INVESTIGATING THE ROLE OF BARGAINS IN PURCHASING LUXURY AT OUTLET MALLS AND THE IMPACT OF CULTURAL VALUES FOR INDIAN TOURISTS THROUGH A MIXED METHODS APPROACH

Devanshi Arora

A dissertation submitted in partial fulfilment of the requirement for the award of the degree MSc Strategic Fashion Management

Fashion Business School London College of Fashion University of the Arts London

Submission Date
15th of May, 2025

No portion of the work referred to in this dissertation has been submitted in support of an application for another degree or qualification of this institution or any other university or other institution of learning.

In the writing of this dissertation I have received assistance from Cigdem Gogus and Affan Hameed.

I, Devanshi Arora, certify that this is an original piece of work. I have acknowledged all sources and citations. No section of this MSc project has been plagiarised.

I would like to thank my supervisor, Cigdem Gogus for her guidance and unwavering support throughout this dissertation. I would like to thank Dr. Affan Hameed for helping me through this stressful time.

I would like to thank my family for constantly motivating me to keep working hard and trying my best. I wouldn't be where I am without them.

I would like to thank my friends for keeping me sane.

This dissertation would not have been possible without all the participants and interviewees who provided me with the data needed to complete it, thank you for your support.

And lastly, I'm so grateful for the love and support of my dog, Oreo.

Abstract

Research Context: Indian tourists are among the world's highest spenders on luxury goods when travelling abroad, yet their engagement with outlet malls remains under-researched. While outlet malls offer significant bargains, little is known about the psychological and contextual factors driving Indian consumers' purchase intentions in this setting.

Purpose: This study investigates the determinants of luxury-goods purchase intention at outlet malls among Indian tourists, integrating both qualitative insights and quantitative testing within the Theory of Planned Behaviour (TPB) framework. It examines how value-seeking motives, social pressures, perceived behavioural control, and destination-related attributes shape attitudes and intentions to buy.

Design/methodology/approach: Employing a sequential exploratory mixed-methods design, semi-structured interviews with purposively sampled Indian travellers generated key behavioural-belief statements and contextual themes . These informed a 44-item online questionnaire, administered via Qualtrics to 250 respondents (213 valid) using convenience and snowball sampling. Constructs—attitude, subjective norm, perceived behavioural control (PBC), and destination-related attributes—were measured on 7-point Likert scales and analysed through multiple linear regression and moderation tests in SPSS .

Findings: Attitude ($\beta = 0.314$, $p < .01$), subjective norm ($\beta = 0.542$, $p < .001$), and PBC ($\beta = 0.416$, $p < .001$) each positively predict purchase intention, with social influence emerging as the strongest driver. A belief index derived from qualitative themes significantly predicted attitude ($\beta = 0.684$, $p < .001$). Contrary to expectations, destination-related attributes did not moderate any TPB relationships.

Originality and Value: This is the first study to apply a mixed-methods TPB approach to Indian tourists' luxury outlet-mall purchases, combining interview-derived belief measures with robust quantitative analysis. Findings offer actionable guidance for outlet-mall operators and luxury brands on leveraging social influence and reducing perceived barriers to enhance engagement with this lucrative demographic.

Keywords: Outlet Malls, Indian Tourists, Theory of Planned Behaviour, Mixed Methods, Purchase Intention, Bargain Shopping.

Word Count: 17,568

Table of Contents

List of Figures

List of Tables

1. INTRODUCTION

1.1 Background and Rationale

1.1.1 Fashion and Tourism

The dynamic landscape of the fashion industry has faced formidable disruptors such as unparalleled geo-political tensions, changing consumer mindsets, economic upheavals and a gripping pressure to combat the climate crisis (Mckinsey, 2024). As the aftershocks ripple through governments and economies, political alliances have led to dynamic trade regulations, sustainability policies and unstable supply chains (McKinsey, 2024). In this environment, consumer confidence has emerged as a significant risk factor in 2025.

Similar challenges continue to impose risks to travel confidence levels, however more positive prospects are expected for 2025. International tourism recovered 99% of travel in 2024 from 2020, mimicking pre-pandemic travel levels. The UNWTO reported revenues generated from tourism reached a record of 1.9 trillion USD in 2024. International tourism is expected to experience growth rates of 3-5% in 2025, however against economic and geopolitical pressures tourists are wary of risk and continue to pursue value for money.

A differing consumer mindset has formed as a result of uncertainty: value-consciousness. As consumers navigate inflation and an increased cost of living rates, they are becoming incredibly particular and conscious of their fashion purchases. It has been noted that over 60% of consumers in the US and UK are now actively attempting to reduce money spent on fashion purchases, instead choosing to purchase from outlets and off-price retailers, practicing frugality (Mckinsey, 2024).

1.1.2 Seeking Value

Macroeconomic pressures and increased prices have translated to customers adopting value conscious behaviour with 75% of customers agreeing they would continue purchasing from outlets or off-price retailers, even if their discretionary income increased. Consequently, consumer appetite to spend money is low and is a primary risk on the landscape for 2025, according to industry specialists (Mckinsey, 2024). Off-price retailers demonstrated a 1.8x revenue growth between 2023 and 2024 (Amed and Berg, 2023). Brands must leverage relationships with off-price retailers and their own outlet stores to gain momentum with aspirational shoppers, who may have the potential to purchase at full price.

Furthermore, it is vital to consider the role of the “Silver Generation”, a customer cohort aged over 50 years, who are positioned to represent more than a third of the global population by 2050 (Madgavkar et al., 2025). Consumers in this cohort formed over 38% of total global spend in 2024 and are predicted to drive 48% growth in 2025. In developed economies such as the US and China, the Silver Generation will commit 60% growth, in Europe 79% and in India, an emerging economy, this cohort is predicted to drive 30% of spending growth in 2025 (Lab, 2025). Indeed, this segment accounts for over 60% of wealth in the US and in the UK (Office for National Statistics, 2022).

Outlet and off-price retailers should build positive and long lasting relationships with the Silver Generation as this cohort of customers will optimise the outlet experience to gain maximum value. The Silver Generation prioritises travel and experiences. They are not trend-oriented and seek functionality in their purchases. Their utmost priority is seeking value and thus have a higher propensity to purchase from discount, off-price or outlet channels (Mckinsey, 2024). Additionally they prefer multi-brand retail and would shop in-store rather than embracing an omni-channel approach (Mckinsey, 2024). This generation may introduce younger generations to luxury purchases, such as GenZ and GenAlpha consumers. The Silver Generation are primed to be ideal customers for outlet malls as they seek value, functionality and have the potential to create generational loyalty towards brands.

1.1.3 The Indian Market

As global markets combat uncertainty, the Indian economy continues to prosper, predicting a growth rate of 7% (International Monetary Fund, 2024) making it a rapidly flourishing economy surpassing other powerful players such as China and the US. It is poised to become the third largest consumer market by 2027 (Jacob, 2023). This economic tailwind has resulted in a booming middle class segment, forecasted to constitute 61% of India's population by 2047 (WGSN, 2024) and "amount to 1 billion" people by 2050 (Mukeri et al., 2023). India's population of aspirational customers, who undertake half of global luxury sales, are expected to rise to 100 million in 2027 (Goldman Sachs, 2024). The luxury market has taken note of this augmentation and has invested significant resources in increasing its retail footprint in India by "leasing over 600,000 sq-ft of retail space across various formats, up from 230,000 sq-ft in the previous year" in [2023] (WGSN, 2024).

While India's emerging market has a relatively smaller older population, consumers over the age of 50 are expected to drive 30% of spending growth in 2025 (Lab, 2025). The Indian Silver Generation is expected to grow to 34% in 2050, accounting for a third of the total consuming population.

Indian customers are no longer confined to their home market. As global mobility and spending power increase, the Indian demographic are positioned to be strong competitors to other nationalities, like the Chinese, in the luxury and travel industries. Indian tourists marked 31 million outbound trips in 2022 and have the potential to surpass 80 million trips in 2040 (Aggarwal et al., 2023). India's outbound tourism market is predicted to reach 55.4

billion dollars by 2034 championing annual growth of over 11% (Dhawan, 2024). Visa reported that “outbound spending on luxury goods by Indians in Quarter one of 2024 was 250% more compared with the same quarter five years ago in 2019” (Elearnmarkets et al., 2024).

As China’s economic growth slows, citizens are preferring affordable, domestic trips instead of spending lavishly abroad. The reduction of Chinese tourists impacted the global travel industry with a loss of approximately 130 billion dollars paving the way for Indian tourists to fill the market (TOI, 2025). Both markets share similar population sizes and income levels, India has the potential to mimic China’s outbound travel patterns, generating potentially 80-90 million trips a year (Aggarwal et al., 2023).

The average GDP rate in India continues to support industries such as fashion, there is an unmistakable benefit to the outbound travel industries, facilitating travel expenditure to increase at a rate of 9% through 2030 (Bhutia, 2024). Indian travelers reached a new level in overseas expenditure, upwards of 17 billion dollars, 12% of which was spent on unique experiences. It has been noted that travel is a burgeoning symbol of status, especially ‘out of region’ travel such as Europe or North America.

1.2 Aims and Objectives

Aim	To employ a mixed methods approach to examine the role of bargain hunting in purchasing discount luxury and the role of culture for Indian consumers within retail tourism.
Objectives	1. To critically review the existing literature to: a. Understand the role of discounts in consumer buying behaviour b. Examine the impact of Indian cultural values on buying behaviour c. Examine how destination related attributes shape purchase intention for tourists 2. Based on the literature review to develop a conceptual model that analyses the factors influencing purchase intention for discount luxury. a. To explore the beliefs, perceptions, and experiences that shape Indian tourists' attitudes and behaviors when purchasing luxury goods at outlet malls abroad b. Focusing on behavioral beliefs and the roles of social influence, perceived control, destination attributes, and cultural values. 3. To employ qualitative and quantitative methodology in order to design a simple mixed methods study that seeks to understand and investigate Indian tourists' intentions to buy luxury items at outlet malls. 4. To develop strategic recommendations for luxury brands and retailers to better attract and retain Indian customers by aligning

	outlet mall strategies, tourism initiatives with Indian consumer motivations.

Table 1.2: Author's own

1.3 Overview of Structure

This dissertation presents a literature review in Chapter 2, critically examining published literature on the luxury market, how value and bargains can influence purchase decisions, the role of cultural nuances on consumer behaviour and how these themes interact within the retail tourism sector. Chapter 3 comprises the research design and methodology selected to aptly examine these phenomena, the findings of which are detailed and analysed in Chapter 4. Following this analysis, Chapter 5 elaborates on the findings within the context of extant academic literature and demonstrates managerial implications for luxury outlet retailers and for the tourism industry in order to fully capitalise on the burgeoning Indian tourist sect through effective marketing and strategised service provision. The limitations of this study and areas of future research are also included.

2. LITERATURE REVIEW

2.1 The Luxury Market:

The concept of luxury is an enigmatic topic for many researchers as they have attempted to define it, identify motivating factors relating to purchase luxury, explore the values associated with luxury and examine the consumer characteristics associated with luxury buyers.

While objective attributes of luxury have now been identified, such as quality and price (Kapferer, 1998), the symbolic meaning of luxury remains difficult to define. Authors assign abstract, philosophical notions such as “aura” (Bjorkman, 2002), “dream value” (Dubois and Paternault, 1995) or “superfluousness” (Bearden and Etzel, 1982). Heine (2012) defined luxury as any experience or product that is not necessary or ordinary, but holds high levels of desirability. While researchers continue to delve into the evolving meaning of luxury, there remains no widely adopted definition for luxury, luxury brands and luxury consumers (Godey et al. 2009; Berthon et al. 2009; Kapferer 2012; Wiedmann, Hennigs, and Siebels 2009), luxury brands (De Barnier, Rodina, and Valette- Florence 2006) and luxury consumers (Ciomea et al. 2012).

In accordance with Nueno and Quelch (1998), luxury brands are “those whose ratio of functional utility to price is low while the ratio of intangible and situational utility to price is high”. They are associated with quality, emotional attachment and exclusivity. (Pileliene, 2012). Luxury products traditionally boast a strong brand identity, with a recognisable name and logo, as well as a reputable history of craftsmanship and performance (Quelch, 1987). Supplementary to these facets, it is vital that a luxury brand evokes exclusivity, maintains customer loyalty and sales revenue (Phau and Prendergast, 2000). These qualities lend themselves to generating prestige associated with the brand and its uniqueness. (O’Cass and Frost, 2002; Kapferer, 2001). The exclusive nature of luxury brands is affected if it is easily accessible to the masses; the success of luxury companies rests on the ‘rarity principle’ as coined by Dubois and Paternault (1995). A fine balance must be achieved between brand awareness and sales to maintain its prestige. Luxury goods are no longer selected based solely on the material value of the product, but also with consumers’ desire to experience the world created by the brand - to represent and express the brand image in order to gratify themselves. (Lassar et al, 1995).

Authors have researched the role of price in enabling the perception of luxury. Vigneron and Johnson (1999) concluded that the price of a product is a key indicator of luxury, within groups that demonstrated high interpersonal effects which are purchased to maintain social status. (Vigneron and Johnson, 1999; Han et al., 2010; Tian et al., 2001; O’Cass and McEwen, 2004; Brun and Castelli, 2013; Silva et al., 2022). Luxury goods are “valued because they are costly” and are determined by price. (Ng, 1987). Consumers often employed the variable of price as a method to evaluate the quality of product when comparing between different brands. (Erickson and Johansson, 1985; Tellis and Gaeth, 1990). Supporting these findings, a study conducted by Lichtenstein et al., (1993) concluded that consumers who used price as a substitute for quality, also recognised high price points as a promising signal to gaining a certain level of prestige.

Conversely, Prendergast et al (2000) discerned that price is not the sole determinant in identifying luxury. Expensive goods are not necessarily perceived as luxuries. In order to qualify as a luxury good, a high price is necessary but it is not sufficient for the qualification. Kapferer (2001) and Vigneron and Johnson (1999) aligned with this view; luxury brands must demonstrate superior quality and intricate distribution channels.

Furthermore, Vigneron and Johnson proposed five key dimensions of luxury that are categorised under interpersonal and personal factors. The interpersonal factors encompass “conspicuous, uniqueness and social value” and the personal factors are “emotional and quality value”.

In 2007, Weidmann, Hennigs and Siebels suggested four key dimensions: “social value, individual value, functional value and financial value.” This suggestion was the foundation of their study (in 2009) that expanded on these dimensions by creating a framework to segment luxury consumption behaviour on the basis of these values. Similarly, another framework produced by Smith and Colgate investigated four dimensions for luxury items: “Symbolic/Expressive; Experiential/Hedonic; Utilitarian/Functional; Cost/Sacrifice values”.

An alternative proposition to conceptualise luxury dimensions was a three factor framework of the ‘objective’ value, such as the material, ‘subjective’ value which is the individual perception and the ‘collective’ value which is the impact of social perception and influence. (Berthon et al, 2009). Research conducted by Smith and Colgate was expanded upon by Tynan, McKechnie and Chhuon (2009), whereby the authors included relationship value within the framework. They concluded that relationship value is a key component of luxury consumption, as it satisfies the expectations luxe customers have for receiving exceptional care and a personalised service from brands in this price bracket.

Authors	**Value Dimensions**	**Description / Components**
Weidmann, Hennigs & Siebels (2007; 2009)	Social Value	Prestige and conspicuous consumption; reflects how luxury is perceived by others.

	Individual Value	Linked to self-identity, materialism, hedonic motivations.
	Functional Value	Quality, uniqueness, usability — attributes inherent in the product itself.
	Financial Value	Price-based judgement of luxury; reflects exclusivity and financial investment.
Smith & Colgate (2007)	Symbolic/Expressive Value	Reflects personal or social meaning and identity conveyed by luxury products.
	Experiential/Hedonic Value	Emotional, sensory pleasure and enjoyment derived from consumption.
	Utilitarian/Functional Value	Practical utility, performance, craftsmanship, and quality.
	Cost/Sacrifice Value	The perceived trade-off (money, time, effort) made to obtain the luxury product.
Berthon et al. (2009)	Objective Value	Material attributes such as design, quality, and craftsmanship.
	Subjective Value	Individual's internal perception and emotional connection to the luxury item.
	Collective Value	Social meaning derived from how the product is viewed by others (status, acceptance).
Tynan, McKechnie & Chhuon (2009)	Relationship Value	Value derived from personal relationships with the brand and its representatives; includes personalised service.

Table 2.1: Author’s own

Following this, the Journal of Marketing published an article in 2010 that introduced ‘brand prominence’ in an effort to differentiate between different consumer needs according to their wealth and desire for status (Han et al., 2010). These consumer needs correspond with their affinity for conspicuous or inconspicuous consumption based on their decision to connect or distance themselves from members of their own and other groups. The study proposed a taxonomy of four groups labelled the “4 Ps of Luxury”: Patricians, Parvenus, Poseurs and Proletarians. Patricians are incredibly wealthy and are not driven to acquire status. They associate with their own group through subtle luxury branding and cues. Parvenus are affluent but crave status. They actively want to associate themselves with Patricians and distance themselves from lower status groups. They achieve this through using conspicuous branding and loud signals. Poseurs do not have the financial means to easily afford high-end authentic luxury goods, however they have a high need for status and thus mimic the Parvenus group. Poseurs are likely to purchase counterfeit products in an attempt to gain the same status one would gain from purchasing authentic luxury goods (Wee et al., 1995). The last group is the Proletarians. They are less affluent but are not concerned by status, or signalling status through luxury consumption.The authors conducted a field experiment and a questionnaire to investigate the applicability and generalisability of this construct. They found that Patricians are willing to pay premium prices for luxury products that do not give into logo-mania and are less conspicuous. Poseurs follow the Parvenus by choosing to purchase conspicuous or loud products, but as counterfeits in order to prominently identify with Parvenus consumers.

The data collected featured Western consumers and was limited in socioeconomic diversity. As a result, these findings cannot be applied to an emerging market like India due to dissimilar cultural contexts and thus different implications in their consumption habits. As previous authors have noted that Indian luxury consumption is still in a nascent stage, it would be relevant to explore where Indians with global mobility, such as tourists, leave an impact on larger, global economies. Specifically, in the context of outlet malls which attract status and value-driven customers such as Indian customers.

2.2 The Impact of Value and Bargains:

The concept of luxe-bargain shopping was introduced in 2009, which refers to the purchase of a luxury brand at a bargain (Lim, 2009). The luxury bargain customer exists in a “value oriented shopping environment” (Lim, 2009). Extant literature refers to bargaining as a process supported by haggling and play in an effort to achieve the lowest price possible - within the context of outlet malls and this research paper, bargaining is in reference to finding discounts, not changing the given selling price.

The transaction utility theory is known as the difference between customers’ internal reference price and the purchase price (Thaler, 1983). A review of existing literature reveals that a product’s reference price is antecedent to purchase as it is a standard by which the price of a good is evaluated for fairness (Monroe, 1973). The internal reference price is derived from information available in the market, including popular brands, current price points, and the lowest price in the market (Garbor & Granger, 1961; Winer, 1986; Lichtenstein & Bearden, 1989). Grewal et al. (1998) expanded the concept of transaction value, asserting that it is the psychological satisfaction gained “from the perception of taking advantage of the deal” (Lim, 2009). The pleasure gained caters to the hedonic value of the deal instead of the value of purchase (Lichtenstein et al., 1990; Thaler, 1983) and contributes to “feeling lucky” (Darke, Freedman, & Chaiken, 1995). The psychological satisfaction of obtaining a bargain is based on the evaluation of the offer’s fairness (Darke and Dahl, 2003). Within the luxury context, finding a discount or a bargain would generate a “greater transaction value” (Lim, 2009) as luxury goods have a higher reference price (Dubois & Duquesne, 1993) than those accessible to the average consumer. The transaction value is bolstered when equity theory is taken into consideration. It is driven by the hypothesis of the ‘lucky shopper’ (Stigler, 1987) which is when consumers perceive themselves to be lucky in finding a satisfying deal without effort and the hypothesis of the ‘smart shopper’ (Schindler, 1998). Psychological processes seem to drive consumer attitudes over financial goals (Darke and Dahl, 2003). This was proved when consumers engaged in different degrees of effort based on the discount percentage - even if the total amount saved remains the same, such as traveling a greater distance to purchase a particular product because a higher discount is offered. (Kahneman and Tversky, 1984) This is directly applicable to outlet malls which are frequently located outside of cities and still receive an influx of luxury tourists.

Acquisition utility and transaction utility are both associated with consumer purchase behaviour. Thaler (1983) described acquisition utility as the difference between the price paid for the product and its utility. This definition presents a unidimensional view of acquisition value - it only accounts for the economic gain or loss of a purchase. While this was widely accepted (Keon, 1980; Lichtenstein et al., 1990; Thaler, 1985), Grewal, Monroe and Krishnan (1998) contended this definition due to its superficial attempt at capturing other elements, such as product quality, that provided a better representation of acquisition value, rather than just a monetary transaction. This can comprise of additional benefits gained from the purchase - the money spent to purchase the product or the usage of it. Subsequent research argued that more dimensions, such as social and emotional value, needed to be included to provide a well-rounded perception of acquisition value (Sheth et al., 1991; Sweeney & Soutar, 2001).

These theoretical frameworks facilitate consumer orientations that impact their purchasing behaviour. Research focusing on developed markets have attempted to profile bargaining (Mowen, 1999; Schneider *et al.*, 1999; Harris and Mowen, 2001; Kwon *et al.*, 2010) and deal prone consumers (Lichtenstein *et al.*, 1995; Ailawadi *et al.*, 2001; Garretson *et al.*, 2002; Collins *et al.*, 2012). Research conducted in 2015 looked at the Indian deal and bargaining prone customer (Dawra et al, 2015). They examined the relationship between three consumer traits and the propensity to seek bargains or deals: economic benefit, hedonic benefit and personality orientation. Respectively the traits examined were value consciousness, price mavenism and two traits under personality orientation: distinctiveness and play orientation. The study found that value-consciousness, particularly concern for price and price mavenism characterise the Indian deal prone customers.

Value consciousness is concerned with quality in comparison to the price (Lichtenstein et al, 1993). A deal can be viewed as receiving a lower price for a high-quality product, increasing the value perception of the product. Promotion usage has been correlated to value consciousness (Lichtenstein *et al.*, 1990; Ailawadi *et al.*, 2001; Garretson *et al.*, 2002). Deals elicit a positive reaction from value-conscious customers (Dawra et al, 2015) and deal prone customers are likely to alter their purchase behaviour to gain value from the promotion or discount available (Martinez and Montaner, 2006). A deal price is a fixed cost given by the seller, a bargained price requires negotiation and ‘play’ from both parties. Consumers who wish to capitalise on price savings share the trait of value-consciousness. When value-consciousness was examined as a trait for Indian deal prone customers, it was tested as a two factor model investigating concern for quality (VCA) and concern for price (VCB) (Dawra et al., 2015). Respondents who identify more strongly with VCA prioritise increasing their value by maximising quality - they are keen to seek better quality for a set price. Whereas those who identified more strongly with VCB aim to maximise their value by searching for a lower price but maintaining the quality they seek (Dawra et al., 2015).

Feick and Price identified an orientation ‘price mavenism’ which is the extent to which an individual strives to remain informed about the general marketplace, not particular product categories, so that they can be a source of information for other customers. Their engagement with the market is illustrated through their attitudes and behaviours including the degree of enjoyment gained from shopping, usage of coupons and interest in advertisements propagated by retail stores (Feick and Price, 1987). Price mavens enjoy discussing price and enjoy being seen as an expert (Martinez and Montaner, 2006). Sinha presented research which demonstrated Indian consumers’ inclination towards discourse about their shopping experiences and new products (Sinha, 2003). Through this orientation, price mavens should be able to evaluate the fairness of a deal (Bolton et al., 2003).

Literature asserts that deal prone customers demonstrate higher mavenism and experience less pressure for conformity (Ailawadi *et al.*, 2001; Collins *et al.*, 2012). Customers who are susceptible to haggle have an increased desire for affiliation (Jones *et al.*, 1997; Mowen, 1999). It was observed that customers who regularly engage in the bargaining process are concerned about building relationships (Sharma and Krishnan, 2000). This leads to the question: Are Indians who share the price mavenism trait less likely to feel pressure to comply with social and cultural expectations such as maintaining status? And how does this trait impact their foray into luxury goods?

The research conducted by Dawra et al. (2015) was limited by its generalisability as the study applied to the urban, educated Indian consumer. It suggested to test the methodology on rural categories to cross-validate the findings. Within the context of this study, the Indian deal prone customer orientation underpins the psychology of bargains for Indian tourists visiting outlet malls. This further expands on the academic literature available about Indian consumers and their position in the global market.

Sale proneness is another dimension of deal proneness, sharing similar characteristics. Zeithmal (1984) identified a consumer segment that identified value as “sales” or “specials”. Sale proneness is defined as “an increased propensity to respond to a purchase offer because the sale form in which the price is presented positively affects purchase evaluations” (Lichtenstein et al., 1993); it caters to hedonic shopping values (Jin & Sternquist, 2004). Sale-prone customers are more inclined to purchase a product the lower the price it is (Jin & Sternquist, 2004). It is positively related with price consciousness and negatively with brand loyalty and price-quality perceptions (Lichtenstein, Burton, & Netemeyer, 1997; Lichtenstein et al., 1993). A price promotion or a good deal can generate feelings of achievement, validation and excitement for the retail experience (Barbin, Darden, & Griffin, 1994; Holbrook et al., 1984; Mano & Elliott, 1997). It is plausible to conclude that these feelings would be elicited more strongly if a bargain was to be found for luxury goods and services.

These findings are supported by previous research in the field of bargaining and Indian culture. In 1975, Carment demonstrated that Indian males were more competitive and presented a stronger inclination to maximise their gain. Indians displayed high relational conflict sourced from a high level of performance driven motivation (Straus and Vasquez, 1969). They are encouraged to be competitive and rivalistic in school (Murphy, 1953). Innovative research undertaken in 1976 by Druckman et al., studied the bargaining behaviours of children and adolescents from Indian, Argentine and American backgrounds through a task which involved competitive resource allocation. Negotiations continued until all participants agreed on distribution. Druckman et al., concluded that Indian bargainers had longer negotiations, were more tactical in their strategy. Their settlements exhibited greater discrepancies than their competitors. Indian participants were less cooperative and compromising than their American and Argentinean counterparts (Druckman et al.,1976).

2.3 Indian Culture and Consumer Behaviour:

Cultural norms and personal beliefs shape luxury perception (Eng and Bogaert, 2010). Cultural norms impact the motivation behind purchasing a brand, while cultural differences influence the brands' symbolism (Christodoulides *et al.*, 2009).

A plethora of research has investigated luxury consumption in Western markets such as the US and the UK (Kastanakis & Balabanis, 2012; Walley et al. 2013; Doss and Robinson 2013). A cross cultural, mixed methods study across twenty countries defined luxury as an amalgamation of six dimensions: uniqueness, aesthetics, personal history, quality, price and superfluousness (Dubois et al., 2001). DeBarnier et al., investigated luxury in France, Russia and the United Kingdom and found four aspects in common which were aesthetics, personal history, expensiveness and premium quality. The study found that different cultures considered different values as relevant to luxury (DeBarnier et al., 2000). Similar findings regarding cross-country luxury consumption were found generating four aspects of luxury value perception: social, individual, financial and functional.

More recently, research aims have shifted into understanding luxury consumption within different cultural contexts and providing strategies for international retailers, governments and marketing firms through cross cultural studies. Existing literature has posited that Indian consumption patterns and values differ from Western cohorts (Jain and Khan, 2017) which has led to examining the impact of Indian cultural values into buying behaviour (Jain et al. 2017; Jain and Khan 2017; Sanyal et al., 2014). Indians express unique principles that reflect their traditions in a marketplace that integrates contemporary local forms of consumption (Dasgupta, 2009). Consequently, Indian consumers follow a mix of local and global trends (Ghosh and Varshney, 2013).

The Indian economy has been shifting, introducing increased interest in investing in luxury products and is regarded as a market with high potential for long-term success and retail relationships (Eng and Bogaert, 2010). India's economic structure has transitioned from a pyramid shape, where only the elite could afford luxury goods, into a diamond shape, whereby the elite class remains but the growing middle class gains a percentage of the Indian luxury market share (KS Oils, 2008). The younger generations of affluent Indians are exhibiting unique values in luxury consumption, demonstrating luxury inclinations in jewellery, interior design and cars in addition to luxury fashion (Rathore, 2012).

Through Bollywood, India’s film industry, luxury brands are appealing to the rising wealth of the Indian consumer by featuring their products in movies and on Bollywood celebrities (Kripalani, 2007). Consumers are keen on emulating their Western counterparts by owning luxury as they develop a globalised lens (Chadha and Husband, 2006). The Indian perspective towards luxury usage is still in its aspirational stage rather than that of a connoisseur (Kearney, 2010). The average Indian customer values quality, exclusivity and social validation in luxury however they are bound by a price conscious mentality (Sanyal et al., 2014) further supporting the decision to visit outlet malls.

