


## The Factors Affecting Luxury Brand Purchase Intention in Terms of Rational and Emotional Impact in Qatar

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<p><b>Keywords:</b> Luxury Brands Purchase Intention Emotional Effect Rational Effect</p> <p>Received 21 September 2018 Revised 2 July 2019 Accepted 5 July 2019</p> <p><b>Article Classification:</b> Research Article</p>	<p><b>Purpose</b> – The study aimed to understand the factors that influence consuming international luxury brands in Qatar with considering 3 factors of the independent variables are affected by emotional decision based to purchase luxury brands (The Need of Uniqueness, Hedonism, and Conspicuousness) and 2 other factors are affected by rational decision based ( Quality and Materialism). For that, the research is a causal study.</p> <p><b>Design/methodology/approach</b> – The research was a quantitative method based. 251 questioners were collected. The study conducted exploratory factor analysis for the need for uniqueness due to the 3 different sub-dimensions that it has, confirmatory factor analysis for all of the variables to measure the validity and reliability of the model and multiple regression analysis to test the hypothesis.</p> <p><b>Findings</b> – The research findings indicate that the need for uniqueness (Avoidance of Similarity and Creative Choice) have a significant impact on consuming luxury brands, while the third sub-dimension, the unpopular choice wasn't tested due to analyzing the issue. As well, hedonism, conspicuousness, and quality presented the same result. However, materialism didn't show a statistically significant impact on consumer purchase intention of buying luxury brands.</p> <p><b>Discussion</b> – The study can be beneficial for marketers to understand the consumer intention to have luxury brands goods and increase their sales. The study as well contributes to luxury brands literature to give new insight into what affect consumer's buying intention of luxury brands in. As this new phenomenon has speared among the country and the studies are still limited to it.</p>

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