation of an individual tie to his (or her) ethnic identity (EID) (Deshpande, Hoyer, & Donthu, 1986; Dublish, 2001; O'guinn & Faber, 1986). The study findings from the USA often depict that Asian-Americans ethnic minorities were more assimilated towards the host culture, which infers their aspiration to accomplish enrichment in the mainstream society (Delener & Neelankavil, 1990; Dublish, 2001). These results suggest that Asian-Americans who were well - assimilated into the mainstream society may possess minimal discrepancy in their consumption behaviour and from the host culture individuals (Dublish, 2001). However, another study found little to no inconsistency between the host group and an ethnic groups' consumer behaviour (Kara & Kara, 1996). This idea supports findings on Hispanic-Americans where high-acculturated Hispanic-Americans exhibit homogenous purchase behaviour to Anglo-Americans. A study by Kara and Kara (1996) classified acculturation into high acculturation and low acculturation. Table 1 provides these definitions to elucidate their meanings (Kara and Kara p. 23):

Table 1: Definition of Acculturation Level

Acculturation level	Definition
High-acculturation	"the consumer exhibits greater progression toward the attitudes and values of the host society"
Low-acculturation	"the consumer whose original behaviour and values are mostly maintained"

A previous study proposed the second school of thought on acculturation, where individuals retain their heritage identity and adopt a portion of the identity of the host culture (J. W. Berry & Sam, 1997). Scholars assert that an individual's ethnic identity can remain the same despite their social interconnections with or acquiring norms and values of the dominant culture (Jamal & Chapman, 2000; Laroche, Kim, & Clarke, 1997). This thought is congruent with a study by Miller that found that a growing number of ethnic minority people were enthusiastic about maintaining their cultural identities (Miller, 1993; Rajagopalan & Heitmeyer, 2005). Further, studies assert that individuals with high acculturation may also possess a strong feeling of their ethnic identity (Hui, Joy, Kim, & Laroche, 1992; Özçağlar-Toulouse, Béji-Bécheur, Fosse-Gomez, Herbert, & Zouaghi, 2009). An increasing number of people are coming into contact with the acculturation process due to progressive learning; however, they still retain their ethnic identity (Solomon & Behavior, 1994). Hence, it can be assumed that consumption behaviour between these individuals and those of the host culture will remain dissimilar.

The ideas mentioned earlier discuss the extent of the cultural change include - retaining or losing cultural traditions and learning the values and cultural traditions of the host culture (Dohrenwend & Smith, 1962; Laroche et al., 1999). Previous study highlights that a high level of acculturation is linked with poor EID; however, a high acculturation levels are also related to strong EID (Chae & Foley, 2010). Therefore, individuals with high acculturation levels are well assimilated to the host culture due to accepting the host culture. Individuals with low acculturation levels refuse assimilation by continuing their cultural heritage (Chae & Foley, 2010).

Table 2 depicts a study by J. W. Berry and Sam (1997) that suggested an individual acculturation may have four paths that ethnic groups may adopt (Berry and Sam, 1997, p. 297).

Table 2: Acculturation Strategies

Acculturation strategies	Description
Assimilation	"ethnic groups and their members abandon their cultural identity and seek interaction with other cultures"
Integration	"ethnic groups and their members maintain their cultural identity yet also seek interaction with other cultures"
Segregation	"when the host culture or dominant group rejects the cultural identity of ethnic minority groups and their members and avoids interaction"
Separation	"ethnic groups and their members maintain their cultural identity and shun interaction with other cultures"

The authors also suggested that behavioural and socio-cultural changes can reflect an individual's acculturation (J. W. Berry & Sam, 1997). Behavioural changes comprise learning of culture, i.e., learning the host language and host culture's social norms, tasting local foods, and dressing up like the host country's people; shedding of culture means rejecting the social norms of the original culture for favouring the social norms of the host culture; conflict of culture demonstrates that the individual considers the host culture values, attitudes and norms to be inconsistent with the values, attitudes and norms of their culture of origin (J. W. Berry & Sam, 1997).

Numerous scholars have mentioned that food, language, cultural event participation and media preferences are better measurements of individual acculturation (Laroche et al., 1999; Laroche et al., 2009). Socio-cultural transformation comprises adapting individuals' social skills, the knowledge of culture, and kinship with family, friends and the community to affiliate with the host culture (J. W. Berry & Sam, 1997). Previous studies highlight that heritage of the spouse or partner of a person reflects that individual's level of acculturation (Garcia, 1982; Laroche et al., 2009; Triandis, Hui, Lisansky, & Marín, 1982). The individual who is less acculturated to the host culture is more likely to possess a personal and social attachment to their ethnic community. In contrast, a high acculturated individual is more likely to possess a personal and social attachment to friends from the mainstream culture (J. Xu et al., 2004).

Adaptation and acculturation must not be evaluated separately from the predominant factors of the ethnic homeland (e.g., language, values, religion, economic and political situation), culture of the host country (e.g., history and policy of the immigration, including societal views towards immigration) or the individual or groups demographic characteristics (e.g., age, gender, education) going through the process of acculturation (J. W. Berry, 1997). An individual's settlement in the host country predominantly depends on the individual's language and fluency in the host language (Özçağlar-Toulouse et al., 2009). Previous studies agreed that the primary purpose is to realise how these diverse factors influence the process of migration to impact how individuals adapt to their new society of settlement (Aronowitz, 1992; J. W. Berry & Sam, 1997).

Individuals may choose the acculturation paths of integration, assimilation, segregation or separation in a subconscious or reactive state. However, acculturation methods cannot be employed at any particular age or stage of life, nor can they be employed consecutively. Research affirms that ethnic group members and mainstream groups will endeavour various strategies before determining the best suits them (J. W. Berry & Sam, 1997).

A study by Quester and Chong (2001) on Australian-Chinese consumers suggests that acculturation occurs as a spectrum from 'least-acculturated, to bicultural to most acculturated. Immigrants who are new in the host country are suggested to be least acculturated, whereas migrants staying at least one generation in the host country are considered the most acculturated. On the other hand, migrants falling between these two categories are said to be bicultural. This spectrum mimics a study by Kara and Kara (1996) that examined a consumer study on the low-acculturated versus high-acculturated consumer study Hispanics.

Scholars have mentioned that several factors influence the acculturation path of an individual, including the age of an individual, migration age to the host country, education level acquired in the homeland compared to the education level achieved in the host country, the social network of an individual, immigration policy of the host country. All these factors influence the individual's adaptation to the host country. For example, the arrival duration in the host country is crucial because older migrants are

presumed to consist of a strong sense of their homeland's cultural values, resulting in rejection, resistance, or considering more time to adapt to the host culture. On the other hand, second-generation migrants are young enough to adapt to their parent's home country's cultural values. Hence, once this generation exposes to the host culture through schools and peers from the mainstream culture may arise conflicting identity issues (J. W. Berry, 1989; J. W. Berry & Sam, 1997; J. S. Phinney, 1990, 1992). The previous study supports this notion by saying that children of first-generation migrants (who come first to the host country) adapt and settle into the host country, resulting in faster acculturation than their migrant parents (Costigan et al., 2009).

Numerous studies highlight that migrants at a young age, particularly when combined with long residency and the host country's citizenship, revealed more impact while acculturation towards the mainstream culture (S. Jun, Ball, & Gentry, 1993; Kara & Kara, 1996; Montero, 1981; Padilla, 1980; Quester et al., 2001; Wallendorf & Reilly, 1983). The argument follows that more minor acculturated migrants to the mainstream culture would likely settle at an older age in the host country. They are also presumed to be more likely to be pleased travelling to their ethnic home country to maintain a solid connection to their ethnic heritage (O'guinn & Faber, 1986; Quester et al., 2001).

The previous study also found that older migrants were more closely associated with their ethnic heritage through birth and education (O'guinn & Faber, 1986). These migrants were less acculturated to the host culture than their younger counterparts, who had either born in the host country or had completed their education from a young age in the host country. An individual's acculturation levels can be measured through his (or her) frequency of travelling to the home country, their spouse or partner's ethnicity and the inner social circle of his (or her) friends. Individuals with a close connection to their ethnic homeland will more frequently travel to the home country and are more likely to have a spouse or partner and an inner circle of friends of a similar ethnicity (Quester et al., 2001).

The levels of acculturation differ between the ethnic groups and within the members of these ethnic groups. An individual's level of acculturation will be varied depending on the role he (or she) represents (Ogden, Ogden, & Schau, 2004). The host culture may contemplate the ethnic group to which the individual recognises as well

acculturated. However, there still may be some individuals within the ethnic groups themselves who intend to retain their ethnic identity by conversing in their native tongue, consuming ethnic food, wearing their ethnic dress, and endorsing their ethnic traditions, customs, and beliefs (J. Intharacks et al., 2022; Rajagopalan & Heitmeyer, 2005). The different levels of acculturation can be influenced by other elements such as the place of residence and the amount of contact that individuals maintain with their host culture (Ogden et al., 2004).

The above idea is supported by the previous studies, which revealed that the nature of the acculturation process is individualistic as people's level of association in their ethnic community varies (J. W. Berry & Sam, 1997; Kang & Kim, 1998). Individuals with a robust ethnic bond will represent the values and social norms of their ethnic group, such as practising the religion and customs associated with their ethnic group, using ethnic language, consuming ethnic foods, and wearing ethnic dress (Appiah, 2004).

The alleviating component of acculturation on ethnic identity is such that scholars (J. W. Berry & Sam, 1997; Laroche et al., 1999; Verbeke & López, 2005) employ it to evaluate the retention or maintenance of the cultural origin of the individual (Verbeke & López, 2005). Hence, it is to be noted that diversity in psychological acculturation affects the precision of evaluating the effect of an individual's ethnicity on his (or her) consumption behaviour (Chattalas & Harper, 2007).

Previous studies emphasised that how well an individual is acculturated to the host country can be measured by some factors including food, language, media preferences, the ethnic background of a person's spouse or partner, and participation in cultural events (Garcia, 1982; Laroche et al., 1999; Laroche et al., 2009; O'guinn & Faber, 1986; J. S. Phinney, 1990; Triandis et al., 1982). A less acculturated individual intends to show more personal and social connection within their ethnic community, whereas an individual who is highly acculturated is more likely to have a personal and social connection from outside their ethnic community (Kara & Kara, 1996; Montero, 1981; Quester et al., 2001).

The current research investigates the influence of acculturation and ethnic identity on consumer behaviour; therefore, it is essential to realise the impacts of acculturation on the individual ethnic identity. In a previous study, Phinney argues that ethnic identity differs with evolution and events and with historical and social circumstances (J. S. Phinney, 1992). The procedure and impact of acculturation may affect consumer decision making and behaviour because of the transient nature of ethnic identity. A previous study on Asian-Americans found an annular relationship between the intensity of an individual's ethnic identity and their cultural adaptation (Chae & Foley, 2010). Furthermore, the intensity of an individual's affection towards their ethnic identity may impact their level of acculturation resulting in their ethnic identity type (Ogden et al., 2004).

Applying the acculturation model of J. W. Berry (1997) and J. W. Berry and Sam (1997) to illustrate ethnic identity variations, J. Phinney et al. (2001), J. S. Phinney (1990) assert that the relationship between acculturation and ethnic identity is apparent by the individual's affiliation to their ethnic group. Studies found that children and young adults of less acculturated parents have a more significant affiliation towards their ethnic identity than children and young adults of highly acculturated parents who prefer to acquire the host culture more and less likely to appraise their ethnic heritage to the children. Parents who maintain close ties to their ethnic roots help develop and strengthen their children's and young adults' ethnic identities. Further, children and young adults who maintain a friendship with their ethnic community peers have also found a positive affection for their ethnic identity (Hui et al., 1998; J. S. Phinney, 1990, 1992; J. Xu et al., 2004).

While embracing the cultural attributes of the host culture, individuals are more likely to experience their ethnic identity differently during the process of acculturation (Hui et al., 1998). Moreover, by considering how acculturation may shift the way individuals experience their ethnic identity, marketers can formulate to combine or divide ethnic groups according to similarities or dissimilarities of their consumption patterns (Guilherme D Pires & Stanton, 2000).

1.3.1 ACCULTURATION AND CONSUMER BEHAVIOUR

Previous studies state that the level of acculturation to the host culture is remarkable and may represent their pattern of purchase behaviour (Kara & Kara, 1996; Ogden et al., 2004; Quester et al., 2001; Rajagopalan & Heitmeyer, 2005). In the 1980s and 1990s, researchers started exploring the connection between acculturation and consumer behaviour that consumers experience within a multicultural domain (Özçağlar-Toulouse et al., 2009).

An individual's consumption behaviour in a host culture may influence via their acculturation (Leo, Bennett, & Hartel, 2005). This idea is strengthened by a previous research that found the differences between the cultural groups on both dominant and ethnic levels influence consumer behaviour (Kwok & Uncles, 2005). Some studies identified analogous consumer behaviour types like the host culture from individuals who did not associate with their ethnic legacy (Kara & Kara, 1996). On the contrary, other researchers have found significant differences between the ethnic minorities (e.g., Hispanics) and host culture individuals (e.g., Anglo-Saxon-Celtics) in their consumption behaviour towards the attribute of products (O'guinn & Faber, 1986).

Scholars asserted that consumers' level of acculturation influences the validity of ethnicity effects measurement on their consumption behaviour given the exposure to the host culture (Chattalas & Harper, 2007). A previous study found that young Asian-American adults' perception of their parents' level of acculturation affected their consumer behaviour towards ethnic food or services (J. Xu et al., 2004). Young Asian-American adults whose parents with a strong feeling of belongingness to their ethnic identity showed more affinity for ethnic food and entertainment related consumption behaviour (J. Xu et al., 2004). The authors mention 'acculturation level' as the strength of connection to the ethnic country in their study. The researchers used the definition of 'acculturation level' for mentioned study sources of acculturation levels (Kara & Kara, 1996) due to the level of beliefs, values and behaviour adoption of the host culture. Uniting the definitions of (Kara & Kara, 1996) and (J. Xu et al., 2004), a low level of acculturation would specify a solid connection to the ethnic home country while a weak association to the host country, which means the ethnic person has embraced the beliefs, values and behaviour of his (or her) ethnic culture. On the other

hand, when the acculturation level is high, the individual has endorsed the host culture's values, beliefs, and behaviour, indicating a weak association with the ethnic home country and a strong connection to the host country. Previous studies have identified that with time and increased exposure to a distinct culture the, ethnic individual (or groups) experience some altered behaviour in their consumption pattern (Hofstede, 2001; J. S. Phinney, 2003), however, the ethnic individual (or groups) conserves their ethnic origin facets (Chattalas & Harper, 2007; Khairullah & Khairullah, 1999; Palumbo & Teich, 2004; Rajagopalan & Heitmeyer, 2005). Thus, the acculturation level gradually impacts ethnic consumers' consumption and purchase behaviour (Khairullah & Khairullah, 1999; Rajagopalan & Heitmeyer, 2005).

While studying the influence of ethnicity on consumption behaviour in a culturally diverse country due to its effects on diverse marketing behaviours, including purchasing and consumption patterns, acculturation is an influential factor to scrutinise (Dublish, 2001). A previous study on Chinese Australians' consumption behaviour identified the different levels of acculturation in their consumer decision-making processes emerging various purchase behaviour patterns (Quester et al., 2001). It has been described as the process of consumer acculturation, a socialisation process distinctive to the consumption procedure in which ethnic consumers learn the behaviours, values, and attitudes of a culture dissimilar from their original culture (Ogden et al., 2004). The socialisation process between the ethnic individual and the host culture reinforces the reciprocal influence between ethnic and host consumption behaviour (Luna & Gupta, 2001).

1.3.2 ACCULTURATION AND THE CONSUMER DECISION MAKING PROCESS

A previous study was conducted into the variations in Chinese Australians' level of acculturation and its impact on their decision-making processes. The researchers categorised the study sample Chinese-Australian consumers into high, medium and low acculturated (Quester et al., 2001). Utilising the classification of Kara and Kara (1996), high acculturated consumers showed greater adoption of the Australian values and attitudes (Quester et al., 2001). In contrast, low acculturated consumers maintained the beliefs, values and behaviour of their ethnic origin (Quester et al., 2001). The authors mentioned that the ethnic group an individual self-identifies

regulates the level of affiliation and effect asserted by that ethnic group, evolving in the variations in consumer decision making between individuals from the same ethnic group. This idea is supported by a study on Chinese Americans and Filipino-Americans that showed that high and low acculturation groups possess remarkable differences in ethnic consumer behaviour (Herche & Balasubramanian, 1994; Jamal & Chapman, 2000; Ownbey & Horridge, 1997).

1.4 THE CONCEPT OF LUXURY

The term "luxury" is difficult to define. An individual's perception of a luxury product can be ordinary for others. In economic terms, luxury products are the highest price and quality relationship. Quality means measuring a luxury product's tangible functions, representing the absolute price and the price dissimilarity between luxury products and products with corresponding utilisation (Jean-Noel Kapferer, 2001; Jean-Noël Kapferer & Bastien, 2012). The strict range economic perspective does not differentiate the luxury products from other upper brands. The author asserts that upper ranges of brands could have a tangible relationship with a particular product class; however, luxury brands have an abstract connection with ethics and values (Jean-Noel Kapferer, 2001). Kapferer applies etymology to shed light on the luxury conception. Luxury derives from the Latin word "lux", which means light. Luxury is similar to light which illuminates. Two things are associated with luxury - the financial capacity to reimburse the quality and the aptitude to admire the product's creative, artistic and sensuous aspects that is merely beyond utility. Luxury provides additional gratification and complements the senses. History and sociology also confer the concept of luxury. Luxury brands illustrate the attitudes of the former aristocracy, where the upper-class groups connected and detached them from the rest of the society concerning price and preferences (Jean-Noel Kapferer, 2001).

Luxury is a relative concept that can be interpreted as what surpasses the necessity to satisfy an individual's basic needs (C. J. Berry, 1994). Premium prices specify luxury brands, individuality, identity and status, which are incorporated to render them worthwhile for purposes other than function (Bruce, Moore, & Birtwistle, 2004; Moore, Bruce, & Birtwistle, 2015; Tekin, Yiltay, & Ayaz, 2016), such as Luis Vuitton, Gucci, Longchamp, and Versace (Kastanakis & Balabanis, 2012). As the word luxury

is difficult to define, marketing scholars tend to use a multidimensional framework of consumer attitudes toward the perception of luxury for expressing the word luxury (Dubois, Czellar, & Laurent, 2005; Vigneron & Johnson, 2004).

1.4.1 PERCEPTION OF LUXURY

Luxury is a relative concept and is as old as humanity (C. J. Berry, 1994). Since early times luxury has represented wealth, status, and place in society (Jean-Noël Kapferer & Bastien, 2012). Nowadays, the concept of luxury has evolved and progressed from delivering social value to experiential value and gratification (Yeoman, 2011). However, conceptualising luxury is always complicated as it is devious (Royo-Vela & Voss, 2015). The perception of luxury or not luxury is people-centric and driven by the situation (Devanathan, 2020). For example, Skoda's car may be a luxury from a student's perspective, while a Mercedes S-Class may not expend as 'luxury' for a billionaire successor. Many marketers launched luxury products and brands from this perplexity of 'anything' or 'nothing' (Royo-Vela & Voss, 2015; Truong, McColl, & Kitchen, 2009). An integrated economy sector conducted by enormous brand-driven luxury companies remodelled from small family-owned businesses that prioritised superior quality and the artistic value of their products (e.g., LVMH, Gucci) (Jackson, 2002). These companies invested substantially in product plans, marketing, strategic management, and retail capacities to construct and conserve their brands' - "luxuriousness" (Okonkwo, 2016).

To difficulty defining luxury products, various research fields and scholars have given the connotation of luxury products from their perspectives (Vigneron & Johnson, 1999). Marketing scholars have applied 'Luxury' in various ways. Nowadays, marketers generally use the term 'Luxury' to illustrate the high level of a product or service to provide a specific offer to consumers and entice them to purchase (Dubois & Laurent, 1993). However, another study points out that a product may be a luxury for one person but a necessity for another (Hauck & Stanforth, 2007). The perception of luxury products also varied among societies (Kemp, 1998). Hence, a universal connotation of a luxury product is challenging to find in marketing. Marketing academics use the term 'luxury' in various ways: such as Vigneron and Johnson (1999) use the word 'luxury' to express the very top category prestige brands; on the other

hand, (Dubois & Czellar, 2002) consider 'prestige' as stemming from an eccentric fulfillment in the brand and 'luxury' to merely concern self-gratification. Luxury brand researchers admit that consumers can obtain subjective, intangible benefits from these products beyond their functional efficacy (Vigneron & Johnson, 1999), while supplemental motivations to purchase them include their higher levels of authenticity (Beverland, 2006) and quality (Garfein, 1989).

1.4.2 MOTIVATION OF LUXURY CONSUMPTION

A previous study by Veblen (1934) established the fundamentals of motivation toward luxury brands and demonstrated that newly rich people purchase luxury products to earn social esteem by exhibiting their wealth (Veblen, 1934). Regarding consumption motivation within a social context, Veblen (1934) first suggested conspicuous motivation of luxury purchase (Bagwell & Bernheim, 1996). Conspicuous purchasers want to exhibit their wealth and welfare, show their status, and gratify their self-conceit (Jean-Noel Kapferer, 1994). This complied with a study that further expanded the the social motivation aspects and included two new snob and bandwagon motivations (Leibenstein, 1950). Bandwagon consumers purchase luxury products to gain acknowledgement from their reference group or society. Generally, these consumers purchase luxury products because other people also purchase them (Dubois & Duquesne, 1993).

On the contrary, the Snob consumers intend to feel exclusive, distinct and acquire an eccentric value (Vigneron & Johnson, 1999). Hence, they pay attention to new, rare, expensive, and scarce luxury products that are difficult to find and purchase (Alleres, 2003). Further, (Dubois & Laurent, 1993) first suggested hedonism and perfectionism of luxury consumption motivation where hedonist consumers mainly focused on obtaining the satisfaction of self-actualisation and emotional gratification; perfectionist consumers aimed to acquire the assurance of higher product quality.

Later, Vigneron and Johnson (1999) reviewed the motivation theory of luxury brand consumption, classified them into two groups, and conceptualised five types of perceived value for luxury products (Figure 1). The first group named interpersonal effects included Veblen, Snob and Bandwagon effects. These three effects comprised

three values, namely conspicuous, unique and social value, respectively. The second group is personal effects, including hedonic and perfectionism effects for perceived emotional and quality value. Moreover, the authors established a motivation framework and pointed out that these five motivations can simultaneously present consumer behaviour (Vigneron & Johnson, 1999).