Hofstede (1984) defined culture as “the collective programming of the mind which distinguishes the member of one human group from another” and “includes systems of values; and values are the building blocks of culture.” Consumption behaviours of a particular demographic are shaped by their beliefs, values and attitudes which are underpinned by cultural teachings and expectations (Hofstede, 1984). According to the dimensions established, India follows a collectivist culture with high uncertainty avoidance and a high power distance. In translation, Indian cultural values revolve around family and society. A hierarchical structure in society and at the workplace is strictly maintained and achievement is denoted with masculine attributes. Strict hierarchies are an archetype of collectivist cultures (Markus and Kitayama, 1991; Triandis et al 1990), although, Triandis (1989, 1994) argues that characterisations of individualism and collectivism are too one dimensional. The role of these values on luxury consumption have been studied in cultural contexts, particularly in Indian and East-Asian contexts.

A pioneering cross cultural study published in 1998 by Wong et.,al investigated the cultural values that underpin East Asia existence as a significant market for luxury and prestige brands. The paper reviews the prevalence of interdependent and independent self concepts in the Western world in comparison to the East. The interdependent concept of the self is more prominent in Southeast Asian cultures; identity is an amalgamation of relationships - social, familial, cultural and professional relationships. Within interdependent Chinese society, self-concept “includes in-group members within the self, the very distinction between group and individual can become somewhat obscured.” (Wong et al., 1998). Conformity is seen in a positive light (C.K Yang, 1963). Such values are also present within Indian society and can be reminiscent of the Indian luxury tourist.

In 2015, research looked at creating a conceptual construct that understood luxury buying behaviour in an emerging market such as India (Jain et al, 2015). The research undertaken was qualitative and findings were obtained through focus group discussions with 72 consumers of luxury. An internal cultural factor that impacted luxury consumption is the psychological shift from a savings mindset to one of consumption, a relatively new concept in India (Jain et al., 2015). The major motivations behind luxury also varied between metro and non-metro cities ranging from self expression to conspicuous consumption. While price was not considered as a determinant for purchase in metro cities, it played a significant role in non metro cities, as did the discounts available (Jain et al., 2015). Furthermore, the qualitative data analysis suggested that Indian luxe consumers orientations are shifting from collectivism to individualism, moving onto "self indulgence and self-experimental attributes", in line with Dasgupta's (2009) suggestion that further research was needed to understand the self-concept construct for Indian luxury consumption behaviour highlighting the academic gap in these fields of research.

2.4 Retail Tourism:

With the advent of the international tourism industry (Meng and Xu 2012), shopping tourism has shaped global economies, the tourism and retail industries (Lawson 1991; Meng and Xu 2012; Swanson 2004). Shopping tourism has emerged as a significant leisure activity in tourism (Law and Au, 2000). Shopping has transitioned from being a solely utilitarian function in order to acquire daily essential goods, to an act that can also cater to hedonic motivations (Bellenger and Korgaonkar, 1980; Michalkó and Timothy, 2001; Timothy, 2005). It has also become a key motivation for travelling for tourists (Getz, 1993; Hsieh & Chang, 2006; Kemperman, Borgers & Timmermans, 2009; Kim & Littrell, 1999; 2001; Mak, Tsang & Cheung, 1999; Snepenger, Murphy, O'Connell & Gregg, 2003; Turner & Reisinger, 2001; Yüksel, 2004; 2007). Furthermore, it has been recognised as a vital aspect of the value chain curated for tourists (UNWTO, 2014). It is key to note that tourists also purchase gifts from their travels for their friends and family and not just for themselves. The products purchased by tourists support a destination in developing a positive image for tourists and their social groups as tourists often share their experiences through digital content and items collected during their travels (Anderson and Littrell, 1995; Kim and Littrell, 2001). Tourists allot notable amounts of their budget for their total travel expenditure to retail activities (Albayrak, Caber, and Cömen 2016) and in recent years, this has been acknowledged as a rapidly growing industry (Sharma, Chen, and Luk 2018).

Pizam and Ellis (1999) defined the tourist shopping experience as the aggregate of tourist satisfaction or dissatisfaction gained or lost through the individual qualities of the goods and services purchased, supported by Tosen et al (2007). There are several factors that influence a tourist to allocate high portions of their budget to retail activities, supplemented by gaining satisfaction - through both utilitarian and hedonic motivations. A study conducted by Fodness (1994) suggested that a deeper understanding of tourist motivation to visit a particular destination would support marketers in developing a better perception for destinations and products that they wish to promote and to evaluate the quality of service provided.

Extant literature in this field concludes that the product is a central component in retail tourism (Albayrak et al. 2016; Henderson et al. 2011; Lloyd, Yip, and Luk 2011; Sharma et al. 2018). The product is categorised by various factors such as product range, price, style, financial value, quality, reputability and reliability (Albayrak et al. 2016; LeHew and Wesley 2007; Lloyd et al. 2011; Sharma et al. 2018).

Reasonable pricing, or the perception of reasonable pricing, for unique products contributes to a positive shopping experience for tourists (Yeung et al. 2004). The ability to purchase these items leads to retail enjoyment which in turn amplifies tourist satisfaction (Murphy et al, 2011). On a parallel plane, the difference between tourists' expectations and their actual experience and judgement of the stores visited, along with the products purchased, generates shopping enjoyment (Wong and Law 2003). In turn, this leads to a higher rate of return for satisfied shoppers to their destination with an increased budget allocated to shopping (Huang and Hsu, 2009). Tourists generally prefer to spend higher amounts of money on purchasing high-quality products from reputable brand names as this reinforces their confidence in making a responsible purchase decision in a foreign country (Littrell and Baizerman 1994; LeHew and Wesley 2007).

Trust in the brand and safety of the purchase are also key variables in determining shopping satisfaction, and these can be linked to both destination related attributes and shopping satisfaction attributes. The safety of a destination is a priority and concern for tourists (Reisinger and Mavondo 2006). Several scholars have concluded that building trust is a means of reducing perceived risk and positively influencing purchase intention (Lewis and Weigert, 1985; Kim et al, 2008; Cheung and Lee, 2000). A study conducted in 2008 found that the anterior factors of trust included quality of information available, privacy and security protection, a strong reputation and consumers' own proclivity to trust (Kim et al, 2008). Choi, Law and Heo (2016) stressed the importance of identifying the dimensions that build trust in a shopping destination - tourists are inclined to attach increased value to trust when making decisions about their holiday destination for shopping reasons in comparison to engaging in regular shopping behaviour in their home country. Tosen et al, (2007) found that sufficient information about shopping opportunities must be easily accessible in order to create a more enjoyable travel and retail experience which can be a motivator for prospective tourists. Particularly, tourists are attentive to annual shopping festivals and periods of significant sales when visiting a destination to shop (Choi, Liu, Pang, and Chow 2008; Tosun et al. 2007).

Destination related attributes have been researched previously as tourist destinations invest more finances into developing shopping facilities for tourists. As shopping transitions into one of the primary motives for travel, it supports an improvement for the retail industry and generates potential employment opportunities within an economy (Kent, Shock, and Snow 1983; Timothy 2005; Hsieh and Chang 2006).

Tourist shopping satisfaction was explored by Wong and Wan, 2013 by identifying underlying dimensions, antecedents and consequences. The authors developed a scale that reflected satisfaction through the variables of service product and environment, merchandise value, staff service quality and service differentiation during tourists' retail excursions. They found that shopping satisfaction plays a mediating role between tourists' satisfaction with tourism facilities at a destination and overall shopping experience. A pleasant shopping experience for the tourists can be achieved by providing an easily accessible, safe and clean destination with large retail and leisure facilities. They must be gratified with the environment, product, staff service quality and the value of the merchandise. The governments of desirable destinations should consider educating residents in hospitality to foster economic growth through tourist satisfaction. It finds a potential reason for Paris, Hong Kong and Hawaii to be popular tourist shopping destinations due to the quality of service and service differentiation provided by retailers. Furthermore, satisfaction is a "forward indicator" providing relevant data points for international retailers to invest in foreign countries based on tourism infrastructure and tourist behaviour (Wong and Wan, 2013). However, different samples must be tested to cross validate the scale created with different tourist nationalities and destinations. It may be valuable to examine the moderating effect of shopper types on tourist consumption as well as investigate the social, cultural and economic impacts on tourist satisfaction (Wong and Wan, 2013).

A study conducted in 2018 used a multi-dimensional perceived value scale to measure the impact of trust in choosing a shopping destination for tourist shoppers. It confirmed that trust had an impact on the perceived value, which is supported by the regulatory focus theory. It is a goal-pursuit theory that postulates that there are two regulatory framework orientations - promotion and prevention (Choi et al, 2018). This was expanded upon by Higgins (1997) who asserted the principle of the theory is that people will subconsciously engage in promotion focus to maximize pleasure and redirect prevention focus to minimise pain during decision making. The study also found that "ability", "benevolence", "transaction security" and "reputation" had the strongest influence on shopping destination trust. While this study expanded on the findings in shopping tourism by specifically focusing on destination related attributes, rather than tourists' shopping behaviour, it lacked qualitative research restricting the depth of knowledge that could have been attained. Furthermore, it suggested future research should take into consideration other moderating factors such as previous experience and nationality (Choi et al, 2018).

While both of these research articles come from accredited journals and the authors and fill an academic gap in extant literature, these studies do not account for the change in consumption behaviour following the Coronavirus pandemic, which affected both travel, leisure activities and in-person retail excursions. Moreover, despite extensive research in the field of tourism consumption and retail tourism, little focus has been given to exploring Indian tourists.

Conversely, there are a plethora of studies that discuss European, British, American, Chinese, Korean and Japanese tourists. There is some representation of tourists that originate from collective cultures, but few papers examine the nature of the Indian tourist, who pose to be significant spenders for the travel industry. The lack of research for this demographic in this field proves to be concerning as policymakers, international retailers and service providers are not appropriately segmenting the market and creating strategies to target the Indian population thereby neglecting potentially large volumes of profit and an image of desirability.

2.4.1 The Luxury Tourist:

Tourism is a socially motivated behaviour (Crouch, 2013). Social status can be augmented through mirroring the consumption patterns of a reference group or through a pattern that differentiates from the group, linking conspicuous consumption and status (Liebenstein, 1950). Tourists are driven to enhance their self and social identities through their travel choices. In some situations, these choices can be influenced by status superiority more than self enhancement. (Sirgy and Su, 2000). Research investigating the impact of social motivations on tourism choices have been limited (Wang and Morais 2014); some portion of existing literature examines the construction and reproduction of identities with tourism (Pudliner 2007; Echtner and Prasad 2003; Urry 2002; Hibbert, Dickinson, and Curtin 2013).

Rucker and Galinsky (2008) found that low social level can increase the propensity of purchasing status raising products. Similarly, it was theorised that when the elite class perform a certain behaviour, it will be followed by the class that is below. This chain effect is what is described as the “ideal social self image” by Sirgy and Su (2000). Escalas and Bettman (2005) stipulated that social identity is demonstrated in different ways and at different levels. Income and wealth are not enough to define social class - education and culture were also found to moderate status driven behaviours. Possessions and behaviours impact social interaction. Consumption was determined to be a measure to discern social groups (Berger and Ward, 2010). A qualitative study performed in 2016 explored the perceived values of conspicuous tourism as conformity, snobbism, social status and hedonic value (Correia et al, 2016). The researchers found that conformity with the expectations of friends and families served as the primary motivation for engaging in conspicuous tourism experiences, indicating that the social value of tourism was held in high regard in choosing their destinations, corroborating with the understandings of Portuguese society to follow a collectivist culture (Correia, Kozak, and Ferradeira 2010).

The data collected implies that low social status increases the likelihood for an individual to seek status during a holiday. Individuals with higher social status are less likely to seek it through tourism choices. India is a collectivist culture; similar understandings may be applied to Indian consumers, as the expanding middle class gain more global mobility and seek to increase status. However this has not been empirically tested in extant literature.

Chinese tourists have gained international notoriety as the importance of materialism has increased alongside China's economic power (Tsai, Yang, and Liu 2013; Wong and Ahuvia 1998). The consumers that aspire to be rich desire products that are conspicuous and visible to their peers (Choi, Heo, and Law 2016). Luxury consumption can meet aesthetic and self-actualisation needs (Zhu, Xu, and Jiang 2016). Consequently, luxury retail is a significant motivator to travel abroad for Chinese tourists. They travel to benefit from cost-effective deals and the pleasure of bargaining with other cultures (Agrusa, Kim, and Wang 2011; Chan, To, and Chu 2015; Gao, Huang, and Brown 2017).

The Journal of Travel Research published an article that evaluated the conditions necessary to motivate Chinese tourists to purchase luxury products (Correia, 2019). Through a thorough assessment of the motivations of luxury shoppers, the authors determine four key values to create a conceptual model: emotional attachment, social value, fashion leadership and prestige sensitivity. Through a mixed methods approach, the data was further inspected through Factor and Fuzzy Set analysis. The research concluded that adult tourists who scored highly on the ‘fashion leadership’ and ‘prestige sensitivity’ scale were more likely to engage in luxury purchases, suggesting that this indicates social status for tourists within the age range of 35 to 44 (Berger and Ward 2010; Wong and Ahuvia 1998). Cultural research demonstrates the influence of collectiveness and families on individual behaviour (Choi, Heo, and Law 2016; Wong and Ahuvia 1998). The impact of Confucian and Chinese culture accounts for the value placed on product brands, rather than the products themselves. This research requires validation through testing the framework within other cultures in order to better determine appropriate market segmentation strategies for Indian tourists in the global market.

2.5 Theory of Planned Behaviour

The Theory of Planned Behaviour model (Ajzen, 1991) was created as an expansion of the previously established Theory of Reasoned Action (Azjen, 1975). The Theory of Reasoned Action was expanded upon in order to create a variable responsible for uncontrolled situations or factors (Ajzen, 1991), namely the variable of ‘perceived behavioural control’. The Theory of Planned Behaviour evaluates attitudinal, normative and control beliefs which form the behavioural intention. It must be noted that internal and external factors may cause an intention-action gap. Attitudinal beliefs cause positive or negative attitudes towards a behaviour. Normative beliefs represent social pressures and control beliefs that are responsible for the Perceived Behavioural Control factor.

The Theory of Planned Behaviour asserts that when an individual believes a behaviour is positive, experiences social pressure to engage in it and has access to the resources needed to perform it, they intend to engage in the behaviour. This theory has been applied when studying consumer behaviour in several fields (Lee and Green, 1991; Chung and Pysarchik, 2000; Ling, 2009). While extant literature applies the Theory of Planned Behaviour to different fields and demographics of research, there is no study conducted that evaluates the purchase intention for Indian tourists at outlet malls thus fulfilling the academic gap for this paper.

2.5.1 Attitudes

The attitude towards behaviour is defined as “an individual’s positive or negative feeling regarding performing the target behaviour” (Fishbein and Ajzen, 1975). Attitude is developed by an individuals’ significant beliefs that engaging in a certain behaviour will lead to a consequence that is evaluated by an individual's perception on its benefits or detriments (Ajzen and Fishbein, 1980). Attitude was determined to be a key predictor of Chinese consumption of foreign apparel brands (Jin and Kang, 2011). Similarly, attitude has a significant impact on Indian consumers’ purchase intention for foreign goods (Son and Jin, 2013) and luxury purchase intentions (Jain et al., 2017). Previous research also supports the impact of attitude towards intentions (Zhang et al., 2005; Ling, 2009; Sanyal et al., 2014; Valaei and Nikhashemi, 2017).

2.5.2 Subjective Norm

Subjective Norm pertains to “an individual’s perception that most people who are significant to him or her think he or she should or should not perform the behaviour in question” (Fishbein and Ajzen, 1975). Normative beliefs form the basis of subjective norm. It leads to engaging in certain behaviour to gain social acceptance and maintain social norms. Individuals can be influenced by friends, families and colleagues (Jain et al., 2017). Subjective norm encapsulates a person's sensitivity towards social pressure to engage in a particular behaviour (Paul et al., 2016). Social pressure can manifest as a determinant for purchase decisions (Jain et al., 2015). In explaining attitudes towards counterfeit fashion good consumption, a direct relationship was found between subjective norm and purchase intention (Kim and Karpova, 2010). Subjective norm and purchase intention share a positive relationship as concluded by extant research (Fishbein and Ajzen, 1975; Ajzen, 1991; Kim and Karpova, 2010; May, 2005).

According to Hofstede's dimensions, India identifies as a collectivist culture, has high uncertainty avoidance and power distance (Hofstede, 1985; Sinha and Verma, 1987; Triandis, 1995). Collectivists prize group conformity and social status - they are aligned onwards seeking group belonging (Triandis, 1990). Their decisions are dictated by the influence of significant social and familial relationships rather than inner satisfaction (Sinha, 1990). However, in recent years western mindsets, ideals and purchasing patterns have begun to infiltrate the Indian market and the Indian consumer. Similar behaviour has been noted in the Chinese market, as contemporary China has witnessed a growing inclination towards individualism, materialism and hedonic consumption (McEwen, Fang, Zhang, & Burkholder, 2006; Gu & Hung, 2009; Wang, Bristol, Mown, & Chakraborty, 2000). It has been observed that wealthier consumer segments are more likely to trust foreign brands, willing to try innovative technology and spend higher portions of their income on apparel, shoes and accessories (Atsmon and Dixit, 2009).

Comparable to Indian beliefs, Chinese culture also values social status; they aim to maintain positive relationships with their community and behave in manners that adheres to these values (Buckley et al., 2006). Social meanings of products are carefully considered and material goods are used to enhance social relationships (Wang and Lin, 2009; Wong and Ahuvia, 1998). In this research study it would be interesting to investigate whether western influences have impacted the purchase intention for luxury or whether consumption is still strongly motivated by subjective norm and reference groups. Further, it would be interesting to note whether subjective norms and attitudes towards bargain and luxury interact and influence each other.

2.5.3 Perceived Behavioural Control

Perceived behavioural control refers to “an individual’s perception of the ease or difficulty in performing the behaviour of interest, given the presence or absence of requisite resources and opportunities” (Ajzen, 1991). This variable helps anticipate behaviours that individuals aim to execute but cannot due to limited opportunities or resources (Miller, 2005). The Theory of Planned Behaviour posits that an individual's control over this variable will increase when more resources and opportunities are available at their disposal. Existing literature examining luxury values and consumption have generally recognised that income and luxury good consumption share a positive correlation (Dubois and Duquesne, 1993; Ghosh and Vardhney, 2013). At a basic level, luxury is characterised by premium prices and exclusivity (Dubois and Duquesne, 1993; Nueno and Quelch, 1998). As a result, empirical studies support the argument that individuals with copious resources can afford to purchase luxury - the behavioural intention to purchase luxury is indicated by consumer’s willingness to pay premium prices (O’Cass and Choy, 2008; Li *et al.*, 2012; Miller and Mills, 2012).

Perceived Behavioural Control was deemed to be the prime determinant for luxury purchase intentions for Chinese consumers (Ling, 2009). Several studies have concluded that perceived behavioural control is positively associated with purchase intention (Ajzen,1991; Jain et al., 2015; Teo and Pok, 2003; Kim and Karpova, 2010; Jin and Kang, 2011; Son and Jin, 2013). In the context of this study, perceived behavioural control can also extend to tourism related attributes such as Visa restrictions and VAT refund. These factors will be further explored through qualitative research.

2.5.4 Moderating Variables

Through a thorough review of extant literature in the field of travel and tourism, several papers have deemed that destination related attributes play a significant role in impacting tourists satisfaction, loyalty and perceived value. Destination related attributes such as accessibility, service quality and safety can have behavioural impacts and influence purchase intention, specifically for luxury purchases at outlet malls.

Existing travel literature recommends future research to examine moderating social, cultural and economic effects on shopping satisfaction; the role of different shopper types (Wong et al., 2013); and testing other variables like previous experiences or nationality (Choi et al., 2018). For this research study, destination related attributes (outlet mall related attributes) are examined for their impact on purchase intention for value conscious, collectivist Indian tourists.

2.6 Research Context and Academic Gap

Values informing purchase intentions for the Indian demographic have been changing as the economic structure of India changes and western ideals infiltrate Indian mindsets. Indian tourists exhibit high levels of expenditure during their travels (Europe Travel Commission, 2021) However, there seems to be a gap in understanding the motivations for purchase for this demographic group; Outlet malls in Europe are potentially missing capitalising on this demographic. Luxury outlet malls and the tourism industry would benefit greatly from employing this research to develop strategies that differentiate their offerings to Indian tourists, boosting tourist satisfaction and supporting local economies.

Indian tourists' propensity to luxury outlet villages is inherently under researched and companies are missing on profitability and brand awareness generated by this demographic.

2.7 Conceptual Model:

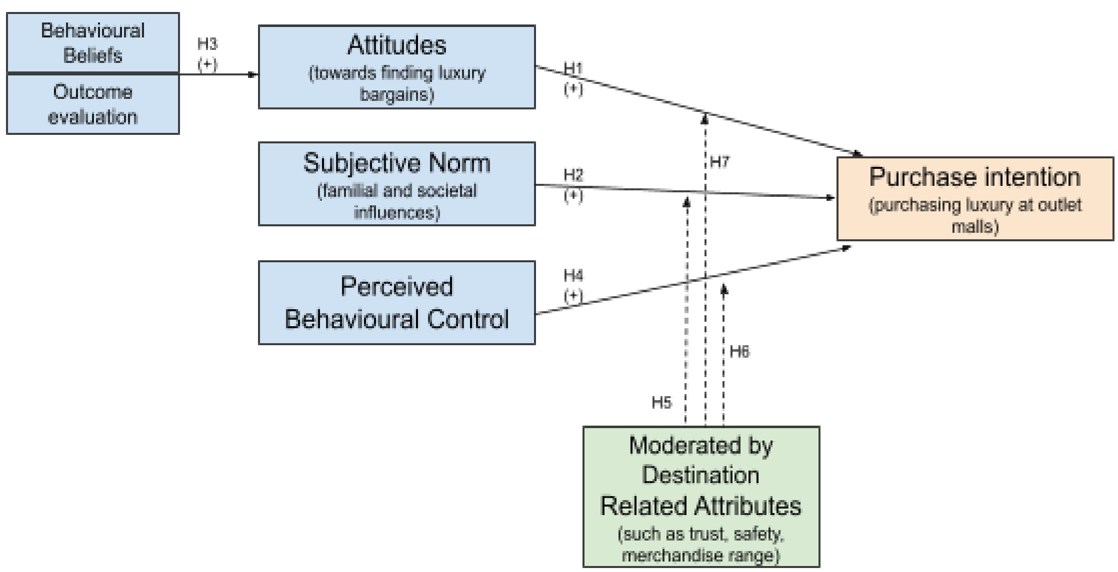


Figure1.1: Adapted from (Jain et al., 2015) and (Jain, 2019)

2.8 Proposed Hypothesis:

Hypotheses	H1: Attitudes towards finding luxury bargains or deals has a positive influence on purchase intention for luxury consumption at outlet malls. H2: Subjective Norm relating to luxury bargains has a positive influence on purchase intention for luxury consumption at outlet malls. H3: Strength of behavioural beliefs is positively associated with favourable attitudes towards outlet mall shopping among Indian tourists. H4: Perceived Behavioural Control relating to luxury bargains has a positive influence on purchase intention for luxury consumption at outlet malls. H5: Destination related attributes moderate the influence of Attitudes on purchase intention for luxury consumption at outlet malls. H6: Destination related attributes moderate the influence of Subjective Norm on purchase intention for luxury consumption at outlet malls. H7: Destination related attributes moderate the influence of Perceived Behavioural Control on purchase intention for luxury consumption at outlet malls.

Table 2.7: Author’s own

3. METHODOLOGY

3.1 Introduction to Methodology

Synthesising literature presented in Chapter 2, this chapter aims to bridge the academic gaps between luxury consumption, tourism and Indian value systems. In order to facilitate apt research in the neglected overlap of these fields, this study will employ primary research in both quantitative and qualitative methods to substantiate findings from secondary research as seen in the previous chapter. While both methods are used, quantitative methods will primarily underpin the foundation and findings of this research study.

The following chapter is structured to explore and indicate the relevant research methodology necessary to execute the aims and objectives as set forth in Chapter 1. In order to effectively determine the appropriate research strategy, the research onion diagram from Saunders, Lewis and Thornhill (2023) was adapted in order to provide clarity to the research process.

For the purpose of this research study, an exploratory approach was followed to provide an in-depth comprehension of the complex motivations that drive Indian tourists to shop at luxury outlet malls.

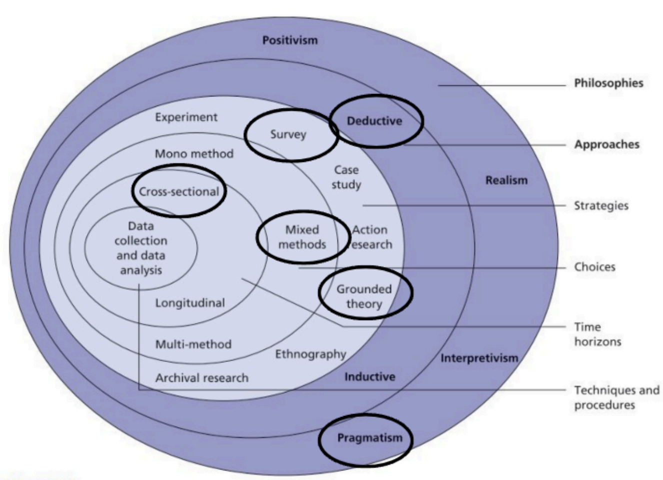


Figure 4.1
The research 'onion'
Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2008

Figure 3.1: Adapted from Saunders (2023)

3.2 Research Philosophy

Value-driven research with pluralistic approaches were employed in order to apply a pragmatic philosophy (Saunders et al., 2023). Pragmatism aims to combine “objectivism and subjectivism, facts and values, accurate and rigorous knowledge and different contextualised experiences.” (Saunders et al., 2023). Pragmatic research aims to solve a problem by constructing practical solutions to apprise future operations. Pragmatist values are sourced from the reflexive act of inquiry, driven by the intuition that something is out of place. Belief is reimplemented when resolution has been achieved (Elkjaer and Simpson, 2011).

Pragmatism emphasises that theories and concepts are relevant when they lead to action (Kelemen and Rumens, 2008). This philosophy combines ontological, epistemological and axiological assumptions to create a research design that incorporates practical translations of research and different forms of knowledge to generate a well-rounded approach to investigate the role of Indian values in luxury consumption at outlet malls (Saunders et al., 2023). Additionally, the purpose of this study is to specifically address outlet malls and the managerial strategies that should be followed in order to attract and cater to Indian tourists to increase their profit, build brand awareness and consequently manage excess stock more effectively.

The pragmatic approach presents a nuanced understanding of research topics by considering both objective and subjective dimensions. It acknowledges that the objective truth can be experienced in a multitude of ways, based on individuals’ subjective perception. Within the context of this research study, pragmatism allows the marriage of empirical research in the aforementioned realms of research and in-depth interviews, as recorded in existing literature in the same field (Saunders et al., 2023). Given that this academic gap has not been empirically or exploratively examined, it is fit to investigate the motivations behind outlet mall purchases for the Indian demographic.

The epistemological approach that is followed for this research is an abductive philosophical lens. This caters to theory creation or modification by the exploration of a phenomenon and consequent identification of themes within a conceptual framework (Saunders et al., 2023).

3.3 Research Approach

This study follows an abductive approach, developed by considering the unique qualities offered by abduction in facilitating complex research. This approach is best positioned to serve this research study as it involves iterative dialogue between theory and data instead of a deductive approach which travels from theory to data, or an inductive approach which translates data into theory (Suddaby, 2006). This dialogue allows for compelling interpretations of data by combining the advantages of deductive and inductive approaches which is appropriate to developing comprehensive theoretical constructs in consumer behaviour research, where multifaceted or unexpected phenomena exist (Saunders et al., 2023). Through employing different perspectives and techniques such as thematic and data analysis, this study will generate valid and apt interpretations that benefit managers and companies in understanding the role of bargains and discounts for Indian tourists purchasing luxury from outlet malls.

3.4 Research Strategy and Design

To achieve the purpose of this study, a simple mixed methods approach was undertaken, with an abductive lens. More specifically through a pluralist position, a sequential exploratory design was employed for the research design.

The primary phase of research relied on a critical analysis of previous literature in the fields of fashion consumption, value perception, Indian culture and retail tourism. The insights provided from the review supported the identification of an appropriate theoretical foundation upon which to investigate the role of bargains in consumption at outlet malls for Indian tourists. A mixed methods design was selected as it allows the researcher to approach the research problem with multiple methods that can be used to appropriately examine the research problem. Furthermore, extant literature in these fields employed both quantitative and qualitative research designs, however given the research gap, it reasoned to employ a mixed methods approach to generate reliable and robust insights that are supported by personal perspectives and statistical analysis. The abductive lens and pragmatic philosophical qualities demonstrated by the researcher further supported a mixed methods study which catered to the development, evaluation and clarification of existing theories and exploring them with the personal experiences of participants.

Mixed methods research design integrate the use of both quantitative and qualitative data in order to reliably address the research problem (Saunders et al., 2023). The mixed methods approach has been popular in business research (Bell et al., 2022). Furthermore, a mixed methods research design provides the additional benefit of facilitating triangulation which allows for a more in-depth interpretation of results that integrate comprehensive data analysis of quantitative and qualitative data (Saunders et al., 2023). In this study, the Theory of Planned Behaviour is used to provide an apt direction for the research and to determine the boundaries of this project (Tashakkori and Teddlie, 2010). Qualitative data was employed to understand consumer narrative while travelling and purchasing luxury goods from outlet malls as there is insufficient research on the nuances of Indian tourists and a lack of relevant scale items that can be applied to this study for quantitative analysis. Semi-structured, individual interviews were coded through the software Delve to generate practical implications within the context of the research question and extract salient cultural constructs. It was used to inform scale items that evaluate antecedents to attitudes in the Theory of Planned Behaviour, which is investigated through quantitative data collection and analysis.

Consequently, the research study was designed to follow a sequential exploratory design, whereby the qualitative data was utilised to support the development of the quantitative data methodology to fulfill the academic gap. Quantitative data was collected through a questionnaire strategy and aimed at investigating the research question through the Theory of Planned Behaviour to test the derived variables within a larger sample. Integrating both sets of findings facilitate understanding the depth of cultural nuances and widen empirical generalisability which can not be achieved through a singular method. The results of both sets of data are triangulated to compare their implications and relationships providing a comprehensive and robust understanding into the consumer behaviour of Indian tourists. The research employed a cross-sectional approach as these phenomena were investigated at a given time and may not be applicable in academia for a long period of time due to constant developments and innovations.

3.5 Research Methods and Data Collection

Primary data was collected and analysed through both quantitative and qualitative methods in order to achieve the aims and objectives of this research project. There were barriers to data collection, such as time and financial constraints. Subsequently, appropriate sampling techniques were enlisted to reach reliable and valid results (Saunders et al, 2023).

3.5.1 Primary Data Collection:

This study directed primary data collection and analysis to meet the study's aims and objectives.

3.5.1.1 Qualitative Data Collection - Semi Structured Interviews:

Semi structured Interviews were conducted by using a purposive, non-probability sampling strategy (Saunders, 2023), targeting individuals who have a propensity to visit outlet malls when they travel. This approach was chosen in order to gain diverse perspectives from participants of different generations about their engagement with outlet malls to relate their experiences to industry practices, generating tangible and applicable insights. Participants varied in their background, consumption of luxury fashion and propensity to purchase luxury goods from outlet malls while travelling. Their varying perspectives on outlet malls provided rich insights for quantitative data collection.

In addition to an overarching understanding of engagement with outlet malls and tourist shopping behaviours, the semi-structured interviews focused on eliciting belief statements which were to be measured through a questionnaire, to evaluate the antecedents to attitudes in the Theory of Planned Behaviour. The data was analysed through the use of the Thematic Analysis technique which encourages a nuanced exploration of themes as identified by the participants' narrative. The software Delve was used to organise and analyse the qualitative data which supported a systematic approach to exploring recurring patterns and themes within the data set, until interviews reached saturation. This exploration generated the belief statements to be used as scale items in the questionnaire for quantitative research as well as insights that were reflective of the dynamics of visiting outlet malls as an Indian tourist.

3.5.1.2 Quantitative Data Collection:

Quantitative data was collected through a self-completion online survey administered via the platform Qualtrics to gain further insight on the Indian, value-conscious customer. The questionnaire was strategically designed, incorporating scales of value consciousness and destination related attributes as proposed by Dawra et al., (2015) to establish valid data sets. The context and purpose of the study was explained to respondents before they consented to their participation in this research study. The preliminary portion of the questionnaire included demographic questions which were followed by specific scale items that investigated variables as corroborated with the conceptual model.

A 7-point Likert scale ranging from ‘Strongly Agree’ to ‘Strongly Disagree’ was utilised to measure the constructs of value consciousness, deal proneness and the impact of destination related attributes on purchase intention. The questionnaire consisted of a total of 44 questions, with a total of 35 measurement items, which were organised in accordance to each variable being tested in the conceptual model. Furthermore, qualitative data collection and analysis enabled the derivation of an additional four scale items which measured behavioural belief and outcome evaluation, which in turn inform attitudinal beliefs. After reviewing interview transcripts, key advantages, disadvantages and outcome evaluations were elicited and included in the questionnaire.

Prior to the final version of the questionnaire being released, a small-scale, informal pilot study was conducted to gather individual feedback about the clarity and relevance of the questionnaire (Saunders at al., 2023). Based on this review, three items were removed to improve and refine the final version, as seen in appendix 12.

The questionnaire was distributed online, targeting individuals interested and relevant to this research study to achieve a high response rate. The questionnaire was distributed using a non-probability sampling approach which can be prone to potential biases that can be present by choosing respondents that are convenient and accessible (Creswell, 2014). The distribution strategy consisted of convenience and snowball sampling techniques, distributing the survey through social media platforms such as Instagram, LinkedIn and Whatsapp. This strategy was selected for its efficiency in engaging with a broad audience (Bryman and Bell, 2011), targeting Indian consumers. This sampling approach proved to be advantageous in terms of accessibility to respondents and its efficiency in gathering data, however it is also liable to certain limitations. In particular, resource and time restrictions required the employment of a non-probability sampling strategy which has potential to impact the generalisability of the study's findings.

While visiting outlet malls to purchase luxury goods is a global phenomena, this research study focuses specifically on Indian consumers. Nationality was a key demographic variable that needed to be satisfied in order for respondents to complete the questionnaire. As such, a screening question was implemented for respondents to confirm that they possessed identification issued by the Indian government. Conversely, there were no limitations placed on the age demographic to increase the generalisability of the findings from this research study.

Data collection through questionnaires is generally most effective when it is supplemented with data collected from interviews (Saunders et al., 2023). This increases the validity of the research and supports elaborating on key or unique findings as identified in the interviews (Jankowicz, 2005). The questionnaire produced a total of 250 initial responses, out of which 213 were valid responses as the screening question was passed and the survey was completed.

3.6 Research ethics

This research study adheres to the University of the Arts London's Code of Practice on Research Ethics as well as the Code of Good Conduct in Research by incorporating core principles such as respect for persons, justice and beneficence. Subsequently this study maintains high standards of academic practice, integrity and accountability with participants and respondents. Information detailing the purpose of this study and the usage of their data was shared with all individuals participating in this research project.

This principle was prevalent prior to conducting interviews whereby participants were required to read an information sheet and confirm their consent to participate. Alongside this, the questionnaire also required consent for participation from respondents for their responses to be included in the data set. The questionnaire was fully anonymous and participants had the right to withdraw themselves from the study at any given time. A contact email address was shared with participants in case of any concerns to reassure them of the researcher's transparency and accountability. This study follows the ethical principles as put forth by University of the Arts London and established research ethics (Saunders et al.,2023).

Furthermore, this research study is aligned with the objectives of the Research Strategy 2023-2028 as put forth by the University of the Arts London (UAL, 2023). This study aims to identify emerging strategic areas that can serve as areas with a high growth capacity, such as offloading excess stock through outlet malls as a sustainable alternative to managing inventory or erasure of deadstock. By collaborating with industry partners, the implications of this study have the potential to change the manner in which excess inventory is managed by global fashion houses, unlock a growth strategy that targets tourists and redefine the position of the Indian consumer in the global fashion market.

3.7 Reliability and Validity

To maintain high standards to the quality of research conducted in this study, reliability and validity of the findings are key measures of judgement. Reliability refers to the extent to which data collection provides consistent findings which can be tested repeatedly whereas validity refers to whether procedures employed in data analysis accurately test what it is required to test and whether the findings are appropriately applicable to the purpose of the study (Saunders et al., 2023).

3.7.1 Reliability

Due to a lack of standardisation in semi-structured interviews, potential issues regarding reliability and validity can arise. These can be a result of bias, cultural differences and generalisability. In order to combat these potential issues, a deductive approach was applied. The semi-structured interview was employed to test existing theory - Theory of Planned Behaviour which formed the foundation of the interview guide. While semi-structured interviews cannot provide statistical generalisations, it can provide robust insight to the phenomena (Saunders et al., 2023). Interviews were conducted privately to enhance the participants' comfort and transparency. Moreover, reflexivity informed the analysis of the interviews, ensuring that researcher bias and philosophical assumptions would not affect the results of the interview. Internal reliability was retained by maintaining a scientific journal that documented the evolving thought process and the steps followed to code, analyse and interpret the datasets (Saunders et al., 2023). Codes were iteratively coded in order to ensure that the same themes emerged upon each analysis, which only occurred after a period of rest between each set of coding.

Reliability is involved with the robustness of the survey. It is particularly concerned with whether the survey can generate consistent results when repeated under different conditions such as a different sample. Reliability can be affected by several factors such as respondent error, falsely positive participants and researcher bias.

Reliability can be assessed by testing the internal consistency of the data set and the questionnaire (Saunders et al., 2023). The statistical test, Crohnbach’s alpha was used to measure the consistency in responses to scale items. An alpha value of 0.7 or above is considered as an acceptable value. The Crohnbach’s Alpha for the scales in this study are in Table 3.7.1 and can be found in appendix 9.

Theory of Planned Behaviour	α = 0.808
Attitudes (aggregated)	α = 0.796
Value Consciousness	α = 0.746
Concern for Quality	α = 0.560
Concern for Price	α = 0.479
Deal Proneness	α = 0.479
Subjective Norm (aggregated)	α = 0.485
Perceived Behavioural Control (aggregated)	α = 0.573
Destination Related Attributes (aggregated)	α = 0.875
Service Product Environment	α = 0.768
Service Staff Quality	α = 0.864
Merchandise Value	α = 0.706
Service Differentiation	α = 0.649

Table 3.7.1: Author's own

The scale items of the variables Subjective Norm, Perceived Behavioural Control and Service Differentiation have scored alpha values lower than 0.7 which may affect the study's reliability.

3.7.2 Validity

In qualitative data collection, validity refers to the extent to which access can be gained to a participants perspectives and experiences and the extent to which meanings can be inferred from the interview. While semi-structured interviews provide a scope to explore these experiences to enhance validity, bias and cultural differences can impact the outcomes. Validity was supported through peer debriefing which provided external examination of the data and themes, helping to challenge the researcher's assumptions, bias and further refine interpretations (Lincoln and Guba, 1985). Thick description provided contextual details that consider the socio-cultural context in which a participant narrates their experience to assess the applicability of the findings (Geertz, 1973). Researcher reflexivity was maintained by acknowledging the philosophical position and potential influence on data interpretation (Berger, 2015).

4. FINDINGS AND ANALYSIS

4.1 Qualitative Findings and Analysis

This chapter is set out to gain insights from Indian tourists about the barriers and drivers for visiting outlet malls and the influence that destination related attributes can have on purchase intention. This analysis illuminates the managerial implications concerning treatment by staff, merchandise available and additional services that can influence Indian tourists to purchase from outlet malls.
In order to achieve these insights, four interviews were conducted with Indian tourists that have previously purchased luxury goods from outlet malls. These interviews were evaluated for recurring words and subject themes using the Delve platform. Initial codes were further translated into themes during the iterative coding process. The themes identified build on existing theory, while considering the role of Indian cultural values.

The themes identified across the interviews with the four participants provide insight into Indians' value seeking mentality, revealing key patterns and behaviours shared by the participants. While the identified patterns may not be grossly generalisable, the findings of these interviews corroborate with extant literature and serve as a microcosmic reflection of the greater Indian population. A word cloud used to create an overview of key terms from the interview can be seen in appendix 6.

Participant 1	Early 50s, Financial Manager, based in Dubai
Participant 2	Early 20s, Creative, based in London
Participant 3	Late 30s, Financial Analyst, based in Dubai
Participant 4	Early 60s, Business Owner, based in India

Table 4.1: Author's own

4.1.1 Theme: Destination Related Attributes

The importance of the shopping environment was consistently reiterated by all four participants. It was vital for participants that the merchandise, ambience and interiors should be designed in a manner that mimics a luxury experience, as customers are still paying high prices for their goods, albeit not the full price. The luxury experience should be curated and catered to the customers' needs. As stated by Participant 3 and concurred with by Participant 4,

> *"I mean maximum for a luxury product, you can get 10 to 30% off. So in that way, even if you're getting it at a 40% discount, you're still paying a bomb for that. So it should not feel like you're doing shopping from Walmart." - Participant 3 , Appendix 6*

> *"It matters a lot if I feel like, you know, the things are presented or displayed in a bad manner, or they've just spread it all across and they're trying to dump it all over you. I don't like to shop then." - Participant 3 , Appendix 6*

> *"In terms of location, in terms of interiors also how it is looking that is very, very important has to look that I am going to a place where I'm not going to be cheated" - Participant 4 , Appendix 6*

The luxury experience is significantly impacted by the quality of service provided by the staff. The participants shared similar views of adequate staff quality and the consequences of being provided with a low quality of service. Participant 1 is more inclined to purchase goods if the staff demonstrate polite behaviour and support the customer with their search and consequent purchase. Participant 3 shares this view; he values feeling important during his retail experience.

> *"So staff quality definitely does impact if the staff is polite and nice. It does impact your sale or your propensity to purchase goes up if the staff is nice and you know showing you things properly, and you'll definitely end up spending more because you're getting that attention from them" - Participant 1, Appendix 6*

> *"Because when you are in a luxury store, you are there and you prepare to spend money, right? So you need to feel important. And if you are not getting that feeling, especially in my case, I don't feel like shopping from there."- Participant 3, Appendix 6*

Participant 3 also raised a poignant point pertaining to the treatment by staff.

> *"So I would say that 60 to 70% of the time you feel some sort of racist behaviour from the sales staff, especially when it is crowded. You know, if it is all empty the shop then at times they give you, you know, a decent amount of attention. But when the shop is busy, then you get to see the real colours, right? So that is the time, when even today, I feel that we are still not welcomed, even though we must be spending much more than the locals or the people from the Western countries." - Participant 3, Appendix 6*

Participant 3's account of racial discrimination currently impacts his experience as a customer when visiting outlet malls in western countries. The narrative revealed the long-lasting impact of racial discrimination on his experience which demotivates him from completing the transaction at an outlet mall. It is evident that in order to foster an enduring relationship with the Indian demographic, retail spaces and brands must recognise the importance of cultural empathy and adequately equip the staff with the necessary skills.

Participant 2 holds an alternative position - she asserts that tourists can be driven to visit outlet stores over luxury stores as tourists are not treated well by staff if they are not appropriately dressed to the brands' standards.

> *"Not treated very well because they're not dressed for a luxury store and I think that pushes a lot of people, especially a lot of tourists, to go to luxury outlet stores specifically." - Participant 2, Appendix 6*

There was unanimity among the four participants in their responses. They all mentioned the range and quality of merchandise available at outlet malls. The general consensus was that the collections are not the latest and it may present some difficulty finding items that are highly desired but that is why customers' can find good deals at outlet malls (Appendix 6*)* Participants' noted that they are inclined to purchase more classic, long term designs that are synonymous with the respective brands.

> *"In terms of availability of designs, it will definitely be less recent as compared to what you'd get in fresh stock at the store.So there are times when you don't get what you want.There can be some disappointment, but that's the choice one has to make"*
> *- Participant 1, Appendix 6*

> *"you get a good bargain because most of the time the collection is outdated"*
> *- Participant 3, Appendix 6*

4.1.2 Theme: Seeking Value

The concept of value - tangible and intangible value formed a key cornerstone of the semi-structured interviews across all four participants. Participants discussed their relationships with seeking value in their purchases; For Participant 1, value procuration is more important than buying particular brands. Meanwhile, Participant 2 associated pride and satisfaction with purchasing "for a deal" which adds greater value to the product. As a result, she's more inclined to discuss the deal with her peers, mimicking the mannerisms of price mavens and smart shoppers. Similarly, Participant 3 also seemed to associate pride in his purchases as he believes he must not be deceived while shopping and the aspirational qualities of the brand must be upheld.

> *"For me, value buying is more important. So last time when I was at an outlet mall and I liked a belt of Versace. But I found it expensive even after discount, so I didn't buy. But next day when I went, there was extra 25% off for that particular day. Bought it. So the value preclusion had suddenly changed in a day."*
> *- Participant 1, Appendix 6*

> *"I do feel like I'm more inclined to talk about the product because I bought it for a deal so I see greater value to the product because I got it for a cheaper price. It's*

satisfying.”

- Participant 2, Appendix 6

“It is not easy to fool us, and we need to feel like the money that we are spending is worth it.” - Participant 3, Appendix 6

Participants expressed a shared belief that the act of seeking bargains is deeply entrenched in Indian cultural values and societal behaviour. This behaviour exists beyond the boundaries of generations and socio-economic classes. Participant 1 points out that Indians love to negotiate and value for money is largely desired in transactions, titling Indians as “bargain hunters”.

“As I said, you know, we just want value for money and everything. We either love to negotiate or get something at a good price so that is definitely a very cultural thing.”
- Participant 1, Appendix 6

“ I don't even think it's just specific to luxury. I think it's overall goods. I think bargaining is just something or getting a good deal or getting something. For a cheaper price, it's just something that's really valued in Indian culture.” - Participant 2, Appendix 6

According to Participant 2, engaging in bargaining is highly valued in Indian culture. On the same plane, Participant 4 and Participant 3 both note bargaining to be intrinsic to Indians. They both described it to be a behaviour that is “in our blood”, with Participant 3 describing Indians as “typically street smart” alluding to a heightened comprehension of value and resource management.

“Generally Indians, I would say whether he's rich or middle class or bargaining is in our blood.” - Participant 4, Appendix 6

“I think it is embedded in our blood. As you know, whereas we or I would say that we.Typically Indians are stParticipant 2 smart people. So they understand the value of time and money.” - Participant 3, Appendix 6

Participants emphasised the importance of perceived affordability when shopping in outlet or discounted retail environments. Participant 1 highlighted that the discounted pricing significantly enhances the perception of affordability. This idea was reinforced by Participant 3 who explains that the awareness of different prices available at outlet malls was a key motivator in engaging in value-driven shopping behaviour. However he also notes that a disadvantage of value-driven shopping behaviour is the potential to purchase more than necessary or financially capable due to the enhanced perception of affordability.

“You definitely feel it's more affordable when you're getting it at a discount.” - Participant 1, Appendix 6

“The first is, of course, the price point, right? So if you know the price of something similar or the exact same product from a conventional shopping mall and then you're going to outlet if you see (the price) and feel like there's a price difference” - Participant 3, Appendix 6

“You go the extra mile and you dig a deeper hole into your pocket because you think everything is at a bargain and you know, you tend to buy more and more.” - Participant 3, Appendix 6

Furthermore, shopping decisions were shaped by tourists’ awareness of tax related financial incentives. Participant 1 refers to the VAT refund that is available to non-EU residents as a financial consideration when purchasing luxury goods abroad. Likewise, Participant 2’s evaluation of the perceived economic benefit consists of tax refund, currency exchange rates and product value. Comparatively, Participant 3 expresses frustration at the process of getting a VAT refund which can require additional time and effort during travel. Although VAT refunds and discounted prices are viewed favourably, the practical inconvenience of managing purchases during travel and completing administrative refund procedures can undermine their perceived value. Outlet mall operators may benefit from considering streamlining VAT refund processes as this has emerged as a driving factor for price sensitive tourists.

> *"And of course, when you buy from Europe, living outside, for example, if you're buying French brands, then you know you're buying in Paris, you get the VAT refund."*
>
> *- Participant 1, Appendix 6*
>
> *"Especially when I'm in Europe like that's something I do consider as like the tax refund, the currency exchange and the value of the good that I'm getting."*
> *-Participant 2, Appendix 6*
>
> *"And then the hassle of, you know, getting the VAT refund. It's not that smooth.You know, like if you'll see and compare in Dubai.The process of getting your VAT back is very, very streamlined and extremely smooth. Unlike in Europe, I would say."*
> *- Participant 3, Appendix 6*

In Indians, seeking value, deals and bargains is not just a matter of economic strategy, but rather it serves as an expression of socio-cultural competence.

4.1.3 Theme: Social Pressure

Participants often referenced the influence of their social circles, such as their friends and families as principle forces in their shopping behaviour. This influence was not out of insistence but rather intrinsic in shared values and practices. As Participant 2 details, outlet shopping during travel was perceived positively within familial relationships and it is an experience shared with friends. In parallel, Participant 3 notes that shopping decisions were made collectively and that his peers generally view outlet malls favourably as they possess good deals.

> *"Pretty positively I would say.I think like whenever like I travel with my family, we*

tend to visit outlet malls.It's something I do pretty frequently myself. It's something I've done with friends as well, so I think they view it pretty positively because they have the same values toward it as I do." - Participant 2, Appendix 6

"It's actually the company, you know, that is around you. So when I travel, if I'm with my friends and they want to go shopping, I will accompany them" - Participant 3, Appendix 6

Participant 4 recollects the positive encouragement and advice he receives from his peers about shopping from outlet malls, while Participant 1 mentions that most of his peers also frequently purchase discounted luxury products from outlet malls. Peer validation stimulates the practice of value-oriented shopping further cementing it as a cultural practice that is socially endorsed.

"In fact, people give examples. Oh, you didn't go there, and you should have taken extra space.You should buy this particular ticket which is giving me additional this thing.So everybody is always, they, my friend circle, everybody kind of is pushing you rather than saying any negative things." - Participant 4, Appendix 6

"Somebody who loves wearing, for example, I know friends who love wearing Prada T-shirts. Most of them, they'll buy from the outlet mall or if it does go on discount or sale." - Participant 1, Appendix 6

Additionally, participants described being subject to social evaluations, whereby extended social circles acted as a reference of what is deemed to be appropriate or aspirational consumption. Participant 1 mentions the symbolic value of luxury watches:

"Whether it comes to, you know, watches, every second person in India, I mean, the wealthier ones wear Rolex. And all original Rolex watches, not copies.And they would have multiple of them. - Participant 1, Appendix 6

This observation extends past brand reference, instead it highlights a deep awareness of class-coded consumption wherein social status is affirmed by the ownership of authentic, exclusive luxury goods. Participant 3 expands further on the aspect of social evaluation by describing the performative attribute of consumption by which outlet purchases are also subject to social scrutiny. This stigma is reiterated, revealing an anxiety regarding conspicuous consumption. The spectrum of value driven behaviours and authenticating status is grounded in a consumer's internal negotiation between value, identity and appearance.

> *"Because of the social circle you are surrounded by.You know, it comes to your mind, naturally, that what you are wearing because you see every second person wearing a decent brand all around you. And at times you have to keep that in mind when you are meeting other people from the society or from your business community, because you need to show to them that you are doing good in your life." - Participant 3, Appendix 6*

4.1.4 Theme: Barriers to shopping at Outlet Malls

A recurring barrier identified by participants related to the difficulty of obtaining the necessary visas as Indian passport holders, particularly for European destinations. Participant 2 chronicled the repeated need to apply for the Schengen visa as a deterrent to visiting outlet malls abroad, stating that such visits are entirely dependent on the parameters enforced by travel documentation. Furthermore, she suggested that obtaining a visa can act as a marker of status and privilege. Participant 1 echoed this sentiment, orienting the acquisition of relevant visas as an administrative obstacle but also as a symbol of privilege through global mobility.

> *"So I think because it's so difficult to obtain a long term Schengen visa, I do have to keep applying.So if I don't have a visa, I can't go there and I'm not applying for a visa so frequently that I'm able to go, you know, every couple of months.*
>
> *- Participant 2, Appendix 6*

“I think going to like Europe and honestly just obtaining, like the Schengen visa, it's something that can be viewed as like a status or a cultural symbol.”

- Participant 2, Appendix 6

“Indians are one of the biggest spenders today after Chinese, when it comes to shopping and travel. And visas are difficult.” - Participant 1, Appendix 6

In addition to bureaucratic factors, participants cited the time needed and the distance from the city centre as deterrents for visiting outlet malls. Participant 1 comments on the necessity to plan a visit to the outlet mall as a consequence of these factors. Participant 3 added his disdain for travelling for a few hours out of his itinerary in order to visit an outlet mall. As Participant 2 notes, the opportunity cost of travel - in terms of time and convenience, must be taken into consideration when denoting the value of visiting an outlet mall, particularly if accessibility is limited. Participant 4 remarked that outlet mall visits were acceptable only if they were integrated within broader travel plans, but not as a significant additional detour.

“Accessibility. Time. Because usually the flip side of it, most of them are outside the Towns so you actually plan a day trip to go and buy.” - Participant 1, Appendix 6

“You know it, I mean. I should not be traveling 2,3,4 hours outside the city and out of my itinerary just for shopping. Then I don't like it.” - Participant 3, Appendix 6

“And so the cost of getting there is something to factor in because you know, if you're trying to get a deal on items, you're trying to save money to a certain extent. Spending on that travel cost can be quite a bit. - Participant 2, Appendix 6

“But then if it is something where I'm travelling anyways and there is a little bit of diversion, it's fine. The ease of commuting is very, very important.” - Participant 4 Appendix 6

These findings imply that effort, cost and convenience work in congruence with price sensitivity. Outlet mall operators should consider reducing the impact of such factors by ensuring tourists are supported in their commute to the mall and potentially offer additional services such as chauffeur or delivery services.

4.1.5 Extracting Behavioural Belief and Outcome evaluation statements

Eliciting belief statements through qualitative research aligns with the recommendation that the application of the model ‘Theory of Planned Behaviour’ (‘TPB’) should begin with an elicitation study to identify the context specific beliefs of the target population. In this research, the behavioural belief statements extracted are those that pertain to Indian tourists who purchase goods from outlet malls. Thematic Analysis of the interview data enabled an inductive derivation of belief statements which will be operationalised as part of the TPB construct.

The behavioural outcomes and experiences were derived by asking participants about their perceived advantages and disadvantages of purchasing goods from outlet malls and by asking about their positive and negative feelings associated with this behaviour. Subsequently the statements elicited are:

Behavioural Belief (1)	Buying from outlet gives you better value for money
Outcome Evaluation (1)	Getting more products for the same amount of money is a satisfying outcome
Behavioural Belief (2)	Outlet products may be of lower quality
Outcome Evaluation (2)	Poor quality of product lowers satisfaction and can lead to regret

Table 4.1: Extracted Belief Statements

4.1.6 Summary of Qualitative Findings:

Theme	Summary and Supporting Literature

Value-Seeking as a Cultural Practice	Thematic analysis revealed that engagement with outlet malls is driven by a persistent cultural orientation towards seeking value, aligning with prior findings that Indian consumers are bargain-prone and culturally conditioned to negotiate (Dawra et al., 2015; Carment, 1975). Phrases like “bargaining is in our blood” reflect this identity. This supports Lim’s (2009) concept of the luxe-bargain shopper and Thaler’s (1983) transaction utility theory, where psychological gains can outweigh financial ones.
Social Validation and Cultural Norms	Participants cited family and peer influence as drivers of outlet shopping, reinforcing collectivist values (Hofstede, 1985; Sinha and Verma, 1987; Triandis, 1990). Comments from Participant 1 and 3 reflected social validation through comparison and family expectation. This aligns with Jain et al. (2015) and Wong et al. (1998), who describe Indian luxury consumption as aspirational and socially exhibited (Jain and Khan, 2017).
Emotional and Symbolic Drivers for Purchase	Outlet shopping was described as emotionally gratifying and identity-affirming. Participant 3 noted the importance of feeling valued through spending. This resonates with Berger and Ward’s identity signalling theory and Jain et al. (2015), who describe a transition from collectivist to individualist luxury consumption (Dasgupta, 2009). These shifts are still moderated by reference group expectations.
Logistical Barriers	Participants reported visa issues, travel distance, and accessibility as constraints, though some saw them as status-enhancing. Participant 2 described the Schengen visa as a 'status and cultural symbol,' illustrating that logistical constraints may serve a social signalling function.