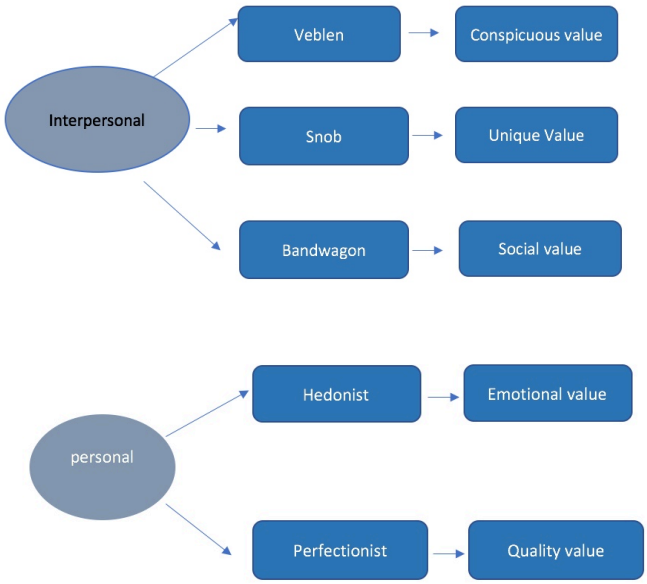

Figure 1: Interpersonal and personal effects on luxury consumption.

1.4.3 LUXURY MARKET IN AUSTRALIA

The luxury market has changed rapidly, similar to the global economy (Franzen, Bouwman, & Gordon, 2001). According to the worldwide luxury market report of Bain and Company (2019), in 2019, fear of economic recession and geopolitical turbulence directed the luxury market. Nevertheless, this study endeavours to impact immigrants' luxury brand purchase motivation and intention in Australia. Luxury market analyst IBISWorld (2020) claims that the Australian luxury retailing and luxury accommodation industries have executed well over the last five years, and due to expanding inbound tourism and market polarisation, revenue has escalated over the period in both sectors. According to the Deloitte (2018) forecast, Australian luxury market sales will grow 6-8% per year through to 2024, and 3% annual growth for the broader retail sector. However, they also mention that luxury market growth rates have eventually slowed in recent years (Deloitte, 2018). In the meantime, several Australian

and international fashion brands (e.g., GAP, ESPRIT) have collapsed and closed their businesses in Australia over the last couple of years (BBCnews, 2019). Further, in the year 2020, the revenue in the Australian Luxury Goods market amounts to US$4,563 million, where the market's largest segment is Luxury Fashion, with a market volume of US$2,649million (Statista, 2020).

On the other hand, in the 2020 global comparison, most revenue is generated in the United States (US$65,019million) (Statista, 2020). Furthermore, Bain and Company's (2020) report highlights the decline of the luxury market globally by 25% to 30% due to the current pandemic (COVID 19) situation (Bain and Company, 2020). Besides, the outbreak of COVID-19 is severely impacting the Australian luxury retail and accommodation industries. Because of the COVID-19 outbreak, the anticipated luxury retailing industry revenue has been revised, from a growth of 5.7% to a reduction of 3.8% in 2019-2020 (IBISWorld, 2020). Hence, careful planning and deft execution must operate the luxury market successfully in Australia (McKinsey and Company, 2020).

1.4.4 ETHNIC IDENTITY AND IMMIGRANTS' LUXURY BRAND PURCHASE BEHAVIOUR

Previous studies conducted on the relationship between ethnic identity and immigrant consumer behaviour in the USA found that ethnic identity positively influences ethnic product consumption: for example, sports products, ethnic food, dress and entertainment (Barakat, Gopalakrishna, & Lala, 2014; Ha, Hums, & Greenwell, 2016; J. W. Jun, Ham, & Park, 2014; Shoham, Segev, & Gavish, 2017). A previous study found that ethnic identity positively related to loyalty to ethnic brands or stores (Segev et al., 2014). The above studies examined the relationship between ethnic identity and immigrant consumer behaviour and demonstrated that ethnic identity is an important aspect of immigrants and their consumer behaviour. However, a previous study in the USA found that the more strongly immigrants identify the connection to their ethnic culture, the more they purchase high-priced branded products (Eunjung Kwak & Sojka, 2010). The study also found that younger and more highly educated immigrants are more likely to purchase high-priced brands. However, this study was conducted on immigrants from Hispanic and Asian (mainly Korean). All of them were females, and most of the participants were not in the higher income bracket. Therefore, it does

not apply to male immigrants, and also, the country of origin was not identified in these two ethnic groups; thus, it cannot be generalised. The researchers identified no difference between Hispanic and Asian immigrants regarding their high-priced prestige brand preferences (Eunjung Kwak & Sojka, 2010). In that case, much uncertainty still exists about the differences between ethnic groups in the luxury brand purchase.

To determine the relationship between Chinese identification and conspicuous consumption by ethnic Chinese consumers in Canada, a previous study identified a strong relationship between them. However, the researchers mainly focused on the rationale of conspicuous consumption and its relationship with acculturation (Chen et al., 2005). Table 3 summarises the study that explored ethnic identity, immigrant consumer behaviour and shows that minimal studies have investigated the relationship between immigrant consumers and their luxury brand purchase intention (LBPI).

Table 3: Summary of studies focusing on immigrants' ethnic identity and immigrant consumer behaviour

Author	Countries examined	Focus of study	Gaps with the current study
Segev et al. (2014)	USA and Israel	Ethnic identity and immigrant consumer loyalty	This study examines the effect of immigrants' ethnic identity on immigrant consumers' loyalty. However, the study has not examined immigrants' LBPI.
Shoham et al. (2017)	USA	ethnic identity and immigrant consumer disidentification and consumption.	The study finds the effect of ethnic identity on immigrant consumer disidentification and consumption. It did not focus on luxury brand.
J. W. Jun et al. (2014)	USA	Ethnic identity and immigrants' ethnic product consumption.	Ethnic identity is associated with the consumption frequency of ethnically related utilitarian products and hedonic products among Korean US residents. However, the products measured here was not luxury products.
T. Elias, Appiah,	USA	ethnic identity and same- or different-	This study investigates the relationship between ethnic identity and same- or different-race

and Gong (2011)		race sources on immigrant consumers' attitudes.	sources on black consumer attitudes. Luxury brand and immigrants' consumption has not been measured here.
Mich and Keillor (2011)	USA	Ethnic identity and four ethnic segments (assimilated, ethnic, bicultural, and marginalizer)	Study explores ethnic identity using four ethnic segments (assimilated, ethnic, bicultural, and marginalizer), and explores variation across these segments. It did not focus on luxury brand.
Ha et al. (2016)	USA	ethnic identity and sports product consumption.	The study evaluates the relationship of ethnic identity and sports product consumption. However, the products measured here was not luxury products.
Barakat et al. (2014)	USA	Ethnic identity and immigrant consumers' ethnic food, dress and entertainment consumption.	This study investigates the intensity of ethnic identity of Arab American ethnic identity and the degree of socialization with Arab friends and family on the consumption of culture-specific products such as Middle Eastern food, dress, and entertainment. However, the study did not measure luxury products.
Chen et al. (2005)	Canada	Ethnic identity and conspicuous consumption	The study identifies that Chinese identification influence conspicuous consumption. However, the study has not examined LBPI.
Eunjung Kwak and Sojka (2010)	USA	Ethnic identity and high-priced prestige brand consumption	This study finds ethnic identity influences high priced prestige brand consumption. But it did not focus on LBPI.

1.4.5 ACCULTURATION AND IMMIGRANTS' LUXURY BRAND PURCHASE BEHAVIOUR

Numerous studies have examined Acculturation and immigrant consumer behaviour (A. P. Cui, Fitzgerald, & Donovan, 2014a; Dey et al., 2019b; J. W. Jun et al., 2014; Rizwan et al., 2017a; Segev, 2014; Segev et al., 2014; Souiden & Ladhari, 2011b; Vijaygopal & Dibb, 2012). A previous study in the USA found that Acculturation positively influences the mainstream brand selection and a high level of Acculturation has a negative influence on ethnic brands (Rizwan et al., 2017a). Similarly, another study found that a low level of Acculturation toward the host country decreases loyalty

to mainstream brands or stores (Segev et al., 2014). In contrast, immigrants who are more inclined toward the host country's culture are more familiar with the host country's brands (Vijaygopal & Dibb, 2012). A study indicates that highly acculturated immigrants are more prone to exhibit higher ethnocentric tendencies, which eventually impact their attitude and behaviour towards host country products (A. P. Cui et al., 2014a; Watchravesringkan, 2011). Varied acculturation levels also reflect immigrants' decision-making styles, which are manifested in their product purchasing approaches (Segev, 2014). A previous study suggests that immigrants with different acculturation models (integrated or separated) indicate differences in their complaining behaviours in their host and home country (Souiden & Ladhari, 2011b). Although the above studies highlighted the importance of Acculturation on immigrant consumer behaviour, they did not focus on luxury brands. However, a previous study conducted on Chinese immigrants in Canada found that Chinese consumers purchase luxury brands to accomplish the purposes of ostentation, materialism and status. The authors identified acculturation dimensions such as language use, media exposure, Canadian identification, and social interaction have no moderating impact but some mediating impact on the relationship between Chinese identification and conspicuous consumption (Chen et al., 2005). This literature has mainly highlighted the Chinese immigrants' motives for conspicuous consumption; however, little is known about their luxury brand purchasing intentions. The researchers also mention that the study is specific to Taiwanese Chinese immigrants in Toronto. Therefore, the study results cannot be generalized validly to other areas in Canada or elsewhere or to other Chinese groups such as Hong Kong, Mainland Chinese, or Chinese from other countries (Chen et al., 2005).

Analogous to previous research, a recent study in the USA investigated the impact of culture-oriented values on luxury value perception through Acculturation among acculturated Chinese living in the USA and Caucasian Americans (Mo & Wong, 2019a). This study identified that American and Chinese culture-oriented values influence luxury value perception among Chinese living in the USA. In the case of integration into mainstream culture, Chinese living in the USA also show more substantial conformity (fitting in) and self-improvement (standing out) motives in luxury value perception (Mo & Wong, 2019a). However, in the study by Mo and Wong (2019a) the intention of luxury brand purchase was not investigated. Table 4

summarises the study that examined the relationship between Acculturation, immigrant consumer behaviour and shows that very limited studies have investigated the relationship between immigrant consumers and their LBPI.

Table 4: Summary of studies focusing on acculturation, immigrant consumer behaviour and luxury brand

Author	Countries examined	Focus of study	Gaps with the current study
Souiden and Ladhari (2011a)	Canada	Acculturation Model and immigrants' consumer behaviour	The study identifies which acculturation model West African immigrants in Canada comply with and relationship of these models of acculturation to consumers' complaining behaviour. However, the study has not examined immigrants' luxury brand consumption behaviour.
Watchravesringkan (2011)	USA	Acculturation level and immigrants' consumer behaviour towards the USA made products	The study determines how Asian immigrants' acculturation levels influence their ethnocentrism and their purchase intentions towards the USA made products. It did not focus on luxury brand.
Vijaygopal and Dibb (2012)	UK	Acculturation and immigrant consumers' brand preference	The study finds the relationship between consumer acculturation on the brand preferences of British Indian consumers. Nevertheless, the study did not measure luxury brand preference.
Segev et al. (2014)	USA and Israel	Acculturation and immigrant consumers' brand loyalty	The study examines whether acculturation affects the immigrant consumers' loyalty towards ethnic brands or mainstream brands and ethnic store or mainstream stores. Luxury brand and immigrants' consumption has not been measured here.

Segev (2014)	USA	Acculturation and immigrant consumers' decision-making styles	This study investigates the acculturation effect on ethnic consumers' decision-making styles (CDMS) and asserts that the degree of acculturation is demonstrated in their shopping approaches. It did not focus on luxury brands.
A. P. Cui, Fitzgerald, and Donovan (2014b)	USA and China	Acculturation and immigrant consumers' domestic and imported product purchase.	To evaluate how acculturation level impact on domestic and imported product purchase. However, the products measured here was not luxury products.
J. W. Jun et al. (2014)	USA	Acculturation and immigrant s' consumption of ethnic products	This study investigates the acculturation impact on Korean U.S. residents' consumption of ethnically associated products that assorted in usage between utilitarian and hedonic purposes. But the study did not measure luxury products.
Rizwan, Hassan, and Kalsoom (2017b)	UK	Acculturation and immigrant consumers' brand choice	the influence of acculturation on the brand choice of the South Asian immigrants in the UK. The brands examined here was not luxury brands.
Shoham et al. (2017)	USA	Acculturation and immigrant consumers' identification and disidentification	The study examines identification and disidentification with the host nation is associated with acculturation. However, the study has not examined immigrants' luxury brand consumption behaviour.
Dey et al. (2019a)	UK	Acculturation and cosmopolitanism	To explore immigrants' cosmopolitanism and acculturation strategies. It did not focus on luxury brand.
Chen et al. (2005)	Canada	Acculturation and conspicuous consumption	The study identifies acculturation has influence on Chinese immigrants' conspicuous consumption. However, the study has not examined LBPI.
Mo and Wong (2019b)	USA and China	Luxury value perception among immigrant and mainland consumer.	The findings suggest that luxury value perception of Chinese living in the USA is jointly influenced by both

			American and Chinese culture-oriented values. But it did not focus on LBPI.

1.4.6 PURCHASE INTENTIONS AND LUXURY BRANDS

Purchase intention (PI) suggests one's commitment to self to buy a product when an individual makes the next trip to the market (Chetioui, Benlafqih, & Lebdaoui, 2020; Fandos & Flavian, 2006; Tariq, Nawaz, Nawaz, & Butt, 2013). PI has a significant value as the company's desire to increase the specific product's sales to maximise its profit level. It provides the impression about the retention of the consumer. The data on PI helps marketing managers make decisions about the demand for new and existing products, market segmentation, and promotional strategies (Tariq et al., 2013; Tsiotsou, 2006). Consumer purchase intention measures the possibility that they could buy a product and a higher level of PI depicts a consumer's compliance with buying a product (Schiffman & Kanuk, 2013). It is the likelihood that consumers select a particular brand of a product category in a specific purchasing situation (Crosno, Freling, & Skinner, 2009).

Purchase intentions (PI) are one of the critical ideas studied in the marketing literature. PI comprises consumers' thoughts, feelings, external factors and experiences that they contemplated before making any purchase. Consumers' purchase intention expresses and illustrates their behaviour and the course of making judgements about their purchasing process (Fishbein & Ajzen, 1977; Sari & Kusuma, 2014).

Numerous studies have investigated consumer luxury brand PI in different country contexts (Amatulli & Guido, 2011; Bian & Forsythe, 2012; Eng & Bogaert, 2010; Hung et al., 2011; Kamal, Chu, & Pedram, 2013; Nwankwo, Hamelin, & Khaled, 2014). However, very few studies have focused on immigrant consumer luxury PI. Considering luxury brand perception constituted by conspicuous, unique, social, hedonic, and quality values require careful maintenance and repeated observation to prevent losses due to its alternating trend. A previous study (Hung et al., 2011) highlights that brands often have clearly defined personalities or images, meaning consumer interest will be higher if the luxury brand value is higher. This could lead them to higher PI and consideration to buy the luxury product. A previous

study found that cultural pride, cultural elements authenticity (CEA) and cultural compatibility positively influence the PIs toward global brands with Chinese elements among Chinese immigrants in the USA (Laroche, Li, Richard, & Shao, 2020). Another study revealed that a high western acculturation, consumer cosmopolitan and positive attitude towards western apparel brands affect immigrants PI (Chakraborty & Sadachar, 2020). A limited number of studies on immigrant luxury brand PI have been conducted mainly in the USA. However, much less is known about how Indian subcontinent immigrants luxury PI in Australia. To understand the main factors that comprise specific market perspectives toward luxury brands, marketers could make a proficient attempt to achieve PI and meet their customers' requirements based on those attributes (Sari & Kusuma, 2014).

This study shows how immigrant consumers' ethnic identity (EID) and acculturation drive them to increase or decrease their luxury brand purchase intention (PI) in the host country. This research also reveals the crucial factors essential to understanding consumer purchase intention. Further, this study categorises aspects that significantly affect immigrant consumers' purchase intention. Because of the competition and business challenges, it is necessary to determine the particular features consumers require. This helps marketers concentrate on the product features that are significantly and positively related to the consumer's purchase intention.

1.5 RESEARCH GAPS

This current research is due to insufficiency on how ethnic identity (EID) and acculturation impact luxury brand purchase among Indian sub-continent born immigrants in Australia. Research conducted in the USA and Canada on immigrant's luxury consumption is based on their major ethnic groups (i.e., Hispanic, Taiwanese), context-based and strongly influenced by the North American and Canadian environment where the study was conducted. Therefore, findings on immigrants' consumer behaviour in the USA cannot be directly applied to Australian immigrants, as culture significantly influences consumer behaviour (Tekin et al., 2016). More research is needed in Australia to understand better how immigrant consumers' EID and acculturation interact with Australian culture and how that impacts individual consumer behaviour, particularly for luxury brands.

Considering the consumer behaviour of ethnic minority groups, previous studies from the USA mainly concentrated on the three large but not solely ethnic minority groups from North America, including Latin- Americans, African Americans, and Jewish-Americans (Costa & Bamossy, 1995; Green, 1999; G. Pires & Stanton, 2014; Stanton & Pieres, 2005; Stayman & Deshpande, 1989). Because of the increasing number of Indian sub-continent people migrating to the Western world, particularly in the 1980s, scholars began researching these ethnic minority groups in Western countries. Comparatively, very few studies are available on ethnic identity and acculturation or its effect on Australia's ethnic groups' consumer behaviour. Only a few studies have contributed to ethnic consumer behaviour in Australian stance (G. Pires & Stanton, 2014; Quester et al., 2001; Schiffman et al., 2009; Stanton & Pieres, 2005). However, an insufficiently detailed understanding of Indian sub-continent born immigrants' level of ethnic identity and acculturation and its influence on this ethnic minority's consumer behaviour, precisely their luxury brand purchase intention (LBPI), is observed.

Further, immigration policies differ across countries, so consumer behaviour also differs (Askegaard & Özçaglar-Toulouse, 2011; Segev et al., 2014). Approximately two-thirds of immigrants were accepted to Australia on skill criteria, and Australia endeavours to recruit people during their peak working ages (Walsh, 2008). On the contrary, about two-thirds of immigrants in the USA are family-sponsored, without regard to skills or age (Wasem, 2012). To achieve U.S. citizenship, English proficiency is a requirement but is not an apparent criterion of admission; however, Australia emphasises a minimum English competency as a condition for entry to facilitate market integration (Choi, Tienda, Cobb-Clark, & Sinning, 2012). These differences reflect a distinct picture of the demography of migrants in Australia. Therefore, more research is needed better to understand the behaviour of immigrant consumers in Australian culture.

EID is the salient feature of individuals' self-identity and ethnic group identity. These two features consequently influence ethnic consumer behaviour. Studies have shown that the behaviour of an ethnic consumer differs from that of mainstream culture. Hence, it is necessary to realise these distinct ethnic purchase behaviours to successfully conduct business in a multicultural society (Nwankwo & Lindridge, 1998; G. Pires & Stanton, 2014; Quester et al., 2001; Schiffman et al., 2009; Stanton

& Pieres, 2005). Moreover, because of a progressively multicultural society and the increasing size and purchasing power, the Australian ethnic consumer market has turned into a thriving market (Huang, Oppewal, & Mavondo, 2013).

Due to the absolute paucity of comprehensive research on ethnic identity (EID) and acculturation by marketers, the primary aim of this study is to reveal how these two factors influence the ethnic consumers' luxury purchase behaviour within the Australian context. Ethnic marketing policy has been developed in the international research field over the years; however, very little research is available in the Australian setting (Doran, 1994; Hirschman, 1981; Laroche et al., 1997; G. Pires & Stanton, 2014; G. Pires, Stanton, & Cheek, 2003; Guilherme D. Pires, 1999; Guilherme D Pires, Stanton, & Yoo, 2007; Guilherme D Pires & Stanton, 2000; Stanton & Pieres, 2005). In addition, the available ethnic marketing strategies show a scarcity of rigid theoretical bases to elucidate the influence of EID and acculturation on the ethnic minority groups' luxury purchase behaviour.

1.6 RESEARCH OBJECTIVES AND HYPOTHESES

The current thesis provides to the rising discussion and study on EID, acculturation and luxury branding and contributes to the literature as it proceeds a primary perception of immigrants' luxury purchase construct. Specifically, the research project addresses the following fundamental question:

What is the relationship between the degree of ethnic identification and acculturation of the Indian subcontinent immigrants in Australia and their luxury brand purchase intention?

More precisely, this study aimed to identify the immigrant nature of EID and acculturation that direct their luxury purchase behaviour in the host country. To progress the research aim, this study has divided the objectives through two studies into the following hypotheses:
Study 1 identified the level of EID that impacts the LBPI of the immigrants. Further, this research examined the moderating role of sociodemographic factors of the

immigrants (i.e., age, gender, education, family income, length of stay in Australia) in the association between their EID and LBPI.

H1. A high level of ethnic identity (EID) positively influences luxury brand purchase intention (LBPI) among immigrants from the Indian sub-continent in Australia.

H2. Sociodemographic factors moderate the relationship between EID and LBPI among Indian sub-continent born immigrants' in Australia:

H2a. Age moderates the relationship between EID and LBPI.
H2b. Education moderates the relationship between EID and LBPI.
H2c. Family income moderates the relationship between EID and LBPI.
H2d. Gender moderates the relationship between EID and LBPI.
H2e. Length of stay in the host country (Australia) moderates the relationship between EID and LBPI.

Study 2 related to the immigrants' luxury purchase behaviour considering their level of acculturation into the host country. This study used all three dimensions of acculturation (i.e., language, behaviour, identity) combinedly and individually. The study also examined the immigrant demographic relationship to their luxury purchase intention (LBPI). Furthermore, the moderating role of the immigrants' sociodemographic factors was evaluated in the association between immigrants' acculturation level and their LBPI in the host country.

H1. The lower the level of acculturation of immigrants in the host country (Australia), the higher the LBPI.
H2. A low level of host language (English) acculturation may positively influence immigrants' LBPI in the host country (Australia).
H3. A Low level of acculturation to the host country's behaviour (Australia) positively influences immigrants' LBPI in the host country (Australia).
H4. A Low level of acculturation with the host country (Australian) identity positively influences immigrants' LBPI in the host country (Australia).
H5. Immigrants' higher level of education increases LBPI in the host country.
H6. Higher income significantly increases immigrants' LBPI in the host country.

H7. Younger immigrants show higher LBPI in the host country.

H8. Immigrants' age, education and income moderate the relationship between acculturation and LBPI in a host country.