Table 4.2: Summary of Qualitative Findings, Author’s Own

4.2 Quantitative Findings and Analysis

This section is set out to analyse quantitative data through the survey administered via Qualtrics. The questionnaire collected a total of 250 responses, out of which 35 were not valid due to failing the screening question about Indian identification which served as an exclusion check. A further two responses were removed due to partial completion and all participants were above the age of 18. Consequently a total of 213 valid responses were used for further analysis. In order to test the theoretical model, a large enough sample size is necessary. It is suggested that an acceptable sample size can be informed by the equation 50 + 8k, where k refers to the number of independent variables in the model (Green, 1991). Following this, this research requires a minimum of 106 respondents to be an acceptable sample size, which it surpassed. This study's sample is consistent with literature discussed in Chapter 2 - reflecting observations of age in luxury consumption for Indian consumers (Jain and Khan, 2017), participation in luxury tourism (Wong et al.,1998), educational qualifications (Kapferer, 2012) and income levels (Dubois and Duquesne, 1993). It can be inferred that the sample mirrors core sociodemographic characteristics of the target population, enhancing external validity.

The data was cleaned and recoded on the SPSS program. Variables were computed and combined, using the averages from scale items in each construct. A confidence level of 95% was utilised for this study.

4.2.1 Demographics:

This research used a broad sampling strategy to gather comprehensive data about the consumer behaviour of Indian tourists. The exclusion criteria included age and whether a respondent held a form of identification issued by the Indian government.

4.2.1.1 Gender

Out of the 213 responses: 111 (52%) respondents were male, 100 (47%) respondents were female and 2 (1%) preferred not to say.

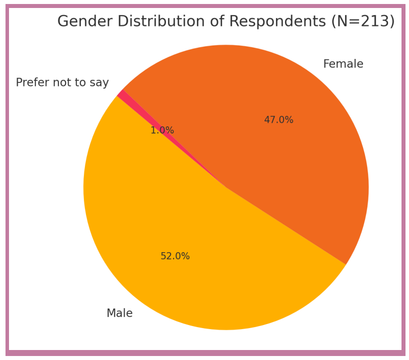


Figure 4.3: Gender Pie Chart

4.2.1.2 Age

Out of 213 valid responses, the respondents are representative of the following age categories:

- 18-24: 50 respondents
- 25-34: 34 respondents
- 35-54: 97 respondents
- 55-64: 24 respondents

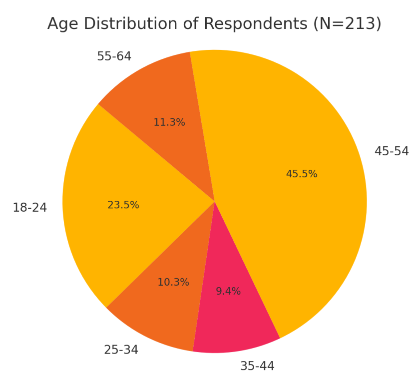


Figure 4.4: Age Category Pie Chart

4.2.1.3 Education

Of the valid responses obtained, 158 respondents had a postgraduate education, 53 respondents had an undergraduate education and 2 respondents had a highschool level education or below.

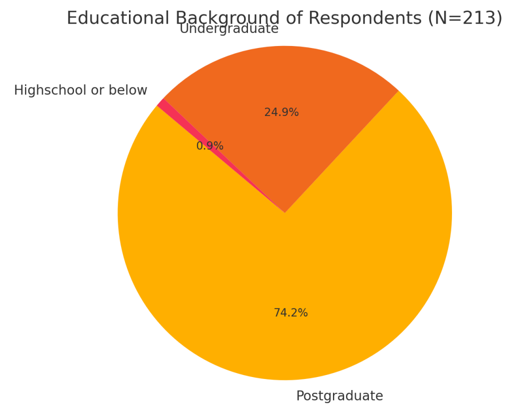


Figure 4.5: Educational Background Pie Chart

4.2.1.4 Occupation:

Out of the total valid responses, 70 respondents said they were professionals, 77 were salaried employees, 26 responded with others, 21 were students and 17 were business managers.

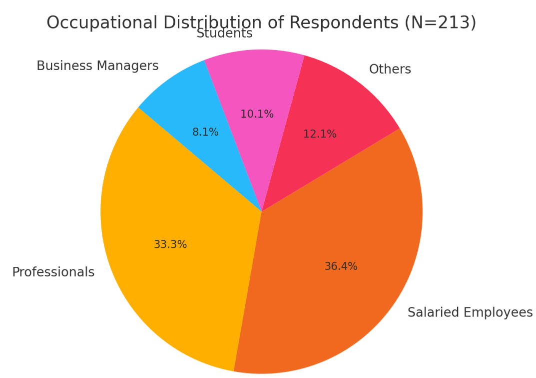


Figure 4.6: Occupation Pie Chart

4.2.1.5 Annual Household Income

Of the total valid responses collected, 85 respondents earned between $118,000 - $472,000, 45 respondents earned $59,000 - $118,000, 45 respondents earned $23,000 - $59,0000 and 38 respondents earned above $472,000.

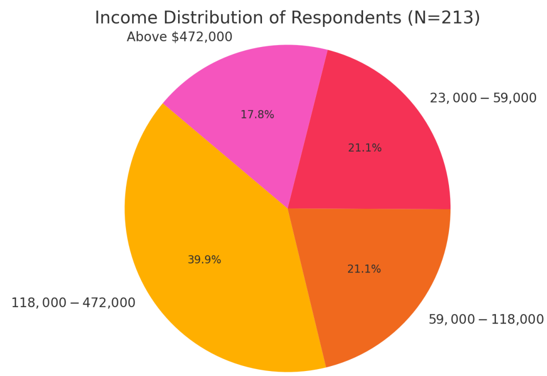


Figure 4.7: Annual Household Income Pie Chart

4.2.1 Descriptive Statistics

The mean averages were calculated for each variable by averaging the scale items under each construct. Purchase Intention was the dependent variable, while Attitude, Subjective Norm and Perceived Behavioural Control were the independent variables. Destination related attributes was a moderating variable and the factors it comprised were also aggregated and recoded. Likert scale responses were collected from the questionnaire and were coded into numerical values on SPSS as seen in table 4.3.

Numerical Value	Likert Scale Label
1	Strongly Disagree
2	Disagree
3	Somewhat Disagree
4	Neither Agree nor Disagree
5	Somewhat Agree
6	Agree
7	Strongly Agree

Table 4.3: Likert Scale Labels

4.2.1.1 Behavioural Beliefs and Outcome Evaluations:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
BEL	213	18.00	98.00	69.4977	14.98321	224.496	-.044	.167	-.123	.332
Valid N (listwise)	213									

Figure 4.8: Descriptive Statistics

According to Ajzen (1991), the aggregate of behavioural beliefs “produce a favourable or unfavorable attitude towards the behaviour.” The belief index is formulated by multiplying each belief by its outcome evaluation and combining the values (Ajzen, 2006). The computed variable BEL was generated on SPSS; it produced a mean value of 69.4977 and SD=14.98, implying that respondents believed the behaviour of purchasing goods from outlet malls would incite positive outcomes, such as being satisfied due to getting better value for money. The belief index demonstrates variability which enhances its predictive capacities for Attitude in the TPB model. The normality distribution indicators illustrate a normal distribution that is suitable for further parametric testing, whereby the variable of attitudes is the dependent variable. This aligns with Ajzen’s (1991) assertion that beliefs weighted by outcome evaluations form the basis for attitude formation.

4.2.1.2 Attitudes:

Attitude served as a dependent and independent variable, it was measured by using a total of nine scale items. Attitudes consisted of two factors: value consciousness and deal proneness (‘DP’). Value consciousness was further split into two factors: concern for quality (‘VCA’) and concern for price (‘VCB’). These were measured by 7-point Likert Statements. For further data manipulation, these factors were computed into the variable ATT on SPSS, by aggregating the scale items.

Statistics

		VCA	VCB	DP
N	Valid	213	213	213
	Missing	0	0	0
Mean		6.2254	5.6854	5.3967
Median		6.3333	6.0000	5.5000
Mode		7.00	6.00	6.00
Std. Deviation		.76364	1.27462	1.07689

Figure 4.9: Descriptive Statistics for Attitudes

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ATT	213	2.33	7.00	5.9554	.89455	.800	−1.139	.167	1.534	.332
Valid N (listwise)	213									

Figure 4.10: Descriptive Statistics for Attitudes

As seen in figure 4.10, Attitude yielded a high mean score of 5.9554 suggesting that respondents tend to have favourable attitudes towards purchasing from outlet malls. This implication is further supported by the standard deviation of 0.89455 demonstrating that most responses are clustered in agreement and have a low dispersion around the mean. Moreover, the data is skewed by -1.139 which is beyond the threshold for approximate symmetry (Kim, 2013), demonstrating the respondents positive attitudes towards outlet malls.

4.2.1.3 Subjective Norm:

Statistics

SN

N	Valid	213
	Missing	0
Mean		4.5603
Median		4.6667
Mode		4.67
Std. Deviation		1.10276

Figure 4.11: Descriptive Statistics for Subjective Norm

Subjective Norm ('SN') was measured by three likert scale items which aimed to measure the role of social pressure in purchasing goods from outlet malls. The mean produced by SN is 4.5603 suggesting that the datasets are distributed somewhat symmetrically and respondents generally hold a favourable perception of social pressure of purchasing from outlet malls. The standard deviation of 1.10276 illustrates that there is a lot of diversity in responses. This concedes with extant literature which postulates that subjective norms are often the weakest predictor in the TPB model due to social context variability (Armitage and Conner, 2001; Ajzen, 1991).

4.2.1.4 Perceived Behavioural Control:

Statistics

PBC

N	Valid	213
	Missing	0
Mean		5.6682
Median		5.6667
Mode		6.00
Std. Deviation		.90102

Figure 4.10: Descriptive Statistics for Perceived Behavioural Control

PBC was measured by 3 scale items, which were aggregated for data manipulation.The PBC construct demonstrated a high central tendency, with mean = 5.6682 and SD = 0.90102 indicating that respondents largely perceived themselves to be capable of purchasing from outlet malls. The values of mean and median are incredibly close illustrating a symmetric distribution of data which suggests strong internal consistency amongst respondents. These findings align with previous literature that finds PBC reflects the feasibility of performing a task and can significantly predict intention where control over behaviour varies (Ajzen, 2002; Trafimow et al., 2002), such as the context for this research study that focuses on Indian tourists purchasing from outlet malls. As mentioned in chapter 2.4 the ability for Indian tourists to purchase from outlet malls can be impacted by visa restrictions, currency changes and safety issues. The mode of 6 indicates that respondents generally perceive themselves to have high self-efficacy and are not inundated by such factors.

4.2.1.5 Purchase Intention:

Statistics

PI

N	Valid	213
	Missing	0
Mean		5.3631
Median		5.3333
Mode		5.00
Std. Deviation		.74017

Figure 4.11: Descriptive Statistics for Purchase Intention

Purchase intention (‘PI’) produces a mean of 5.3631 and a median of 5.3333 suggesting a slightly positive inclination towards purchasing products from outlet malls. The values for mean, median and mode signal a symmetrical distribution of data. Standard deviation for

PI is lower compared to its counterparts, indicating responses were strongly clustered around the mean, demonstrating consistency in the sample's purchase intention.

4.2.1.6 Destination Related Attributes:

Statistics

		DRA	SPE	SSQ	MV	SD
N	Valid	213	213	213	213	213
	Missing	0	0	0	0	0
Mean		5.9529	5.7316	6.3083	6.3568	5.4147
Median		6.0000	5.8333	6.6667	6.3333	5.3333
Mode		7.00	6.00	7.00	7.00	6.00
Std. Deviation		.66875	.84308	.81804	.64181	1.03586

Figure 4.12: Descriptive Statistics for Destination Related Attributes

The Destination Related Attributes construct yielded a high overall mean (M=5.95, SD=0.67) implying that respondents generally held positive and favourable evaluations of outlet mall attributes. Within its subdimensions, Merchandise Value ('MV') and Service Staff Quality ('SSQ') were rated the highest, producing mean values of 6.3568 and 6.30983 respectively. Additionally, these subdimensions also hold low standard deviations (SD=0.64181, SD=0.81804) which suggests that respondents did not deviate significantly from the mean and the data has low dispersion (Field, 2018). As a result, the initial data analysis demonstrates that respondents strongly value product quality and employee service, in regards to their intent to purchase goods from outlet stores. Service Product Environment ('SPE') scored a slightly lower mean of 5.7316 while Service Differentiation (SD) demonstrated the greatest variability (SD=1.03586) reflecting the range of dichotomous responses about the unique, promotional or special services provided by the stores. These patterns support previous findings about value perception and an environment's design significantly influence retail operations (Baker et al., 2002 ; Sweeney and Soutar, 2001).

4.2.2 Gauss Markov Assumptions:

The Gauss Markov theorem provides the conditions under which the Ordinary Least Squares ('OLS') method is the Best Linear Unbiased Estimator ('BLUE'). By adhering to a set of assumptions the OLS estimator demonstrates the least amount of variance within all methods that are linear and unbiased. These assumptions ensure statistical tests are relevant and unbiased which is paramount in this research study as multiple linear regressions are employed to test the hypotheses. Upholding these assumptions ensures the empirical robustness of the model. The following are the Gauss Markov assumptions:

(1) The Error terms are normally distributed.

The assumption of normality of the residuals is essential for valid statistical testing and confidence interval estimation in small samples (Fields, 2013).

(2) The Expectation of the Error value is zero

The residuals must have a conditional mean of zero for the independent variables, ensuring there is no systematic bias in the model's predictions (Wooldridge, 2016).

(3) No perfect multicollinearity among predictors

This condition requires that independent variables are not perfectly linearly related. If independent variables are a linear combination of others, the distinct effects of each variable cannot be identified (O'Brien, 2007). Collinearity can inflate errors and reduce estimate reliability.

(4) No autocorrelation among Error values

This assumption must be satisfied in order to ensure the residual error terms are uncorrelated with each other. Autocorrelation violates the assumption of independence and can create biased standard error estimates which undermine the validity of inferential testing (Woolridge, 2016).

(5) The Variance in the Error value is Homoscedastic

Homoscedasticity assumes that the variance of the error term is constant across all independent variables. Heteroskedasticity leads to biased and incorrect estimates which affect hypothesis testing (Field, 2013).

4.2.3 Central Limit Theorem:

The Central Limit Theorem ('CLT') is a statistical principle which postulates that as the sample size increases, the sampling distribution of the estimators, such as the OLS coefficients, approach a normal distribution, irrespective of the distribution of the residuals (Wooldridge, 2016). This theorem underpins parametric inference in regression models to bolster the validity of tests. Within this research study, the sample size exceeds the limits as put forth by Green (1991) who proposed a minimum of 50 + 8k observations, where k is the number of predictors. Employing this equation produces a value of 106 observations; this study collected a total of 213 valid responses, filtered by the screening questions and incomplete questionnaires.

Consequently, this study relies on the CLT to ensure that the data achieves normality and the inferential statistical analysis is robust, despite potential deviations from residuals. Additional assessments were administered to assess the normality of residuals through statistical and graphical methods which included the Shapiro Wilk test, histograms and Q-Q plot analysis which can be found in appendix 10.

4.2.4 Inferential Statistics:

All Parametric assumptions were validated and thus the regressions are statistically acceptable.

4.2.4.1 Multiple Linear Regression: Theory of Planned Behaviour

In order to test for hypothesis 1,2 and 4, a multiple linear regression was conducted on SPSS using the independent variables of the TPB: Attitude ('ATT'), Subjective Norms ('SN') and Perceived Behavioural Control ('PBC').

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.928[a]	.860	.858	.27849	1.926

a. Predictors: (Constant), PBC, SN, ATT

b. Dependent Variable: PI

Figure 4.13: Model Summary

The model demonstrates a high explanatory power, with an R-squared value of 0.860 which indicates that approximately 86% of the variance in Purchase Intention is explained by the three predictors. The adjusted R value of 0.858 accounts for model complexity and further confirms the robustness of the model, positioning it positively with the goodness-of-fit. Additionally, the Durbin-Watson test produced a value of 1.926 which is within the acceptable range (Field, 2018). It suggests that there is no significant autocorrelation in the residual errors, fulfilling a key assumption of ordinary least squares regression.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.936	3	33.312	429.518	<.001[b]
	Residual	16.209	209	.078		
	Total	116.145	212			

a. Dependent Variable: PI

b. Predictors: (Constant), PBC, SN, ATT

Figure 4.14: Anova test

Through the ANOVA test in FIGURE 4.14 , it was evident that the regression model was statistically significant, with a p-value < 0.001. This confirms that the variables employed are effective predictors of purchase intention.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.069	.163		.427	.670	-.252	.390		
	ATT	.285	.023	.345	12.197	<.001	.239	.331	.836	1.196
	SN	.364	.019	.542	19.297	<.001	.327	.401	.846	1.182
	PBC	.342	.022	.416	15.684	<.001	.299	.384	.950	1.052

a. Dependent Variable: PI

Figure 4.15: Coefficients

Within the three variables, SN emerged as the most influential predictor of purchase intention with a beta value of 0.542, followed by PBC and ATT. While the remaining two variables exert strong effects, their beta values do not have a dominant role in driving purchase intention for Indian tourists. This finding is consistent with extant literature that also found that SN is a significant driver of luxury consumption for Indian consumers and a driving factor for collectivist cultures. However, it must be noted that SN produced a low value for Crohnbach’s alpha which implores it may not be an accurate measure.

Furthermore, the strong effect exerted by PBC affirms that Indian tourists’ perceived ease to purchase goods from outlet malls is a core driver for purchase intention, especially in contexts involving financial or logistical barriers - such as those that can be posed by travel. This may be attributed to the rapid growth in the Indian economy which has resulted in increased disposable income. As such, Indian global mobility has increased and logistical barriers pose less of a threat to Indian tourists.

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	ATT	SN	PBC
1	1	3.936	1.000	.00	.00	.00	.00
	2	.038	10.217	.03	.00	.87	.12
	3	.017	15.011	.02	.53	.12	.57
	4	.009	20.580	.95	.46	.00	.30

a. Dependent Variable: PI

Figure 4.15: Collinearity Diagnostics

Multicollinearity is assessed employing the Tolerance and Variance inflation factor values. Both of these values are within acceptable thresholds, consequently there is no significant multicollinearity (Kutner et al., 2005).

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1702	7.0035	5.3631	.68658	213
Residual	-.80411	.74973	.00000	.27651	213
Std. Predicted Value	-3.194	2.389	.000	1.000	213
Std. Residual	-2.887	2.692	.000	.993	213

a. Dependent Variable: PI

Figure 4.16: Residual Statistics

The standardised residuals are within the parameters of +/- 3 implying there are no significant outliers (Field, 2018). Homoscedasticity and normality assumptions are also held, contributing to the credibility of the statistical results produced by the multiple linear regression.

Overall, the results of the regression results have determined this model to aptly predict purchase intention. As such, no variables needed to be removed to better fit the predictive model.

4.2.4.2 Linear Regression: Belief Index

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.684[a]	.468	.466	.65396	.468	185.685	1	211	<.001	2.063

a. Predictors: (Constant), BEL

b. Dependent Variable: ATT

Figure 4.16: Model Summary

The analysis reveals a substantial and positive relationship between the belief index and attitudes as indicated by the R value of 0.684. The R squared value of 0.468 denotes that approximately 46.8% of the variance in Attitude is explained by the computed variable BEL suggesting that beliefs is a moderate factor in influencing attitudes. The adjusted R squared value is close in value to the R square value, at R2 = 0.466 indicating that the model is generalisable to the population. The Durbin-Watson statistic of 2.063 is within the acceptable range suggesting there is no significant correlation in the residuals (Field, 2013).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.410	1	79.410	185.685	<.001[b]
	Residual	90.236	211	.428		
	Total	169.646	212			

a. Dependent Variable: ATT

b. Predictors: (Constant), BEL

Figure 4.17: Anova test

The regression model is statistically significant as p<0.001 as seen in figure 4.17 This result confirms that this model aptly predicts attitudes of the respondents based on the variations in belief. This is further supported by the model's F-value which demonstrates a strong effect size and reinforces the robustness in the relationship between beliefs and attitudes.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.117	.213		14.626	<.001		
	BEL	.041	.003	.684	13.627	<.001	1.000	1.000

a. Dependent Variable: ATT

Figure 4.18: Anova test

The coefficients table illustrates the capability of BEL to predict Attitude. The β value of 0.684 implies that for a unit of increase in the Belief index, there is substantial corresponding increase in the attitude towards the behaviour, supporting the research published by Fishbein and Ajzen. Both the tolerance and VIF values are 1.000 confirming that multicollinearity is not an issue, fulfilling the assumptions of ordinary least squares regression. This is supported by the collinearity diagnostics in figure 4.19 which further validate the absence of concerning variance as eigenvalues fall within the acceptable range (Tabachnick and Fidell, 2013).

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	BEL
1	1	1.978	1.000	.01	.01
	2	.022	9.405	.99	.99

a. Dependent Variable: ATT

Figure 4.19: Collinearity Diagnostics

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.8519	7.1196	5.9554	.61203	213
Residual	-2.04954	1.67764	.00000	.65241	213
Std. Predicted Value	-3.437	1.902	.000	1.000	213
Std. Residual	-3.134	2.565	.000	.998	213

a. Dependent Variable: ATT

Figure 4.20: Residual Statistics

Residual statistics establish that the data is normally distributed. The standardised residuals fall between the +/- 3 range which shows that there are no outliers that influence the regression model, supporting the assumption of homoscedasticity and normality of residuals further validating the OLS requirements.

As a result of testing this model through linear regression, it is evident that beliefs positively influence attitudes and this model can be generalised.

4.2.4.3 Moderation in Multiple Linear Regression: Destination Related Attributes

DRA moderating Attitude

```
OUTCOME VARIABLE:
 PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6958      .4841      .2867    65.3845     3.0000   209.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3516      .0387   138.2892      .0000     5.2753     5.4278
ATT           .4420      .0450     9.8229      .0000      .3533      .5307
DRA           .3397      .0591     5.7431      .0000      .2231      .4563
Int_1         .0534      .0571      .9350      .3509     -.0591      .1658

Product terms key:
 Int_1    :        ATT      x        DRA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0022      .8742     1.0000   209.0000      .3509
----------
    Focal predict: ATT      (X)
          Mod var: DRA      (W)
```

Figure 4.21: Moderation regression

In order to carry out a multiple linear regression with DRA as a moderating variable, an interaction term was generated of ATT*DRA. This term yielded a coefficient of 0.0534, with a p-value of 0.3509 which is not statistically significant. Despite Attitude ($\beta = 0.4420$, $p<0.001$) and DRA ($\beta = 0.3397$, $p<0.001$) both demonstrating significant direct effects on purchase intention, the interaction term makes it incredibly clear that DRA does not statistically significantly moderate the relationship between Attitude and Purchase Intention. This implies that regardless of the perception of the destination, the attitude towards value consciousness and deals will dominate the destination features of an outlet mall. This supports the findings put forth by Lam and Hsu (2006), which posited that attitude functions as a predisposition in tourism, independent of destination related attributes.

```
*****************************************************************************
OUTCOME VARIABLE:
 PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .7786      .6062      .2189   107.2329     3.0000   209.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3529      .0342   156.6534      .0000     5.2855     5.4203
SN            .4306      .0320    13.4361      .0000      .3674      .4937
DRA           .2842      .0531     5.3558      .0000      .1796      .3888
Int_1         .0367      .0427      .8584      .3917     -.0475      .1208

Product terms key:
 Int_1    :        SN       x        DRA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0014      .7368     1.0000   209.0000      .3917
----------
    Focal predict: SN       (X)
          Mod var: DRA      (W)
```

Figure 4.22: Moderation regression

To test the moderating effects of DRA on SN, another regression was carried out on SPSS. The interaction term SN*DRA did not posit a statistically significant relationship. The β of the interaction variable presented a value of 0.0367 and a p-value of 0.3917. Subsequently, the influence of social norms on purchase intention was not moderated by DRA. Respondents felt similar social expectations irrespective of the attributes of outlet malls, potentially indicating that SN is impacted by broader cultural and social norms for Indian tourists, rather than the evaluations of a particular destination such as an outlet mall.

```
**************************************************************************
OUTCOME VARIABLE:
 PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6447      .4156      .3248    49.5425     3.0000   209.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3649      .0413   129.8575      .0000     5.2834     5.4463
PBC           .3704      .0472     7.8421      .0000      .2773      .4635
DRA           .3484      .0649     5.3671      .0000      .2205      .4764
Int_1        -.0077      .0574     -.1345      .8932     -.1208      .1054

Product terms key:
 Int_1    :        PBC      x        DRA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0001      .0181     1.0000   209.0000      .8932
----------
    Focal predict: PBC      (X)
          Mod var: DRA      (W)
```

Figure 4.23: Moderation regression

Lastly, an interaction variable between PBC and DRA was computed on SPSS to test Hypothesis 7. Similar to previous findings, DRA did not moderate the influence of PBC on purchase intention for Indian tourists at outlet malls. The interaction variable produced a β of 0.0077 and p-value = 0.8392. Respondents' confidence in their ability to purchase from outlet malls drives purchase intention regardless of positive or negative evaluations of the outlet malls. The negative value for the β implies that DRA weakens the influence of PBC as a driver for purchase intention. Perhaps this can be attributed to PBC, which reflects internal efficacy whilst DRA represents external factors. Subsequently hypothesis 5,6,7 were rejected.

While it is evident that DRA does not moderate the impact of Attitudes, SN and PBC on PI, the above regressions demonstrate that DRA does share a statistically significant relationship with purchase intention as the p<0.001. As a result, further statistical analysis was undertaken to comprehensively understand the relationship between DRA and PI as well as the driving factors under the DRA construct that influence Indian tourists' purchase intention.

4.2.4.4 Multiple Linear Regression: DRA on TPB

A simple linear regression was conducted testing the computed variable DRA as an independent variable and PI as a dependent variable for preliminary confirmation that first order construct of DRA can serve as a predictor for purchase intention, as seen in appendix 10. The composite DRA model accounted for 24.3% of variance in PI, confirming that consumer's perception of outlet mall features influences their intent to purchase goods from outlet malls. This finding aligns with extant tourist shopping behaviour research which posits destination related attributes as an antecedent for satisfaction and intention (Wong and Wan, 2013; Chen and Gursoy, 2001).

Following this, a second regression was conducted on the disaggregated first order dimensions to determine which dimensions is the most significant predictor of purchase intention.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.543[a]	.295	.281	.62753	.295	21.735	4	208	<.001	1.905

a. Predictors: (Constant), SD, SSQ, SPE, MV

b. Dependent Variable: PI

Figure 4.24: Model Summary

This version of the DRA model is statistically significant, p < 0.001. The R squared value is 0.295 resulting in the model's slightly increased explanatory power of 29.5%, however the variance in the remaining 70.5% is not explained. This positions the DRA construct as a contributor to purchase intention, but not as a predictor. The Durbin-Watson test presented a value of 1.905 which is within the acceptable range and proves there is little to no correlation of residuals.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.236	4	8.559	21.735	<.001[b]
	Residual	81.909	208	.394		
	Total	116.145	212			

a. Dependent Variable: PI

b. Predictors: (Constant), SD, SSQ, SPE, MV

Figure 4.25: Model Summary

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	95.0% Confidence Interval for B Upper Bound	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2.103	.442		4.759	<.001	1.232	2.974		
	SPE	.256	.068	.292	3.771	<.001	.122	.391	.565	1.770
	SSQ	-.134	.072	-.148	-1.869	.063	-.276	.007	.539	1.854
	MV	.267	.090	.231	2.976	.003	.090	.443	.562	1.779
	SD	.174	.051	.243	3.411	<.001	.073	.274	.666	1.502

a. Dependent Variable: PI

Figure 4.26: Coefficients

Out of the four variables tested, SPE (β = 0.292) and SD (β = 0.243) are the most significant predictors of purchase intention for Indian tourists. This is followed by MV with a p-value of 0.003 and lastly SSQ which is not statistically significant. The significance of SSQ is unexpected due to the findings gained from participants' interviews, whereby the quality of staff was deemed as a motivator for purchase.

The Tolerance and VIF values are within appropriate ranges confirming there is no multicollinearity and this model can be generalised. Subsequently, homoscedasticity and normality assumptions for this model are upheld

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	SPE	SSQ	MV	SD
1	1	4.958	1.000	.00	.00	.00	.00	.00
	2	.020	15.561	.08	.00	.02	.02	.84
	3	.010	21.933	.23	.73	.02	.02	.14
	4	.007	25.789	.24	.26	.77	.00	.00
	5	.004	34.623	.46	.00	.19	.96	.02

a. Dependent Variable: PI

Figure 4.27: Collinearity

As seen in figure 4.28, the residuals are also within acceptable ranges (+/-3) which suggest that there are no significant outliers (Field, 2018).

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.2863	6.0428	5.3631	.40186	213
Residual	-2.04283	1.64582	.00000	.62158	213
Std. Predicted Value	-2.680	1.692	.000	1.000	213
Std. Residual	-3.255	2.623	.000	.991	213

a. Dependent Variable: PI

Figure 4.28: Residuals

4.2.4.5 Revised Model

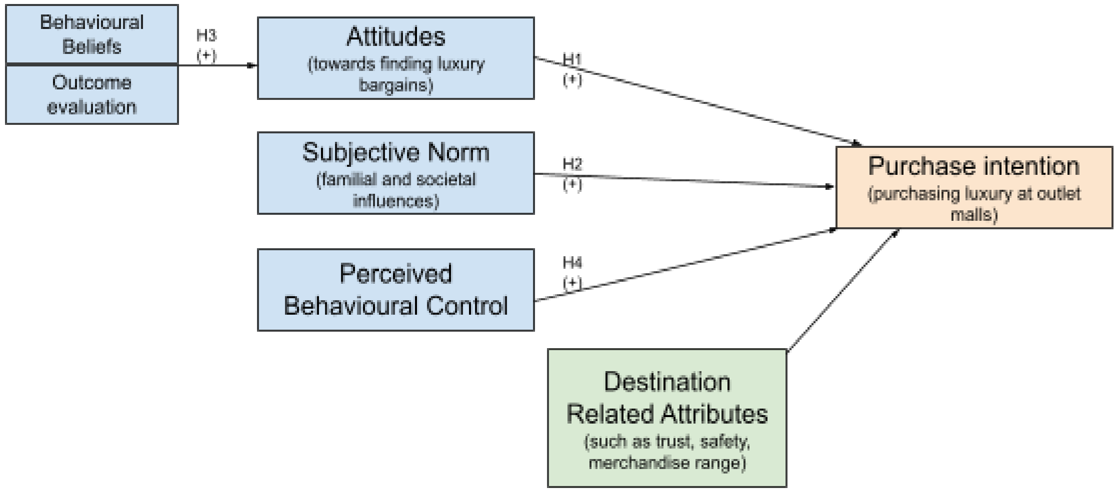


Figure 4.29: Revised conceptual model

The revised model presented is a statistically viable model that aptly measures purchase intention, presenting a Rsquared value of 0.861, accounting for 86% variance in the data set.The DRA construct is better suited as a contributor to purchase intention, but not as a predictive variable. This is further supported by the lowered significance it presents in FIGURE 4.31, which may be attributed to the dominant predictors of ATT, SN and PBC.

Model Summary[b]

					Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.928[a]	.861	.856	.28043	.861	181.703	7	205	<.001	1.937

a. Predictors: (Constant), SD, PBC, ATT, SSQ, SN, MV, SPE

b. Dependent Variable: PI

Figure 4.30: Model Summary

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.069	.214		.323	.747		
	ATT	.282	.025	.341	11.408	<.001	.759	1.317
	SN	.362	.020	.540	18.084	<.001	.760	1.316
	PBC	.336	.024	.409	14.061	<.001	.800	1.250
	SPE	.022	.032	.025	.693	.489	.512	1.952
	SSQ	-.030	.032	-.034	-.939	.349	.531	1.884
	MV	.021	.042	.018	.500	.617	.514	1.945
	SD	-.002	.024	-.003	-.079	.937	.614	1.629

a. Dependent Variable: PI

Figure 4.31: Coefficients

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.024	7	14.289	181.703	<.001[b]
	Residual	16.121	205	.079		
	Total	116.145	212			

a. Dependent Variable: PI

b. Predictors: (Constant), SD, PBC, ATT, SSQ, SN, MV, SPE

Figure 4.32: Anova test

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	ATT	SN	PBC	SPE	SSQ	MV	SD
1	1	7.883	1.000	.00	.00	.00	.00	.00	.00	.00	.00
	2	.042	13.680	.01	.00	.79	.03	.00	.01	.00	.00
	3	.023	18.636	.02	.09	.03	.10	.01	.01	.00	.60
	4	.018	20.842	.01	.35	.07	.54	.02	.01	.01	.00
	5	.015	22.983	.01	.26	.08	.18	.06	.16	.01	.29
	6	.009	29.140	.18	.18	.02	.01	.70	.01	.02	.09
	7	.006	35.456	.52	.09	.00	.12	.21	.55	.00	.01
	8	.004	44.233	.25	.03	.00	.01	.00	.25	.96	.01

a. Dependent Variable: PI

Figure 4.33: Collinearity Statistics

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.2067	7.0067	5.3631	.68688	213
Residual	-.80941	.73617	.00000	.27576	213
Std. Predicted Value	-3.139	2.393	.000	1.000	213
Std. Residual	-2.886	2.625	.000	.983	213

a. Dependent Variable: PI

Figure 4.34: Residuals

4.2.5 Summary of Quantitative Findings:

Hypothesis	Statement	Supported by Findings?
H1	Attitudes towards finding luxury bargains or deals has a positive influence on purchase intention for luxury consumption at outlet malls.	Supported – Attitude was statistically significant ($\beta = .314$, $p < .01$), though the least influential.
H2	Subjective Norm relating to luxury bargains has a positive influence on purchase intention for luxury consumption at outlet malls.	Strongly Supported – Subjective Norm was the strongest predictor ($\beta = .542$, $p < .001$).
H3	Strength of behavioural beliefs is positively associated with favourable attitudes towards outlet mall shopping among Indian tourists.	Supported – Belief Index significantly predicted attitude ($\beta = .684$, $p < .001$).
H4	Perceived Behavioural Control relating to luxury bargains has a positive influence on purchase intention for luxury consumption at outlet malls.	Supported – PBC was the second strongest predictor ($\beta = .416$, $p < .001$).
H5	Destination related attributes moderate the influence of Attitudes on purchase intention for luxury consumption at outlet malls.	Not Supported – No significant interaction ($\beta = 0.0534$, $p = 0.3509$).
H6	Destination related attributes moderate the influence of Subjective Norm on purchase intention for luxury consumption at outlet malls.	Not Supported – No significant interaction ($\beta = 0.4306$, $p = 0.3917$).

H7	Destination related attributes moderate the influence of Perceived Behavioural Control on purchase intention for luxury consumption at outlet malls.	Not Supported – No significant interaction ($\beta = -0.0077$, $p = 0.8932$).

Table 4.3: Summary of Hypotheses, Author's Own

Model	Summary of Findings
Model 1: TPB Core Predictors for Purchase Intention	Adjusted $R^2 = 0.858$, indicating high explanatory power (86% variance explained). Subjective Norm (SN) was the strongest predictor ($\beta = 0.542$, $p < 0.001$), affirming social influence in collectivist cultures. However, SN showed a Crohnbach's Alpha value of X, which impacts XYZ. Perceived Behavioural Control (PBC) was the second strongest ($\beta = 0.416$), highlighting the role of logistical and psychological control. Attitude was the least influential, suggesting that while value-consciousness motivates outlet visits, SN and PBC are stronger drivers.
Model 2: Belief as a Predictor for ATT	Adjusted $R^2 = 0.466$, indicating that 46.6% of the variance in Attitude is explained by Belief Index. The $\beta = .684$, confirming a strong, positive relationship between belief strength (weighted by outcome evaluation) and the formation of favourable attitudes.

	This supports Ajzen’s (1991) proposition that behavioural beliefs underlie attitudes in the TPB model
Model 3: DRA as a Moderator for Purchase Intention	Interaction terms tested: • ATT DRA (β = 0.0534, p = 0.3509) • SN DRA (β = 0.4306, p = 0.3917) • PBC DRA (β = -0.0077, p = 0.8932) None were statistically significant. DRA does not moderate the relationship between ATT, SN, PBC and PI. This suggests TPB antecedents operate independently of destination evaluations, consistent with Lam and Hsu (2006).
Model 4: DRA Dimensions as Predictors of Purchase Intention	Tested variables: SPE, SD, MV, SSQ. Adjusted R^2 = 0.295, explaining 29.5% of variance in PI. SPE (β = 0.292) and SD (β = 0.243) were the most influential. MV was also significant (p = 0.003). SSQ was not significant despite strong qualitative support, highlighting a misalignment between statistical and perceived relevance.

Table 4.3: Summary of Quantitative findings, Author’s Own

5. Discussion, Conclusions and Implications

This chapter presents a discussion of findings that integrate qualitative and quantitative data analysis and findings. A sequential exploratory research design was employed in this study, wherein the qualitative research sought to explore cultural, emotional and psychological drivers of outlet mall shopping intentions among Indian tourists. These themes informed the structure of the survey, with Theory of Planned Behaviour serving as the foundational framework to test the significance and influence of the identified constructs.

This research contributes to an academic gap in existing literature in the fields of fashion, tourism and value perception by triangulating the findings of this study to generate a nuanced narrative and generalisable findings as observed across a sample of 213 respondents. The analysis is guided by extant literature on bargain-seeking luxury consumption (Lim, 2009; Dawra et al., 2015), Indian consumer cultural values (Jain et al., 2015; Dasgupta, 2009) and TPB predictors (Ajzen, 1991; Jain and Khan, 2017).

5.1 Triangulation of Data

The purpose of utilising a mixed methods approach is to facilitate robust research that can be triangulated between qualitative and quantitative findings.

Theme	Qualitative Insight	Quantitative Results	Supporting Literature	Interpretation of Findings	Relationship
Subjective Norm and Social influence	Shopping decisions for Outlet malls are strongly shaped by family, friends and	Subjective Norm was the strongest predictor of purchase intention (β=	(Jain and Khan, 2017; Wong et al., 1998; Hofstede, 1985)	There is strong evidence that subjective norms influence	Aligned

	extended social approval. It is described as a shared experience.	0.542, p<0.001)		purchase intention. This aligns with Indian collectivist values where conformity is valued.	
Cultural Pride in Value seeking	Participants described deal-seeking as crucial part of cultural identity, using the phrase “in our blood”	Attitudes towards value consciousness and deal proneness generated significant values (β=0.345, p<0.001)	(Dawra et al., 2015; Lim, 2009; Thaler, 1983)	While attitude captures the positive feelings towards bargains, it does not account for cultural drivers in the TPB model. Deeper cultural evaluation is needed.	Complementary
Emotional Gratification	Outlet shopping is described as emotionally rewarding, related to pride, intelligence and satisfaction.	The emotional aspects of outlet shopping are not measured in the TPB construct.	(Jain et al., 2015; Berger and Ward, 2010)	Emotional motivations are not measured in TPB, highlights the need to integrate cultural frameworks in future research	Congruent
Perceived Barriers	Participants refer to visa difficulty and distance as obstacles but also as	PBC was a significant predictor of PI (β=0.416, p<0.001)	(Ajzen, 1991; Jain et al., 2015; Ling, 2009)	PBC was statistically significant and qualitatively meaningful.	Complementary

	symbols of prestige and status.			Participants viewed limitations like obtaining Visas as a symbol of status.	
Destination related Attributes	Participants value outlet location, staff, safety and merchandise. These attributes were mentioned with regards to convenience, comfort and confidence.	DRA was a significant predictor of PI (β=0.3397, $p<0.001$) but did not moderate TPB variables. The disaggregated variables were statistically significant except for SSQ.	(Wong and Wan, 2013; Lam and Hsu, 2006; Chen and Gursoy, 2001)	The qualities of an outlet mall impact intention but do not influence ATT, SN or PBC. This suggests an independent effect, or a role as a contributing variable.	Congruent
Staff Service Quality	Was noted by participants as a key quality for a positive experience and return visits.	Not statistically significant in the regressions tested ($p>0.05$)	(Wong and Wan, 2013; Jain et al., 2015)	Quantitative data does not reflect the sentiment echoed in the interviews. Future studies should investigate this further.	Complementary

Table 5.1: Table of Triangulation, Author's Own

5.2 Synthesis of Qualitative and Quantitative Data

5.2.1 Subjective Norm: The role of Social Influence

The dominant theme that has emerged from both data sets is the role of social influence. In quantitative research, SN was established as the strongest predictor of purchase intention, asserting its role in shaping consumer behaviour in collectivist cultures. This finding is consistent with the original TPB framework (Ajzen, 1991) but it is strongly aligned with the cultural adaptations of this model (Jain and Khan, 2017; Wong et al., 1998) where social norms overrule personal preferences. This is supported with the qualitative data collected. Participants repeatedly refer to peer and familial encouragement. Participant 2 emphasised that shopping with family when travelling is “part of the plan”, demonstrating that outlet mall consumption is socially expected and collectively experienced. These findings highlight the role of subjective norm in the Indian contexts operating as internalised cultural expectations, thereby strengthening their predictive capacity.

5.2.2 Perceived Behavioural Control

Quantitative findings revealed PBC to be the second strongest predictor of PI, demonstrating that consumers’ belief in their ability to purchase luxury goods from outlet malls is a critical factor. This includes perceptions of time available, access to transportation and the ability to plan and manage purchases. Additionally, analysis from interviews revealed that while logistical challenges - such as long travel distances and visa requirements were viewed as barriers, they also acted as symbols for social capital and status which suggests that access to outlet malls is intertwined with a capacity for global mobility and prestige. Whilst PBC aptly captures functional control and is statistically robust, it does not account for the socio-cultural value associated with overcoming these barriers. Future applications of this model in differing cultural contexts must interpret PBC for what it may represent, beyond functional control.

5.2.3 Attitudes towards Value consciousness

Attitudes towards value consciousness and deal proneness were statistically significant; it was the least predictive of the three TPB constructs. The belief index suggests that when Indian tourists evaluate outlet shopping as beneficial or rewarding they are more likely to hold a positive attitude towards it. This aligns with Ajzen (1991) and Jain and Khan (2017), who argue that outcome expectations directly influence attitude formation.

Furthermore, the interviews revealed that attitudes towards outlet shopping are not purely cognitive. Several participants used affective language to describe their satisfaction with obtaining deals. This is in alignment with Lim's (2009) concept of the luxe-bargain customer and Dawra et al. (2015) who concluded that Indian consumers derive functional value from shopping but also emotional gratification. These findings indicate that the value-consciousness scale may lack sensitivity to culturally embedded motivations like pride in bargaining.

5.2.4 Destination Related Attributes

Participants placed importance on attributes such as outlet location, safety, product range and staff behaviour. Regression analysis confirmed that DRA had a significant, direct effect on PI which maintains the findings developed from previous studies by Wong and Wan (2013) and Chen and Gursoy (2001) who found that perceived destination features impact consumer decision making in retail tourism. However, moderation analysis demonstrated that DRA did not significantly influence the strength of TPB relationships, supporting Lam and Hsu's (2006) claim that destination image and behavioural beliefs operate as parallel determinants of travel choices.

While SSQ was a prominent qualitative theme, it was not statistically significant in the quantitative model. This disconnect may be a result of gaps in measurement tools. DRA indicators may not fully capture the experiential aspects of service that are important to

Indian tourists - particularly to customers that are sensitive to respect and status affirmation during luxury shopping experience (Jain et al., 2015). Furthermore, this indicates that for Indian tourists purchase decisions are significantly shaped by product and price, not necessarily DRA. As qualitative analysis determined, these attributes are appreciated and enhance the customer experience but statistically they do not act as determinants of purchase at outlet malls.

5.3 Theoretical Contributions

This research offers several contributions to the existing literature on consumer behaviour, retail tourism and TPB, particularly within the context of Indian tourists.

Contribution Area	Explanation
Subjective Norm in Collectivist Cultures	Reinforces the role of subjective norm in collectivist cultures, where the intention for consumption is influenced more by social expectation rather than personal evaluation (Jain and Khan, 2017; Wong et al., 1998).
Culturally Nuanced PBC	Expands the scope of perceived behavioural control to consider culturally nuanced symbols of mobility and accessibility in future research.
Emotion and Identity in Attitude	Expands the scope of the Attitude scale to consider the role of emotional fulfilment and cultural pride, especially in diaspora or tourism research contexts.

Clarification of Destination Attributes	Clarifies the role of destination related attributes, illustrating that although these attributes influence intention, they are not direct predictors of PI. This suggests that they act as complementary but not moderating factors. This expands the scope of research in retail tourism.

Table 5.2: Theoretical Contributions, Author's Own

5.4 Managerial Implications

Outlet mall operators and international luxury brands targeting Indian customers can draw several strategic insights from these findings.

Recommendation	Justification
Leverage social influence in communications	Since subjective norm is the strongest driver for intention to purchase at outlet malls, marketing campaigns should appeal to peer validation and group-based decision making. These campaigns should show families and friends shopping together, positioning consumption as a socially affirmed behaviour (Jain and Khan, 2017) It would benefit outlet mall managers to pursue communications that focus on community building to target younger, aspirational customers.
Support tourists through enhanced service differentiation	Outlet malls should minimise perceived barriers and maximise access. This can be achieved through offering visa-related shopping packages and advertising services that enhance convenience such as transport and tax refund services. Additionally, outlet malls can provide multilingual services for

	Indian tourists. DRA can be leveraged by outlet mall operators to enhance the customer experience and satisfaction.
Cater to the mentality of the outlet shopper	Marketers should reframe outlet shopping as a strategic decision that celebrates intelligent spending and invites the 'smart shopper' to their stores. Messages should be linked to feelings of pride, satisfaction and intelligent financial decisions.
Train service providers for cultural sensitivity	Brands and outlet mall operators should invest time and resources in training staff to be respectful, non-intrusive and attentive to the needs of their customers. Staff must understand the cultural nuances of status and provide a respectful service. For aspirational consumers, service interaction forms part of the overall brand experience (Jain et al., 2015) and this will support fostering long term relationships with customers who may purchase products at full price in the future.

Table 5.3: Managerial Implications, Author's Own

5.5 Limitations

While this study presents original insights into the behaviours of Indian tourists engaging in shopping from outlet malls, several limitations must be acknowledged. These limitations do not undermine the validity of the findings but illuminate the boundaries within which interpretations must be made.

1. Limited sample size

The scope of this research is limited by cultural and identification boundaries as it focuses exclusively on Indian tourists, many of whom are likely to be middle to upper class and already familiar with luxury consumption. The demographic restraints restrict the generalisability of findings to diverse populations, including rural consumers or those from lower socio-economic tiers within India. Given the population and multitude of different cultures in India, this study implicitly centralises a globally mobile demographic that neglects intra-cultural variation and aspirational cohort within the broader population. It has limited applicability to consumers and tourists from other collectivist societies, where the expression of social norms and cultural values differ from Indian society.

2. Conceptual gap

TPB served as a valuable framework but the operationalisation of its constructs relied heavily on cognitive measurement scales. These scales failed to sufficiently capture emotional, symbolic and cultural attributes that emerged within the qualitative phase. This conceptual gap challenges assumptions about construct validity.

3. Measurement incongruence

The sequential exploratory design aimed to generate belief items from qualitative themes and apply TPB to guide the analysis of qualitative data, employing the methodology of deductive qualitative analysis. However, not all emergent themes such as pride were successfully translated into questionnaire constructs. As a result, certain culturally influenced behaviours were untested in the model, undermining the potential of complete triangulation.

4. Cross-sectional Design and Intention-Behaviour gap

This research study captured purchase intention at a single point in time and does not account for whether these intentions materialise into consumer behaviour. Outlet mall shopping for international tourists is determined by travel frequency, visa status and economic conditions, a cross-sectional research design limits the comprehension of longitudinal dynamics and behavioural shifts over time. Furthermore, the research measures and analyses the potential actions of participants and respondents in ideal situations, not repeated behaviour over repeated shopping trips. Thus, the action-intention gap poses a limitation.

5. Researcher positionality and interpretive bias

The researchers' cultural proximity to the participant group supported rich rapport, particularly during the qualitative phase. However, this proximity may have introduced implicit confirmation bias in the thematic coding process, prioritising interpretations that align with the researcher’s experience of Indian consumer culture. Reflexive practice was maintained, however it is vital to acknowledge that the interpretation may not be neutral especially when navigating themes of class, aspiration and identity.

5.6 Future Research

Based on the insights and limitations developed in this study, future research consider the following suggestions:

1. Future research should consider extending the TPB model to account for emotional and cultural factors, particularly pride and socially mediated distinction.
2. Conduct longitudinal studies that assess how purchase intentions are formed during travel and whether they are retained through repeated visits and loyalty to outlet brands.
3. Compare cross-cultural outcomes by replicating the study with other emerging market consumers, such as the Chinese or the Gulf market.
4. Explore online outlet shopping to determine if similar variables are drivers for purchase intention when the experience of shopping is dematerialised.

5. Apply alternative methods to collect data, such as ethnography to capture real-time behaviours of shoppers and tourists that can further illuminate the Intention-Action gap.

5.7 Aims and Objectives

Aim	To employ a mixed methods approach to examine the role of bargain hunting in purchasing discount luxury and the role of culture for Indian consumers within retail tourism.
Objectives	1. To critically review the existing literature to: a. Understand the role of discounts in consumer buying behaviour b. Examine the impact of Indian cultural values on buying behaviour c. Examine how destination related attributes shape purchase intention for tourists 2. Based on the literature review to develop a conceptual model that analyses the factors influencing purchase intention for discount luxury. a. To explore the beliefs, perceptions, and experiences that shape Indian tourists' attitudes and behaviors when purchasing luxury goods at outlet malls abroad b. Focusing on behavioral beliefs and the roles of social influence, perceived control, destination attributes, and cultural values.

	3. To employ qualitative and quantitative methodology in order to design a simple mixed methods study that seeks to understand and investigate Indian tourists' intentions to buy luxury items at outlet malls. 4. To develop strategic recommendations for luxury brands and retailers to better attract and retain Indian customers by aligning outlet mall strategies, tourism initiatives with Indian consumer motivations.

Table 5.3: Aims and Objectives, Author's Own

Objective 1:

This objective was addressed through the extensive research that formed the basis of the literature review. The literature review evaluated the psychological, cultural and economic dimensions of value-consciousness, status signalling and social influence in luxury. The review comprehensively examined sources on Indian consumer identity, conformity and collectivism and the significance of retail tourism; the motivations, the different touchpoints and how it interacts with luxury. Theoretical foundations for all key constructs and models were established.

Objective 2:

This objective was fulfilled by adapting the Theory of Planned Behaviour to include belief-derived attitudes, subjective norm, perceived behavioural control and destination related attributes as potential moderators. The model was informed by qualitative beliefs and the TPB was extended through culturally relevant constructs. The belief index was incorporated to explain the formation of attitudes.

Objective 3:

This objective was executed in the qualitative research phase. Semi-structured interviews revealed the relationship of bargain-seeking with cultural identity, described as being “in our blood”, while peer influence and family validation shaped consumption behaviours. Participants discussed logistical restrictions such as visa and effort to travel not just as barriers but also as status signifying acts. These themes directly informed the development of TPB constructs.

Objective 4:

This was achieved through a sequential exploratory mixed methods design. The interviews informed the development of scale items in the TPB model, which was validated with 213 valid respondents. The model confirmed all three predictors as significant, with subjective norm as the strongest predictor. Destination related attributes were examined as direct predictors and moderators offering a robust empirical model.

Objective 5:

Findings from qualitative and quantitative research processes informed a series of recommendations to target the Indian tourist demographic. These include enhanced service differentiation, training staff in cultural empathy and leveraging social influence in marketing campaigns. The managerial implications were derived from qualitative and quantitative research.

5.8 Conclusion

This research study aimed to examine the psychological, cultural and contextual factors that influence Indian tourists’ intentions to purchase luxury goods from outlet malls using a sequential exploratory mixed methods approach, that is founded in the Theory of Planned

Behaviour. The findings confirmed that subjective norm is the strongest predictor of intention, underscoring the importance of social influence and normative conformity in this consumer segment. The roles of attitude and perceived behavioural control were statistically significant but conceptually molded by themes of accessibility, identity and pride.

Outlet mall shopping amongst Indian tourists is not an isolated act of price-driven sensitivity, but rather a deeply embedded cultural behaviour that revolves around status, validation and access to normative conformity and global mobility. This study underlines the importance of adapting behavioural models to cultural contexts and presents valuable insight to global retailers that aim to attract high potential, culturally distinct customers like Indian tourists at outlet malls.

6. References

Aggarwal, D. et al. (2023) From India to the world: Unleashing the potential of India's tourists, McKinsey & Company. Available at: https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/from-india-to-the-world -unleashing-the-potential-of-indias-tourists (Accessed: 28 November 2024).

Ailawadi, K.L., Neslin, S.A. and Gedenk, K. (2001), "Pursuing the value-conscious consumer: store brands versus national brand promotions", Journal of Marketing, Vol. 65 No. 1, pp. 71-89.

Ajzen, I. (1991) 'The theory of planned behavior', Organizational Behavior and Human Decision Processes, 50(2), pp. 179–211. doi:10.1016/0749-5978(91)90020-t.

Albayrak, T., Caber, M. and Cömen, M. (2016) 'Shopping tourism motivations and behaviour', Tourism Management , 54, pp. 260–270.

Amed, I. and Berg, A. (2023). The State of Fashion 2024: Riding Out the Storm. [online] The Business of Fashion. Available at: https://www.businessoffashion.com/reports/news-analysis/the-state-of-fashion-2024-report -bof-mckinsey/.

Anderson, L. and Littrell, M. A. (1995) 'Understanding souvenir purchasing on international trips', Journal of Travel Research , 34(4), pp. 20–24.

Atsmon, Y. and Dixit, V. (2009) India Rising: The Emerging Superconsumer . New York: McKinsey & Company.

Barbin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. Journal of Consumer Research, 20(4), 644-656.

Bearden, W. O. and Etzel, M. J. (1982) 'Reference group influence on product and brand purchase decisions', Journal of Consumer Research , 9(2), pp. 183–194.

Berger, J. and Ward, M. (2010) 'Subtle signals of inconspicuous consumption', Journal of Consumer Research , 37(4), pp. 555–569.

Berthon P, Pitt L, Parent M, Berthon J-P. (2009). Aesthetics and ephemerality: observing and preserving the luxury brand. California Management Review, 52(1), 45-66.

Berthon, P., Pitt, L., Parent, M. and Berthon, J.-P. (2009) ‘Consumer value perception of luxury goods: a cross-cultural and cross-industry comparison’, in Luxury Marketing . Cham: Springer, pp. 77–99.

Bhutia, P. D. (2024) ‘India’s Outbound Surge: key drivers behind the travel boom’, Skift . Available at: https://skift.com/2024/08/01/indias-outbound-surge-key-drivers-behind-the-travel-boom/ (Accessed: 15 May 2025).

Bhutia, P.D. (2024). Is the World Ready to Meet the Indian Middle Class? [online] Skift. Available at: https://skift.com/2024/01/09/is-the-world-ready-to-meet-the-indian-middle-class-megatrends-2024/.

Bjorkman, I. (2002) ‘Aura: aesthetic business creativity’, Consumption, Markets and Culture , 5(1), pp. 69–78.

Bolton, L. E., Warlop, L. and Alba, J. W. (2003) ‘Consumer perceptions of price (un)fairness’, Journal of Consumer Research , 29(4), pp. 474–491.

Brochado, A. et al. (2018) ‘Shopping centres beyond purchasing of luxury goods: a tourism perspective’, Annals of Leisure Research, 22(4), pp. 484–505. doi: 10.1080/11745398.2018.1522594.

Brun, A. and Castelli, C. (2013), “The nature of luxury: a consumer perspective”, International Journal of Retail and Distribution Management, Vol. 41 Nos 11/12, pp. 823-847.

Canguende-Valentim, C.F. and Vale, V.T. (2022) ‘Examining the intention to purchase luxury goods based on the planned behaviour theory’, Open Journal of Business and Management, 10(01), pp. 192–210. doi:10.4236/ojbm.2022.101012.

Chan, K., To, H. and Chu, W. (2015) ‘Luxury shopping tourism of mainland Chinese high-spenders in Hong Kong’, Current Issues in Tourism , 18(8), pp. 725–743.

Choi, S., Heo, J. B. and Law, R. (2016) ‘Luxury shopping tourism of mainland Chinese tourists in Korea’, Asia Pacific Journal of Tourism Research , 21(7), pp. 740–758.

Christodoulides, G., Michaelidou, N. and Li, C.H. (2008), “Measuring perceived brand luxury: an evaluation of the BLI scale”, Journal of Brand Management, Vol. 16 No. 5, pp. 395-405.

Chung, K.-Y. and Pysarchik, D. T. (2000) ‘The theory of planned behavior and Internet purchasing’, International Journal of Retail & Distribution Management , 28(10), pp. 462–472.

Correia, A., Kozak, M. and Ferradeira, J. (2016) ‘Motivations for conspicuous tourism consumption’, Tourism Management , 52, pp. 184–195.

Correia, A., Kozak, M., & Kim, S. (2018). Luxury shopping orientations of Mainland Chinese tourists in Hong Kong: Their shopping destination. Tourism Economics, 24(1), 92-108.

D’Arpizio, C. and Levato, F. (no date) Global luxury market projected to reach €1.5 trillion in 2023, a new record for the sector, as consumers seek luxury experiences, Bain. Available at: https://www.bain.com/about/media-center/press-releases/2023/global-luxury-market-projected-to-reach-1. 5-trillion-in-2023-a-new-record-for-the-sector-as-consumers-seek-luxury-experiences/ (Accessed: 28 November 2024).