1.7 RESEARCH PARADIGM AND DESIGN

The identified research problem was an approach of the positivist paradigm. The positivist paradigm is based on a ground which defines research methods as the scientific method of investigation (Kivunja & Kuyini, 2017). It provides cause and effect relationships in nature and explains observations of measurable entities or facts (Fadhel, 2002). The positivist paradigm deals with naive realism ontology and objectivist epistemology (Kivunja & Kuyini, 2017). Ontology makes to believe something is real (Scotland, 2012), and epistemology describes knowing the reality (Kivunja & Kuyini, 2017). The current research problem was guided by the principles of the positivist paradigm, underpinned by ontological assumptions focussing on realism, meaning reality is objective and singular, apart from the researcher (Sukamolson, 2007). From this ontological position, the researcher accepted a relationship between the degree of ethnic identification and acculturation of immigrants to Australia and their luxury brand purchase intention (Kivunja & Kuyini, 2017). The researcher used objective research methods to reveal that truth. This means that the researcher was separated from the study as much as possible and applied the methods that minimise the researcher's involvement in the study and maximise the objectivity (Sukamolson, 2007). In terms of objective epistemology, knowledge gained through reason or investigation becomes more objective in understanding the world around us (Fadhel, 2002). Under this epistemological position, the knowledge of the current research problem was gained through research examination (Kivunja & Kuyini, 2017).

The Positivist paradigm is based on testing hypotheses, generating operational definitions as well as mathematical calculations, equations and expressions to obtain conclusions (Kivunja & Kuyini, 2017). It explains and makes predictions based on measurable outcomes. These outcomes are underpinned by assumptions such as determinism, empiricism, and generalizability (Cohen, Manion, & Morrison, 2007). Determinism describes a phenomenon through a cause and effect relationship, where

the researcher predicts and controls an explanatory factor to observe any potential impact on the dependent factor. In terms of the proposed research question, the researcher predicts- 'the level of ethnic identity and 'the level of acculturation' of Australian immigrants as explanatory factors and assumes that it has some potential impacts on -' luxury brands purchase intention' as a dependent factor (Kivunja & Kuyini, 2017). Therefore, the identified research question is undergirded by assumptions of determinism and aligns with the philosophy of the positivist paradigm.

In the positivist paradigm, the experimental methodology element means whether manipulation of one variable cause any impact on another variable. Here, the former variable is the explanatory variable, and the latter is a dependent variable (Kivunja & Kuyini, 2017). As quantitative methodology measures relationships among variables, the positivist paradigm relies on a quantitative methodology. The positivist paradigm relies on deductive logic, mathematical calculations, and extrapolations to predict a measurable outcome. Moreover, positivist researchers can generalise the particular phenomenon they observe in the study by inductive inferences. Therefore, this paradigm advocates quantitative research methods as the foundation for researchers. They can provide a detailed description of the parameters and coefficients in the data obtained, analysed and interpreted to understand relationships lodged in the data analysed (Kivunja & Kuyini, 2017).

Accordingly, the above research problem was approached through a quantitative research methodology. A quantitative study identifies a research problem that explains the relationship among variables by applying multiple numerical procedures to build objectivity into the study (Creswell, 2014). It explains how one variable affects another or the relationships among variables (Creswell, 2014). In the research mentioned above question, 'the level of ethnic identity; 'the level of acculturation' are explanatory or independent variables that cause an impact on the dependent variable' luxury brands purchase intention' (Kivunja & Kuyini, 2017). Further, quantitative research measures attitude, behaviour and opinions of people and hence, the above research question justifies this method by determining the Australian immigrants' brand purchase behaviour (Sukamolson, 2007). Lastly, more exploratory verbs that are more nondirectional such as 'relate', 'influence' or 'impact', suggest quantitative

research (J. W. Creswell, 2009). Therefore, the proposed research question would be suitable and justifiable to be examined through the quantitative methodology.

The current research conducted an online data collection method. Data collection through traditional approaches such as face-to-face, telephone or postal surveys can be time-consuming and costly (Regmi, Waithaka, Paudyal, Simkhada, & Van Teijlingen, 2016). Conversely, internet or e-based technologies such as online platforms and email are emerging data collection techniques and relatively cost-effective alternatives for surveys. These are effective and feasible on sensitive issues or with samples which are generally hard to reach, such as migrants (Regmi et al., 2016). Furthermore, research has been conducted successfully on Australian migrants using online platforms (Arli, Kim, Rundle-Thiele, & Tkaczynski, 2019; Huang et al., 2013). Online surveys offer some advantages, such as respondents taking part in the survey procedures at their convenience, taking as much time as they need, or completing the whole process in multiple sessions (Regmi et al., 2016). Online survey platforms offer the advantages of convenient and reliable data management and protection against the loss of data and facilitate data transfer into a database (Regmi et al., 2016). Therefore, online surveys are chosen for this study, considering the ethnic sample and the advantages. However, online surveys have some disadvantages as well. Due to less accountability and the absence of a trained interviewer, there are high chances of getting inaccurate information. The survey questionnaire was made clear and easy to read by the participants to alleviate this issue.

A sample is a group from which information is obtained, and sampling is the process of selecting a sample from a population so that the individuals are representative of the larger group from which they were selected (Fraenkel, Wallen, & Hyun, 1993). The current study sample was the immigrants in Australia, mainly migrants born in the Indian subcontinent and above 18 years of age. To determine the appropriate sample size, the best procedure is to use sample size formulae such as sampling error formulas for the survey (Creswell & Clark, 2018). The Australian Bureau of Statistics reported that in 2019, 1,021,628 people born in the Indian subcontinent- were residing in Australia (ABS, 2019). Hence, it was anticipated that a sample size of 400 would be appropriate for this proposed study. This sample size had been determined after considering the possibility of refusals, losses and missing data, and the need for

adjustments for confounding factors, as suggested by (Martínez-Mesa, González-Chica, Bastos, Bonamigo, & Duquia, 2014).

Purposive sampling, which refers to a nonprobability sampling method (Black, 2009), was chosen for this current research for the selection of an appropriate social media group (e.g., Indians in Brisbane, Bengali community in Gold Coast, Australia) to distribute the survey by sending the URL link of the questionnaire. The data collection process consisted of five steps: 1) collection of participant information; 2) pilot study; 3) initial invitation stage; 4) distribution of questionnaires; and 5) final invitation stage. Step 1 consists of collecting participant information, such as the contact details of the admin (who operates the online forum and group) from selected Facebook groups or forums (admin contact details are available on every online group page), sending a referral letter to the administration and obtaining approval from the administration of the online group or forum. Step 2 consists of a pilot study conducted prior to the main survey. A pilot study is a small-scale study conducted before performing the actual study to reveal any insufficiencies in the research plan (Fraenkel et al., 1993). In order to check the feasibility and functionality of the online survey tools and procedures, 25 immigrant participants were recruited online as described above and performed the study through the online platform. Social media applications (Facebook, Messenger and WhatsApp) were used to contact the targeted participants, and Emails were sent to invite the participants to the pilot study. Participants were asked to provide any feedback or comments on the survey via email or Messenger. Based on their feedback, the questionnaire was revised. The survey was administered in English only. Participation was anonymous and voluntary, and the return of a completed questionnaire implied consent. Step 3 contains the initial invitation stage by offering appropriate incentives (e.g., an online gift voucher). In this stage, the purpose of the research and incentive details was posted on the online group or forum. It also included their willingness to participate in this study and their email address to cluster immigrants. Step 4 consists of the distribution of the questionnaires to the participants. In this stage, the full survey questionnaire link was sent to the targeted participants through email clustered in the second stage. The participants were invited to this online survey via Facebook, Messenger, and WhatsApp. The weblink was shared via email to reach out to broader participants. The link was also shared personally to the contact list of the primary investigator via Messenger and Email.

Step 5 consists of the final invitation stage. During this stage, the invitation to participants was posted again on several Facebook groups as a reminder. Sampling also relied on the snowball technique, where initial subjects generate additional subjects through referrals (Hauck & Stanforth, 2007). Participants were also encouraged to forward the online survey link to invite their Indian subcontinent born friends, family, and colleagues to participate in this study.

A rigorous quantitative study achieves its aims through validity and reliability. Validity refers to the extent to which an idea is accurately measured, and reliability means the accuracy of the instrument. Although the exact calculation of reliability is not possible, reliability can be estimated through different measures such as internal consistency, stability, and equivalence (Heale & Twycross, 2015) Therefore, to improve the reliability and validity as much as possible of this current study, questionnaires were designed by using valid instruments that had been successfully utilised in previous studies. In contrast, a pilot study was conducted to check the feasibility and functionality of these instruments. The internal consistency has been checked during the data analysis process (Van Gelder, Bretveld, & Roeleveld, 2010).

1.8 CONCEPTUAL FRAMEWORK OF THE THESIS

The conceptual framework of the thesis illustrates (Figure 3, page 53) the proposed hypotheses that have investigated the direct or indirect associations between ethnic consumers' identity, acculturation, demographic factors and their luxury purchase intention outcomes. These factors have some primary connections with immigrants' luxury purchase behaviour which directly impacts the luxury markets of a host country. By understanding these factors, marketers can develop appropriate marketing strategies which will eventually help ethnic consumers settle in the host country. As discussed above, ethnic identity and acculturation play a significant role in an immigrant's life. These factors vastly impact ethnic consumers' behaviour in the host country. The relationships have been examined in the proposed model.

The current study utilised Vigneron and Johnson's (1999) luxury-seeking consumer behaviour theory. As discussed earlier, luxury purchase behaviour is conceptualised into five perceived values and motivations: Veblenian, Snob, Bandwagon, Hedonist

and Perfectionist. Among these motivations, the Veblenian effect describes the buyer's motivation for conspicuous purchase that expresses consumers' status and prestige (Vigneron & Johnson, 1999). A previous study illustrates that status consumption is the motivational process that renders individuals to enhance their social stance through the conspicuous consumption of products representing status for the individual and their surrounding others. The consumption-related status confers social prestige value to their owners through purchasing goods or services regardless of their social class or income level (Eastman, Goldsmith, & Flynn, 1999). Another study also mentions that status consumption is the acquiring social prestige or status from consuming products that the individual and others discern as superior (O'cass & Frost, 2002). Chao and Schor (1998) describe that status consumption as purchases where individuals intend to obtain status brands or products to be publicly or socially visible of these products through their consumption. A study by Shukla (2008) emphasises status consumption as mainly psychological in motivation, which is substantially influenced by the ostentation behaviour of the consumer. Status emerges from the precedent of wealth provided by conspicuous consumption and power that consequence of associated admiration, importance and envy of others (Eastman et al., 1999; Veblen, 1899). The conspicuous consumption of luxury brands delivers the satisfaction of others' reactions by displaying their wealth rather than the product's value (Mason, 1984). This perspective is associated with Packard (1959)'s view of status seekers, where individuals constantly pressurise themselves to adjoin with the visible affirmation of the upper class they are claiming. A study by Fowler, Wesley, and Vazquez (2007) claims that using luxurious brands as a status substitute is mainly pertinent to immigrants. When immigrants arrive in the host country, initially, they lack traditional means of status through income, job title, reference groups or social status. During these circumstances, if immigrants want to maintain a strong ethnic connection to their home culture, they may incline to luxury brands as a substitute to reinforce their self-concept and demonstrate their wealth, status or power in the host country. On the other hand, if immigrants reduce their ethnic identity to the original home culture and incorporate themselves into the host culture, they may not necessarily rely on the substitute means of the product, such as luxurious brands, to convey their status to their home country (Eunjung Kwak & Sojka, 2010). Hence, this study applied the Veblenian motivation theory to examine the degree of immigrant consumers' ethnic attachment towards their intention to purchase luxury brands.

Immigrant consumers' acculturation may also influence them to turn to luxury brand possessions to construct a new identity and improve social standing (Mo & Wong, 2019a). A previous study claims that immigrants may simultaneously adapt to the host culture and maintain their home culture (Mo & Wong, 2019a). When ethnic people undergo acculturation, they desire to adjust to mainstream society (Jean-Noël Kapferer & Bastien, 2012). Also, purchasing and consuming luxury products may be an effective mechanism for newly arrived immigrants to establish themselves in a new world (Eunjung Kwak & Sojka, 2010). This means the self-improvement motive leads immigrant consumers to adjust to the host culture and communicate more with host culture members through luxury brand purchasing (Mo & Wong, 2019a). The "bandwagon" effect can motivate consumers' luxury brand consumption behaviour, as luxury value is reinforced and co-created by complex interactions between social groups or members. Considering the bandwagon effect, people desire to purchase a luxury product to adjust to the people they wish to be connected with or be like one of them (Jean-Noël Kapferer & Bastien, 2012). The bandwagon effect has been defined as the individual's tendency to adopt the majority view even if they possess a different view (Barrera & Ponce, 2021; Kessous & Valette-Florence, 2019; Leibenstein, 1950; Shaikh, Malik, Akram, & Chakrabarti, 2017). Leibenstein (1950) defines the bandwagon effect as the intention of an individual to enter the crowd and be one of them. The previous study has demonstrated that individuals incline toward the dominant notion of their membership groups while developing attitudes (Festinger, 1954). For example, individuals may use a luxury brand during the week to comply with their professional stance; on the other hand, they may use non-luxury brands during the weekend to accommodate social standards. The bandwagon consumption motivates consumers to utilise the perceived self-extended value of luxury brands to promote their self-concept (Vigneron & Johnson, 1999). Thus, luxury brand purchase motives demonstrated through the bandwagon theory may be related to the immigrant consumers' adaptation or acculturation to the host country.

The age of an immigrant may influence the preference for luxury brands. Several studies across different cultures have found that luxury brand preference is higher among status-seeking young people (Park, Rabolt, & Sook Jeon, 2008). It has been found that young people promptly recognise and choose luxury brands compared to older consumers and that brand sensitivity has an inverse relationship with increasing

age (Beaudoin & Lachance, 2006). Irrespective of cultural background, it can be assumed that young people are similar worldwide, and hence, young, affluent immigrants may have a greater propensity to purchase luxury brands.

Previous studies have found that consumers often expend large amounts of their income on luxury brands. Luxuries are brands associated with a premium quality and aesthetically appealing design, are exclusive and are, therefore, rare and expensive (Jean-Noël Kapferer & Bastien, 2012; Tynan, McKechnie, & Chhuon, 2010). A previous study mentions that as per the economic theory when income increases, demand for luxury brands also increases (Hudders, 2012). Hence, acquiring luxury brands requires more significant possessions such as income and education (Blackwell & Stephan, 2003). As discussed above, ethnic consumers' identity and acculturation depend on their attachment to their home country and their incorporation into the host country. Therefore, this study has examined the immigrant consumers' luxury purchase intention in the light of their various demographic stances and the moderating role of demographic factors between the relationship of predictor variables (i.e., ethnic identity and acculturation) and the outcome variable (luxury brand purchase intention).

1.9 STRUCTURE OF THE THESIS

Chapter one represents the background of the study, the statement of the problem, the gap in the literature, research objectives and hypotheses, the research paradigm and design, and the conceptual framework of the study.

Chapter two consists of research paper one, which looked into the hypotheses under study 1. The title of the cross-sectional study is "Australian Immigrants' ethnic identity and luxury brand purchase intention: Does demography moderate them?". This research paper is submitted to the '*Journal of Business Research'* .

Chapter three incorporates paper two that used hypotheses under study 2. The title of the article is "Immigrants' acculturation and luxury brand purchase intentions: A cross-sectional study in the Australian context". This study is also cross-sectional and is currently submitted to the *'International Journal of Consumer Studies'*.

Chapter four contains the overall conclusion of the study.

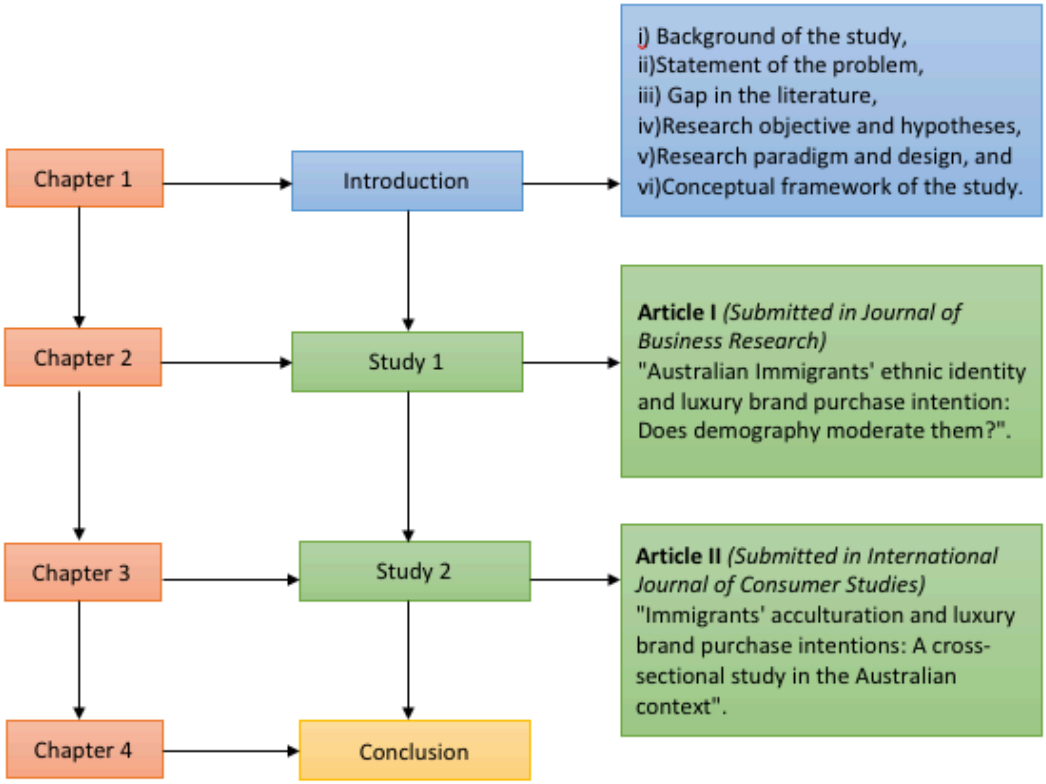

Figure 2: Flow diagram of the thesis structure

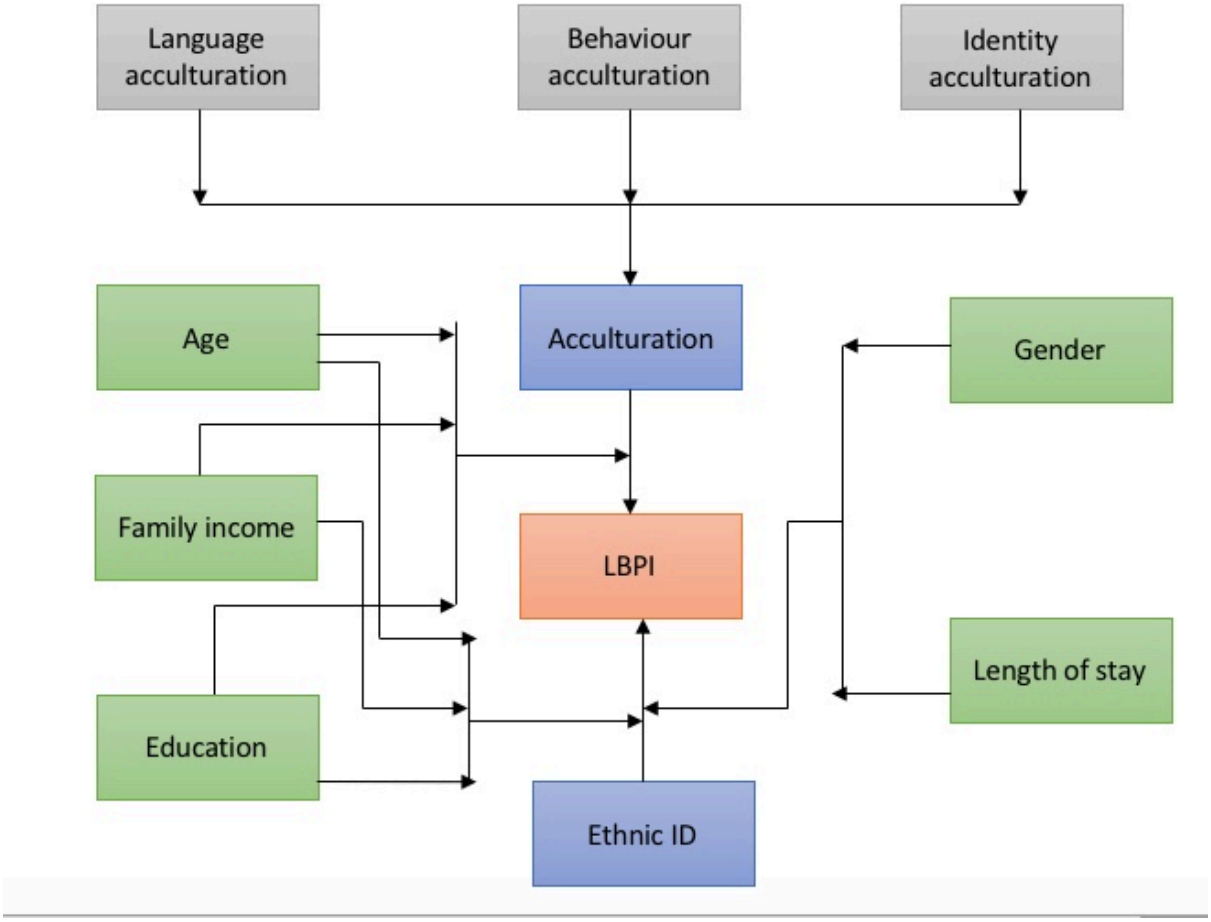

Figure 3: Conceptual framework of the study.

CHAPTER 2 ARTICLE I

CHAPTER 2: INTRODUCTORY NOTE:Relationship between Chapter 1 and Chapter 2

Chapter 1 provided a background of the thesis, along with the research objective and research questions. Chapter 2 addresses a specific gap identified in Chapter 1: that the extent to which Indian subcontinent born immigrants' ethnic identity impacts their luxury brand purchase intention in Australia. The current study also evaluates the ethnic immigrants' demographic stance and its relation to their ethnic identity level in the host country (Australia). To a greater extent, this study investigated the moderating role of sociodemographic factors of the immigrants (i.e., age, gender, education, family income, length of stay in Australia) in association between their ethnic identity and luxury purchase intention. Chapter 2 includes Article 1, which is submitted in the *'Journal of Business Research'*.

Australian Immigrants' ethnic identity and luxury brand purchase intention: Does demography moderate them?

ABSTRACT

This paper aims to examine the influence of ethnic identity on immigrant consumers' luxury brand purchase intention in their host country and investigates the moderating role of demographic variables on this relationship. The current study applied a quantitative online survey of 400 Indian sub-continent born immigrants in Australia. The findings show that a high level of ethnic affiliation is more likely to show higher luxury brand purchase intentions. Immigrants with higher family income, younger age and shorter stay in the host country show more ethnic identity. The study also confirms that immigrants' education, gender and length of stay in the host country moderates the relationship between ethnic identity and luxury brand purchase intention in the host country. This study aims to help practitioners formulate a unified segmentation strategy of purchasing luxury brands based on immigrants' ethnic identity and sociodemographic stance.

Keywords - Ethnic identity, luxury brand, purchase intention, immigrant, consumer behaviour, Australia

1. INTRODUCTION

In the last few decades, various ethnic minority groups have rapidly increased in numbers in the USA, U.K., Australia and Canada because of migration (James, 2017). The immigration process influences the metropolitan areas ethnic profile and recreates the business topography of those places (Askegaard & Özçaglar-Toulouse, 2011; Segev, Ruvio, Shoham, & Velan, 2014). The most independent market proceedings occur between marketers and consumers from different ethnic contexts in these multicultural countries (Jamal, 2003; Segev et al., 2014). Many ethnic populations offer both opportunities and challenges to the marketers of these countries because of their geographical concentration, size and purchasing power. Due to the accelerated international migration, immigrants' purchasing has been a significant area of scientific study in recent years (Wang, 2004). Studies have investigated the distinct characteristics of immigrant consumption, and much observation has been drawn on the relationship between immigrant consumers ethnicity, identity and consumption (Barakat, Gopalakrishna, & Lala, 2014; Ha, Hums, & Greenwell, 2016; Jun, Ham, & Park, 2014; Shoham, Segev, & Gavish, 2017).

In this era of globalisation and translocation, migration has historically shaped society, individual values, consumer behaviour and markets (Guzmán, Paswan, & Fabrize, 2017). Studies reported that immigrants exhibit particular demographic characteristics, beliefs, cultural inheritance, and ethnic identity in their purchasing behaviour (Eunjung Kwak & Sojka, 2010; Fowler, Wesley, & Vazquez, 2007). Immigrants display dissimilar consumer behaviour compared to people in the host country if they come to the host country from a different cultural background and different habits (Kizgin, 2011). Thus, immigration and its co-occurring processes substantially influence consumer behaviours (Segev, 2014).

Migration alters almost every angle of life, and it brings both challenges and greater aspirations to achieve better living standards for the immigrants (Gunasekara, Grant, & Rajendran, 2019). Further, insecure social identity and uncertainty are integral experiences of migrants' life. These unsettled social conditions also affect immigrants' consumption patterns, resulting in a higher level of materialism. Thus, luxury product consumption could be associated with motivations to secure social status, particularly

first-generation immigrants (Mo & Wong, 2019). Past research found that immigrants use high priced branded products to uplift the standard of life. The study reported that when immigrants connect with their ethnic culture, they purchase high priced branded products to convey their social status to the ethnic people (Eunjung Kwak & Sojka, 2010). Previous researchers found that ethnic identity has a substantial impact on the ethnic consumption pattern, and identified ethnic identity positively influences ethnic product consumption: for example, sports products, ethnic food, dress and entertainment (Barakat et al., 2014; Ha et al., 2016; Jun et al., 2014; Shoham et al., 2017).

The above studies examined the relationship between ethnic identity and immigrant consumer behaviour and demonstrated that ethnic identity is essential for immigrants and their consumer behaviour. The studies also mentioned that ethnic identification varies among ethnic groups and individuals vary in their ethnic identity within the same ethnic group and suggest that measuring the ethnic identity strength is necessary (Deshpande, Hoyer, & Donthu, 1986; Eunjung Kwak & Sojka, 2010). Despite the potential for diverse ethnic markets, the economic contribution of immigrants (Chan & Ahmed, 2006), and their expanding potential as luxury consumers, limited studies investigated the influence of ethnic identity on luxury brand purchase intention in the most multicultural nations of the world such as Australia.

The Australian Bureau of Statistics reported that 29% of the Australian population were born overseas, and 7.3 million migrants lived in Australia in 2018 (ABS, 2019). Based on current trends, Australia's projected population will be 38 million by 2050. In the multicultural paradigm with the growth of emerging minority groups, ethnic marketing is not an uncommon fact (James, 2017). Instead, ethnic marketing is quite a familiar business to the marketers in a country such as the USA, where migration has a long history and a larger population size (Chan & Ahmed, 2006). If ethnic marketing is executed well, it demonstrates cultural respect to diverse groups by conveying that an organisation is sincerely interested in their business, leading to greater profitability (Chan & Ahmed, 2006). Australia is one of the most multicultural nations globally (Gunasekara et al., 2019). This multicultural Australian population favours studying immigrant consumer behaviour that will help to understand the ethnic consumers home culture association in their purchasing behaviours as it is an

essential concept for practitioner's business, means by which marketers can use the strength of ethnicity, ethnic income, and age effectively to target immigrant consumers (James, 2017). Considering this sizable portion of the immigrant population and their economic contribution, marketing professionals need to understand the immigrant consumers' luxury brand consumption to upraise the luxury brand market in Australia (Rizwan, Hassan, & Kalsoom, 2017).

This proposed research examines immigrant groups from the Indian sub-continent in Australia. In 2019, overseas-born Australian residents were 7,529,570 (ABS, 2019). More than one million Indian-subcontinent born people are Australian residents (ABS, 2019). Indian subcontinent people are from a collectivist culture, non-English speaking background, maintaining multigenerational households, strong ethno-cultural values towards the relationship, higher respect for religious faith and ethnic customs (Gunasekara et al., 2019). Further, Indian subcontinent born people are younger (ABS, 2019), mostly skilled migrants (Gunasekara et al., 2019), and they have higher personal median income compared to the other largest migrant groups (ABS, 2019). Moreover, the gravity of obtaining social acknowledgement in a collectivist society perhaps turns consumers into the most image-conscious consumer in the world (Chen, Aung, Zhou, & Kanetkar, 2005; Schutte & Ciarlante, 1998). A previous study also mentions that luxury involves socio-psychological benefits (Wiedmann, Hennigs, & Siebels, 2009), higher cost, and requires more money to acquire (Shukla, 2012). Hence, the study of the Indian subcontinent is worth investigating. Given their strong presentation and distinct traits, it is essential to understand their luxury brand purchase intentions and the influencing features.

This study examines the relationship of Indian subcontinent immigrants' various demographic variables, level of ethnic identity to their luxury brand purchasing intention in Australia. This research applied the "Veblenian" theory to investigate immigrant decision-making. The study conducted an online survey among 400 first-generation immigrants in Australia. This study aims to contribute to the theory of ethnic identity, luxury branding and consumer behaviour. This study aims to help marketers formulate a unified segmentation strategy of purchasing luxury brands based on immigrants' ethnic affiliation and sociodemographic stance.

2. LITERATURE REVIEW

2.1 ETHNIC DENTITY

Regardless of the situation, when immigrants leave their home country, they preserve a 'sense of home'. Hence, after migrating to a new country, immigrants may want to remain attached to people of their ethnicity (Guzmán et al., 2017). How immigrants of an ethnic group connect with their ethnic group, including their larger society, determines their ethnic identity (Diaz & Bui, 2017). Ethnic identity is the concept of retention of one's culture of origin that manifests through attitudes, values or behaviours typical in the original culture (Laroche, Kim, & Tomiuk, 1999; Segev, 2014).

Scholars define ethnic identity as multidimensional, flexible and transitional (Laroche et al., 1999; Phinney, 1990) associated with an individual's ethnic origin and ethnicity (Laroche, Pons, & Richard, 2009; Laroche, Pons, & Turmel, 2002). Ethnic identity contemplates individuals' awareness, sense of belonging and identification with the ethnic origin (Laroche et al., 2009), including how strongly the individual affiliated towards their ethnic group (Pires, 1999; Tian & Tian, 2011; Tiwsakul & Hackley, 2012). In many times, some ethnic minority individuals retain their original culture that signifies ethnic identity is the loss or maintenance of one's cultural values and heritage (Laroche et al., 1999).

Phinney's (1990) comprehensive review of research on ethnic identity defines it as a constituent of the social identity which acquires from individuals cognition of the belonging of a social group or groups in conjunction with value and emotional attachment to that belonging. Individuals social identity is associated with their sense of belonging to the social group and self-respect and, consequently, develop an individual's identity (Aaker, Brumbaugh, & Grier, 2000; Kinket & Verkuyten, 1997).

2.2 ETHNIC IDENTITY AND CONSUMER BEHAVIOUR

Identity substantially impacts consumer behaviour. An individual's unity with a group suggests the extent to which that group forms the individual's perceptions and

behaviour. Ethnic identity is individual and multidimensional with language and ethnic attachment. Ethnic identity also reflects the attachment to culturally contemplated values and behaviours associated with ethnic customs, language, and using ethnic media. Ethnic connection varies among different group members. Literature states the extensive role of ethnic identity across many consumer behaviours. Studies also report distinct effects, exhibiting that ethnic identity is more or less remarkable and, thus, strongly or weakly associated with consumer behaviour (Cleveland, Laroche, & Hallab, 2013).

Past research has demonstrated the effect of ethnic identity on consumer attitude and behaviour. For example, Maldonado and Tansuhaj (1999) reported that the extent of an individual's ethnic identity significantly affected how individuals valued their belongings that symbolised new positions. Appiah (2001) reported that ethnic identity could be recognised from attitudes and behaviours compatible with a person's original cultural values. The stronger the immigrant's ethnic identity, the less they valued U.S. possessions. Based on a study of a sample of Italian-Canadians in Montreal, Canada, Laroche et al. (1999) found that ethnic identity had a positive relationship with traditional (or ethnic) food consumption and a negative relationship with the consumption of some convenience goods made in the host country. Xu, Shim, Lotz, and Almeida (2004) also found that the ethnic identity of a sample of young Asian American adults is positively related to their culture-specific consumption behaviour, such as buying food identified with their ethnicity of origin. Chen et al. (2005) found that ethnic identity is positively related to conspicuous consumption in a sample of Chinese consumers in Toronto, Canada.

2.3 LUXURY BRAND

2.3.1 CONCEPTS OF LUXURY

The notion of luxury is relative that can be only defined as what transcends the necessity to gratify our fundamental needs (Berry, 1994). Premium prices, individuality, identity and status specify luxury brands which are incorporated to render them worthwhile for purposes other than function (Bruce, Moore, & Birtwistle, 2004; Moore, Bruce, & Birtwistle, 2015; Tekin, Yiltay, & Ayaz, 2016) such as Luis

Vuitton, Gucci, Longchamp, and Versace (Kastanakis & Balabanis, 2012). As luxury is difficult to define, marketing scholars define luxury by using a multidimensional framework that portrays consumer attitudes toward the perception of luxury (Dubois, Czellar, & Laurent, 2005; Vigneron & Johnson, 1999). Marketing academics use the term 'luxury' in various ways: for example, Vigneron and Johnson (1999) use 'luxury' to describe them as high class of prestige brands, whereas Dubois and Czellar (2002) view 'prestige' as stemming from a solitary accomplishment in the brand and 'luxury' to entirely an idea of self-indulgence (Dubois & Czellar, 2002; "Luxury_fashion_consumption_in_China_Fact," ; Vigneron & Johnson, 1999). Luxury brand researchers perceive that consumers can extract personalised, elusive advantages from these products beyond their utilitarian benefits (Vigneron & Johnson, 1999), while further motivations for purchasing luxury brands include the high quality (Garfein, 1989) and originality of these products (Beverland, 2006).

2.3.2 LUXURY BRAND PURCHASE INTENTION AND MOTIVATION

Purchase intention is the subjective judgment of consumers that is generally reflected after the assessment to purchase products or services (RD Blackwell, Miniard, & Engel, 2006; Dodds, Monroe, & Grewal, 1991; Sari & Kusuma, 2014). This study focuses on luxury brand purchase intention as the intention has vast enormity and mainly impacts a person's activity (Chandon, Morwitz, & Reinartz, 2005; Hung et al., 2011; Sari & Kusuma, 2014). Purchase intention comprises consumers' thoughts, experiences, emotions and external factors that they consider prior to any purchase (Sari & Kusuma, 2014). Consumer purchasing intention is a set of behaviour that starts from their motivation (Soebandhi et al., 2019).

Vigneron and Johnson (1999, 2004) developed the luxury motivation index framework, suggesting that the luxury-seeking consumer's decision-making process can be explained by five main categories that form a semantic network. The authors classified them into two groups and conceptualised five types of perceived value for luxury products (Vigneron & Johnson, 1999, 2004). The first group is interpersonal effects: the Veblen effect for perceived conspicuous value, the snob effect for perceived unique value, and the bandwagon effect for perceived social value. The other group is personal effects, the hedonic effect for perceived emotional value and

the perfectionism effect for perceived quality value. The authors established a motivation framework and pointed out that these five motivations can simultaneously present consumer behaviour (Vigneron & Johnson, 1999).

2.4 ETHNIC IDENTITY AND LUXURY BRANDS

Previous studies conducted on the relationship of ethnic identity and immigrant consumer behaviour in the USA found that ethnic identity positively influences ethnic product consumption: for example, sports products, ethnic food, dress and entertainment (Barakat et al., 2014; Ha et al., 2016; Jun et al., 2014; Shoham et al., 2017). Segev et al. (2014) found that ethnic identity positively related to loyalty to ethnic brands or stores (Segev et al., 2014). The above studies examined the relationship between ethnic identity and immigrant consumer behaviour and demonstrated that ethnic identity is essential for immigrants and their consumer behaviour. However, a previous study in the USA found that the more strongly immigrants identify the connection to their ethnic culture, the more they purchase high-priced branded products (Eunjung Kwak & Sojka, 2010). The study also found that younger and more highly educated immigrants are more likely to purchase high-priced brands. However, this study was conducted on immigrants from Hispanic and Asian (mainly Korean). All of them were females, and most of the participants were not in the higher income bracket. Therefore, it is not applicable for male immigrants, and also, the country of origin was not identified in these two ethnic groups, and thus, it cannot be generalised. The researchers identified no difference between Hispanic and Asian immigrants regarding their high-priced prestige brand preference (Eunjung Kwak & Sojka, 2010). In that case, much uncertainty still exists about the differences between ethnic groups in the luxury brand purchase. To determine the relationship between Chinese identification and conspicuous consumption by ethnic Chinese consumers in Canada, Chen et al. (2005) conducted a survey and identified a strong relationship between them. However, the researchers mainly focused on the rationale of conspicuous consumption and its relationship with acculturation.

The previous studies have not measured immigrant consumers' luxury brand purchase intentions, and the research conducted in the USA and Canada on immigrant's luxury consumption is based on their major ethnic groups (i.e. Hispanic, Taiwanese), context-

based and strongly influenced by the North American and Canadian environment where the study was conducted. Therefore, findings on immigrants' consumer behaviour in the USA cannot be directly applied to Australian immigrants, as culture significantly influences consumer behaviour (Tekin et al., 2016). Further, immigration policies differ across countries, so consumer behaviour differs (Askegaard & Özçaglar-Toulouse, 2011; Segev, 2014). Approximately two-thirds of immigrants were accepted to Australia on a skill basis, and Australia endeavours to take people during their peak working ages (Walsh, 2008). In contrast, about two-thirds of immigrants in the USA are family-sponsored, discounting of skills or age (Wasem, 2012). English proficiency is a requirement but is not a definite admission guideline to achieve U.S citizenship; however, Australia emphasises a minimum English proficiency as a condition of entry to facilitate market integration (Choi, Tienda, Cobb-Clark, & Sinning, 2012). These differences reflect a distinct picture of the demography of migrants in Australia. Therefore, more research is needed better to understand the behaviour of immigrant consumers in Australian culture.

2.5 HYPOTHESES

As mentioned earlier, Vigneron and Johnson (1999) conceptualise five types of perceived values and motivations for purchasing luxury products. Among those motivations, the Veblenian effect describes buyers' motivation for conspicuous purchase that expresses consumers' status and prestige (Vigneron & Johnson, 1999). A study by Fowler et al. (2007) affirms luxury brands consumption as a status substitute is mainly appropriate to immigrants (Fowler et al., 2007). Immigrants may not necessarily rely on the substitute means of the product to establish their status or strengthen their self-concept if they diminish their ethnic identity with the original home culture and incorporate them into the host culture. Whereas, immigrants who arrive in a new culture without any identity, restricted self-concept and initially lack traditional means of status through job title, income or reference groups but maintain a solid ethnic association to their home culture may worship high priced brands for displaying wealth, status, power and, to underpin their self-concept (Eunjung Kwak & Sojka, 2010). Therefore, as suggested by the Veblenian effect, it can be assumed that the higher ethnic attachment of immigrants would drive them to purchase luxury brands. Hence, the following hypothesis can be proposed:

H1. A high level of ethnic identity positively influences luxury brand purchase intention among immigrants from the Indian sub-continent in Australia.

Previous studies reported that individuals' ethnic identity is usually based on their ethnic origin and how they reveal themselves psychologically relative to social systems (Lai, 2012; Phinney & Ong, 2007). Ethnic identity can be distinguished by two aspects - external and internal. Some observable behaviours such as speaking an ethnic language, maintaining ethnic traditions, participating in personal ethnic networks, ethnic organisations and programs supported by ethnic groups are external aspects of ethnic identity, while internal aspects refer to emotions, self-perceived identities and attitudes that people uphold (Isajiw, 1990; Lai, 2012). Thus, ethnic identity varies among different ethnic groups and, even in the same ethnic group, individuals' level of identification varies (Eunjung Kwak & Sojka, 2010). A previous study found more significant similarity between weak Anglos and Hispanic identifiers than between the two strong and weak Hispanic identifier groups in case they preferred ethnically advertised and prestige brands (Deshpande et al., 1986). Studies highlight the necessity of measuring ethnic identity among different ethnic groups to extend the knowledge of ethnic identity to other cultural contexts (Eunjung Kwak & Sojka, 2010; Lara, 2018).

Considering the demographic factors and luxury brand consumption, the age of an immigrant influences the luxury brands preference. A previous study reported that luxury brand preference is higher among status-seeking young people across different cultural contexts (Park, Rabolt, & Sook Jeon, 2008). Young people quickly recognise and adopt luxury brands compared to older consumers, and brand sensitivity is inversely related to increasing age (Beaudoin & Lachance, 2006). Luxuries are brands related to superior quality and aesthetically fascinating design, are exclusive and, therefore, rare and expensive (Kapferer & Bastien, 2012; Tynan, McKechnie, & Chhuon, 2010). Previous studies have found that consumers often spend large amounts of their income on luxury brands. Hudders (2012) mentions that when income increases, demand for luxury brands also increases as per the economic theory. Thus, acquiring luxury brands requires more significant income and education (Roger Blackwell & Stephan, 2003).

On the other hand, ethnic identity is group-specific based on their country of origin, language, ethnic traditions, religion, and crucial for all age groups from younger to the older generations (Lai, 2012). These diversities influence their consumption in the host country (Cleveland et al., 2013). Ethnic identity is an essential phenomenon in ethnic minority groups, particularly immigrants. This self-identification mainly focuses on how ethnic members realise and explicate their ethnicity. For example, some would have a strong sense of devotion to their group, while others may have confusion about their ethnicity. Studies also emphasised that immigrants' degree of ethnic identification regulates their adherence to host country consumption patterns (Eunjung Kwak & Sojka, 2010). The current study examines the relationship between Indian sub-continent born immigrants level of ethnic identity and luxury brand purchase intention. As ethnic identity varies among ethnic groups based on their social stance and the strength of identity impacts their consumption, this study hypotheses the following:

H2. Sociodemographic factors moderate the relationship between ethnic identity and luxury brand purchase intention among Indian sub-continent born immigrants' in Australia:

H2a. Age moderates the relationship between ethnic identity and luxury brand purchase intention.

H2b. Education moderates the relationship between ethnic identity and luxury brand purchase intention.

H2c. Family income moderates the relationship between ethnic identity and luxury brand purchase intention.

H2d. Gender moderates the relationship between ethnic identity and luxury brand purchase intention.

H2e. Length of stay in the host country (Australia) moderates the relationship between ethnic identity and luxury brand purchase intention.

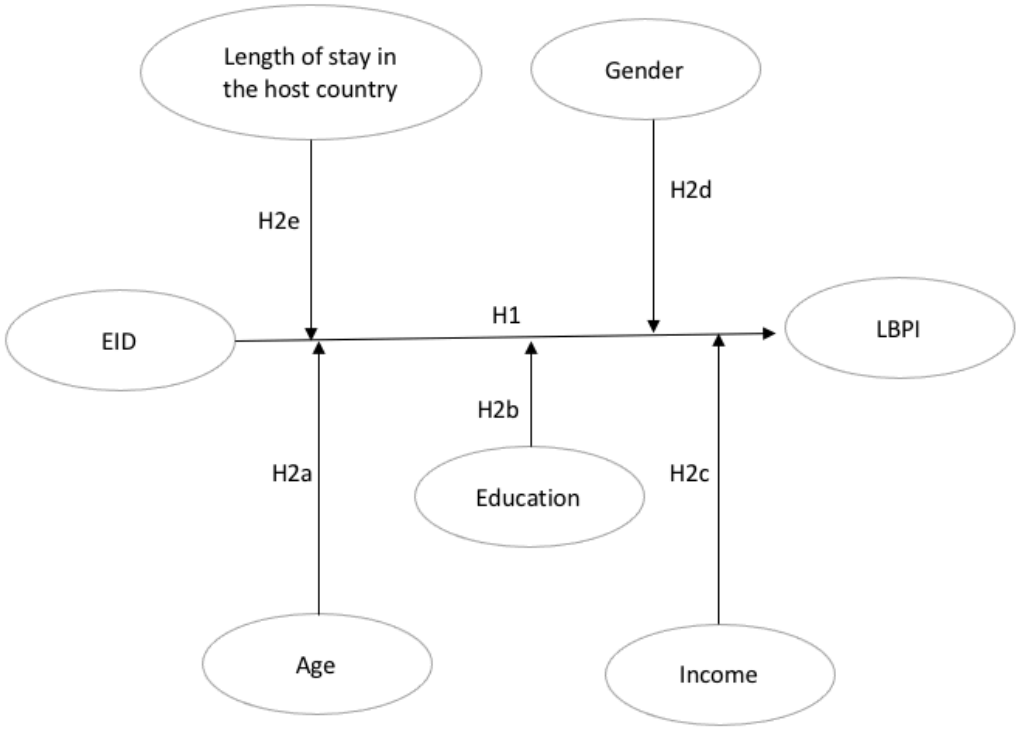

Figure 1: Conceptual Framework of the study.

3. RESEARCH METHOD

This study conducted a pilot study followed by an online survey using Survey Monkey in Australia.

3.1 SAMPLE AND DATA COLLECTION

The sample consisted of 400 first-generation immigrants born in the Indian subcontinent. More than one million Indian-subcontinent-born people are Australian residents (ABS, 2019). Indian subcontinent people are from a collectivist culture, with solid values towards ethno-cultural relationships and traditional customs (Gunasekara et al., 2019). Purposive sampling was used in this study to select the social media groups where Indian sub-continent born immigrants are available. Purposive sampling refers to a nonprobability sampling method (Black, 2009), purposely selecting population elements based on the judgments of the researcher (Malhotra & Dash, 2010). This sampling technique was chosen to select an appropriate social media group

(e.g., Indians in Brisbane, Bengali community in Gold Coast, Australia) to distribute the survey by sending the URL link of the questionnaire. The survey was administered in English only. Participation was anonymous and voluntary, and the return of a completed questionnaire implied consent.