Dangi, A., Jha, S. and Soni, P. (2021) ‘Customer perception, purchase intention and buying decision for branded products: measuring the role of price discounts’, Journal of Revenue and Pricing Management , 20(2), pp. 194–203.

Danziger, P.N. (2023) Luxury brands are overstocked, leading to discounts that threaten their reputations, Forbes. Available at: https://www.forbes.com/sites/pamdanziger/2023/12/17/luxury-brands-are-overstocked-leading-to-discount s-that-threaten-their-reputations/ (Accessed: 29 October 2024).

Danziger, P.N. (2024) Why outlet malls are emerging as a hotspot for luxury brands, Forbes. Available at: https://www.forbes.com/sites/pamdanziger/2024/04/16/why-outlets-are-emerging-as-a-vital-distribution-ch annel-for-luxury-brands/ (Accessed: 29 October 2024).

Darke, P. R., Freedman, J. L., & Chaiken, S. (1995). Percentage Discounts, Initial Price, and Bargain Hunting: A Heuristic -- Systematic Approach to Price Search Behavior. Journal of Applied Psychology, 80(5), 280-586.

Dasgupta, S. (2009) ‘Contemporary forms of consumer culture and tradition in India’, Journal of Consumer Culture , 9(3), pp. 383–401.

Dawra, J., Katyal, K. and Gupta, V. (2015) ‘“Can you do something about the price?” – exploring the Indian deal and bargaining-prone customer’, Journal of Consumer Marketing, 32(5), pp. 356–366. doi:10.1108/jcm-09-2014-1158.

De Barnier, V., Rodina, A. and Valette-Florence, P. (2000) ‘Luxury perceptions in France, the UK and Russia’, Recherche et Applications en Marketing , 15(2), pp. 57–72.

De Barnier, V., Rodina, A. and Valette-Florence, P. (2006) ‘The meaning of brand heritage’, Journal of Brand Management , 14(6), pp. 418–431.

Dhar, R. and Wertenbroch, K. (2000) ‘Consumer choice between hedonic and utilitarian goods’, Journal of Marketing Research , 37(1), pp. 60–71.

Dhawan, B. (2024). India’s Outbound Surge: Key Drivers Behind the Travel Boom. [online] Skift. Available at: https://skift.com/2024/08/01/indias-outbound-surge-key-drivers-behind-the-travel-boom/.

Druckman, D. et al. (1976) ‘Cultural differences in bargaining behavior’, Journal of Conflict Resolution , 20(3), pp. 413–452.

Dubois, B. and Duquesne, P. (1993) ‘The market for luxury goods: income versus culture’, European Journal of Marketing , 27(1), pp. 35–44.

Dubois, B. and Paternault, C. (1995) ‘Observations: understanding the world of international luxury brands’, Journal of Advertising Research , 35(4), pp. 69–76.

Dubois, B., & Duquesne, P. (1993). The Market for Luxury Goods: Income versus Culture.

Dubois, B., Laurent, G. and Czellar, S. (2001) ‘Consumer rapport to luxury: analyzing complex and ambivalent attitudes’, NA – Advances in Consumer Research , 28, pp. 121–127.

Echtner, C. M. and Prasad, P. (2003) ‘The context of third-world tourism marketing’, Annals of Tourism Research , 30(1), pp. 255–282.

Elearnmarkets et al. (2024) With rising luxury spending abroad, luxury brands Go Extra Mile to Tap Indian Travellers, The Economic Times. Available at: https://economictimes.indiatimes.com/industry/services/travel/with-rising-luxury-spending-abroad-luxury-b
rands-go-extra-mile-to-tap-indian-travellers/articleshow/114990972.cms?from=mdr# (Accessed: 28 November 2024).

Eng, T.Y. and Bogaert, J. (2010), “Psychological and cultural insights into consumption of luxury western brands in India”, Journal of Customer Behavior, Vol. 9 No. 1, pp. 55-75.

Erickson, G. M. and Johansson, J. K. (1985) ‘The role of price in multi-attribute product evaluations’, Journal of Consumer Research , 12(2), pp. 195–199.

Escalas, J. E. and Bettman, J. R. (2005) ‘Self-construal, reference groups, and brand meaning’, Journal of Consumer Research , 32(3), pp. 378–389.

Feick, L. F. and Price, L. L. (1987) ‘The market maven: a diffuser of marketplace information’, Journal of Marketing , 51(1), pp. 83–97.

Field, A. (2018) Discovering Statistics Using IBM SPSS Statistics . 5th edn. London: SAGE.

Fodness, D. (1994) ‘Measuring tourist motivation’, Annals of Tourism Research , 21(3), pp. 555–581.

Gao, T. T., Huang, C. and Brown, B. (2017) ‘Luxury fish on the Great Wall: Chinese outbound luxury consumption and state media narratives’, Tourism Geographies , 19(5),pp. 758–778.

Garretson, J.A., Fisher, D. and Burton, S. (2002), “Antecedents of private label attitude and national brand promotion attitude: similarities and difference”, Journal of Retailing, Vol. 78 No. 2, pp. 91-99.

Godey, B. et al. (2009) ‘Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior’, Journal of Business Research , 69(12),

Goldman Sachs (2024). India’s affluent population is likely to hit 100 million by 2027. [online] www.goldmansachs.com. Available at: https://www.goldmansachs.com/insights/articles/indias-affluent-population-is-likely-to-hit-100-million-by-2027.

Gopal, R. (2024) 'Is the World Ready to Meet the Indian Middle Class?', Skift , 9 January.Available at: https://skift.com/2024/01/09/is-the-world-ready-to-meet-the-indian-middle-class-megatrends-2024/ (Accessed: 15 May 2025).

Grewal, D., Monroe, K. B. and Krishnan, R. (1998) 'The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions', Journal of Marketing , 62(2), pp. 46–59.

Gupta, A., Jain, S. and Mishra, S., 2019. The 5C's value framework for luxury brands in emerging markets: a case on India. The art and science of luxury: An Asian perspective, 2018, pp.45-63.

Hall, E. T. (1976) Beyond Culture . New York: Anchor Books.

Han, Y. J., Nunes, J. C. and Dreze, X. (2010) 'Signaling status with luxury goods: the role of brand prominence', Journal of Marketing , 74(4), pp. 15–30.

Harris, E. G. and Mowen, J. C. (2001) 'The influence of cardinal-, central-, and surface-level personality traits on consumers' bargaining and complaint intentions', Psychology & Marketing , 18(11), pp. 1155–1185.

Heine, K. (2012) 'The concept of luxury brands: A review and research agenda', Marketing Review St. Gallen , 29(4), pp. 26–31.

Henderson, J., Marcouiller, D. and Besser, T. (2001) 'Explaining variations in state tourism effort', Annals of Tourism Research , 28(1), pp. 56–76.

Hennigs, N., Wiedmann, K.-P. and Klarmann, C. (2012) 'Consumer value perception of luxury goods: A cross-cultural and cross-industry comparison', Luxury Marketing, pp. 77–99. doi:10.1007/978-3-8349-4399-6_5.

Higgins, E. T. (1997) 'Beyond pleasure and pain', American Psychologist , 52(12), pp. 1280–1300.

Hofstede, G. (1984) 'Cultural dimensions in management and planning', Asia Pacific Journal of Management, 1(2), pp. 81–99. doi:10.1007/bf01733682.

Hofstede, G. (1985) Culture's Consequences: International Differences in Work-Related Values . London: SAGE.

Hofstede, G., Hofstede, G. J. and Minkov, M. (2010) Cultures and Organizations: Software of the Mind . 3rd edn. New York: McGraw-Hill.

Holbrook, M. B., Chestnut, R. B., Oliva, T. A., & Greenleaf, E. A. (1984). Play as a consumption experience: The roles of emotions, performance, and personality in the enjoyment of games. Journal of Consumer Research, 11(2), 728-739.

Hsieh, A. T. and Chang, T. C. (2006) ‘Tourists’ shopping motivations and expenditure behaviour: the case of the Taiwanese’, Journal of Travel & Tourism Marketing , 20(1), pp. 1–17.

Hsu, C. H. C. and Lam, T. (2006) ‘Understanding the behavior of budget Chinese independent travelers: empirical assessment of travel motivations and satisfaction’, Tourism Management , 27(5), pp. 1022–1032.

Jacob, C. (2023). India’s consumer market set to become the world’s third largest by 2027, behind the U.S. and China. [online] CNBC. Available at: https://www.cnbc.com/2023/09/07/india-consumer-market-to-be-the-worlds-third-largest-by-2027-report-.html.

Jain, S. (2018) ‘Factors affecting sustainable luxury purchase behavior: A conceptual framework’, Journal of International Consumer Marketing, 31(2), pp. 130–146. doi:10.1080/08961530.2018.1498758.

Jain, S. and Khan, M.N. (2017) ‘Measuring the impact of beliefs on luxury buying behavior in an emerging market’, Journal of Fashion Marketing and Management: An International Journal, 21(3), pp. 341–360. doi:10.1108/jfmm-07-2016-0065.

Jain, S. and Mishra, S. (2018) ‘Effect of value perceptions on luxury purchase intentions: An Indian Market Perspective’, The International Review of Retail, Distribution and Consumer Research, 28(4), pp. 414–435. doi:10.1080/09593969.2018.1490332.

Jain, S. and Mishra, S. (2020) ‘Luxury fashion consumption in sharing economy: A study of Indian millennials’, Journal of Global Fashion Marketing, 11(2), pp. 171–189. doi:10.1080/20932685.2019.1709097.

Jain, S., Khan, M. N. and Mishra, S. (2015) ‘Factors affecting luxury purchase intention: a conceptual framework based on an extension of the theory of planned behavior’, South Asian Journal of Management, 22(4), pp. 136–163.

Jain, S., Khan, M.N. and Mishra, S. (2017) ‘Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior’, Journal of Asia Business Studies, 11(1), pp. 4–21. doi:10.1108/jabs-08-2015-0118.

Jain, S., Mishra, S. and Mukhopadhyay, S. (2021) ‘Critical success factors for luxury fashion brands in emerging markets: Insights from a qualitative study’, Journal of Global Fashion Marketing, 12(1), pp. 47–61. doi:10.1080/20932685.2020.1845765.

Jain, V., Roy, S. and Ranchhod, A. (2015) ‘Conceptualizing luxury buying behavior: the Indian perspective’, Journal of Product & Brand Management , 24(3), pp. 211–228.

Kahneman, D., & Tversky, A. (1984). Choices, values and frames. American Psychologist, 39, 341-350.

Kapferer, J. (1998) ‘Why are we seduced by luxury brands?’, Journal of Brand Management , 6(1), pp. 44–49.

Kapferer, J. (2001) ‘The luxury strategy: break the rules of marketing to build luxury brand’, Kogan .

Kapferer, J. N. (2012) ‘Abundant rarity: the key to luxury growth’, Business Horizons , 55(5), pp. 453–462.

Kastanakis, M. N. and Balabanis, G. (2012) ‘Between the mass and the class: antecedents of the “bandwagon” luxury consumption behavior’, Journal of Business Research , 65(10), pp. 1399–1407.

Kearney, A. (2010) ‘Indian luxury consumers: new motivations and the role of global influences’, Journal of International Business Research , 9(1), pp. 21–30.

Kent, N., Shock, C. and Snow, B. (1983) ‘Shopping facilities and tourist decision making’, Tourism Management , 4(4), pp. 340–347.

Kim, H. S. and Karpova, E. (2010) ‘Consumer attitudes toward counterfeits: role of country of origin, authenticity, and self-identity’, Marketing Letters , 21(2), pp. 209–223.

Kim, Y. K. and Kang, J. (2011) ‘Clothing consumption values of Chinese consumers’, Tourism Management , 32(2), pp. 288–293.

Klepper, S. and Kor, Y. Y. (2006) ‘Entry and exit in new industries’, Management Science , 52(6), pp. 840–852.

Kostas, S. and Paul, J. (2022) 'Refining the theory of planned behavior in the context of luxury consumption: an emerging market perspective', Journal of Business Research , 140, pp. 325–334.

Kotler, P. and Keller, K. L. (2016) Marketing Management . 15th edn. Boston: Pearson.

Kwon, K. N., Schumann, D. W. and Fairhurst, A. (2010) 'Consideration of an expected future deal in assessing the value of a present deal: forward-looking bargain shopping', Journal of Business Research , 63(1), pp. 84–90.

Lab, W. D. (2025) 'The Resilient Consumer: the world consumer outlook 2025', World Data Lab . Available at: https://blog.worlddatalab.com/press-releases/the-resilient-consumer-the-world-consumer-outlook-2025 (Accessed: 15 May 2025).

Lassar, W., Mittal, B. and Sharma, A. (1995) 'Measuring customer-based brand equity', Journal of Consumer Marketing , 12(4), pp. 11–19.

Lassar, W., Mittal, B. and Sharma, A. (1995) 'Measuring customer-based brand equity', Journal of Consumer Marketing, Vol. 12, No. 4, pp.11–19.

Law, R. and Au, N. (2000) 'Relationship modeling in tourism shopping: a decision rules induction approach', Tourism Management , 21(2), pp. 241–249.

Law, R., Au, N. and Buhalis, D. (2007) 'Information technology applications in hospitality and tourism: a review of publications from 2005 to 2007', Journal of Travel & Tourism Marketing , 23(5–6), pp. 1–15.

Lawson, R., 1991. Patterns of tourist expenditure and types of vacation across the family life cycle. Journal of Travel Research, 29(4), pp.12-18.

LeHew, M. L. A. and Wesley, S. C. (2007) 'Destination retailing: scale development and validation', Journal of Business Research , 60(3), pp. 267–273.

Lichtenstein, D. R., Bearden, W. O. and Simpson, J. T. (1993) 'Price perceptions and consumer shopping behavior: a field study', Journal of Marketing Research , 30(2), pp. 234–245.

Lichtenstein, D. R., Burton, S. and Netemeyer, R. G. (1997) 'Psychological correlates of a sales promotion: the "deal prone" consumer', Journal of Marketing , 61(2), pp. 99–108.

Liebenstein, H. (1950) 'Economic theory and edgewood', Quarterly Journal of Economics , 64(4), pp. 694–708.

Lim, C. (2009). Luxe-Bargain Shopping: Consumer Orientations, Perceived Values, Luxe-Bargain Shopping: Consumer Orientations, Perceived Values, Satisfaction, and Future Intentions Satisfaction, and Future Intentions. [online] Available at: https://trace.tennessee.edu/cgi/viewcontent.cgi?article=1098&context=utk_graddiss.

Lloyd, K., Yip, N. and Luk, S. (2011) 'Development and validation of a tourist shopping satisfaction instrument', Tourism Analysis , 16(5), pp. 479–495.

Mak, A. H., Lumbers, M. and Eves, A. (2012) 'Globalization and food consumption in tourism', Annals of Tourism Research , 39(1), pp. 171–196.

Mano, H., & Elliott, M. T. (1997). Smart shopping: The origins and consequences of price savings, Advances in Consumer Research (Vol. 24, pp. 504-510).

Marc, A., Noguer, C., Bradley, C., White, O., Smit, S., Radigan, T., Strom, S. and Velasco, J. (2025). Dependency and depopulation? Confronting the consequences of a new demographic reality. [online] Available at:https://www.mckinsey.com/~/media/mckinsey/mckinsey%20global%20institute/our%20research/dependency%20and%20depopulation%20confronting%20the%20consequences%20of%20a%20new%20demographic%20reality/dependency-and-depopulation-confronting-the-consequences-of-a-new-demographic-reality.pdf.

Marinakou, E. and Giousmpasoglou, C. (2011) 'Consumer perceptions of social status through conspicuous consumption of luxury brands', International Journal of Marketing Studies , 3(1), p. 43.

Martínez, E. and Montaner, T. (2006), "The effect of consumer's psychographic variables upon deal-proneness", Journal of Retailing & Consumer Services, Vol. 13 No. 3, pp. 157-168.

McEwen, W. J., Fang, J., Zhang, Y. and Burkholder, J. P. (2006) 'The Chinese market: Opportunities and pitfalls', Business Horizons , 49(1), pp. 39–51.

McKinsey & Company (2024) 'The State of Fashion 2025', McKinsey & Company . Available at: [https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion-2025](https://www.

mckinsey.com/industries/retail/our-insights/state-of-fashion-2025) (Accessed: 15 May 2025).

McKinsey & Company (2025). The State of Fashion 2025. [online] Available at: https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2025/the-state-of-fashion-2025-v2.pdf.

Melanie Larsen (2022) Gen Z: Luxury Consumer Profiles 2022, WGSN. Available at: https://www.wgsn.com/insight/article/93675 (Accessed: 29 October 2024).

Meng, F. and Xu, Y., 2012. Tourism shopping behavior: planned, impulsive, or experiential?. International journal of culture, tourism and hospitality research, 6(3), pp.250-265.

Michalkó, G. and Timothy, D. J. (2001) Tourism, Recreation and Regional Development . London: Pinter.

Mill, R. C. and Mills, P. B. (2012) 'Young Chinese consumers' luxury consumption: how domestic and foreign brands appeal to young Chinese consumers', Journal of Consumer Marketing , 29(4), pp. 294–304.

Monier, B. (2023) 'Fashion bargain hunters: how discount culture is reshaping luxury retail', Vogue Business , 12 September. Available at: https://www.voguebusiness.com/fashion/fashion-bargain-hunters-how-discount-culture-is-reshaping-luxury-retail (Accessed: 1 November 2024).

Monroe, K. B. (1973) 'Buyers' subjective perceptions of price', Journal of Marketing Research , 10(1), pp. 70–80.

Monroe, K. B. and Krishnan, R. (1985) 'The effect of price on subjective product evaluations', in Advances in Consumer Research , 12, pp. 85–90.

Mowen, J.C. (1999), The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behavior, Springer-Verlag, New York, NY.

Mukeri, - Zafer et al. (no date) How the middle class will play the hero in India's rise as World Power, The Economic Times. Available at: https://economictimes.indiatimes.com/news/economy/indicators/how-the-middle-class-will-play-the-hero-i n-indias-rise-as-world-power/articleshow/101608682.cms?from=mdr (Accessed: 28 November 2024).

Mukherjee, S., Nandy, S. and Goswami, S. M. (2024) ‘Leisure and consumption motives of Indian outbound tourists’, Tourism Analysis , 29(1), pp. 55–68.

MURPHY, G. (1953) In the Minds of Men: The Study of Human Behavior and Social Tensions. New York: Basic Books.

Murphy, L. J., Charles, M. B. and O’Connell, J. F. (2011) ‘Understanding the factors that influence individuals’ perceptions of shopping mall attributes’, Tourism and Hospitality Research , 11(1), pp. 5–23.

Murphy, L., Gretzel, U. and Boo, S. (2007) ‘Perceived authenticity of creative tourism experiences: concept development and empirical testing’, Annals of Tourism Research , 43(May), pp. 110–124.

Murphy, N. A. (1953) In the Minds of Men: The Study of Human Behavior and Social Tensions . New York: Basic Books.

Ng, Y. K. (1987) ‘Diamonds are a government’s best friend: burden-free taxes on goods valued for their values’, American Economic Review , 77(1), pp. 186–191.

Ngai, J., & Cho, E. (2012). The young luxury consumers in China. Young Consumers, 13(3), 255-266. Nyer, P.U. and Gopinath, M. (2002) ‘Bargaining behavior and acculturation’, Journal of International

Nueno, J. L., and J. A. Quelch. 1998. “The Mass Marketing of Luxury.” Business Horizons 41 (6): 61–68.

O’Cass, A. and Frost, H. (2002) ‘Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption’, Journal of Product & Brand Management , 11(2), pp. 67–88.

O’Cass, A. and McEwen, H. (2004) ‘Exploring consumer status and conspicuous consumption’, Journal of Consumer Behaviour , 4(1), pp. 25–39.

Office for National Statistics (2022) ‘Distribution of individual total wealth by characteristic in Great Britain’, ONS . Available at: [https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/incomeandwealth/bulletins/distributionofindividualtotalwealthbycharacteristicingreatbritain/april2018tomarch2020](https://www.ons.gov.uk/peoplepopulationandcommunity/personaland householdfinances/incomeandwealth/bulletins/distributionofindividualtotalwealthbycharacteristicingreatbritain/april2018tomarch2020) (Accessed: 15 May 2025).

Park, H., Rabolt, N.J. and Sook Jeon, K. (2008) ‘Purchasing global luxury brands among young Korean consumers’, Journal of Fashion Marketing and Management: An International Journal, 12(2), pp. 244–259. doi:10.1108/13612020810874917.

Park, K. S., & Reisinger, Y. (2009). Cultural differences in shopping for luxury goods: Western, Asian, and Hispanic tourists. Journal of Travel & Tourism Marketing, 26(8), 762-777.

Park, K. S., Reisinger, Y., & Noh, E. H. (2010). Luxury shopping in tourism. International Journal of Tourism Research, 12(2), 164-178.

Paul, J., Modi, A. and Patel, J. (2016) ‘Predicting green product consumption using theory of planned behavior and reasoned action’, Journal of Retailing and Consumer Services , 29, pp. 123–134.

Phau, I. and Prendergast, G. (2000) ‘Consuming luxury brands: the relevance of the “rarity principle”’, Journal of Brand Management , 8(2), pp. 122–138.

Phau, I., Teah, M. P. and Lee, R. (2009) ‘Attitudes of young Singaporeans towards luxury brands’, in Sharma, A. (ed.) Contemporary Research in India’s Services Sector . New Delhi: Regal Publications, pp. 385–415.

Pileliene, L. 2012. “Marketing Luxury: Neuro Insight.” Management Theory and Studies for Rural Business and Infrastructure Development 34 (5): 148–153.

Pizam, A. and Ellis, T. (1999) ‘Customer satisfaction and its measurement in hospitality enterprises’, International Journal of Contemporary Hospitality Management , 11(7), pp. 326–339.

Prendergast, G., Pitt, L. F. and Kim, H. S. (2000) ‘Australian luxury fashion consumers: a cluster analysis’, Journal of Fashion Marketing and Management , 4(3), pp. 271–286.

Quelch, J. A. (1987) ‘Marketing the premium product’, Business Horizons , 30(3), pp. 38–45.

Rathore, A. (2012) ‘Young Indians on luxury consumption: a study of emerging consumer profiles’, Journal of Brand Management , 20(3), pp. 238–249.

Reisinger, Y. and Mavondo, F. T. (2006) ‘Travel anxiety and intentions to travel internationally: implications of travel risk perception’, Journal of Travel Research , 43(3), pp. 212–225.

Rise of the gen Z consumer (no date) ICSC. Available at: https://www.icsc.com/news-and-views/icsc-exchange/the-rise-of-the-gen-z-consumer (Accessed: 28 November 2024).

Saggese, B. (2024) Gen Z: The Forever-Young Consumer, WGSN. Available at: https://www.wgsn.com/insight/article/66436226896d82c2578b5c43?lang=en (Accessed: 29 October 2024).

Sanyal, S. N., Datta, S. K. and Banerjee, A. K. (2014) ‘Attitude of Indian consumers towards luxury brand purchase: an application of attitude scale to luxury items’, International Journal of Indian Culture and Business Management , 9(3), pp. 316–332.

Saunders, M., Lewis, P. and Thornhill, A. (2023). Research Methods for Business Students. 8th ed. United Kingdom : Pearson.

Schindler, R. M. (1998) ‘Consequences of perceiving oneself as clever versus lucky: the role of attributions on satisfaction with a low-price deal’, Journal of Consumer Psychology , 7(2), pp. 105–125.

Schneider, K. C., Rodgers, W. C. and Bristow, D. N. (1999) ‘Bargaining over the price of a product: delightful anticipation or abject dread?’, Journal of Product & Brand Management , 8(3), pp. 232–244.

Sharma, A. K. and Krishnan, T. (2000) ‘The influence of socialization patterns on consumers’ propensity to bargain: a study of Indian consumers’, Journal of Marketing Management , 16(5), pp. 495–512.

Sharma, R., Chen, J. S. and Luk, S. T. K. (2018) ‘Effects of a destination’s festival on local residents’ perceptions of quality of life and support for tourism development: the case of the South African wine festival’, Tourism Geographies , 20(5), pp. 811–834.

Sheth, J. N., Newman, B. I. and Gross, B. L. (1991) ‘Why we buy what we buy: A theory of consumption values’, Journal of Business Research , 22(2), pp. 159–170.

Silva, S. C. et al. (2022) ‘The hunt for treasures, bargains and individuality in pre-loved luxury’, International Journal of Retail & Distribution Management . Available at: [https://www.emerald.com/insight/content/doi/10.1108/IJRDM-10-2021-0466/full/html](https

://www.emerald.com/insight/content/doi/10.1108/IJRDM-10-2021-0466/full/html)(Accessed: 1 November 2024).

Sinha, P.K. (2003), “Shopping orientation in the evolving Indian market”, Vikalpa, Vol. 28 No. 2, pp. 13-22.

Smith, J. B. and Colgate, M. (2007) ‘Customer value creation: a practical framework’, Journal of Marketing Theory and Practice , 15(1), pp. 7–23.

Snepenger, D., Murphy, L., O’Connell, T. and Gregg, E. (2003) ‘Conceptualization and measurement of experiential tourist satisfaction’, Tourism Analysis , 8(2), pp. 185–198.

Son, J. Y. and Jin, B. (2013) ‘Consumer attitudes toward foreign and domestic apparel products: a comparison between China, South Korea and the United States’, Journal of Fashion Marketing and Management , 17(1), pp. 27–44.

Sternquist, B., Byun, S.-E., & Jin, B. (2004). The dimensionality of price perceptions

Stigler, G. J. (1987) ‘The economist as preacher and other essays’, University of Chicago Press .

Sullivan, G. S. (2003) ‘Do offline and online consumers differ? Implications for retail integration’, Journal of Consumer Marketing , 20(2), pp. 126–138.

Swanson, K.K., 2004. Tourists’ and retailers’ perceptions of souvenirs. Journal of vacation marketing, 10(4), pp.363-377.

Sweeney, J. and Soutar, G. N. (2001) ‘Consumer perceived value: the development of a multiple item scale’, Journal of Retailing , 77(2), pp. 203–220.

Teah, M. and Phau, I. (2008). The influence of personality factors on attitudes towards counterfeiting of luxury brands and purchase... [online] ResearchGate. Available at: https://www.researchgate.net/publication/44390355_The_influence_of_personality_factors_on_attitudes_towards_counterfeiting_of_luxury_brands_and_purchase_intention [Accessed 15 May 2025].

Tellis, G. J. and Gaeth, G. J. (1990) ‘Best value, price seeking, and price aversion: the impact of information and learning on consumer choices’, Journal of Marketing , 54(2), pp. 34–45.

Thaler, R. (1983). Transaction utility theory, Advances in Consumer Research (Vol. 10, pp. 229- 232).

Timothy, D. J. (2005) Shopping Tourism, Retailing and Leisure . Oxford: Elsevier.

Tinen, P., Eckel, C. C., Grossman, P. J. and Zambelli, S. (2009) ‘Ectopic attraction: heterogeneity in the demand for prestige goods’, Journal of Economic Behavior & Organization , 71(2), pp. 253–260.

Tiwari, A. et al. (2023) ‘Impact of fashion influencers on consumers’ purchase intentions: Theory of planned behaviour and mediation of attitude’, Journal of Fashion Marketing and Management: An International Journal, 28(2), pp. 209–225. doi:10.1108/jfmm-11-2022-0253.

TOI (2025). Global travel registered 9% growth in 2024, with Indian travellers leading the way. [online] The Times of India. Available at: http://timesofindia.indiatimes.com/articleshow/117573820.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst [Accessed 15 May 2025].

Tosun, C., Jenkins, C. and Kurt, S. (2007) ‘Tourism shopping and its importance in destination choice’, Tourism Analysis , 12(2), pp. 129–141.

Triandis, H. C. (1990) ‘Cross-cultural studies of individualism and collectivism’, in Individualism and Collectivism , pp. 41–51.

Triandis, H. C. (1995) Individualism & Collectivism . Boulder, CO: Westview Press.

Tsai, S. P., Yang, J. T. and Liu, S. S. K. (2013) ‘The effect of brand attitude on generation Y’s purchase intention of social network games’, Social Behavior and Personality , 41(5), pp. 807–818.

Turner, L. and Reisinger, Y. (2001) ‘Tourism and the social construction of “Death Trails” in South China: Generation of infrastructure, imagination, and expectations’, Asia Pacific Journal of Tourism Research , 5(2), pp. 1–21.

Tynan, C., McKechnie, S. and Chhuon, C. (2010) ‘Co-creating value for luxury brands’, Journal of Business Research, Vol. 63, No. 11, pp.1156–1163.

UNWTO (2024). UN Tourism World Tourism Barometer | Global Tourism Statistics. [online] www.unwto.org. Available at: https://www.unwto.org/un-tourism-world-tourism-barometer-data.