Twenty-five respondents piloted the survey online before the actual data collection to examine content reliability, assess readability, and ensure it provided the required information. The pilot study also evaluated the length of the survey. Social media applications (Facebook, Messenger and WhatsApp) were used to contact the targeted participants, and Emails were sent to invite the participants in the pilot study. Participants were asked to provide any feedback or comments on the survey via Email or Messenger. Based on their feedback, the questionnaire was revised.

The participants were invited for this online survey via Facebook, Messenger, and WhatsApp. The weblink was shared via email to reach out to broader participants. The link was also shared personally to the contact list of the primary investigator via Messenger and Email. The invitation was posted again on several Facebook groups for the reminder. Sampling also relied on the snowball technique, where initial subjects generate additional subjects through referrals (Hauck & Stanforth, 2007). Participants were also encouraged to forward the online survey link to invite friends, family, and colleagues to participate in this study. The Human Research Ethics Committee, University of Southern Queensland, Australia, processed an ethical review for this study (Ref: USQ/HREC/ H20REA187).

3.2 MEASURES

ETHNIC IDENTITY

Ethnic identity is usually measured with Multi-group Ethnic Identity Measure (MEIM) Questionnaire, a twenty-item questionnaire assessing ethnic identity common across groups (Phinney, 1992). The reliability and validity of MEIM have shown good acceptability and are used to assess ethnic identity across multiple ethnic groups (Phinney, 1992). Furthermore, to a total Ethnic Identity score, the MEIM accommodates three subscale scores: affirmation and belonging, ethnic behaviours

and ethnic identity achievement (Phinney, 1992). A composite questionnaire with validated scales will be used to collect data. To measure ethnic identity, the Multi-group Ethnic Identity Measure (MEIM) scale with twenty items questionnaires will be used on a 5-point Likert scale (1. Strongly disagree to 5. Strongly agree) (Phinney, 1992).

PURCHASE INTENTION

Purchase intention was measured by three items scale adapted from (Hung et al., 2011). The wordings of the measures were slightly modified to be appropriate for this study. Examples of items include 'I'm likely to purchase Luxury Brand product'. A seven-point Likert scale response format that ranged from 1 (Strongly disagree) to 7 (Strongly agree) was used rather than the original 1 to 5 response scale formats. The response format was changed to allow for more variability in the range of responses. Purchase intention scale reliability was .97. Table I highlights the demographic characteristics of the participants.

Table I: Demographic characteristics of participants

Characteristics	n	Percent (%)
Age		
18 - 24 years	4	1
25 - 34 years	102	25.4
35 - 44 years	164	40.9
45 - 54 years	92	22.9
55 - 64 years	35	8.7
65 years and over	4	1
Country of birthplace		
India	104	25.9
Bangladesh	224	55.9
Pakistan	42	10.5
Nepal	20	5
Sri Lanka	11	2.7
Gender		
Female	208	51.9
Male	193	48.1
Length of stay in Australia		
1 year to 5 years	77	19.2
5 years to 10 years	137	34.2
More than 10 years	187	46.6
Education		
High School	14	3.5
Undergraduate	185	46.1

Postgraduate	163	40.6
Doctoral Degree	39	9.7
Family Income		
Under $15,000	7	1.7
$15,000 - $24,999	3	0.7
$30,000 - $49,999	8	2
$50,000 - $74,999	71	17.7
$75,000 - $99,999	88	21.9
$100,000 - $150,000	123	30.7
Over $150,000	101	25.2

4. RESULT

Logistic regression was performed to ascertain the effects of ethnic identity on the likelihood that participants could purchase luxury brands. The logistic regression model was statistically significant, $\chi2(1) = 85.366$, $p < .001$. The model explained 30.3% (Nagelkerke R2) of the variance and correctly classified 88.0% of cases. The result indicated the immigrant's ethnic identity positively related to (B = .208, p <.001) their luxury brand purchase intention and H1 was supported.

This study tested the moderating effect of demography such as age, gender, education and family income and length of stay in Australia in the relationship between ethnic identity and luxury brand purchase intention. The study used Process V3.3 by Andrew F. Hayes to check the moderation effect. Table II shows, the direct effect of ethnic identity on luxury brand purchase intention is positive and significant (B= .299, p <.001), indicating that persons scoring higher on ethnic identity are more likely to express an intention to luxury purchase than those scoring lower on measure. The direct effect of age is negative and significant (B=-1.06, p<.001). The interaction between ethnic identity and age is positive but not statistically significant.

On the other hand, table II results also show that the interaction between ethnic identity and education is positive and statistically significant (B = .087, p = .49). Similarly, gender and length of stay show positive and significant results when interacting with ethnic identity. However, no moderating role of family income was found between ethnic identity and luxury brand purchase motivation.

Table II: Testing moderation effects of sociodemographic variables on the relationship between EID and LBPI using PROCESS macro bootstrapping

Model	R^2	B	S.E.	*t*	*p*
Ethnic identity	.355	.268	.039	6.834	.000
Age		-1.328	.267	-4.976	.000
Ethnic identity X Age		.0483	.030	1.596	.111
Ethnic identity	.359	.271	.035	7.62	.000
Education		-1.289	.288	-4.47	.000
Ethnic identity X Education		.099	.042	2.341	.019*
Ethnic identity	.352	.301	.033	9.11	.000
Family income		.616	.159	3.86	.000
Ethnic identity X Family income		.020	.020	1.02	.304
Ethnic identity	.356	.101	.110	.919	.358
Gender		.959	.398	2.406	.016
Ethnic identity X Gender		.124	.065	1.920	.026*
Ethnic identity	.371	.219	.040	5.473	.000
Length of stay in Australia		.057	.332	.174	.861
Ethnic identity X Length of stay in Australia		.201	.055	3.60	.000***

p <.05*, p <.001***

5. DISCUSSION

The present study examined immigrant consumers' relation of ethnic identity on luxury brand purchase intention and identified the impact of the demographic factors on this relationship. This finding is essential to understand immigrant consumers' luxury purchase behaviour concerning their different levels of ethnic identity on various sociodemographic stances.

This study identifies that immigrants with a high level of ethnic affiliation are more likely to show higher luxury brand purchase intentions. The current study confirms and extends the work of Eunjung Kwak and Sojka (2010), who conducted a study in the USA and concluded that Hispanics and Asians who had higher ethnic identity preferred high priced prestige brands.

Considering the moderating effect of demographic factors associated with ethnic identity and luxury brand purchase intentions, this study shows that education moderates the relationship between ethnic identity and luxury brand purchase intention. The previous study found that ethnic identity increases with higher education achievement (Lai, 2012), and products such as luxury brands require resources - education and income as these are costly to purchase (Eunjung Kwak & Sojka, 2010). The current study identifies that education has a moderating impact, showing that as education decreased, the strength of ethnic identity and luxury brand purchase intention increased (Figure 2). This can be explained by the fact that migrants who have less academic qualifications are more aware of displaying their settlement in the host country to their ethnic people, and that in turn incline them to luxury possession. As most of the participants in this study were university graduates, probably an in-depth understanding through qualitative study would be helpful to verify this plausible reason.

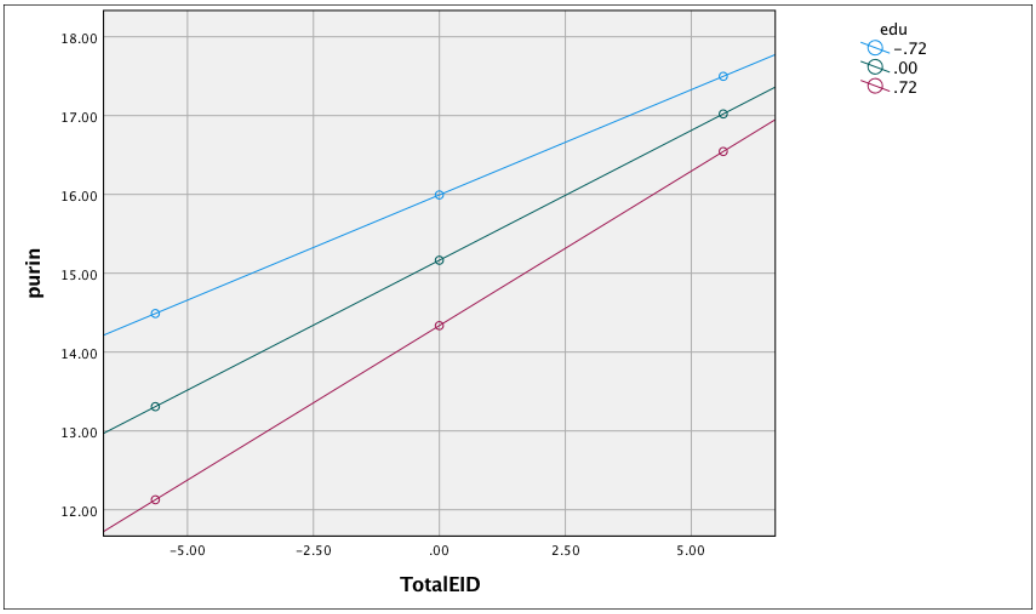

Figure 2: Simple Slopes for the Moderation Effect of Education (*Note: EID - ethnic identity, edu - education, purin - purchase intention*)

As shown in Figure 3, the regression line between ethnic identity and luxury brand purchase intention becomes flattered as the length of stay in Australia decreases from high to low. It is stated earlier that migrants who have a shorter stay in the host country tend to connect their ethnic people more (Lai, 2012). This connection endorses the newly migrated immigrant's luxury brand acquisition. Though a previous study found no significant influence of the length of residency to a preference for high priced prestige brands (Eunjung Kwak & Sojka, 2010), this study finds a moderating role of length of stay in the host country (Australia) on the relationship between ethnic identity and luxury brand purchase intention.

The present study sought to determine whether gender moderates the relation between luxury brand purchase intention and ethnic identity among the Indian sub-continent born immigrants in Australia. The results indicated that gender moderated ethnic identity and luxury brand purchase intention. Specifically, stronger endorsement of luxury brand purchase was predictive of higher ethnic identity for females than those women with lower luxury purchase intention. This result complies with Stodolska and Yi (2003), who found that women have a more positive attitude towards the luxury brand than men. Studies reported that while males were more aligned toward non-discrimination and institutional barriers, their female counterparts were more likely to be disposed of ethnic, cultural adherence and pride (Chae & Hall, 2002). The above facts explain the possible reason for the moderating role of gender between the association of ethnic identity and luxury brand purchase intention.

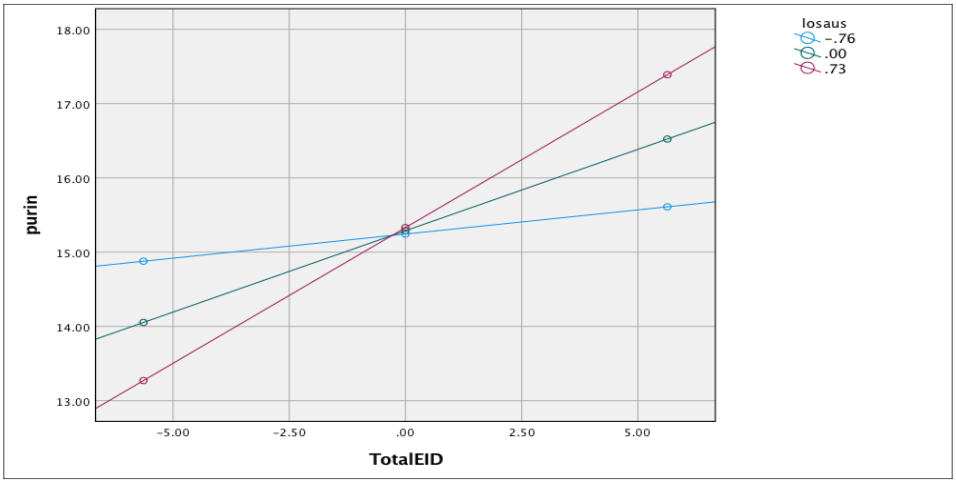

Figure 3: Simple Slopes for the Moderation Effect of Length of Stay (*Note: EID - ethnic identity, losaus- length of stay in Australia, purin - purchase intention*)

6. THEORETICAL IMPLICATONS

This study contributes to the theory of ethnic identity, luxury branding, and consumer behaviour. The contribution to branding was related to investigating immigrants' luxury branding strategies through their purchase of luxury goods by explaining their level of ethnic identity. In addition, this study identified the moderating role of demographic characteristics on the association between ethnic identity and luxury brand purchase intention. This study will open up the opportunity for further research on other possible explanations in different sociocultural variables considering the luxury brand purchases of immigrants. It is also imperative to further investigate the relative contribution of the various realms of ethnic identity to immigrants' diverse points of luxury purchase behaviour. Another area of research prospect is examining the observational aspect of ethnic identity. Qualitative research is recommended to apprehend varied ethnic immigrants' psychological experiences and interpretations of this view.

7. PRACTICAL IMPLICATIONS

The potential for generalisation across cultural boundaries can prove cost-effectiveness for practitioners targeting immigrants. Marketers who operate the business in multicultural markets such as Australia must understand that cultural dimensions determine the consumption behaviour of immigrants. This process builds specific divisions within one sub-culture. Understanding these sections' attributes will help marketers develop strategies to penetrate each component successfully. The study findings have practical implications for marketing managers concerning immigrants' luxury brand consumption behaviour. This study results shed light on understanding the luxury consumption of first-generation immigrants in a multicultural host country such as Australia for segmentation, positioning, and product distribution. This study indicates that immigrants exhibit distinct luxury consumption patterns with different levels of ethnic identity in the host country. Practitioners need to be well informed about immigrants' identity level as an essential concept in their business. The marketers can create united segmentation and positioning strategies to strengthen the luxury brand market in Australia. Further minimising the costs of targeting diverse sub-cultural people within a culture, offering luxury brands gives retailers more

significant and higher potential for profitability. Additional research on various ethnic identity dimensions and their relationship with luxury brand purchase intention is warranted.

This study suggests that retailers may offer luxury brands to the higher ethnic identity and higher-income immigrant populations for effective marketing. Sales promotions – transient price increase without diminishing the prestige indicated by price to encourage sales – might help reach price-sensitive consumers without turning away the existing markets. Lower-income early endorsers might be targeted for sales promotion strategies such as price packs, rebates, bonuses. Further research can be done to understand the most successful sales promotion to target immigrants and ascertain the generalizability of these sales' promotion strategies over cultures.

When deciding which luxury brands to bear, practitioners need to identify the brand tendencies serving younger consumers. The findings of this study suggest that younger immigrants are more inclined to purchase luxury brands. Future research can identify brands and product categories that are mainly captivating to younger immigrants so that marketers can maximise youthful inclination toward luxury brands.

Moreover, when people migrate from their home country, it changes almost every aspect of life that may affect their wellbeing. Purchasing luxury products would provide immense pleasure and gratification to them, which in turn may have a positive effect on their wellbeing. Migration brings enormous stresses and challenges to the immigrants' life. When the migrants adhere to their ethnic people and utilise luxury product purchasing as a substitute means of status and self-confidence, they provide phycological benefits to the immigrants. So, the marketers can formulate strategies for the diverse cultural market to target the immigrant consumer and take the opportunity to contribute to immigrants' wellbeing through their luxury brand consumption.

8. LIMITATIONS

The first limitation of this study is the inability to generalise. As this study examines the Indian subcontinent born immigrants in Australia, it cannot be generalised to all other migrants' groups in Australia and other countries. Second, the Indian

subcontinent born immigrants who participated in this study were mostly from Bangladesh. Future research may differentiate the ethnic groups' country of origin. Third, the study was conducted among first-generation immigrants in Australia and completely ignored the second generation. Second-generation immigrants born in Australia may have associated with their parent culture from childhood.

9. CONCLUSION

Luxury brands deliver eccentric sociocultural and individual explication to their consumers. Numerous studies have been done to comprehend Western consumers' luxury perception, motivation, and consumption. It is well established that immigration and acculturation impact immigrants' consumption behaviour and the host country's businesses. Immigrant consumption behaviour or ethnic marketing has drawn limited attention from marketers in Australia. Due to recessionary trends, consumer demand in Western luxury markets appears to be buckling under pressure. For a successful and sustainable luxury business, marketers must consider immigrants' consumption patterns in Western markets. Understanding immigrants' luxury brand purchase intention will help formulate marketing strategies and reveal their decision-making process in various acculturation levels in multicultural countries like Australia.

CONFLICT OF INTEREST

There is no conflict of interest

FUNDING

This research received Research Training Scholarship (RTP) from the Australian Government.

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CHAPTER 3 ARTICLE II

CHAPTER 3: INTRODUCTORY NOTE: Relationship between Chapter 2 and Chapter 3.

In the previous section, Chapter 2 discusses the ethnic identity, one of the salient features of immigrant consumer behaviour identified that the more immigrant consumer affiliated with their ethnic people and ethnic homeland the more they exhibit luxury purchase intention. Factors such as young age, minimum length of stay in the host country significantly influence the level of ethnic identity among ethnic immigrants. The previous chapter also found that education, gender and length of stay in the host country (Australia) moderated the relationship between ethnic identity and luxury brand purchase intention. The article included in the Chapter 3 explicitly looks at the immigrant consumers luxury purchase intention considering their level of acculturation into the host country. In this study, specific focus was given on all three dimensions of acculturation (i.e., language, behaviour, identity) that individually as well as combinedly impact the ethnic immigrant's luxury consumption behaviour. This study also examined the moderating role of the immigrants' sociodemographic factors in association between immigrants' acculturation level and their luxury purchase intention in the host country. The findings of this study are submitted in the 'International Journal of Consumer Studies'.

Immigrants' acculturation and luxury brand purchase intentions: A cross-sectional study in the Australian context

ABSTRACT

The purpose of this paper is to examine the influence of acculturation on immigrant consumer behaviours in their host country. Mainly, the role of acculturation and luxury brand purchasing intentions were investigated. The research conducted an online survey of 400 Indian sub-continent born immigrants in Australia. The findings confirm that the behaviour acculturation dimension of immigrants is significantly negatively related to their luxury brand purchase intention. Although immigrants' overall acculturation is significantly related to the luxury brand purchase intention, their language and identity acculturation have no significant effect, supporting the multidimensional framework's influence on immigrant consumer behaviour. Immigrants with higher family income, younger age and less academic education show more luxury brand purchase intention; however, no moderating demography was found between the relationship of acculturation and purchase intention. In spite of the limitation of sampling, this study demonstrates that immigrants' level of acculturation influences their luxury brand purchase intention in the host country. This study aims to help marketers formulate a unified segmentation strategy of purchasing luxury brands based on immigrants' acculturation and sociodemographic stance. This paper highlights the specific needs of ethnic consumers. Incorporating immigrant consumers into the marketplace will help create a homogenised society and more integration of immigrants into the larger society in the host country. Findings shed light on the role of culture change as a crucial element that affects immigrants' luxury brand purchase behaviour considering their integration level into the host country.

Keywords - Acculturation, luxury brand, purchase intention, immigrant, consumer behaviour, Australia

1. INTRODUCTION

Culture is the essential constituent and outermost effect; it confers to some common precepts to ascertain the people's motivations and behaviour on various levels of society, families, individuals, and psychology (RD Blackwell, Miniard, & Engel, 2006). It is challenging to measure culture and evaluate when it is submerged in consumer behaviour (Mourali, Laroche, & Pons, 2005).

Cultural values influence consumer behaviour and motivations. A variety of values originates because of cultural differences; it affects the consumer's cognitive process and eventually influences their norms, attitudes, and behaviour. Culture can influence consumers' whole process compared with other elements of the environment to make a decision. Consumer purchasing behaviour exhibits different aspects between cultures. For example, for Mexican women, price is not a vital quality cue, while, for Korean consumers, foreign brands' preferences are distinct (Monga & John, 2014; Park, Rabolt, & Sook Jeon, 2008). These behavioural differences are evidenced by varying values, beliefs and lifestyles across cultures (Cleveland & Chang, 2009). Given that consumption has cultural aspects, cultural change is likely to affect individuals' consumption behaviour (Laroche, Kim, Tomiuk, & Belisle, 2005; Segev, 2014) and is a significant area of research interest (Eunjung Kwak & Sojka, 2010).

In this era of globalisation and translocation, the number of people migrating from one country to another is remarkable history. Migration has historically constructed the shape of the world people live in, including their society, values, consumer behaviour, and markets (Guzmán, Paswan, & Fabrize, 2017). If immigrants come to the host country from different cultural backgrounds and habits, they display dissimilar consumer behaviour to people in the host country (Kizgin, 2011). An immigrant consumer's preference to purchase from their home country and host country differs according to various factors such as their culture of origin, values and adaptation to the host country (Segev, Ruvio, Shoham, & Velan, 2014). The cultural transition and adaptation of immigrants begin when they cross the border. Immigrants' contact with the host culture and their adaptation process is termed acculturation (Segev et al., 2014). Individuals socialise in society to incorporate the values of that society. These processes also influence the immigrant's consumption patterns and, thus, adaptation to

the host culture is reflected in the attitude and behaviours related to the immigrants' consumption (Segev, 2014). For instance, when immigrants incorporate into two cultures a non-western culture in the personal realm and Western culture publicly, both cultures may guide their value priorities. (Kizgin, 2011). Therefore, immigration and its accompanying acculturation process significantly impact immigrants' consumption behaviour (Segev et al., 2014). Host countries must understand the importance of acculturation and its associated consumption pattern.

Acculturation impacts almost every aspect of an immigrant's life (Segev, 2014). Insecure social identity, the feeling of uncertainty are integral experiences during the process of acculturation. These unsettled social conditions also affect immigrants' consumption pattern (Mo & Wong, 2019). Indeed, developed countries are characterised with increased ethnic diversity and challenged with adapting immigrants to the host country (Ng, Wang, & Chan, 2017). To cope with the acculturative stress immigrants, turn to material possessions that help them to construct a new identity and status in the host country (Mo & Wong, 2019). Thus, acculturation is an important phenomenon in immigrants' luxury brand purchase behaviour.

The market for luxury brands continues to grow globally (Shukla, Banerjee, & Singh, 2016). Premium prices specify luxury brands, individuality, identity and status, incorporated to render them worthwhile for purposes other than function (Bruce, Moore, & Birtwistle, 2004; Moore, Bruce, & Birtwistle, 2015; Tekin, Yiltay, & Ayaz, 2016). Cultures considerably differ the factors driving luxury brand purchase behaviour among consumers (Bian & Forsythe, 2012). The extant literature on acculturation and luxury brand consumption identified that home and host culture values influence luxury value perception (Mo & Wong, 2019). Acculturation dimensions such as language use, media exposure, host country identification and social interaction have some mediating impact on the relationship between ethnic identification and conspicuous consumption (Chen, Aung, Zhou, & Kanetkar, 2005). However, limited studies focus on the relationship between immigrants' level of acculturation and the decision-making process of their luxury brand purchase intention.

Unlike many migrant-receiving countries, Australia is one of the most culturally diverse nations globally (Gunasekara, Grant, & Rajendran, 2019). More than one million Indian-subcontinent-born people are Australian residents (ABS, 2019). Considering a large immigrant population and their economic contribution, it is also essential for marketing professionals to understand immigrants' varied acculturation levels impacting their luxury brand purchasing behaviours to upraise the luxury brand market in a host country like Australia. This empirical study examines the impact of the changing cultures among ethnic immigrants (Indian-Australian) within a given urban area dominated by the host culture (Australian), as manifested under luxury brand purchasing intentions. In order to investigate the immigrant decision-making process, this research will apply the "Bandwagon" theory as a conceptual framework. The study conducted an online survey among 400 participants who are first-generation immigrants in Australia.

This study aims to contribute to the theory of acculturation, luxury branding and consumer behaviour. This study aims to help marketers formulate a unified segmentation strategy of purchasing luxury brands based on immigrants' acculturation and sociodemographic stance.

2. Literature review

2.1 ACCULTURATION THEORY

Acculturation refers to the process of behavioural and cultural change that results from two different cultures coming into close contact with one another, including the adoption of values, beliefs, identities and customs (Williams & Berry, 1991). Acculturation transfers cultural experiences and psychological change by an individual who follows their intercultural contact. Because of direct contact with other cultures, these changes can occur due to almost any intercultural communication (Cleveland & Laroche, 2007). Although acculturation might influence both the host and immigrant cultures, this process is asymmetrical and mainly affects the migrant groups more than the host culture (Berry, 1997; Segev, 2014).

Several acculturation models have been proposed and generally categorised into a unidimensional, bi-dimensional, and multidimensional model. The unidimensional acculturation model is a linear process in which a person adapt to the host culture while disassociating from their original culture (de Snyder, 1987; Segev et al., 2014). In contrast, the bi-dimensional acculturation process dynamically maintains the authentic culture and a simultaneous adaptation to the host culture (Berry, 1997; Laroche, Kim, & Tomiuk, 1999; Segev et al., 2014). The multidimensional approach to acculturation was first proposed by Berry (Berry, 1997, 2003). The bidimensional and multidimensional models are more widely accepted and acknowledged because of the assumption of mental state flexibility (Ryder, Alden, & Paulhus, 2000).

According to the Acculturation models of Berry (1997), immigrants' consumption behaviour adapt the host consumption culture from low to high. Hence, the multidimensional framework has been used for varied consumption issues such as food, clothing, and luxury consumption (Cappellini & Yen, 2013; Jamal & Shukor, 2014; Mo & Wong, 2019). During acculturation, immigrants either maintain their original culture or obtain the host culture (Cleveland & Laroche, 2007). In this process, individuals learn and adopt the characteristics of a culture different from the one with which the person initially complied (Emslie, Bent, & Seaman, 2007). It is expressed in the individuals' behavioural, cognitive, and affective functioning (Cuellar, Arnold, & Maldonado, 1995). This interprets that acculturation is multidimensional, including dimensions such as host language proficiency and its use in various contexts and social interaction with members of the host culture in clubs, societies, and organisations (Laroche et al., 1999; Laroche et al., 2005). It includes affirmation of endorsed communications, media use, or consumption, and acculturation signifies consumption and consumer behaviour (Cleveland & Laroche, 2007).

Existing literature on acculturation and immigrant consumer behaviour primarily focus on the impact of acculturation on host country products (Cui, Fitzgerald, & Donovan, 2014), mainstream brand selection (Rizwan, Hassan, & Kalsoom, 2017), and loyalty to mainstream brands and stores (Segev et al., 2014). Although previous studies showed that immigrants purchase luxury brands to accomplish the purpose of ostentation (Chen et al., 2005) and status (Eunjung Kwak & Sojka, 2010) and despite the influence of acculturation in immigrants consumption behaviour, the extant

literature largely overlooks how immigrant's adaptation towards the host country influence their luxury brand purchase intentions.

The current study utilises the multidimensional model of acculturation to examine the relationship between acculturation and immigrant consumer decision making. In a multidimensional model of acculturation - the language, identity, and behaviour are vital, as these dimensions are most likely to change when immigrants adapt to a new country (Amit, 2012; Gunasekara et al., 2019). This study focuses on the language, identity and behaviour dimensions of acculturation as these three dimensions indicate immigrants' level of acculturation in a host country (Gunasekara et al., 2019). As an integral part of immigrants' host country adaptation, the current study measures the language, identity and behaviour acculturation and identifies the relationship between these dimensions and luxury brand purchase intention of immigrants in Australia.

2.2 LUXURY BRAND PURCHASE INTENTION AND MOTIVATION

Purchase intention is the subjective judgment of consumers that is generally reflected after the assessment to purchase products or services (RD Blackwell et al., 2006; Dodds, Monroe, & Grewal, 1991; Sari & Kusuma, 2014). This study focuses on luxury brand purchase intention as the intention has vast implications and often positively impact an individual's actions (Chandon, Morwitz, & Reinartz, 2005; Hung et al., 2011; Schlosser, White, & Lloyd, 2006). Purchase intention is composed of consumers' thoughts, experiences, feelings and external factors that they consider prior to any purchase (Sari & Kusuma, 2014). Consumer purchasing intention is a set of behaviour that starts from their motivation (Soebandhi et al., 2019).

Vigneron and Johnson (1999, 2004) developed the luxury motivation index framework, which suggests that the luxury-seeking consumer's decision-making process can be explained by five main categories that form a semantic network. The authors classified them into two groups and conceptualised five types of perceived value for luxury products (Vigneron & Johnson, 1999, 2004). The first group is interpersonal effects: the Veblen effect for perceived conspicuous value, the snob effect for perceived unique value, and the bandwagon effect for perceived social value. The other group is personal effects, the hedonic effect for perceived emotional value

and the perfectionism effect for perceived quality value. The authors established a motivation framework and pointed out that these five motivations can simultaneously present consumer behaviour (Vigneron & Johnson, 1999).

2.3 HYPOTHESES

Individual identity can be enhanced with brands as brands convey social identities within groups through reflecting symbolic properties on a group (Jevons, Gabbott, & de Chernatony, 2005). Purchasing high priced prestige brands is symbolic of social status (Eunjung Kwak & Sojka, 2010; Motameni & Shahrokhi, 1998). Some branded necessities are also considered social statuses, such as Rolex watches or Lexus cars, owning a boat and even membership in a club (Eunjung Kwak & Sojka, 2010; Workman, 1988). Luxury brands that symbolise high prices (Vigneron & Johnson, 1999) not only recognise wealth and status to the consumers from their family, friends or reference groups but also interface the personal stance of the brand user, and thus, it becomes worthy for the consumers (Eunjung Kwak & Sojka, 2010; Langer, 1997). Conversely, one of the robust social success and status measurements is wealth, mainly indicated through material possessions (Byrne, 1999). Thus, the visible expenditure of status brands and the conception of having "made it" in society essentially define success for the consumers (Eunjung Kwak & Sojka, 2010; Langer, 1997).

As luxury value is being reinforced and co-created from the complex interactions between social groups or members, immigrants' luxury brand consumption behaviour can be explained by the "bandwagon" effect. Considering the bandwagon effect, people desire to purchase a luxury product to adjust to the people they wish to be connected with or be like one of them. (Kapferer & Bastien, 2012). Purchasing and consuming luxury products may be a remarkable mechanism for the newly arrived immigrants to establish themselves in the host country (Eunjung Kwak & Sojka, 2010). According to Shukla (2012), individuals socialise in society to incorporate the values of that society. To adapt in the host society immigrants may turn to luxury brand possessions. Luxury brand purchase motives demonstrated through the bandwagon effect may be therefore related to the immigrant consumers' adaptation to the host country.

The acculturation process includes exposure to media, social interaction and participation, and language use with families (Laroche et al., 1999). According to their level of acculturation, immigrants will be strongly or weakly connected with the host (Australian) culture (Berry, 1997), where they will expose to the host language (English), language proficiency and will do social interaction with members of the host culture in societies, organisations and clubs (Laroche et al., 1999; Laroche et al., 2005). Migration involves several challenges, including economic (finding a new job) to social (making new friends) (Kisselev, Brown, & Brown, 2010). Lack of language proficiency impedes such challenges that can eventually lead to segregation (Valenta, 2009), disappointment, and distress (Chiswick, Lee, & Miller, 2003). Host language proficiency increases communication and media consumption (Remennick, 2004), sense of belonging, social involvement (Syed & Kramar, 2010), and social mobility (Martinovic, Van Tubergen, & Maas, 2009) and thus, reduces discrimination (Massey & Parr, 2012). During this adaptation process in the host country (Australia), immigrants may show the "Bandwagon" effect and intend to purchase luxury brands to get along into the host society. It can be assumed that a low English language proficiency level may involve a lack of social mobility, distress, and increasing the desire to "fit into the host society" and increase luxury brand purchase intention. The following hypothesis can be made:

H1. A low level of host language (English) acculturation may positively influence immigrants' luxury brand purchase intentions in the host country (Australia).

Acculturation impacts every aspect of consumer behaviour (Gupta, 2011; Mathur, Barak, Lee, Zhang, & Gould, 2010), and people may manifest the behaviours affected by the host culture, such as speaking the host language or purchasing popular products, dressing up and eating similar to the host country (Jun, Ball, & Gentry, 1993). Researchers have highlighted the significance of examining host behaviours such as entertainment, food, and media consumption while measuring acculturation (Birman & Trickett, 2001; Gunasekara et al., 2019). Like host language acculturation, if the immigrants have less behaviour acculturation, their luxury purchase intention will increase. The following hypothesis can be made:

H2. A Low level of acculturation to the host country's behaviour (Australia) positively influences immigrants' luxury brand purchase intentions in the host country (Australia).

Immigrants' identity (host) acculturation, such as belonging to the host country identity or good feeling about the host culture, may promote their acceptance by the host culture members (Amit, 2012). Studies suggest migrants who exhibit less host country identification confront more social exclusion and discrimination (Gunasekara et al., 2019). To incorporate into the host culture, immigrants may rely on luxurious brands to strengthen self-concept or to integrate into the host society, and the following hypothesis can be made:

H3. A Low level of acculturation with the host country (Australian) identity positively influences immigrants' luxury brand purchase intention in the host country (Australia).

Immigrants' age may influence the preference for luxury brands. A previous study found that luxury brand preference is higher among status-seeking young people (Park et al., 2008). Young consumers rapidly recognise and choose luxury brands compared to the elders, and that brand sensitivity is inversely related with increasing age (Beaudoin & Lachance, 2006). Irrespective of cultural background, it can be assumed that young people are similar worldwide, and young, affluent immigrants may have a greater propensity to purchase luxury brands.

Consumers often spend large amounts of their income on luxury brands. Luxuries are brands associated with a premium quality and aesthetically appealing design, are exclusive and are rare and expensive (Kapferer & Bastien, 2012; Tynan, McKechnie, & Chhuon, 2010). A theory of economy, when income increases, demand for luxury brands also increases (Hudders, 2012). The acquisition of luxury brands requires more significant possessions such as income and education (Roger Blackwell & Stephan, 2003).

Younger immigrants are more acculturated towards the host country culture (Rizwan et al., 2017). When immigrants level of income rises, their acculturation significantly increases. Further, age, education, and income level directly impact immigrants purchasing behaviour (Rizwan et al., 2017). Immigrants' sociodemographic factors

such as age, education and income level may have a moderating impact on the relationship between immigrants' acculturation and their luxury purchase intention. The following hypothesises are made:

H4. Immigrants' higher level of education increases LBPI in the host country.

H5. Higher income significantly increases immigrants' LBPI in the host country.

H6. Younger immigrants show higher LBPI in the host country.

H7. Immigrants' age, education and income moderate the relationship between acculturation and luxury brand purchase intentions in a host country.

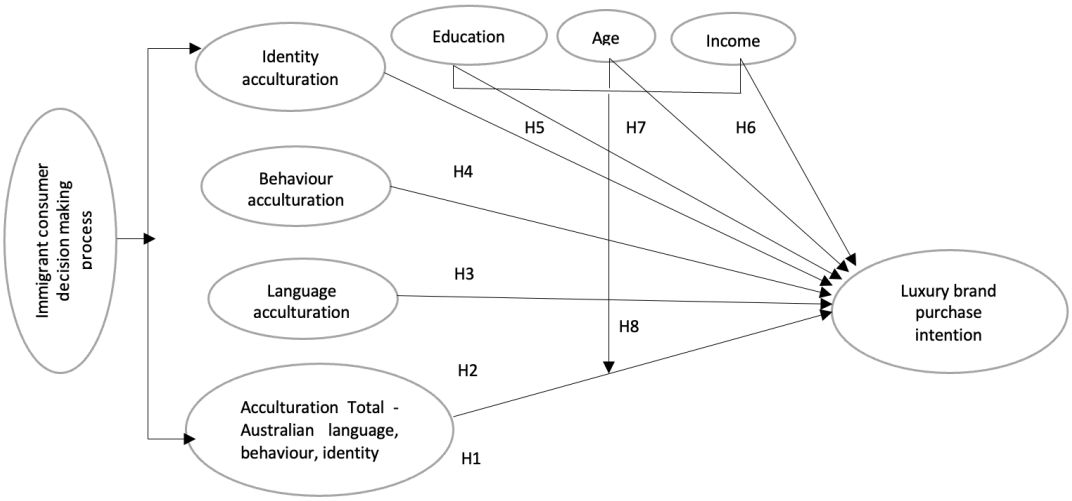

Fig I: A Conceptual Framework

3. RESEARCH METHOD

This study conducted a pilot study followed by an online survey using Survey Monkey in Australia. Australia was chosen as a host country as Australia is one of the most multicultural nations in the world (Gunasekara et al., 2019). Approximately 7.3 million migrants lived in Australia in 2018, and 29% of its total population were born overseas (ABS, 2019).

3.1 SAMPLE AND DATA COLLECTION

The sample consisted of 400 first-generation immigrants born in the Indian subcontinent. There were several reasons behind the selection of this migrant group. First, more than one million Indian-subcontinent-born people are Australian residents and, this is one of the largest ethnic groups in Australia (ABS, 2019). Second, Indian subcontinent people are from a collectivist culture, with solid values towards ethno-cultural relationships and traditional customs (Gunasekara et al., 2019). Third, Indian subcontinent born people are younger (ABS, 2019), have higher skills (Gunasekara et al., 2019), and have higher personal median income compared to the other largest migrant groups (ABS, 2019). The importance of gaining social recognition in a collectivist society turns these consumers into probably the most image-conscious consumer in the world (Chen et al., 2005; Schutte & Ciarlante, 1998). As luxury consumption involves socio-psychological benefits (Wiedmann, Hennigs, & Siebels, 2009) but higher acquisition costs (Shukla, 2012), the study of the Indian subcontinent population in Australia is worth investigating.

Purposive sampling was used in this study to select the social media groups where Indian sub-continent born immigrants are available. Purposive sampling refers to a nonprobability sampling method (Black, 2009), purposely selecting population elements based on the judgments of the researcher (Malhotra & Dash, 2010). This sampling technique was chosen to select an appropriate social media group (e.g., Indians in Brisbane, Bengali community in Gold Coast, Australia) to distribute the survey by sending the URL link of the questionnaire. The survey was administered in English only. Participation was anonymous and voluntary, and the return of a completed questionnaire implied consent.

Twenty-five respondents piloted the survey online prior to the actual data collection to examine content reliability, assess readability, and ensure it provided the required information. The pilot study also evaluated the length of the survey. Social media applications (Facebook, Messenger and WhatsApp) were used to contact the targeted participants, and Emails were sent to invite the participants in the pilot study. Participants were asked to provide any feedback or comments on the survey by Email or via Messenger. Based on their feedback, the questionnaire was revised.

The participants were invited for this online survey via Facebook, Messenger, and WhatsApp. The weblink was shared via Email in the interest of reaching out to broader participants. The link was also shared personally to the contact list of the primary investigator via Messenger and Email. The invitation was posted again on several Facebook groups for the reminder. Sampling also relied on the snowball technique, where initial subjects generate additional subjects through referrals (Hauck & Stanforth, 2007). Participants were also encouraged to forward the online survey link to invite friends, family, and colleagues to participate in this study. The Human Research Ethics Committee, University of Southern Queensland, Australia processed an ethical review for this study (Ref: USQ/HREC/ H20REA187).

3.2 MEASURES

ACCULTURATION

The survey questionnaires were mainly adapted from existing scales with proven validity and reliability constructed in terms of the characteristics of the Australian population. Host country acculturation, the Language, Identity and Behavioural (LAB) acculturation Scale was adapted from (Gunasekara et al., 2019). Scale items are divided into three subscales that assess language, identity and behaviour acculturation, respectively. The original language subscale comprises three items in a seven-point Likert scale response format ranging from 1 (low- not at all) to 7 (high - very much). These were reproduced from the original subscale, in which the Likert scale response format was altered from 1 (Very Low) to 7 (Very high) to make a more user-friendly scale. It measured the overall English speaking and understanding ability in different situations, using statements such as (1) 'How would you rate your ability to understand English; How would you rate your ability to speak English (2) in social situations, (3) overall'? Subscale internal consistency reliability (Cronbach's alpha) for Australian language acculturation was .96.

The original identity subscale consists of seven items. In the current study, the subscale was modified into six items to avoid repetition. This subscale measures the extent of the participants' consideration of themselves to be a member of the host society (i.e., 'Australian') in a seven-point Likert scale of 1 (Strongly disagree) to 7 (Strongly

agree). Examples of items include 'I think of myself as being Australian'. Subscale reliability was .87 for Australian identity.

The behaviour subscale was modified from eleven to eight items that assess to what extent migrants engage in behaviours related to hosting society culture (e.g., language use, food consumption, media consumption, grocery habits). A sample item is 'How much do you read Australian books, newspapers or magazines?' on a seven-point Likert scale of 1 (Never) to 7 (Always). Determining overall reading was thought to be more appropriate than measuring reading frequency in three different situations (e.g., reading Australian books, Australian newspapers and Australian magazines). Subscale reliability was .83 for Australian behaviour.

PURCHASE INTENTION

Purchase intention was measured by three items scale adapted from (Hung et al., 2011). The wordings of the measures were slightly modified to be appropriate for this study. Examples of items include 'I'm likely to purchase Luxury Brand product'. A seven-point Likert scale response format that ranged from 1 (Strongly disagree) to 7 (Strongly agree) was used rather than the original 1 to 5 response scale formats. The response format was changed to allow for more variability in the range of responses. Purchase intention scale reliability was .97. Table I highlights the demographic characteristics of the participants.

Table I: Demographic characteristics of participants***

Characteristics	n	Percent (%)
Age		
18 - 24 years	4	1
25 - 34 years	102	25.4
35 - 44 years	164	40.9
45 - 54 years	92	22.9
55 - 64 years	35	8.7
65 years and over	4	1
Country of birthplace		
India	104	25.9
Bangladesh	224	55.9
Pakistan	42	10.5

Nepal	20	5
Sri Lanka	11	2.7
Gender		
Female	208	51.9
Male	193	48.1
Length of stay in Australia		
1 year to 5 years	77	19.2
5 years to 10 years	137	34.2
More than 10 years	187	46.6
Education		
High School	14	3.5
Undergraduate	185	46.1
Postgraduate	163	40.6
Doctoral Degree	39	9.7
Family Income		
Under $15,000	7	1.7
$15,000 - $24,999	3	0.7
$30,000 - $49,999	8	2
$50,000 - $74,999	71	17.7
$75,000 - $99,999	88	21.9
$100,000 - $150,000	123	30.7
Over $150,000	101	25.2

4. RESULT

The current study used SPSS version 27 to test the hypotheses. In Table II, H1 through H6 were tested using logistic regression analysis. The logistic regression model was statistically significant, $\chi2(8) = 155.217, p <.001$. The model explained 50.9% (Nagelkerke *R2*) of luxury brand purchase intention variance and correctly classified 87.8% of cases. The results indicated that immigrants' behaviour acculturation (B= -3.41, $p < 0.001$) towards the host country negatively related to their luxury brand purchase intention. H2 was supported. This independent variable was significantly related to luxury brand purchase intention. Host country language (B= -0.39, $p > 0.05$) and identity acculturation (B= 0.03, $p > 0.05$) were not related to the luxury brand purchase intension. H1 and H3 were not supported. (see Table IV).

Table II: Regression analysis of acculturation and sociodemographic variables on luxury brand purchase intention

	B	S.E.	df	Sig	Exp (B)	95% C.I. for Exp (B) Lower	Upper
Language acculturation	-.397	.832	1	.633	.672	.132	3.43
Identity acculturation	.030	.467	1	.949	1.03	.413	2.57
Behaviour acculturation	-3.41	.427	1	<.001***	.033	.014	.076
Age	-1.281	.245	1	<.001***	.278	.172	.449
Education	-.725	.263	1	.006**	.484	.289	.811
Gender	-.575	.388	1	.138	.563	.263	1.20
Income	.533	.150	1	<.001***	1.70	1.26	2.28
Length of stay in Australia	.364	.339	1	.283	1.43	.741	2.79
(Constant)	8.74	1.94	1	<.001	6261.69		

p <.05*, p <.01**, p <.001***

Table II shows that logistic regression was performed to ascertain the effects of age, gender, education, family income, and length of stay in Australia on the likelihood that participants could purchase luxury brands. Increasing family income (B= 0.533, p <.001) and younger age (B= -1.28, p < .001) were associated with an increased likelihood of exhibiting luxury brand purchase intention but increasing education (B= -0.725, p <.001) was associated with a reduction in the likelihood of exhibiting the purchase intention. Length of stay in Australia did not show any significant relationship towards luxury brand purchase intention.

5. DISCUSSION

The present study examined immigrant consumers' three dimensions of acculturation and their individual impact on luxury brand purchase intention. This finding is important to understand immigrant consumers' luxury purchase behaviour concerning their different levels of acculturation.

Table III: Testing moderation effects of sociodemographic variables on the relationship between acculturation and LBPI using PROCESS macro bootstrapping

Model	R^2	B	S.E.	*t*	*p*
Acculturation	.390	-.151	.0314	-10.699	.000
Age		-1.98	.254	-7.820	.000
Acculturation X Age		.0004	.0139	.028	.977
Acculturation	.394	-.154	.0142	-1.626	.000
Education		-.494	.304	-1.624	.104
Acculturation X Education		-.029	.0182	-1.624	.105
Acculturation	.392	-.153	.0142	-10.804	.000
Family income		.639	.158	4.036	.0001
Acculturation X Family income		-.011	.009	-1.289	.198
Acculturation	.390	-.152	.039	-3.826	.0002
Gender		.795	.391	2.03	.042
Acculturation X Gender		.0009	.027	.033	.973
Acculturation	.390	-.150	.014	-10.631	.000
Length of stay in Australia		1.05	.343	3.059	.002
Acculturation X Length of stay in Australia		-.009	.017	-.53	.596

p <.05*, p <.01**, p <.001***

The behaviour acculturation dimension shows a significant negative relationship with luxury brand purchase intention. This means that if immigrants are less acculturated to the host country behaviour, their luxury purchase intention increases. As discussed earlier, when immigrants migrate into the host country with no identity and lack social status, they interact more with host culture members to adapt to the host country (Mo & Wong, 2019). Past research also found that if immigrants wish to integrate themselves into the host culture, their luxury value perception is more influenced by self-improvement and conformity motive (Mo & Wong, 2019). In the current study, participants show less behaviour acculturation to the host country and more purchase

intention towards luxury brands. This fact may be that the less behaviour acculturation motivates immigrants to incorporate into the host culture to obtain the host country's group membership (Mo & Wong, 2019). Thus, when immigrant consumer undergoes the behaviour acculturation process, they purchase more luxury brands to repress their less behaviour acculturation to the host country to gain the traditional means of social respect.