UNWTO World Tourism Barometer. (n.d.). doi:https://doi.org/10.18111/wtobarometereng.

Urry, J. (2002) The Tourist Gaze: Leisure and Travel in Contemporary Societies . 2nd edn. London: SAGE.

Veblen, T. (1899) The Theory of the Leisure Class: An Economic Study of Institutions . New York: Macmillan.

Veblen, T. (2015) The theory of the leisure class: An economic study of institutions. New York: Macmillan. Vickers, J.S. and Renand, F. (2003) 'The marketing of Luxury Goods: An exploratory study – three

Vickers, J. S. and Renand, F. (2003) 'The marketing of luxury goods: an exploratory study – three conceptual dimensions', Journal of Product & Brand Management , 12(6), pp. 423–437.

Vigneron, F. and Johnson, L. W. (1999) 'A review and a conceptual framework of prestige-seeking consumer behavior', Academy of Marketing Science Review , 1, pp. 1–15.

Wahi, R. (2024) India Markets to Watch 2025, WGSN. Available at: https://www.wgsn.com/insight/article/6614d6bb1bef5e827b530dc4?lang=en (Accessed: 29 October 2024).

Wang, C. and Lin, J. (2009) 'Relationships among social identity, brand identity, and brand loyalty: a Chinese cultural context', Journal of Product & Brand Management , 18(5), pp. 341–353.

Wang, D. and Morais, D. B. (2014) 'Tourist motivations to visit heritage sites: the case of the Forbidden City', Tourism Management , 45, pp. 1–13.

Wee, C., Tan, S. J. and Cheok, K. H. (1995) 'Non-price determinants of intention to purchase counterfeit goods', International Marketing Review , 12(6), pp. 19–46.

Weidmann, K.-P., Hennigs, N. and Siebels, A. (2007) 'Measuring consumers' luxury value perception: a cross-cultural framework', Academy of Marketing Science Review , 8, pp. 1–24.

Wiedmann, K.-P., Hennigs, N. and Siebels, A. (2009) 'Value-based segmentation of luxury consumption behavior', Psychology & Marketing , 26(7), pp. 625–651.

Winer, R. S. (1986) 'A reference price model of brand choice for frequently purchased products', Journal of Consumer Research , 13(2), pp. 250–256.

Wong, A. and Wan, Y. K. P. (2013) 'Tourist shopping satisfaction and its antecedents: development and validation of a scale', Asia Pacific Journal of Tourism Research , 18(3), pp. 253–269.

Wong, K. Y., Wong, K. and Law, R. (2003) 'Network facilities development for tourism in the Pearl River Delta region: the role of external factors', Habitat International , 27(4), pp. 485–500.

Wong, N. Y. and Ahuvia, A. C. (1998) 'Personal taste and family face: luxury consumption in Confucian and Western societies', Psychology & Marketing , 15(5), pp. 423–441.

Wong, N. Y., Ritchie, J. R. B. and Hsieh, P. W. (2008) 'International tourist satisfaction in relation to attitudes toward travel decisions: a cross-cultural study', Tourism Management , 22(3), pp. 357–365.

World Economic Forum (2024) 'The global luxury goods market reached \$1.4 trillion in 2023', WEF . Available at: https://www.weforum.org/agenda/2024/02/global-luxury-goods-market-2023/ (Accessed: 1 November 2024).

Yüksel, A. (2004) 'Shopping risk perception and risk relievers: an empirical study in the Turkish retail', Journal of Retailing and Consumer Services , 11(6), pp. 291–302.

Zeithaml, V. A. (1988) 'Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence', Journal of Marketing , 52(3), pp. 2–22.

Zeithaml, V.A. (1988), "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", Journal of Marketing, Vol. 52 No. 3, pp. 2-22.

Zhu, H., Xu, H. and Jiang, H. (2016) 'Luxury nexus: an integrated model of luxury tourism consumption', Journal of Travel & Tourism Marketing , 33(2), pp. 163–180.

Appendix 1: Learning Agreement

Individual Learning Agreement

Student Name	Devanshi Arora
Title of Project	Investigating the role of bargains impact of cultural values in purchasing luxury at outlet malls for Indian tourists through a mixed methods approach.
Name/s of collaborators if applicable	
Supervisor	Cigdem Gogus
Aim of the project:	• The study aims to explore and explain how bargain driven behaviours influence purchases made at outlet malls while considering cultural values and the mindset of a tourist. It seeks to provide a more culturally inclusive understanding of luxury purchases, especially considering Indians increasingly becoming more involved with the mid-market segment and luxury segment of the global fashion industry. • This study examines the significance of discounts in purchase decisions, how destination related attributes influence purchase and whether Indian cultural values such as collective identity influence these decisions. • This study will provide managerial implications for outlet malls such as suggestions to improve destination related attributes, pricing and marketing strategies to target the affluent Indian demographic.

Objectives (max 5)	1. To critically review the existing literature to:
	    1. Understand the role of discounts in consumer buying behaviour
	    2. Examine the impact of Indian cultural values on buying behaviour
	    3. Examine how destination related attributes shape purchase intention for tourists
	2. Based on the literature review to develop a conceptual model that analyses the factors influencing purchase intention for discount luxury.
	3. To explore the beliefs, perceptions, and experiences that shape Indian tourists' attitudes and behaviors when purchasing luxury goods at outlet malls abroad
	    1. focusing on behavioural beliefs and the roles of social influence, perceived control, destination attributes, and cultural values.

	4. To employ qualitative and quantitative methodology to design a simple mixed methods study that seeks to understand and investigate Indian tourists' intentions to buy luxury items at outlet malls. 5. To develop strategic recommendations for luxury brands and retailers to better attract and retain Indian customers by aligning outlet mall strategies, tourism initiatives with Indian consumer motivations.
Agreed outcomes	A dissertation of 16,000 words and an academic poster that demonstrates my ability to follow the research process with due diligence and producing tangible implications of this research.
Formats	PDF

Research away from College	Where?		Why?		Dates :	
Agreed contact points/ Tutorial dates						

Project Timeline

Research Activity	January 2025	February 2025	March 2025	April 2025	May 2025
1st Supervised Tutorial					
Review and edit according to ARM feedback					
Refine Aims and Objectives					
Develop Literature grid and hypotheses					
2nd Supervised Tutorial					
Finalise Literature Review					
Finalise Hypotheses					
Build data table					
Review ethical regulations					
Create pilot survey					
Finalise Survey and Ethics form					
Quantitative Data Collection					
3rd Supervised Tutorial					
Quantitative Data Analysis					
Statistical Data Analysis Qualitative Data Collection					
Qualitative Data Collection and analysis					
Final Tutorial					
Refine dissertation					
Finalise all sections, including results and findings					
FMP – MSc Submission					

Ethics Form Attached	Yes	**Risk Assessment Attached**	No
Learning Outcomes		**How you will evidence attainment of the outcome (max 200 words per outcome)** *Text in Grey are prompts to help you complete this form and should be removed from the final copy*	

1. Effective self-directed research (primary and secondary) at an advanced level using appropriate methodologies (***process***); 2. Identification and definition of issues and demonstrate use of analytical and evaluative skills throughout the project (***enquiry***);	I am researching the role of bargains in determining purchase intentions for luxury at outlet malls, for Indian tourists. Extant literature examines luxury, retail tourism and bargain hunting for different consumer demographics, majorly focused on the US, UK and China. These areas of knowledge have been both quantitatively and qualitatively researched. However, to the best of my knowledge, there is not an academic paper that combines these areas of studies and examines the overlap through a lens of cultural context. Literature and business sources have noted the increasing spending power of the Indian demographic but there is limited research on their impact in retail tourism and outlet stores, especially given Indians' propensity to enjoy a bargain and exhibit value-conscious behaviours. I will be employing a simple mixed methods approach, following a sequential exploratory design. In order to collect quantitative data, I will use surveys to gather data from respondents through Qualtrics and qualitative data will be collected through semi-structured interviews, analysed with thematic coding. I have maintained a written record of the development of my thought process and the refinement of this research concept. This includes timelines, discussion of research directions and mind maps to visualise the concepts integrated in this research project.
3. A good knowledge of contextual issues and application of appropriate theoretical concepts leading to suitable management solutions to a specific issue or problem	My research will be analysed through statistical testing conducted through the computer program SPSS. Qualitative data will be analysed through thematic coding and be used to derive certain questionnaire items.

(***knowledge***);	While I acknowledge that substantial research exists on luxury consumption, majority of it focuses on western consumers and traditional models of conspicuous consumption, lacking inclusion of different cultural markets and distribution channels such as outlet malls. Current academic discourse often overlooks value-seeking behaviours in luxury consumption, particularly in an emerging market such as India. My research is positioned to provide a culturally relevant extension of luxury consumption and retail tourism literature, generating insights in under researched consumer behaviour. My strengths and weaknesses have been evaluated through continuous self-reflection and critical analysis of my research progress, coupled with feedback from tutors and peers. Reflecting on previous coursework and industry experience, my strengths include: • Strong academic background in consumer behaviour and luxury branding • Cultural familiarity with the Indian market and values, providing a nuanced insights into participants' responses • The ability to employ a mixed methods approach which ensures depth and breadth of the research undertaken, providing robust findings. My weaknesses include: • Time constraints in balancing both methodological approaches which must be managed through clear planning and execution. • Limited prior experience in undertaking a research study of this calibre, which must be mitigated through aptly understanding the research process and necessary qualities in creating a well-rounded and relevant research study.

	• Personal bias due to cultural familiarity which will be mitigated by practicing reflexivity, critical reflection of my positionality and engaging in regular discussions with my peers to discuss analysis and interpretations.
4. A thorough understanding of the relationships and tensions that may occur between management decisions and creative decisions (***enquiry, knowledge***);	I will relate theory to practice by employing the Theory of Planned Behaviour model to understand and predict purchase intentions among Indian tourists in outlet environments. This model incorporates attitudes, subjective norm and perceived behavioural control which provides a structured framework to analyse beliefs about bargains, cultural values and luxury consumption. Qualitative semi-structured interviews will be used to build theory by investigating cultural and psychological drivers. Quantitative survey data will be used to empirically test the drivers for purchase intention at outlet malls as identified by extant literature and qualitative data analysis. These theoretical insights will be translated to managerial implications by providing actionable strategies for luxury brands, outlet malls and government tourism initiatives to engage and retain Indian tourists as loyal customers, while keeping cultural dynamics and value conscious motivations in consideration.
5. Analysis and utilisation of research data to synthesise a clear argument (***knowledge, realisation***);	In order to complete this project, I will need to demonstrate a strong understanding of luxury consumption, particularly in bargain seeking behaviour, tourism consumption behaviour and cultural influences in purchasing decisions. I will need to appropriately apply the Theory of Planned Behaviour to this consumer context. I must expand on my existing skills in qualitative interviewing techniques and develop the necessary skills and practices to effectively engage in survey design, statistical testing and thematic coding. I must demonstrate the ability to synthesise a plethora of extant literature and theory with practice to create useful insights.

	I expect to need external expertise to complete my thesis to a high standard. I will seek support and advice from my academic tutors and supervisor to strengthen my research design and methodological processes. I will ensure that the standard of my thesis is appropriate for an Msc. level by: • Critically engaging with academic literature • Applying a recognised theoretical framework, used often in literature surrounding fashion consumption. • Employing a mixed methods approach to facilitate triangulation and robustness. • Maintaining academic integrity through accurate referencing and ethical research practices • Embedding supervisory feedback in my project • Consistently monitoring my research process, written and analytical content against the assessment criteria provided by UAL , supported by referring to exemplary examples of previous students' work.
6. The synthesis of appropriate knowledge and skill to propose satisfactory resolutions of management issues in clear conclusions or recommendations (***communication***);	My work is relevant to academic literature as it addresses a clear research gap by focusing on an under researched consumer segment and distribution channel. It is relevant to industry experts as it provides actionable recommendations to target value conscious luxury consumers from India – an emerging market with a rapidly growing economy. Furthermore, value conscious behaviour is on the rise in global markets as consumers battle geopolitical instability and rising costs. This study provides further insight on how to leverage value conscious behaviour for profit. I believe the following will be interested in the outcomes of my project:

<table>
<tr>
<td></td>
<td>

- Luxury Brand Managers who seek a better and more refined understanding of Indian tourists; managers who want to attract aspirational customers that have high potential to become a part of their regular clientele.
- Outlet Mall managers who are seeking strategies to attract and retain loyal customers.
- Travel and Tourism companies that target outbound Indian tourists.
- Academics and researchers working in consumer behaviour, cross-cultural marketing, luxury studies and retail tourism.

</td>
</tr>
<tr>
<td>

7. Evidence of an ability to be self-directed and act autonomously (***process***).

</td>
<td>

<table>
<tr><th>Research Activity</th><th>January 2025</th><th>February 2025</th><th>March 2025</th><th>April 2025</th><th>May 2025</th></tr>
<tr><td>1st Supervised Tutorial</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Review and edit according to ARM feedback</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Refine Aims and Objectives</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Develop Literature grid and hypotheses</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>2nd Supervised Tutorial</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Finalise Literature Review</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Finalise Hypotheses</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Build data table</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Review ethical regulations</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Create pilot survey</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Finalise Survey and Ethics form</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Quantitative Data Collection</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>3rd Supervised Tutorial</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Quantitative Data Analysis</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Statistical Data Analysis Qualitative Data Collection</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Qualitative Data Collection and analysis</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Final Tutorial</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Refine dissertation</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Finalise all sections, including results and findings</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>FMP – MSc Submission</td><td></td><td></td><td></td><td></td><td></td></tr>
</table>

I will:

- Attend all tutorials with my supervisor, ensure to take notes and embed their advice in my thesis
- Present my work to the best of my ability within the given deadlines
- Utilise a learning journal to keep track of my progress, challenges and goals throughout the weeks. Additionally, it will contain details of my thought processes and skill developments throughout the research journey.

</td>
</tr>
</table>

Signed Tutor…………CigdemT…………….   Date………13/05/25…………

Signed Student Dwanshi Arora Date…26/04/25…

Students should submit any written work for review by their supervisor **three working days** prior to a tutorial, in order to give the supervisor sufficient time to consider your work and respond to any issues. Students should **normally** expect a response to an email by your supervisor within five working days. It is your responsibility to find out when your supervisor will be on leave or out of the country.

Appendix 2: Research Ethics Form

ual:

Educational Ethics Approval Form

IMPORTANT: UAL staff, please refer to the Educational Ethics Code of Practice and associated flowchart which indicates if the use of this form is required.

Declaration to be completed by the student:	Please tick:
• I have read the **Educational Ethics Code of Practice**	**Yes**
• I have accessed the **Ethics of Making** https://ethics.arts.ac.uk website and applied the learning to my work	**Yes**
• I have reviewed the ethics resources on **Academic Support Online** to help me consider the ethical parameters of the Code of Practice	**Yes**
• I have discussed my work with my **unit leader**	**Yes**
Please use these resources to inform your answers to questions 1 to 7 in the boxes below.	

Applicant name:	Devanshi Arora
Course Title:	Integrated Msc. Strategic Fashion Management
Unit Title:	Final Major Project

If you are a tutor applying on behalf of a student or student group, please give your name here:	
Tutor name:	

1. The code of practice sets out four key areas for ethical consideration. Which one or more of these ethical principles does this application for ethical consideration relate to?	
a. An **ethics of care** is supported by the Educational Ethics subcommittee as a positive ethic that is the University's responsibility to foster in relation to students, educational content, educational process including material resources, and in students' relations with anyone who participates or interacts with their work.	**No**
b. The principle of **social justice** obliges the student to identify the risks and benefits of participation in creative or investigative practice. Any risks to persons participating should be weighed against any potential benefits – to the participants or the student, and also the wider benefits to society of the knowledge gained. As with the principle of respect for persons, there is a need to promote equality and racial justice and protect vulnerable groups.	**Yes**

c. **Respect for persons** recognises the capacity and rights of all individuals to make their own choices and decisions. It refers to the autonomy and rights to self-determination of all human beings, acknowledges their equality, dignity, freedom and rights. An important component of this principle is the need to provide special protection to vulnerable persons, both students and in student activity involving others.	**Yes**
d. **Beneficence** is the principle of acting for the good and wellbeing of others. It requires students to serve the interests of others. In so doing, students comply with the principle of neither doing, nor permitting, any foreseeable harm as a consequence of creative or investigative practice. This is the principle of **non-maleficence**, it is the principle of doing no harm. The specific duties of promoting equality and good relations are assumed under these principles, as defined by the Equality Act 2010.	**Yes**

2. Please provide a 100-word summary of the ethical issues that relate to the work /enquiry that is planned. Please relate it directly to one or more areas of the code and resources above.
My research will follow an ethics of care by ensuring that participants are treated with utmost respect and their participants is voluntary and confidential. Participants will be fully informed about the purpose of the study and retain the autonomy in making the decision to participate in research. They will be met with transparency and understanding, in line with respect for persons. Participant safety, well-being and consent will be prioritized in the progress of this study, aligning with beneficence.

Does your work or enquiry require you to work with participants, or reuse personal data that has been obtained elsewhere? If people are participating directly, please ensure they fill in the participant information and consent template (Ask your Course Leader to provide these). If not, go to Questions 6 to 9.

3. Who will the participants be? Please tick the boxes as appropriate.	
X	Students at the University
	Staff at the University
	Other. Please specify:

4. What will participants be asked to do and/or how will their personal information be used? Explain in terms appropriate to a layperson.

Participants will be requested to participate in an interview that will be transcribed for further analysis. The interview focuses on their intention to purchase luxury at outlet malls. Their personal information, such as demographic information, will only be used to inform the findings. Personal information, such as their names, can be redacted upon request.

5. What potential risks to the interests of participants do you foresee and what steps will you take to minimise those risks? A participant's interests include their physical and psychological well-being, their commercial interests e.g. IP; and their rights of privacy and reputation. Please note that compliance with the Data Protection Act 2018 and GDPR is a legal obligation.
Participants will be briefed about the interview prior to it happening and all questions will be answered with complete transparency. Consent will be required prior to conducting interviews and participants retain the right to stay anonymous should they choose so.

6. Does your project involve children or minors (anyone under the age of 18) or vulnerable adults (e.g. a person with a learning disability)?	
X	**No**. Go to Question 6.
	Yes. Please be aware that a project involving children or vulnerable adults is likely to require you to have a Disclosure and Barring Service (DBS) check. Please discuss this with your unit or course leader. Please be aware that a DBS check normally takes 4 weeks but can take longer.

7. What potential risks do you foresee to yourself and what steps will you take to minimise those risks? E.g. does your work raise issues of personal safety, impact on vulnerabilities for you (or anyone with whom you are collaborating), especially if taking place outside working hours or off University premises?
My work does not raise any issues of personal safety or vulnerabilities, not for myself nor any of my participants. All interviews will be conducted online and a copy of the recording will be made for the purpose of transcription.

8. Are there other areas of ethical concern? How do you plan to manage these ethical considerations?

9. I confirm my responsibility to deliver the project in accordance with the Code of Practice on Educational Ethics of the University of the Arts London (the University) **If I am using personal data:** I will only store it on UAL-managed systems and will use the Participant Information and Consent Template to collect personal data. I will ensure I follow the data protection principles at all times.

Print name of applicant:	Devanshi Arora
Signature of applicant:	Devanshi Arora
Date:	26/04/25

10. I support this project and have reviewed it with the applicant.	
Print name of Tutor:	Cigdem Gogus
Signature of Tutor:	CigdemT
Date:	13/05/25

Please submit this form and the relevant attachments to your Unit Leader/Course Leader/Programme Director.

Appendix 3: Participants' Consent Forms

ual:

INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

PARTICIPANT INFORMATION

Project Title: Investigating the role of bargains and the impact of cultural values in purchasing luxury at outlet malls for Indian tourists through a mixed methods approach.

Student Lead: Devanshi Arora

Email address: d.arora0220201@arts.ac.uk

Phone number: +44 7831 251171

Dear [redacted]

You are invited to participate in:

A study about investigating the role of bargains and the impact of cultural values in purchasing luxury at Outlet malls for Indian tourists. This project looks at Indian values of status and how this interacts with bargain related consumer orientations such as Value-Consciousness when Indians travel abroad. Additionally this research will look at Destination Related Attributes such as staff quality or geographical location to determine if these attributes influence the decision to purchase luxury goods at outlet malls.

Please read this sheet carefully and be confident that you understand its contents before deciding whether to participate.

Why have you been approached?

You have been identified as an individual that can provide rich insights into value consciousness behaviours in luxury consumption and have the relevant knowledge and experiences to explore this phenomenon.

If I agree to participate, what will I be required to do?

You will be required to participate in an online interview via Microsoft Teams. This interview will be recorded and transcribed for data analysis. The recording will not be shared with anyone.

ual:

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet

2. I agree to participate in the research project as described

3. I agree to the items checked below**:**

   ☐ to be interviewed
   ☐ that my voice will be audio recorded
   ☐ to be observed and for field notes to be taken
   ☐ that information obtained may be published in an anonymised form.

4. I acknowledge that:

   (a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).
   (b) The project is for the purpose of research. It may not be of direct benefit to me.
   (c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.
   (d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant : ______________ Date: ______________
(Signature)

Participants should be given a copy of this after it has been signed.

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet

2. I agree to participate in the research project as described

3. I agree to the items checked below: □

- □ to be interviewed
- □ that my voice will be audio recorded
- □ to be observed and for field notes to be taken
- □ that information obtained may be published in an anonymised form.

□

4. I acknowledge that:

(a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).

(b) The project is for the purpose of research. It may not be of direct benefit to me.

(c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.

(d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant:	Pankaj Ganjoo	Date:	28/04/2025
	(Signature)		

Participants should be given a copy of this after it has been signed.

ual:

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet

2. I agree to participate in the research project as described

3. I agree to the items checked below**:**

    ☑ to be interviewed
    ☑ that my voice will be audio recorded
    ☑ to be observed and for field notes to be taken
    ☑ that information obtained may be published in an anonymised form.

4. I acknowledge that:

    (a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).
    (b) The project is for the purpose of research. It may not be of direct benefit to me.
    (c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.
    (d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant : ______________________ Date: ______________
(Signature)

Participants should be given a copy of this after it has been signed.

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet

2. I agree to participate in the research project as described

3. I agree to the items checked below: □

□ to be interviewed
□ that my voice will be audio recorded
□ to be observed and for field notes to be taken
□ that information obtained may be published in an anonymised form.

□

4. I acknowledge that:

(a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).
(b) The project is for the purpose of research. It may not be of direct benefit to me.
(c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.
(d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant:	Reet Rachwani	Date:	28/04/2025
	(Signature)		

Participants should be given a copy of this after it has been signed.

Appendix 4: Qualitative Interview Outline

Interview Guide

Attitudes are informed by behavioural beliefs and evaluations of outcome

Opening questions:

- Can you tell me about a recent trip abroad where you went shopping?
- How important is shopping when you travel? Is there generally some sort of budget or goals attached to it?

Attitudes: to understand advantages/disadvantages and the positive/negative feelings associated with purchasing luxury at outlet malls

- What comes to your mind when you consider purchasing luxury goods from outlet malls while travelling?
- What are the main benefits to purchasing luxury goods at outlet malls?
- Are there any downsides or concerns when buying luxury goods at a bargain during travel?
- What are the positive feelings that buying luxury at a bargain make you feel?
- What are the negative feelings that buying luxury from outlet malls make you feel?
- How important is "getting a good deal" when you buy luxury goods?

Subjective Norm: to explore the impact of social influence on purchasing behaviour

- How do your family, friends and other members of society view buying luxury goods from outlet malls?
    - Whose opinion matters most?
- Do you feel supported or judged when you buy luxury goods from outlet malls?
- In your opinion, how common is it for Indian tourists to value bargains when buying luxury products?

Perceived Behavioural Control: to understand barriers and facilitators to luxury outlet shopping

- What factors make it easy or difficult for you to buy luxury products from outlet malls?

- Are there any personal or cultural factors that affect your ability or willingness to shop for luxury abroad?
- How confident do you feel when shopping at outlet malls for luxury products?

Destination related attributes: to understand the perception of mall attributes that influence purchase

- How important are factors like safety, variety in merchandise and brands or mall reputation when choosing where to shop abroad?
- What kinds of outlet malls feel more trustworthy to you?
- Do you assign higher budgets for more “trustworthy” locations?

Cultural Values: To understand cultural values on shopping decisions

- Do you think Indian cultural values influence how you or others shop for luxury?
- How do you think ideas like status, value for money and success symbols affect your travel and shopping choices?
- Is it important to be seen as a smart shopper?

Closing questions:

- How has your shopping behaviour while travelling changed over the years?
- Is there anything else you’d like to share about your experiences shopping for luxury goods at outlet malls?

Appendix 5: Interview Transcripts

Transcript

April 28, 2025, 1:02PM

DA **Devanshi**
Thank you for doing this interview with me.
I'll start with my first question, which is can you tell me about a recent trip abroad
where you went shopping?

VA **PARTICIPANT 1**
Recent trip abroad for shopping was.
Last was in summers.

DA **Devanshi**
Mm hmm.

VA **PARTICIPANT 1**
Last summer.

DA **Devanshi**
And where did you go?

VA **PARTICIPANT 1**
Places we went to, we went to Amsterdam.
Then Paris.
And then Switzerland.

DA **Devanshi**
OK. And what kind of shopping did you do when you were in these places?

VA **PARTICIPANT 1**
So we did some shopping in Paris.

VA **PARTICIPANT 1**
We also visited, there's an outlet mall in pad near Paris, which is called la Valle or
something.

PARTICIPANT 1

Or it's near.
That place where you have.
That Park, Disney Park next to that and we then we visited.

Devanshi

Disney yeah.

PARTICIPANT 1

We did some shopping in Switzerland and we also visited.
Fox Town, which is in near Lake Como, Como district.

Devanshi

OK.

PARTICIPANT 1

Not Como, so Lugano district. Sorry

Devanshi

And how important is shopping when you travel?
Do you go with some kind of budget and plan, or goals attached to what you want to buy?

PARTICIPANT 1

Oh, usually there's a budget. And of course, what you want to buy.
But it's kind of interchangeable between both the things. Sometimes, if you get some something you really like or something in a deep value, then obviously you tend to buy that more.

Devanshi

What comes to your mind first when you consider purchasing luxury goods from outlet malls when you're traveling? Like if you could give me a few keywords.

PARTICIPANT 1
A good deal.
Some extra discount value for money.
Or some days when there's extra offer that day that obviously helps.
And of course, when you buy from Europe, living outside, for example, if you're buying French brands, then you know you're buying in Paris, you get the VAT refund.
So it works out to be cheaper than buying locally here (Dubai).

Devanshi
And would you say these are the main benefits to purchasing luxury at outlet malls?

PARTICIPANT 1
Yes.

Devanshi
OK. And what are any downsides or concerns that you have when you buy luxury brands at a bargain while you're traveling?

PARTICIPANT 1
Not usually that's the case.
Not the latest season of fashion, but if you're buying a suit and you're buying a black or Gray, it doesn't matter much.

Devanshi
OK. And what are the positive feelings that buying luxury at a bargain that you feel?

PARTICIPANT 1
Value for money.
You get a good deal. You got a good bargain for yourself. You can buy more with the same amount of money.

Devanshi
Yeah. Would you say it brings satisfaction? For example, when you find a good deal?

PARTICIPANT 1
It does.

Devanshi
And what are the negative feelings from buying luxury at outlet malls?

PARTICIPANT 1
There's certain brands like or Chanel or Louis Vuitton which you will not get.
You have to buy from the store.
But apart from that, most of the brands you are able to get it, but sometimes you don't get the design that you want.
Or something latest that you're looking at. If you really want, then of course you know, you feel disappointed and you do.
You can't buy, for example, you wish to go to a Gucci store.
You will not get the latest collection.

Devanshi
And on a scale from 1 to 10, how important is getting a good deal when you buy Luxury goods in general? Not necessarily at an outlet mall.

PARTICIPANT 1
8 or 9

Devanshi
OK, OK.
So now how do your friends, family, and other members of society view buying luxury goods from outlet malls?

PARTICIPANT 1
OK.
Everybody buys.
Everybody to get something cheaper.
Somebody who loves wearing, for example, I know friends who love wearing Prada T-shirts.

Most of them, they'll buy from the outlet mall.
or if it does go on discount or sale.

Devanshi
Mm hmm.
OK, does anyone's opinions matter when it comes to you buying at from an outlet mall? If say, if one of your friends was to say it's not as classy, would that impact your purchase?

PARTICIPANT 1
No.

Devanshi
OK. Do you feel supported or judged when you buy luxury from outlet malls?

PARTICIPANT 1
No, not really.

Devanshi
Like you don't feel neither supported nor judged?

PARTICIPANT 1
Supported, yes.
Not judged.