On the contrary, the two other acculturation dimensions - Australian language and identity find no significant individual influence on purchasing luxury brands. One explanation could be that Indian sub-continent-born immigrants in Australia are more acculturated in the host country language as English is the second official language in most Indian sub-continent countries (Gunasekara et al., 2019). Not surprisingly, the current study participants were highly acculturated to the host language, emphasising the above fact. When immigrants show high acculturation towards the host language, they may show less luxury brand purchase behaviour to compensate for their language proficiency.

A previous study found that Indian immigrants in Australia are less acculturated in host country identity (Gunasekara et al., 2019). This contrasts with the current study that shows higher acculturation towards the host country identity among the respondents. Likewise, the host language acculturation, this could be a reason that no significant relationship has been found with luxury brand purchase intention; means - whether immigrants think of themselves as an Australian or how good or bad feeling about Australian culture is - have no significant individual impact on their luxury brand purchase intention. No other studies have investigated the effect of acculturation's language, identity and behaviour dimensions on luxury brand purchase intention in Australia. The findings of this study broaden the work of others who have investigated acculturation and brand issues in cross-cultural contexts. Mainly, this elaborated the work of Rizwan et al. (2017) by investigating two extrinsic cues – acculturation and brand – as explained by immigrants from varied cultural backgrounds.

This study identifies the direct relationship between immigrants' luxury brand purchase intention and age, gender, education, and income. Surprisingly, the findings

suggest no significant effect of gender on luxury brand purchase intention. This result contrast with Stokburger-Sauer and Teichmann (2013), who found that women have a more positive attitude towards the luxury brand than men. The current study finds that younger immigrants are more likely to exhibit luxury brand purchase intention, consistent with studies examined in other countries. Several studies across different cultures have found that luxury brand preference is higher among status-seeking young people (Park et al., 2008). Eunjung Kwak and Sojka (2010) studied Hispanic and Asian immigrants in the USA and found that younger immigrants are more likely to prefer high-priced prestige brands. This study also identifies that the higher family income of the immigrants increases the purchase intention of luxury brands. This confirms and extends the results found by (Eunjung Kwak & Sojka, 2010). Although the study by Eunjung Kwak and Sojka (2010) found that immigrants' level of education and preference for high-priced prestige brands are not significantly related, the current study finds that academic education is negatively related to the luxury brand purchase intention. This means that when immigrants possess less academic education, they tend to show more luxury brand purchase intention. These findings suggest similarities among age groups or immigrants' income levels that may surpass cross-cultural limits. Further research can be done by using large sample size and on different cultural contexts.

Table IV: Hypotheses and results

Hypotheses	Results
H1. A low level of host language (English) acculturation may positively influence immigrants' luxury brand purchase intentions in Australia.	Not supported
H2. A Low level of acculturation to the host country's behaviour (Australia) positively influences immigrants' luxury brand purchase intentions in Australia.	Supported
H3. A Low level of acculturation with the Australian identity positively influences immigrants' luxury brand purchase intention in Australia.	Not supported
H4. Immigrants' higher level of education increases LBPI in the host country.	Supported
H5. Higher income significantly increases immigrants' LBPI in the host country.	Supported
H6. Younger immigrants show higher LBPI in the host country.	Supported
H7. Immigrants' age, education and income moderate the relationship between acculturation and luxury brand purchase intentions.	Not supported

The current study finds that immigrants' education and length of stay positively influence their acculturation level. The results comply with the existing literature Berry (1997); Miglietta and Tartaglia (2009); Rizwan et al. (2017) and Choi, Tienda, Cobb-Clark, and Sinning (2012). Interestingly, an immigrant's family income negatively affects acculturation, contrasting previous studies Rizwan et al. (2017) and Cleveland and Chang (2009). One possible interpretation is that immigrants tend to acculturate more in the host society when they have less income, such as going to English language courses and maintaining mainstream friends to obtain a better job. This, in turn, may increase their acculturation level in the host country.

This study tested the moderating effect of demography such as age, gender, education and income in the relationship between acculturation and luxury brand purchase intention. The study used Process V3.3 by Andrew F. Hayes to check the moderation effect. Although demography shows a direct relationship with acculturation and luxury brand purchase intention, no moderating role of demography was found between the relationship of these variables. No other studies have investigated this moderating effect, and there are no other clear explanations available to answer this paradox. Additional research is recommended using increased sample size and the number of cultures represented.

6. THEORETICAL IMPLICATION

The results of this study contribute to the theory of acculturation, luxury branding and consumer behaviour. The contribution to branding related to an investigation into immigrants' luxury branding strategies through their purchase of luxury goods by explaining their level of acculturation. By exploring the cultural dimensions influencing immigrants' luxury brand purchase intentions in Australia. The study further extends Vigneron and Johnson (1999) work that studied consumer motivation to purchase luxury brands by exploring immigrant consumers' luxury brand purchase behaviour in light of consumers' motivation towards luxury brands. The results of this study are preliminary support for the Bandwagon effect with immigrant participants. This study will open up the opportunity for further research on other possible explanations in different socio-cultural variables considering the luxury brand purchases of immigrants.

7. PRACTICAL IMPLICATION

The potential for generalisation across cultural boundaries can prove cost-effectiveness for practitioners for targeting immigrants. Marketers who operate the business in multicultural markets such as Australia must understand that cultural dimensions determine the consumption behaviour of immigrants. This process builds specific divisions within one sub-culture. Better comprehending the attributes of these sections will help marketers to develop strategies to penetrate each component successfully. The current study findings have practical implications for marketing managers concerning immigrants' luxury brand consumption behaviour. This study results shed light on understanding the luxury consumption of first-generation immigrants in a multicultural host country such as Australia for segmentation, positioning, and product distribution. This study indicates that immigrants exhibit distinct luxury consumption patterns with different levels of acculturation in the host country. Practitioners need to be well informed about immigrants' acculturation level as an essential concept in their business. The marketers can create united segmentation and positioning strategies to strengthen the luxury brand market in Australia. Further minimising the costs of targeting diverse sub-cultural people within a culture, offering luxury brands gives retailers more significant and higher potential for profitability. Additional research is warranted on four acculturation models: assimilation, separation, integration, and marginalisation and their relationship with luxury brand purchase intention.

This study suggests that retailers may offer luxury brands to the less acculturated and higher-income immigrant populations for effective marketing. Sales promotion strategies can target most immigrants who are willing to accommodate into the Australian mainstream society but have insufficient economic resources. Sales promotions – transient price increase without diminishing the prestige indicated by price to encourage sales – might help reach price-sensitive consumers without turning away the existing markets. Lower-income early endorsers might be targeted for sales promotion strategies such as price packs, rebates, bonuses. Further research can be done to understand the most successful sales promotion to target immigrants and ascertain the generalizability of these sales' promotion strategies over cultures.

When deciding which luxury brands to bear, practitioners need to identify the brand tendencies serving younger consumers. The findings of this study suggest that younger immigrants are more inclined to purchase luxury brands. Future research can identify brands and product categories that are mainly captivating to younger immigrants so that marketers can maximise youthful inclination toward luxury brands.

Moreover, when people migrate from their home country, it changes almost every aspect of life that may affect their wellbeing. Purchasing luxury products would provide immense pleasure and gratification to them, which in turn may have a positive effect on their wellbeing. Luxury product purchases help to acculturate into the host country and provide phycological benefits to the immigrants. So, the marketers can formulate strategies for the diverse cultural market to target the immigrant consumer and take the opportunity to contribute to immigrants' wellbeing through their luxury brand consumption.

8. LIMITATIONS

The first limitation of this study is the inability to generalise. As this study examines the Indian subcontinent born immigrants in Australia, it cannot be generalised to all other migrants' groups in Australia and other countries. Second, the Indian subcontinent born immigrants who participated in this study were mostly from Bangladesh. Future research may differentiate the ethnic groups' country of origin. Third, the study was conducted among first-generation immigrants in Australia and completely ignored the second generation. Second-generation immigrants born in Australia may have had an association with their parent culture from childhood.

9. CONCLUSION

Luxury brands deliver eccentric sociocultural and individual explication to their consumers. Numerous studies have been done to comprehend the luxury perception, motivation, and consumption of Western consumers. It is well established that immigration and acculturation impact immigrants' consumption behaviour and the host country's businesses. Immigrant consumption behaviour or ethnic marketing has drawn limited attention from marketers in Australia. Due to recessionary trends,

consumer demand in Western luxury markets appears to be buckling under pressure. For a successful and sustainable luxury business, marketers must think about immigrants' consumption patterns in Western markets. Understanding immigrants' luxury brand purchase intention will help formulate marketing strategies and reveal their decision-making process in various acculturation levels in multicultural countries like Australia.

FUNDING

This research received Research Training Scholarship (RTP) from the Australian Government.

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CHAPTER 4 CONCLUSION

4.0 INTRODUCTION

An online-based quantitative study of the Indian subcontinent born immigrants' luxury brand purchasing intentions in Australia has been examined in this study. This thesis mainly focuses on the immigrant's ethnic identity and acculturation aspects that predominantly affect their luxury consumption patterns. The findings from this thesis may be valuable for the marketers, policymakers and researchers to understand ethnic minority groups' luxury consumption behaviour considering their level of ethnic identity and acculturation in Australia. The following discussion briefly highlights findings from study 1 and study 2, presented elaborately in chapters 2 and 3.

4.1 SUMMARY OF THE KEY FINDINGS

Most of the participants (40.9%) in this current study were aged 35 to 44 years and female (51.9%). The highest percentage (46.6%) of the participants reported that their length of stay in Australia was more than ten years. Although the percentage (46.1%) of undergraduate degrees was the highest among the respondents, 40.6% of respondents reported that their education level was up to postgraduate. More than 20% of participants indicated that their annual family income range from $75,000 to over $150,000 (AUD), and the highest percentage (30.7%) mentioned that their family income is $100,000 to $150,000 (AUD) per year.

Study 1 indicated that the immigrant's ethnic identity positively related (B = .208, p <.001) to their luxury brand purchase intention. Besides, immigrants of younger age (B= -.671, p < .001) and the minimum length of stay in Australia (B= -.767, p <.01) were associated with a maximum level of ethnic identity. In contrast, increasing family income (B= .500, p <.001) was associated with an increased likelihood of ethnic identity level. However, education and gender did not significantly correlate with ethnic identity levels. This study also investigated the moderating role of demography such as age, gender, education and family income and length of stay in Australia in the relationship between ethnic identity and luxury brand purchase intention of immigrants. The study identified that education, gender and

length of stay in the host country (Australia) moderated the relationship between ethnic identity and luxury brand purchase intention. However, no significant moderating role was found for the age and family income of the immigrants.

The findings of the study 2 results showed that among three acculturation dimensions (language, identity and behaviour) of the immigrants, behaviour acculturation (B= -2.82, $p < 0.001$) towards the host country negatively and significantly related to luxury brand purchase intention. However, immigrant's acculturation towards the host country language (B= -0.28, $p > 0.05$) and identity (B= 0.624, $p > 0.05$) was not significant for their luxury brand purchase intension. On the other hand, when all three acculturation dimensions were combined, immigrants' overall acculturation (B = -1.09, $p < 0.5$) towards the host country showed negative and significant results in their luxury brand purchase intention. Study 2 also found that females were 2.11 times more likely to show luxury brand purchase intention than their male counterparts. Participants who reported increased family income (B= 0.643, $p <.001$) were associated with an increased likelihood of exhibiting luxury brand purchase intention. Similarly, younger participants (B= -0.827, $p < .001$) showed were an increased likelihood of exhibiting luxury brand purchase intention, however, respondents who had a higher level of formal education (B= -0.862, $p <.001$) were associated with a decreased likelihood of exhibiting the luxury brand purchase intention. Length of stay in Australia did not significantly affect luxury brand purchase intention.

This study examined the moderating role of immigrant demographic factors such as age, gender, education and income in the relationship between acculturation and luxury brand purchase intention. Although the demographic factors exhibited a direct relationship with acculturation and luxury brand purchase intention, no moderating role of demography was found in the relationship of these variables.

Table 1: Hypotheses and results of the study

Hypotheses	Results
Study 1	
H1. A high level of ethnic identity positively influences luxury brand purchase intention among immigrants from the Indian sub-continent in Australia.	Supported
H2. Sociodemographic factors moderate the relationship between ethnic identity and luxury brand purchase intention among Indian sub-continent born immigrants' in Australia:	
H2a. Age moderates the relationship between ethnic identity and luxury brand purchase intention.	Not supported
H2b. Education moderates the relationship between ethnic identity and luxury brand purchase intention.	Supported
H2c. Family income moderates the relationship between ethnic identity and luxury brand purchase intention.	Not supported
H2d. Gender moderates the relationship between ethnic identity and luxury brand purchase intention.	Supported
H2e. Length of stay in the host country (Australia) moderates the relationship between ethnic identity and luxury brand purchase intention.	Supported
Study 2	
H1. A low level of host language (English) acculturation may positively influence immigrants' luxury brand purchase intentions in Australia.	Not supported
H2. A Low level of acculturation to the host country's behaviour (Australia) positively influences immigrants' luxury brand purchase intentions in Australia.	Supported
H3. A Low level of acculturation with the Australian identity positively influences immigrants' luxury brand purchase intention in Australia.	Not supported
H4. Immigrants' level of education increases luxury brand purchase intention in Australia.	Supported
H5. Immigrants' level of income significantly influences their luxury brand purchase intention in Australia.	Supported
H6. Age of immigrants significantly impacts their intention to purchase luxury Australia.	Supported
H7. Immigrants' age, education and income moderate the relationship between acculturation and luxury brand purchase intentions.	Not supported

4.2 SUMMARY DISCUSSIONS

The current study finds that immigrants with higher ethnic associations show more luxury brand purchase intentions. This finding complied with a previous study conducted in the USA on Hispanics and Asian immigrants that identified immigrants who had higher ethnic identity preferred high priced prestige brands (Eunjung Kwak & Sojka, 2010). This study also explores that young immigrants, immigrants with higher family income and who stay a minimum period in the host country, exhibit more ethnic identity. Previous studies found that when immigrants stay a more extended period in the host country, they may have a weakened relationship with their

co-ethnics (Gunasekara et al., 2019; Remennick, 2004). Besides, when immigrants have a high-income level, they may frequently travel to their ethnic homeland. A higher-income also facilitates their participation level in their ethnic community events in the host country (Lai, 2012) and thus complies with the current study. However, the immigrants' level of education shows no significant influence on their ethnic identity level in this study, which is incongruent with a previous study that showed Chinese ethnic identity is significantly correlated with their higher education (Lai, 2012). Most of the participants in this study are undergraduate (46.1%) and postgraduate (40.6%). Large sample size with varied education levels would be helpful to verify this reason.

Considering the moderating role of demographic factors, this study finds that education moderates the relationship between ethnic identity and luxury brand purchase intention. The previous study found that higher education increases the level of ethnic identity (Lai, 2012), and education and income are prerequisites to purchase products such as luxury brands (Eunjung Kwak & Sojka, 2010). The current study shows that as the level of education decreased, the strength of ethnic identity and luxury brand purchase intention increased. This can be explained by the fact that when immigrants have less academic qualifications, they may become more aware of showing off their settlement in the host country to their ethnic people, consequently turning them to purchase more luxury brands. As most of the participants in this study were university graduates, probably an in-depth understanding through qualitative study would be helpful to verify this plausible reason.

As mentioned earlier that immigrants staying a shorter period in the host country tend to associate with their ethnic people more (Lai, 2012). This affiliation endorses the newly migrated immigrant's luxury brand possession. The current study identifies a moderating role of length of stay in the host country (Australia) on the relationship between ethnic identity and luxury brand purchase intention. However, a previous study found no significant influence of the length of residency on a preference for high priced prestige brands (Eunjung Kwak & Sojka, 2010).

The present study also investigates a moderating effect of gender on the relationship between luxury brand purchase intention and ethnic identity among the Indian sub-

continent born immigrants in Australia. A previous study identified that women have a more positive attitude toward the luxury brand than men (Stokburger-Sauer & Teichmann, 2013), supporting the current study findings for the moderating role of gender between the association of ethnic identity and luxury brand purchase intention. Mainly, stronger endorsement of luxury brand purchase was predictive of higher ethnic identity for females than those women with lower luxury purchase intention.

Regarding the effect of acculturation on luxury brand purchase intention, this study shows that if immigrants are less acculturated to the host country's behaviour, their luxury purchase intention increases. A previous study found that if immigrants wish to integrate themselves into the host culture, their luxury value perception is more influenced by self-improvement and conformity motive (Mo & Wong, 2019a). Participants in this study show less behaviour acculturation to the host country and more purchase intention towards luxury brands. The reason behind this fact may be that when immigrant consumers with less behaviour acculturation undergo the behaviour acculturation process, it motivates them to purchase more luxury brands to repress their less behaviour acculturation to the host country and to incorporate into the host culture to obtain the host country's group membership (Mo & Wong, 2019a).

In contrast, the two other acculturation dimensions - Australian language and identity have no significant individual influence on luxury brand purchase intention. A previous study found that Indian immigrants in Australia are less acculturated to host country identity (Gunasekara et al., 2019), which contrasts with the current study finding that shows higher acculturation towards the host country identity among the respondents. Again, the current study participants were highly acculturated to the host language complying with a previous study that mentioned that Indian sub-continent-born immigrants in Australia are more acculturated in the host country language as English is the second official language in most Indian sub-continent countries (Gunasekara et al., 2019). As most participants showed a high level of the host language and identity acculturation, no significant differences have been found in their relation to luxury brand purchase intention.

However, combining all three acculturation dimensions (e.g., language, identity, and behaviour) suggests that if immigrants show overall less acculturation towards their

host country, they tend to show more luxury brand purchase intentions. Likewise, in the host country behaviour dimension, if immigrants wish to incorporate into the host country, the more they rely on luxury brands. No other studies have investigated the effect of acculturation's language, identity and behaviour dimensions on luxury brand purchase intention in Australia. The findings of this study extend the work of others who have investigated acculturation and brand issues in cross-cultural contexts.

The current study identifies that immigrants' education and length of stay positively influence their acculturation level. The results comply with the existing literature by J. W. Berry (1997); Choi et al. (2012); Miglietta and Tartaglia (2009); Rizwan et al. (2017a). Interestingly, an immigrant's family income negatively affects acculturation, contrasting previous studies by Cleveland and Chang (2009); Rizwan et al. (2017a). One possible explanation of this finding could be that when immigrants have fewer income levels, they want to adapt more to the host society to get the job or their desired occupation. This consequently inclines them to maintain mainstream friends or go to English language courses to obtain a better job, which may increase their acculturation level in the host country.

This study identifies the direct relationship between immigrants' luxury brand purchase intention and age, gender, education, and income. The findings suggest that women show more luxury brand purchase intention than men, which is congruent with the previous finding (Stokburger-Sauer & Teichmann, 2013). The current study also identifies that younger immigrants are more likely to show luxury brand purchase intention, complying with studies examined in other countries (Eunjung Kwak & Sojka, 2010; Park et al., 2008). This study also identifies that the higher family income of the immigrants increases the purchase intention of luxury brands which supports the previous study result (Eunjung Kwak & Sojka, 2010). Although the authors found that immigrants' level of education and preference for high-priced prestige brands are not significantly related (Eunjung Kwak & Sojka, 2010), the current study finds that academic education is negatively related to the luxury brand purchase intention. This means that when immigrants possess less academic education, they tend to show more luxury brand purchase intention. These findings suggest similarities among age groups or immigrants' income levels that may surpass cross-cultural limits. Further research can be done by using large sample size and in different cultural contexts.

4.3 IMPLICATIONS OF THE STUDY

THEORETICAL IMPLICATIONS

This study contributes to the theory of ethnic identity, acculturation, luxury branding, and consumer behaviour. The contribution to branding was related to investigating immigrants' luxury branding strategies through their purchase of luxury goods by explaining their level of ethnic identity and acculturation. This study finds that immigrants with a high level of ethnic identity are more likely to show higher luxury brand purchase intentions. Ethnic identity is more important for ethnic minority people than for their native counterparts (Kiang & Fuligni, 2009; Lara, 2018; Y. Xu, Farver, & Pauker, 2015). When people migrate to a new country from a different cultural background, ethnic identity might not be a concern for them until they submerge into the new cultural domains, which illuminate them to redefine their identities (Stodolska & Yi, 2003). However, this ethnic affiliation could be weakened for the minority groups when the length of stay in the host country increases (Gunasekara et al., 2019; Remennick, 2004). In the current study, young immigrants show higher ethnic identity than their older counterparts which their length of stay in Australia might influence. The study further extends Vigneron and Johnson (1999) work that studied consumer motivation to purchase luxury brands by exploring immigrant consumers' luxury brand purchase behaviour in light of consumers' motivation toward luxury brands.

Considering the acculturation dimensions in terms of contribution to branding theory, this study reveals that although immigrants' identity and language acculturation have no significant influence, their overall acculturation and the behaviour acculturation dimension are negatively related to luxury purchase intention. This means that immigrants tend to show more luxury purchase intention when they have less acculturation toward the host country's environment. Behaviour acculturation towards the host country means socialising with the mainstream people, speaking the host language at home, or regularly reading host country newspapers (Gunasekara et al., 2019). Less behaviour acculturation may motivate ethnic minority groups to incorporate into the host culture to obtain the host country's group membership (Mo & Wong, 2019a)for their settlement or job opportunities (Gunasekara et al., 2019). Hence, during the acculturation process, immigrants may show more luxury brand

purchase intention to reinforce their self-concept and inclusion into the host society if they possess less behavioural acculturation towards the host country. The findings of this study expand the work of others who have investigated acculturation and brand issues in cross-cultural contexts, mainly elaborating the work of Rizwan et al. (2017a) by investigating two extrinsic cues – acculturation and brand – as explained by immigrants from varied cultural backgrounds. The results of this study are also preliminary support for the Bandwagon effect with immigrant participants.

This thesis contributes to the immigrant's luxury consumption behaviour by identifying the direct relationship between immigrants' luxury brand purchase intention and demographic factors such as age, gender, education, and income. The current study shows that young people, female gender, less formal education and higher family income increase ethnic consumers' luxury purchase intention. Thus, this study complements and constructs the robustness of the previous research and contributes to immigrants' consumer behaviour.

Interestingly, this research shows that immigrants with higher family incomes tend to exhibit more ethnic identity. Studies highlight that when immigrants' income level becomes high, they can afford to frequently travel to their home country and also, the high level of income facilitates their participation in the ethnic community events (Lai, 2012). Moreover, the current thesis also reveals that immigrants' gender, education and length of stay moderates the relation between ethnic identity and their luxury brand purchase intention. These findings highlight the particular sociodemographic trends that affect the ethnic minorities' identity and eventually their luxury-seeking behaviour and thus contribute to the theory of ethnic identity.

The current research elicits that ethnic minority groups' education and length of stay positively influence their acculturation level. These findings are congruent with the previous research (J. W. Berry, 1997; Choi et al., 2012; Miglietta & Tartaglia, 2009; Rizwan et al., 2017a). On the other hand, this thesis identifies that immigrants' acculturation process accelerates when they have less family income, contrasting the existing literature (Cleveland & Chang, 2009; Rizwan et al., 2017a). The above findings also contribute to the immigrant's acculturation theory that can be employed to understand the ethnic minorities' consumption behaviour in the host country.

PRACTICAL IMPLICATIONS

The potential for generalisation across cultural boundaries can prove cost-effectiveness for practitioners targeting immigrants. Marketers who operate the business in multicultural markets such as Australia must understand that cultural dimensions determine the consumption behaviour of immigrants. This process builds specific divisions within one sub-culture. Understanding these sections' attributes will help marketers develop strategies to penetrate each component successfully. The study findings have practical implications for marketing managers concerning immigrants' luxury brand consumption behaviour. This study's results shed light on understanding the luxury consumption of first-generation immigrants in a multicultural host country such as Australia for segmentation, positioning, and product distribution. This study indicates that immigrants exhibit distinct luxury consumption patterns with different levels of ethnic identity in the host country. Practitioners need to be well informed about immigrants' identity level as an essential concept in their business. The marketers can create united segmentation and positioning strategies to strengthen the luxury brand market in Australia. Further minimising the costs of targeting diverse sub-cultural people within a culture, offering luxury brands gives retailers more significant and higher potential for profitability.

This study indicates that immigrants exhibit distinct luxury consumption patterns with different levels of acculturation in the host country. For successful and effective marketing strategies in a multicultural society, marketers must acknowledge the ethnic minority groups' various acculturation levels in the host country. These various acculturation levels will help develop unified sections strategies to reinforce the luxury brand market in Australia. Further minimising the costs of targeting diverse sub-cultural people within a culture, offering luxury brands gives retailers more significant and higher potential for profitability. Additional research is warranted on four acculturation models: assimilation, separation, integration, and marginalisation and their relationship with luxury brand purchase intention.

This study suggests that retailers may offer luxury brands to the higher ethnic identity and higher-income or the less acculturated and higher-income immigrant populations for effective marketing. Sales promotions – transient price increases without

diminishing the prestige indicated by price to encourage sales – might help reach price-sensitive consumers without turning away the existing markets. Lower-income early endorsers might be targeted for sales promotion strategies such as price packs, rebates, and bonuses. Further research can be done to understand the most successful sales promotion to target immigrants and ascertain the generalizability of these sales promotion strategies over cultures.

When deciding which luxury brands to bear, practitioners need to identify the brand tendencies serving younger consumers. The findings of this study suggest that younger immigrants are more inclined to purchase luxury brands. Future research can identify brands and product categories that are mainly captivating to younger immigrants so that marketers can maximise youthful inclination toward luxury brands.

Moreover, when people migrate from their home country, it changes almost every aspect of life that may affect their wellbeing. Purchasing luxury products would provide immense pleasure and gratification to them, which in turn may have a positive effect on their wellbeing. Luxury product purchases help acculturate into the host country and provide phycological benefits to the immigrants. So, the marketers can formulate strategies for the diverse cultural market to target the immigrant consumer and take the opportunity to contribute to immigrants' wellbeing through their luxury brand consumption.

4.4 FUTURE RESEARCH

This study will allow further research on other possible explanations in different sociocultural variables considering the luxury brand purchases of immigrants. It is also imperative to further investigate the relative contribution of the various realms of ethnic identity to immigrants' diverse points of luxury purchase behaviour. Another area of research prospect is examining the observational aspect of ethnic identity. The current study finds that immigrants' luxury consumption patterns are distinct and vary with their different levels of ethnic identity in the host country. The marketers can create united segmentation and positioning strategies to strengthen the luxury brand market in Australia. Hence, additional research on various ethnic identity dimensions and their relationship with luxury brand purchase intention is warranted. Further,

qualitative research is recommended to apprehend varied ethnic immigrants' psychological experiences and interpretations of this view.

4.5 LIMITATIONS

The study has got some limitations. The first limitation of this study is the inability to generalise. This study examines the Indian subcontinent born immigrants in Australia; hence, it cannot be generalised to all other migrants groups in Australia and other countries. Secondly, the target participant of this study was Indian subcontinent born immigrants in Australia. However, most of the participants in this study were from Bangladesh, and the number of other Indian subcontinent groups (i.e., India, Pakistan) was limited. Therefore, future research may differentiate the ethnic groups' country of origin. Thirdly, the study was conducted among first-generation immigrants in Australia and completely ignored the second generation. Second-generation immigrants born in Australia may have associated with their parent culture from childhood.

Further, the literature review of this study included only peer-reviewed published papers written in English were included. Some key findings written in other languages might have been missed. Lastly, as this study has utilised cross-sectional data, it could not attempt to investigate the causal relationship between the relevant variables. Therefore, the study might have contained all the limitations of any cross-sectional study (mainly methodological).

4.6 CONCLUSION

Luxury brands come up with extraordinary individual and sociocultural interpretations for their consumers. Innumerable studies have discussed Western consumers' luxury perception, motivation and pattern of consumption. It is well informed that ethnic groups' identity and acculturation play a significant role in every aspect of life, including their consumption behaviour and the host country's business. A better understanding of these ethnic minority consumers within Australia has enormous potential benefits to the various marketers functioning within companies as diverse as businesses, public sectors and consumer support groups. Ethnic minority groups

should be taken more seriously because of their growing nature, economic contribution to the host country and the impact of their consumption pattern on the host country's businesses.

Nevertheless, Australian businesses are way off momentum when targeting this ethnic immigrant market. So many companies have been slow to acknowledge ethnic marketing opportunities because of the insufficiency of market research. This study opens up the opportunity to understand the immigrant consumer's diverse ethnic identity and acculturation aspects with their luxury purchase intention and presents several fields in which further research is necessary. So far, immigrant consumption behaviour or ethnic marketing has drawn limited attention from marketers in Australia. Due to recessionary trends, consumer demand in Western luxury markets appears to be deteriorating under pressure.

Furthermore, with the global disruption caused by the COVID-19 pandemic, it is imperative to be aware of how this may affect the luxury brand markets in Australia. For a successful and sustainable luxury business, marketers must consider immigrants' consumption patterns in Western markets. Ethnic minorities in Australia appear to be a vast untapped prospect in the market, and the companies must recognise the market, the possible obstacles and the strategies by which those hurdles might be controlled.

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Appendices

Appendix 1 - Example of online survey information sheet for the research participants

Participant Information for USQ Research Project Questionnaire

Project Details	
Title of Project:	**Luxury brand purchasing intentions of immigrants in the Australian context**
Human Research Ethics Approval Number:	HXXREAXXX

Research Team Contact Details		
Principal Investigator	**Principal Supervisor**	**Associate Supervisor**
Saif Sharif Email: saif.sharif@usq.edu.au Mobile: +61 410 369 519	Dr. Anne-Marie Sassenberg Email: Anne - Marie.Sassenberg@usq.edu.au Telephone: 61 7 3470 4538	Professor Jeffrey Soar Email: Jeffrey. Soar@usq.edu.au Telephone: +617 3470 4831

Description

This project is being undertaken as part of Doctor of Business Administration program.

The purpose of this project is to examine the luxury brand purchase intention among Indian subcontinent born immigrants in Australia considering their level of ethnic identity, acculturation level and various demographic factors (age, education, income).

The research team requests your assistance because you are an Indian subcontinent born immigrants in Australia and above 18 years old.

Participation

Your participation will involve completion of an online questionnaire that will take approximately 10-15 minutes of your time.

Questions will include:

"How much do you speak English/ethnic language at home?"

"Do you own any luxury brand product?"

Your participation in this project is entirely voluntary. If you do not wish to take part, you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage. You may also request that any data collected about you be withdrawn and confidentially destroyed. If you do wish to withdraw from this project or withdraw data collected about you, please contact the Research Team (contact details at the top of this form).

Your decision whether you take part, do not take part, or to take part and then withdraw, will in no way impact your current or future relationship with the University of Southern Queensland.

Expected Benefits

It is expected that this project will not directly benefit you. However, it may benefit to the theory on luxury branding, consumer behaviour, immigrant consumers' luxury brand purchase motivation as well as in future research related to this area. it may also help the Australian luxury brand marketers for the better planning and implementation of ethnic marketing in Australia.

Terms and Conditions of Prize Draw Entry

1. The prize draw is being run by University of Southern Queensland researcher to encourage participation in a questionnaire on luxury brand purchasing intentions of immigrants in Australia.
2. By electing to participate, you accept these terms and conditions as governing the prize draw. To enter the prize, draw please provide your details on the next page. Any personal information you provide to us in the course of entering the prize draw will be dealt with by us in accordance with our privacy policy (published at: http://policy.usq.edu.au/documents/13404PL).
3. Five gift vouchers each containing $50 AUD (Total $250 AUD) will be awarded in the prize draw.
4. There is no cost to you for entry into the competition.
5. To enter the prize draw you must: a) complete the prize draw entry form b) participate into this research activity. However, failure to fully complete the participation requirements (for example, but not limited to, completion of a survey) and/or withdraw from the Research Activity early will not disqualify from entry into the prize draw.
6. You may only submit one entry in the prize draw.

7. All survey and other materials provided by you becomes our property. No responsibility is taken for late, lost or misdirected surveys or entries.
8. Following the closing date, the prize winner will be selected randomly from valid entries received. Each entry can only be drawn once.
9. Subject to system malfunction, the draw will occur on December 1st, 2020. If the systems supporting the draw are not functioning as they should when the draw is due, the draw will be held as soon as possible once the systems become functional again.
10. Prize winner names will not be published.
11. The prize winner will be sent an email to the address where survey questionnaire was sent. After acknowledging receipt of the prize draw notification (maximum within twenty-one (21) days of receipt of prize draw notification), winner will be sent the prize through the nominated email. The email will be sent to the prize winner within two weeks of the draw.
12. If the prize is not successfully claimed, a second chance draw will occur as the original draw within twenty-five (25) days of the expiry of the claim period. If the second draw prize is not successfully claimed, the prize will not be awarded.
13. Prizes cannot be substituted for another prize at the election of the prize-winner.
14. We do not accept any responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted, or misdirected entries, claims or correspondence, whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise.
15. We may suspend the promotion if we determine that the integrity or administration of the promotion has been adversely affected due to circumstances beyond its control. We may disqualify any individual who tampers with the entry process.

Risks

In participating in the questionnaire, there are no anticipated risks beyond normal day-to-day living.

Privacy and Confidentiality

All comments and responses will be treated confidentially unless required by law. The information collected is confidential and will not be disclosed to third parties without your consent, except to meet government, legal or other regulatory authority requirements. A de-identified copy of this data may be used for other research purposes. However, your anonymity will at all times be safeguarded. A one-page summary report on the project findings will be provided to the online platform from where the survey participants selected and If you would like to receive a brief summary of the study findings, please contact Saif Sharif saif.sharif@usq.edu.au

Any data collected as a part of this project will be stored securely as per University of Southern Queensland's Research Data Management policy.

Consent to Participate

Clicking on the 'Next' button at the end of the consent form is accepted as an indication of your consent to participate in this project.

Questions or Further Information about the Project

Please refer to the Research Team Contact Details at the top of the form to have any questions answered or to request further information about this project.

Concerns or Complaints Regarding the Conduct of the Project

If you have any concerns or complaints about the ethical conduct of the project, you may contact the University of Southern Queensland Manager of Research Integrity and Ethics on +61 7 4631 1839 or email researchintegrity@usq.edu.au. The Manager of Research Integrity and Ethics is not connected with the research project and can facilitate a resolution to your concern in an unbiased manner.

Thank you for taking the time to help with this research project. Please keep this sheet for your information.

Appendix 2 - Example of online survey questionnaire for the participants

Project Title: Luxury brand purchasing intentions of immigrants in the Australian context

1. Age o 18 - 24 years o 25 - 34 years o 35 - 44 years o 45 - 54 years o 55 - 64 years o 65 years and over 2. Gender o Female o Male 3. Education o High School o Undergraduate (BA; BSc) o Postgraduate (MSc; MA) o Doctoral Degree (PhD) o Other	4. Income (annual) o Below $40K o $40K to $60K o $61K to $100K o $101K to $150K o Above $150K 5. Length of stay in Australia o 6 months to less than 1 year o 1 year to 5 years o 5 years to 10 years o more than 10 years 6. Country of Birthplace o India o Bangladesh o Pakistan o Nepal o Sri Lanka

7. Purchase intention

Purchase intention	Strongly Disagree to Strongly Agree						
I have strong possibility to purchase Luxury Brand product.	1	2	3	4	5	6	7
I'm likely to purchase Luxury Brand product.	1	2	3	4	5	6	7
I have high intention to purchase Luxury Brand product.	1	2	3	4	5	6	7

8. Identity

Australian	Strongly Disagree to Strongly Agree						
I have spent time trying to find out more about Australian history, traditions, and customs.	1	2	3	4	5	6	7
I think of myself as being Australian.	1	2	3	4	5	6	7
I have a strong sense of belonging to Australian identity.	1	2	3	4	5	6	7
I have a lot of pride in Australian identity and its accomplishments.	1	2	3	4	5	6	7
I feel a strong attachment toward Australian identity.	1	2	3	4	5	6	7
I feel good about Australian cultural background.	1	2	3	4	5	6	7

Ethnic	Strongly Disagree to Strongly Agree						
I have spent time trying to find out more about my own ethnic group, such as its history, traditions, and customs.	1	2	3	4	5	6	7
I am happy that I am a member of the ethnic group I belong to.	1	2	3	4	5	6	7

I have a strong sense of belonging to my own ethnic group.	1	2	3	4	5	6	7
I have a lot of pride in my ethnic group and its accomplishments.	1	2	3	4	5	6	7
I feel a strong attachment toward my own ethnic group.	1	2	3	4	5	6	7
I feel good about my cultural or ethnic background.	1	2	3	4	5	6	7

9. Behaviour

Australian	Never to Always						
How much do you speak English language at home?	1	2	3	4	5	6	7
How much do you read Australian newspapers or magazines, books?	1	2	3	4	5	6	7
How much do you watch Australian TV shows?	1	2	3	4	5	6	7
How much do you watch English movies?	1	2	3	4	5	6	7
How much do you socialize with Australian friends outside your ethnic community during weekends?	1	2	3	4	5	6	7
How much do you eat Australian food at home?	1	2	3	4	5	6	7
How much you purchase food from Australian grocery shop?	1	2	3	4	5	6	7
How much do you attend Australian sporting events?	1	2	3	4	5	6	7
Ethnic	Never to Always						
How much do you speak your ethnic language at home?	1	2	3	4	5	6	7
How much do you read your ethnic newspapers or magazines and books?	1	2	3	4	5	6	7
How much do you watch your ethnic TV shows?	1	2	3	4	5	6	7
How much do you watch your ethnic movies?	1	2	3	4	5	6	7
How much do you socialize with own ethnic friends during weekends?	1	2	3	4	5	6	7
How much do eat ethnic food at home?	1	2	3	4	5	6	7
How much you purchase food from ethnic grocery shop?	1	2	3	4	5	6	7

10. Language

English	Very low to Very high						
How would you rate your ability to understand English?	1	2	3	4	5	6	7
How would you rate your ability to speak English in social situation (e.g. ability to speak English at work, with Australian friends, on the phone, with strangers and overall)?	1	2	3	4	5	6	7
How would you rate your ability to speak English overall (e.g. the ability to understand English on TV/movies, in newspapers, in songs and overall)?	1	2	3	4	5	6	7
Ethnic Language	Very low to Very high						
How would you rate your ability to understand ethnic language?	1	2	3	4	5	6	7

How would you rate your ability to speak ethnic language in social situation (e.g. with friends, on the phone, with strangers and overall)?	1	2	3	4	5	6	7
How would you rate your ability to speak ethnic language overall (e.g. the ability to understand on TV/movies, in newspapers, in songs and overall)?	1	2	3	4	5	6	7

Appendix 3: Statistical analysis

Paper I: Collinearity Statistics output in SPSS:

Descriptive Statistics

	Mean	Std. Deviation	N
purin	15.1147	4.33495	401
Total EID	38.0399	5.63590	401
Age	3.1596	.96926	401
Gender	1.4813	.50027	401
Education	2.5661	.71502	401
Family Income	5.5012	1.29253	401
Length of stay in Australia	3.2743	.76457	401

Correlations

		purin	Total EID	Age	Gender	Education	Family Income	Length of stay in Australia
Pearson Correlation	purin	1.000	.491	-.349	-.087	-.263	.050	-.214
	Total EID	.491	1.000	-.246	-.120	-.145	.057	-.201
	Age	-.349	-.246	1.000	.269	.317	.397	.696
	Gender	-.087	-.120	.269	1.000	.453	.117	.216
	Education	-.263	-.145	.317	.453	1.000	.274	.287
	Family Income	.050	.057	.397	.117	.274	1.000	.445
	Length of stay in Australia	-.214	-.201	.696	.216	.287	.445	1.000
Sig. (1-tailed)	purin	.	<.001	<.001	.042	<.001	.161	<.001
	Total EID	.000	.	.000	.008	.002	.128	.000
	Age	.000	.000	.	.000	.000	.000	.000
	Gender	.042	.008	.000	.	.000	.010	.000
	Education	.000	.002	.000	.000	.	.000	.000
	Family Income	.161	.128	.000	.010	.000	.	.000
	Length of stay in Australia	.000	.000	.000	.000	.000	.000	.
N	purin	401	401	401	401	401	401	401
	Total EID	401	401	401	401	401	401	401
	Age	401	401	401	401	401	401	401

Gender	401	401	401	401	401	401	401
Education	401	401	401	401	401	401	401
Family Income	401	401	401	401	401	401	401
Length of stay in Australia	401	401	401	401	401	401	401

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.864	1.702		3.444	<.001		
	Total EID	.303	.033	.394	9.184	<.001	.894	1.119
	Age	-1.404	.263	-.314	-5.330	<.001	.475	2.105
	Gender	.993	.400	.115	2.483	.013	.774	1.292
	Education	-1.332	.289	-.220	-4.603	<.001	.723	1.383
	Family Income	.602	.159	.180	3.792	<.001	.735	1.361
	Length of stay in Australia	.240	.334	.042	.719	.473	.476	2.101

a. Dependent Variable: purin

Collinearity Diagnostics[a]

				Variance Proportions						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Total EID	Age	Gender	Education	Family Income	Length of stay in Australia
1	1	6.730	1.000	.00	.00	.00	.00	.00	.00	.00
	2	.090	8.644	.00	.01	.01	.56	.06	.04	.01
	3	.079	9.245	.01	.09	.23	.00	.00	.00	.03
	4	.044	12.353	.00	.02	.02	.33	.84	.02	.01
	5	.031	14.795	.02	.04	.09	.10	.07	.90	.01
	6	.019	18.923	.00	.03	.64	.00	.00	.03	.86
	7	.007	30.357	.96	.81	.01	.01	.04	.00	.08

a. Dependent Variable: purin

Paper II: Collinearity Statistics output in SPSS:

Descriptive Statistics

	Mean	Std. Deviation	N
purin	15.1150	4.34038	400
Zscore(total acc)	.0000000	1.00000000	400
Zscore: Age	-.0021676	1.00030865	400
Zscore: Gender	.0024052	1.00009037	400
Zscore: Education	-.0015172	1.00079016	400
Zscore: Family Income	-.0028989	.99956391	400
Zscore: Length of stay in Australia	-.0023729	1.00012138	400

Correlations

		purin	Zscore(total acc)	Zscore: Age	Zscore: Gender	Zscore: Education	Zscore: Family Income	Zscore: Length of stay in Australia
Pearson Correlation	purin	1.000	-.520	-.349	-.087	-.263	.050	-.214
	Zscore (total acc)	-.520	1.000	.209	.154	.342	.037	.344
	Zscore: Age	-.349	.209	1.000	.272	.316	.395	.696
	Zscore: Gender	-.087	.154	.272	1.000	.455	.120	.219
	Zscore: Education	-.263	.342	.316	.455	1.000	.273	.286
	Zscore: Family Income	.050	.037	.395	.120	.273	1.000	.443
	Zscore: Length of stay in Australia	-.214	.344	.696	.219	.286	.443	1.000
Sig. (1-tailed)	purin	.	<.001	<.001	.042	<.001	.161	<.001
	Zscore (total acc)	.000	.	.000	.001	.000	.231	.000
	Zscore: Age	.000	.000	.	.000	.000	.000	.000
	Zscore: Gender	.042	.001	.000	.	.000	.008	.000
	Zscore: Education	.000	.000	.000	.000	.	.000	.000
	Zscore: Family Income	.161	.231	.000	.008	.000	.	.000
	Zscore: Length of stay in Australia	.000	.000	.000	.000	.000	.000	.
N	purin	400	400	400	400	400	400	400
	Zscore (total acc)	400	400	400	400	400	400	400
	Zscore: Age	400	400	400	400	400	400	400
	Zscore: Gender	400	400	400	400	400	400	400
	Zscore: Education	400	400	400	400	400	400	400
	Zscore: Family Income	400	400	400	400	400	400	400
	Zscore: Length of stay in Australia	400	400	400	400	400	400	400

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	15.113	.171		88.514	<.001		
	Zscore(totalacc)	-2.073	.193	-.478	-10.718	<.001	.781	1.280
	Zscore: Age	-1.925	.245	-.444	-7.847	<.001	.486	2.059
	Zscore: Gender	.399	.195	.092	2.048	.041	.771	1.297
	Zscore: Education	-.450	.210	-.104	-2.146	.032	.664	1.506
	Zscore: Family Income	.762	.199	.175	3.836	<.001	.741	1.349
	Zscore: Length of stay in Australia	.827	.259	.191	3.193	.002	.436	2.294

a. Dependent Variable: purin

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Zscore(total acc)	Zscore: Age	Zscore: Gender	Zscore: Education	Zscore: Family Income	Zscore: Length of stay in Australia
1	1	2.585	1.000	.00	.03	.05	.03	.04	.04	.04
	2	1.122	1.518	.00	.10	.04	.17	.12	.14	.04
	3	1.000	1.608	1.00	.00	.00	.00	.00	.00	.00
	4	.905	1.690	.00	.48	.00	.22	.03	.07	.03
	5	.668	1.967	.00	.05	.14	.16	.18	.43	.04
	6	.448	2.402	.00	.18	.13	.41	.58	.25	.00
	7	.272	3.081	.00	.15	.65	.00	.06	.07	.85

a. Dependent Variable: purin