Devanshi
OK.
In your opinion, how common is it for Indian tourists to value bargains when buying luxury products?

PARTICIPANT 1
Extremely important.

Devanshi
And how common is it?

Like is it? Is it an expected of Indian tourists.
Or is it only a select few?

PARTICIPANT 1
They will actually make a detour to go to do bargain hunting at Outlet malls, barring the ultra-rich who don't care.

Devanshi
What factors make it easier or more difficult for you to buy luxury goods from outlet malls?

PARTICIPANT 1
Accessibility.
Time.
Because usually the flip side of it, most of them are outside the Towns so you actually plan a day trip to go and buy.

Devanshi
OK.

PARTICIPANT 1
The good thing is that you get most of the brands next to each other under the same roof

Devanshi
are there Any personal or cultural factors that affect your ability to shop for luxury abroad.

PARTICIPANT 1
So Indians by culture are bargain hunters. Or you always want value for your money.
So if I can get something cheaper, I'll definitely go and buy that from there, even if it's like a last season collection.
To somebody like me, that doesn't matter.

PARTICIPANT 1
Because even the current season will be old in few months, right? So.

Devanshi
So is it the way that the fashion seasons work that encourages you?
Because, you know, it'll be old anyways.

PARTICIPANT 1
Yeah, for me it doesn't matter.
Because anyway, it'll old in a few months.

Devanshi
OK. And how confident do you feel when you shop at outlet malls for luxury
products? Do you feel like you can afford it?
Do you feel like you have a good understanding of the product you're buying?

PARTICIPANT 1
You definitely feel it's more affordable when you're getting it at a discount.
Than buying fresh without discount.
So affordability becomes better.

Devanshi
OK.
Yeah. So does that impact your confidence?

Devanshi
Do you feel more confident buying luxury at an outlet store compared to an actual
luxury store from the actual retailer?

PARTICIPANT 1
It doesn't matter much.
Because sometimes if you want to buy, you'll go and you know if there's no outlet
mall for that particular brand, like you're not traveling all the time.
So usually you know where we live (Dubai).

There are outlet malls, but you don't get everything there.
But if you really want to buy something which is not available, or there's no outlet
mall available, you go and buy from the store.

Devanshi
Yeah. And how important are factors like safety, variety and merchandise?
And the brands available or the reputation of a mall when you choose to shop
abroad.

PARTICIPANT 1
Reputation of a mall doesn't matter much because most of these are company
owned stores at the Outlet mall

Devanshi
Mm hmm.

PARTICIPANT 1
In terms of availability of designs, it will definitely be less recent as compared to what
you'd get in fresh stock at the store.
So there are times when you don't get what you want.
There can be some disappointment, but that's the choice one has to make.
You want to pay 40% more, right?
Go and buy from the store if you really want something

Devanshi
And is safety and sort of geographical location of the mall a big consideration if it's
too far, would you make the journey to go there or would you rather skip it?

PARTICIPANT 1
I usually check if there's a shopping mall or outlet mall around. I plan my trip, but
then I make sure that I spend time there.
Even if it's a far away drive, I'll do that.

Devanshi
OK. And do you assign higher budgets for more trustworthy locations? Compared to

maybe a place that isn't known for outlet shopping.

PARTICIPANT 1
Yes, definitely.

Devanshi
OK.
Do you think Indian values influence how you or others around you shop for luxury?

PARTICIPANT 1
It does to a large extent because
As I said, you know, we just want value for money and everything.
We either love to negotiate or get something at a good price so that that is definitely a very cultural thing.

Devanshi
How do you think ideas like status and success symbols affect your travel and shopping choices?

PARTICIPANT 1
It does.
Status does influence your shopping choices in terms of what you buy and what you want to buy
So the brand you want to buy, would be about your move up the ladder
In terms of whatever clothes accessories that you buy.

Devanshi
When it comes to travel choices, the location that you travel to, does that impact how much status you're perceived to have?

PARTICIPANT 1
No.

Devanshi
OK, so the people around you and you yourself believe status wouldn't increase, or

decrease if you're going to more desirable locations, let's say like Europe or America compared to elsewhere?

PARTICIPANT 1
Not much.
It doesn't matter much, but it does.
I mean, if you ask me, between Bicester Village or Wembley Outlet, it doesn’t matter.
But between.
London or Florence or.
Lugano. It doesn't matter much.

Devanshi
No, but let's say if you're going to say Georgia.
In Europe versus if you're going to Italy in Europe, do you think there's a difference in status in those travel choices?

PARTICIPANT 1
Definitely there is because Italy more expensive than Georgia.
So whether it's flights or hotels or your overall spending, right?

Devanshi
Do you think this desire for status is a part of Indian values as well?

PARTICIPANT 1
It is.
It is.
India is a very hierarchical kind of society.
And feudal by nature.
So you know, it does make a difference.
From the cultural perspective

Devanshi
And is it important to be seen as a smart shopper?
Do you pride yourself on your ability to know price points and collections and quality of material?

PARTICIPANT 1
To a large extent, yes.

Devanshi
What would you define as smart shopper to be?

PARTICIPANT 1
Somebody who knows the prices, the difference how much VAT refund you're going to get. For example, on the same thing, let's say if I'm buying a bag at LV or some other brand, how much does it cost in (Dubai)?
How much is it costing me there after VAT?
For example, French brand, usually even the retail price at the stores, there it is cheaper than what is in Dubai.
Plus you got the VAT refund. So let's say if you're buying something at LV.
It works out about 15 to 20% cheaper buying from Paris than buying from here (Dubai).

Devanshi
Would you say the ability to get a visa impacts where you'll shop?
So would you like for example, if getting a Schengen visa for Europe is more difficult for Indian passports if it was made easier, would you be more likely to shop in Europe compared to shopping in India?

PARTICIPANT 1
Yes, definitely.

Devanshi
OK, so visa and like governmental regulations, would you say are a big factor in deciding your location?

PARTICIPANT 1
Yeah, Indians are one of the biggest vendors today after Chinese, when it comes to shopping and travel. And visas are difficult.

PARTICIPANT 1

So it will definitely make a huge difference.

Devanshi

How has your shopping behaviour changed while traveling over the years?

PARTICIPANT 1

In what sense.

Devanshi

Like, have you noticed that you shop differently now versus maybe five years ago or 10 years ago? Do you have different expectations when you go shopping or from the location that you're shopping at compared to 5-10 years ago?

PARTICIPANT 1

That definitely does make a difference as you become wealthier or you move up the ladder, you tend to spend more because you have more disposable income.
So if you don't have more disposable income, you will not. So between five years ago to now, the situation would be different for each person.

Devanshi

And is there anything else you'd like to share about your experiences shopping for luxury at outlet malls? Has staff quality impacted your experience?
What gives you a good experience when you're shopping at outlet malls?

PARTICIPANT 1

So staff quality definitely does impact if the staff is polite and nice.
It does impact your sale or your propensity to purchase goes up if the staff is nice and you know showing you things properly, and you'll definitely end up spending more because you're getting that attention from them.
Other than that.
For me, value buying is more important. So last time when I was at an outlet mall and I liked a belt of Versace.
But I found it expensive even after discount, so I didn't buy.

But next day when I went, there was extra 25% off for that particular day. Bought it.
So the value Proclusion had suddenly changed in a day.

Devanshi
So would you say that the value for money is maybe the most important factor compared to destination related attributes?

PARTICIPANT 1
Yes it is.

Devanshi
And is value for money the most important factor over any other factors that you would consider when planning a trip abroad? For shopping.

PARTICIPANT 1
Value for money? Definitely.
The variety the brands available at the outlet, you know whether all the brands that you want or you like are there or not within that,
what is the kind of collection or variety that particular store has?

Devanshi
OK. Anything else you'd like to share about your experiences?

PARTICIPANT 1
it's generally good
I mean, I've been traveling for a long time and I've been going to outlet malls for a long time.
So obviously. I love shopping there.

Devanshi
Yeah. And would you say that the general travel behaviour of Indians has changed in recent years, particularly with the growth of the economy in the middle class?

PARTICIPANT 1
It has changed, I think with the advent of media, social media, the aspiration levels of

current generation have changed and You know, especially the younger generation never used to borrow to spend or to buy.

But with the credit cards and buy now pay later, that trend has increasingly been alarming. The way I look at it, but the propensity to spend has gone up and the aspiration to own brands is much higher.

As people get exposed to different cultures, different countries, different brands, or you know the mood they watch on social media, etc, they tend to spend more now.

PARTICIPANT 1

So essentially what has happened? If you look at last 8,10 years, Indians have started to travel a lot and if you visit any city or any country. And I observe this.
The two countries are the people from the two countries are the biggest vendors, which is China and India.
Off late, Indians have kind of moved way ahead from where they were in terms of their spending habits.
And they actually do splurge. Part of it is because of the, you know, Indian economy doing well and a lot of people earning a decent amount of money.
So your disposable income has increased significantly in India.
The you know the markets have done well. Real estate have done well.
All the asset classes investments have done well and incomes have been in general growing at a very fairly fast pace.

People tend to spend more and it's more become a lot of a status symbol also for people when they go abroad in terms of what they buy and what they wear.
From the time when probably, you know 15, 20 years back to what you've seen in the last 4,5,6 years, the brand awareness has gone up probably because of the social media and the exposure which has come because of traveling.

So in every family you have in India, you have a techie who's been living in US or Europe. Or Singapore. Or somewhere and working abroad.
When do you go back to carry a lot of brands or when their families visit them? They get exposed, you know, cousins or the friends, etc.

So I think that there's been a fundamental paradigm shift.
In the way people look at shopping and the way people perceive brands and the way aspirations are. I will put it largely to the exposure which has happened in the last few years, along with the incomes growing significantly.

Where they tend to spend a lot.
And you know, partly this also colonial mindset, which comes into play.
Where you know? The Indians think that I, you know, we are a poor country.
We come from poor country, but that's how they've grown up.
But actually they're making money.
You know, probably they're making far more money than people in, let's say, UK or Europe or in a lot of other countries are doing.
And when they go there.
The pill to swallow is: one is to overcome from where they come from, and two, they have money actually to spend.

DA **Devanshi**
Mm hmm.

VA **PARTICIPANT 1** 2:46
One noticeable difference actually, which you know I did tweet about it and I've spoken to a lot of people. Though I didn't mention in any of my interviews.

We visited Paris after a gap of about 10 years this time, especially because of the COVID. And there was some gap.
And I could see a huge difference in the way Indian tourists are treated when you walk into a Cartier, the large store, you're welcome.

You're not given a look as if you know from where these guys have come, you're shown things immediately. You've taken around with a lot of respect even when you walk into a restaurant, ask for a booking, which was not the case 10 years back.

Ten years back, you would get a look of disdain from when you want to enter the flagship store.

Not anymore.
Today, even the large brands know that these guys, when they come, they spend.

Devanshi
Mm hmm.

PARTICIPANT 1
And they spend fast.
Actually, that's one thing I've observed again on my travels.
with the Chinese, of course.
Language is a big problem.
Most of the Indians speak English, so they're easy to get along and.

Two the Chinese spend a lot of time buying a thing.
Indians are fairly quick in terms of what they want.

And you know, probably it also comes from you want to be seen and you know, we are no longer poor and you know, we can afford it.
The multiple factors swish economic factors up, bringing cultural belief systems.
So they just come and spend, and sometimes they might over spend, but they do want to own all the brands and they travel with a lot of brands.
You know, I see people loving the more expensive brands.
Oh, they flaunt now, which is not the case few years back, which has changed a big way.
Yeah, of course. Yeah. Sorry.

PARTICIPANT 1
And of course, you know, Indian economy is doing well as compared to China last few years.
So that is also helpful.
They've been growing at a much faster rate than Chinese economy.

Devanshi
And my question was all the insight that you have about the Indian economy?
Is this through research or through your profession?

PARTICIPANT 1
Profession.

Devanshi
OK.
Can you elaborate a little bit more about what you've seen of the Indian market?
Based on your profession.

PARTICIPANT 1
So as a profession I've run a fund out of Singapore, investing into India into stock markets. So that's what I do for a living in terms of investing and analyzing businesses and putting money there. And I've seen a perpetual shift.

Happening and this kind of a continuous shift is more paradigm in nature in terms of where it was and where it has come.

The way people perceive luxury, which used to be probably a wasteful expenditure 10 years back, is kind of become a necessity now. So as the people become wealthier, they start to just try to spend. Whether it comes to, you know, watches every second person in India, I mean.
The wealthier ones wear Rolex.
And all original Rolex watches, not copies.
And they would have multiple of them.
Not only Rolex, but you know they'll have AP, a Patek and they'll have other brands as well.
So it's changed a lot and they do notice immediately.

Devanshi
Mm hmm.

PARTICIPANT 1
If we're wearing a nice watch or something, they will actually look at that, or sometimes they'll ask you.
That's a nice one.

You know, how much did you buy it from?
Where did you buy it from?
And then they'll compare the prices.
So which was not the case earlier.

Devanshi
Mm.
And would you like if you have to put yourself in a socio-economic class based on your income, where would you say you said?

PARTICIPANT 1
Oh, depends, I mean.
I don't know, rich.
Upper middle class.
I don't know what the definitions are to look at.

Devanshi
Maybe compared to like the average Indian person.

PARTICIPANT 1
We I mean, we're probably in the top one percentile in terms of top two percentile in terms of income bracket.

Devanshi
OK.
I think that should be good.

Transcript

April 28, 2025, 2:35PM

Devanshi Arora

DA
So my first question for you read is can you tell me about a recent trip where you went shopping?

RR
Participant 2
For anything.

DA
Devanshi Arora
Like a recent trip abroad.
Like, yeah. Shopping anything.

RR
Participant 2
A recent trip where I went shopping.
I went to Westfield yesterday or sorry on Saturday.

DA
Devanshi Arora
And what about shopping abroad?

RR
Participant 2
Oh.
I went shopping in Paris last year.

DA
Devanshi Arora
Mm hmm.

RR
Participant 2
Yeah, it was quite fun.
We went to galleries, Lafayette, we went to a couple of stores.
In just the city and we went a couple of like resale stores like sample sales kind of stores.

DA

RR **Participant 2**

Yeah. And we went to a couple of outlet stores too.

DA **Devanshi Arora**

Yeah, and did you end up buying anything?

RR **Participant 2**

I ended up buying a couple luxury items, not from an outlet store. I ended up buying stuff just from the regular mall.

And.

Some things from like sample sales and like the rest, was just like touristy little, tiny items.

DA **Devanshi Arora**

How important is shopping when you travel?

Do you go with the preassigned budget or certain goals? If you're looking for an item?

RR **Participant 2**

Yeah, most of the time.

So it really depends on where I'm going.

So I was going for example like when I went to Paris.

I knew that I wanted to buy.

A specific purse because I would get the tax refund.

Especially when I'm in Europe like that's something I do consider as like the tax refund, the currency exchange and the value of the good that I'm getting.

RR **Participant 2**

Yeah, I mean normally I do set a budget As for overall shopping as well. Aside from like specific purchases, just I don't overspend.

Devanshi Arora

So you know, OK.

So now we're going to discuss your attitudes associated with going to outlet malls.

So what comes to your mind? First, when you consider purchasing luxury goods from outlet malls when you're travelling?

Participant 2

Umm.

Normally, it's just going to be great value or a good deal.

I do think the only thing that I do consider is the fact that it's not necessarily going to be my taste.

Sometimes it's a lot of like older season stuff that I'm not like, super inclined to.

But other than that, like if I really do like it for like basic items and like something that I I view as a classic to be available on a better deal. So I can buy it.

Devanshi Arora

Mm hmm.

And what would you say are the main benefits to purchasing goods at outlet malls and then the main concerns or downsides that you have?

Participant 2

If it was, would be the the pricing.

Sometimes it can be really great, sometimes it can be really bad, like not all out malls are the same, but I think if you can find a great outlet mall which has really good deals and if they do have deals, it also tend to have like

Additional seasonal discounts, so you can really get great value for what you purchase. I think another thing is you know, going back to the value thing, if you're going abroad to let's say, Europe and you want to go to an outlet mall there.

Devanshi Arora

Mm hmm.

Participant 2

I think you know getting the VAT refund on top of whatever discount you're getting

is great.
I also like the fact that majority of outlet malls are like, they're all a bunch of luxury stores that congregated in one area.
So honestly, like going around like the physical physicality of it is just so much easier.

Participant 2
And is so catered to the specific crowd who likes outlet malls, which I really appreciate as a consumer.

Devanshi Arora
And what are the main like downsides or concerns that you can think of?

Participant 2
Well, sometimes I do think that there can be like a quality difference.
So for example, like when you go to like Abercrombie and you buy a pair of jeans from like the outlet store, they're normally, like, offcuts.
Or they can be like a slight discrepancy in the quality of a product versus buying it in store.
So I do think that's something to consider sometimes.
And also sometimes just so you know, stuff being like out of date or out of fashion or getting scammed

Devanshi Arora
And what are the positive feelings that luxury like buying at bargain buying luxury at a bargain?
Specifically, what are the positive feelings that it elicits in you?

Participant 2
I think pride would be one. I think you know being a pride. Yeah, being able to be like, you know, I got such a great deal I got this great thing for such a great price. I like being able to say that with like pride. And I also think there's like a little like I do feel like I'm more inclined to talk about the product because I bought it for a deal so I see greater value to the product because I got it for a cheaper price. Its satisfying.

Devanshi Arora
I understand.
And what are the negative feelings?

Participant 2
I think sometimes it can be disappointing if you can notice a difference between an outlet product versus like a non-outlet, like brand new product.

Devanshi Arora
And on the scale from 1 to 10, how important would you say getting a good deal is when you buy luxury products?

Participant 2
Probably like.
5 Being the highest?

Devanshi Arora
10 being the highest.

Participant 2
Sorry, 10 being the highest.
I think it's solid 5.
I think it really depends from the product to the product.

Devanshi Arora
OK.

Participant 2
Like I think for example with like perfumes, I think getting a great deal is more important versus like.
Shoes.

DA **Devanshi Arora**
Does it come down to product type and the use of the product?

RR **Participant 2**
100% I think how often I use a product. I'm more inclined to want to get a better deal on it versus not, because I know it's something that I'm going to have to repurchase a lot more frequently.

DA **Devanshi Arora**
OK.
Thank you.
That's the first section done.

RR **Participant 2**
MMM.

DA **Devanshi Arora**
So how do your family, friends and other members of society view buying luxury goods from outlet malls?

RR **Participant 2**
Pretty positively I would say.
I think like whenever like I travel with my family, we tend to visit outlet malls.
It's something I do pretty frequently myself.
It's something I've done with friends as well, so I think they view it pretty positively because they have the same values toward it as I do.

DA **Devanshi Arora**
And so am I right in assuming that you would feel supported in buying goods from outlet malls and not judged?

RR **Participant 2**
Yeah, yeah.

Devanshi Arora

Do you think there is a group of people that would judge you?

Participant 2

Probably I think there's a certain type of person who wouldn't.

View getting a deal as something positive. I think they would view it as something cheap.

Participant 2

As not being able to afford full price.

And there are probably people who can afford full price.

Devanshi Arora

Mm hmm

Participant 2

And Hence for don't see the value in getting a deal for something.

Devanshi Arora

OK.

And in your opinion, how common is it for Indian tourists to value bargain when bargains when buying luxury products?

Participant 2

Oh, I think there's a huge value.

I don't even think.

I think it's specific to luxury and I think it's. I don't even think it's just specific to luxury. I think it's overall goods.

I think bargaining is just something or getting a good deal or getting something. For A cheaper price, It's just something that's really valued in Indian culture.

Devanshi Arora

What factors make it easier or more difficult for you to buy luxury products from malls?

Participant 2
I think honestly one of the biggest factors in for difficulty is the fact that they're normally quite separate from the city centre where the regular shopping is.

Devanshi Arora
Mm hmm.

Participant 2
I think that's happened.
It's even in London, like Bicester village is so expensive just to get to. It's like a 70pound one way ticket or return ticket, Not sure anymore.
And so the cost of getting there is something to factor in because you know, if you're trying to get a deal on Items, you're trying to save money to a certain extent.
Spending on that travel cost can be quite a bit. That happened, and I'm pretty sure Paris as well, like it was quite outside of the city For the bigger outlets.
I'm trying to think of what else is a factor.

Devanshi Arora
So geographical location makes it difficult
Anything that makes it easier.

Participant 2
I mean like I had mentioned earlier, they're all like they're normally all together. Like all of the stores, and they're grouped very well. And it all seemed have a lot of facilities as well for that caterer specifically to tourists.
Which is quite convenient.

Devanshi Arora
And are there any personal or cultural factors that affect your ability to shop for luxury abroad?

Participant 2
Yeah, I think.
Yeah. I think currency exchange and VAT refund

I think being so my dad transfers me in like dollars, so I end up, you know, getting a higher value and I move it to Euros and then get a VAT refund.

Devanshi Arora
Mm hmm.

Participant 2
I mean, I live in London.
So the accessibility to travel throughout the mall is quite high.

Participant 2
I'm financially dependent on my dad. Yeah, support.

Participant 2
I received financial support from my dad, so I have a stipend of how much I can spend per month and so budgeting is really up to me so I can spend that the way that I would like to.
So I do have a lot of flexibility there.

Devanshi Arora
So I want to ask you, how important are factors like safety, variety and merchandise and brands and mall reputation when you choose where to go shopping abroad?

Participant 2
OK.
I think they all are kind of different. I think in terms of.
The amount of merchandise available. I prefer high amount purely because like I mentioned, the geographical location tends to be further away, so I'd rather get more things done instead of going for one specific item or store.

Devanshi Arora
Mall reputation like trustworthiness are these important factors for you?

Participant 2

Yeah. I think with the mall reputation I tend.
I normally tend to go to outlet malls based on reviews.
So either it's word of mouth or online reviews, or even, like Tiktok reviews, to be honest, like oh, this is something you should do in Paris or this is something you should do in London

Participant 2
I haven't necessarily like seeked out like safety things there, but there has been an instance where in Vienna I was with my family and we had gone to an outlet store.

Participant 2
This was in 2019 and we got stuck there because we didn't know that they had different timings and if we were aware, obviously we would have planned better. But there were no shuttles and so we were, like stuck in the middle of nowhere. So since then.

Participant 2
I have checked if there what time it closes and you know if there are other ways to get out of there other than like public transport.

Devanshi Arora
So in that case, it's kind of how clearly information about them all is communicated to you and that is what impacts how safe or unsafe you feel.

Participant 2
Yeah.
Yeah. And also, honestly, like something I've checked for as a tourist is if everything, if you, if you go on Google images and check the signage and see if it's in English to see if they cater towards tourists or not.
And they're more likely to give you a (VAT) refund.

Devanshi Arora
Yeah.

Do you assign higher budgets for more trustworthy outlet malls?
The malls that have a higher word of mouth and better reviews.

Participant 2
Yeah, I do 100%.

Devanshi Arora
OK. And now this next section is going to be about Indian cultural values.
So my question for you is, do you think that Indian cultural values influence you or how others shop for luxury?

Participant 2
Yes, I think.
They're honestly mainly two ways that it influences me.
I think one is getting a good deal and like, you know, not bargaining necessarily but you know making sure I understand the value of what I'm paying for. And I think second is looking at the craftsmanship and the and the actual.
Quality of the product, like the text values because Indian culture is so textile and fabric oriented.
And there's a rich culture there of understanding what constitutes to like being good quality.

Devanshi Arora
Yeah. How do you think?
Ideas like status, value for money and success symbols affect your travel and shopping choices.

Participant 2
I think they probably do subconsciously, but I feel like because I'm come from a fashion background.
It's something I've always been inclined to doing when I travel, I think.
Same with like traveling with my family when I was younger.
We would always travel to shop.
So I think there is some sort of subconscious significance of, you know, financially being able to like afford.

Or that and like you know, there is a status in being able to travel in itself to shop in luxury Outlet malls.

Devanshi Arora
And in terms of travel choices itself, like for example, do you think you would gain more status points if you went to Italy versus if you went to Georgia?

Participant 2
Yeah. I think going to like Europe and honestly just obtaining, like the Schengen visa, it's something that can be viewed as like a status or a cultural symbol.

Devanshi Arora
Would you say that visa restrictions can impact your decision to visit a certain country and to spend money there?

Participant 2
Yeah. So I think because it's so difficult to obtain a long term Schengen visa, I do have to keep applying.
So if I don't have a visa, I can't go there and I'm not applying for a visa so frequently that I'm able to go, you know, every couple of months.
So if I'm able to go to the country, I'm more, I will be more likely to visit an outlet mall. But it really depends on how long I get the visa for, you know.

Devanshi Arora
So it's really it comes down to like government regulations at the end of the day.

Participant 2
Yeah, 100%.

Devanshi Arora
OK. And would you say like for you, is it important to be seen as a smart shopper?

Participant 2
Yes.

Devanshi Arora
OK. And what would you describe?
A smart shopper to be.

Participant 2
I think a smart shopper understands to understand the quality of the clothing that they're investing in, because I think clothing.
I think a smart shopper views clothing as an investment, so they're looking at the quality. They're looking at the fabric that's used. They're looking at, you know, the reviews on the brand itself.
They're looking at the values of the brand that they purchased from to under and you know, like the other customer experiences from that brand.
To understand that they're what they're investing in, and if they're getting their value for their like wear per piece?

Devanshi Arora
I understand. OK.
So now we're at the closing questions.

Devanshi Arora
How has your shopping behaviour while travelling changed over the years?

Participant 2
Oh.
I think one of the main things has changed is that I try to look for local brands and brands that I can only find in certain places.

Devanshi Arora
Mm hmm.

Participant 2 18:56
So I think before when I used to travel with my parents like something I would. Oh, sorry. Sorry, when I used to travel with my parents, I would look for like Azara.
I would look for like a bershka or primark and like now when I travel as I'm.

Older and I've, you know, learned more about fashion and learned more about my style and what I look for and how I want to spend my money myself.

Devanshi Arora
Mm hmm.

Participant 2
I look for more local designers, smaller shops, boutique shops.
As well as just like things that are more specific to that location, I think I'm also more likely to look at how often I'm going to wear that product versus like, oh, this is just a fun little touristy thing to buy.

Devanshi Arora
I see.
So it's become a bit more practical while looking for uniqueness and like speciality in that product itself.

Participant 2
Yeah.
Yeah.

Devanshi Arora
OK. And is there anything else you'd like to share about your experiences shopping for luxury goods at outlet malls?
Is there something in particular that you can remember that really made you have a good experience when you went shopping?

Participant 2
I think something that motivates shoppers to go to outlet malls rather than just plain luxury stores is that because they're so experienced with tourists, you don't really have to like, dress to impress at an outlet mall versus, you know, if you're going to like a luxury store on a High Street.

Devanshi Arora
OK

Participant 2
And I think you know there, there are so many experiences where people have just been, you know.
Not treated very well because they're not dressed for a luxury store and I think that.
Pushes a lot of people, especially a lot of tourists, to go to luxury or outlet stores specifically.

Devanshi Arora
Mm hmm.

Participant 2
But it's a little more laid back and a little more casual and it's like a specific shopping experience rather than and you know, people are there to like, spend a little bit of money because they're there to shop because they've made the effort to come there.

Devanshi Arora
Cool, I think.
I think that should be it.

Participant 2
Lovely.

Transcript

April 29, 2025, 7:00AM

DA **Devanshi Arora**

My first question for you is, can you tell me about a recent trip abroad when you went shopping?

N **Participant 3**

I was in Europe, in Germany and Switzerland, so I did a bit of shopping from both the places.

DA **Devanshi Arora**

What kind of things did you buy?

N **Participant 3**

It was like usually all your clothes, shoes and all. I was looking for some watches as well. It was not available, but yes, it still primarily some clothes and shoes.

DA **Devanshi Arora**

OK. And did you go to looking for any particular brands?

N **Participant 3**

Not really.

I just went to the shopping mall first to outlet mall in Germany.

N **Participant 3**

Yeah. And then whatever was available, I was just browsing through all the shops, all the branch, and was picking up whatever was, you know, of my choice and my likings.

DA **Devanshi Arora**

And when you travel, how important is shopping then?

Is it an aim like is there some sort of goal attached to it or is there? Is there a budget?

Participant 3

Not really.

It's actually the company, you know, that is around you.

So when I travel, if I'm with my friends and they want to go shopping, I will accompany them. And then I also enjoy shopping.

But it's not like a specific agenda in my mind that if I'm going to this particular country, I want to go and, you know, buy something or go for shopping unless and until it's a particular thing, which I'm, you know, looking for. Prior to my trip. Usually for men or for me, these are watches.

Devanshi Arora

What are the main benefits that you can perceive to purchasing luxury goods at outlet malls?

Participant 3

Price point is one of the major factors. You know so.

Definitely what I've experienced that. Anyways the prices are roughly around 10% cheaper and then you get, you know, your VAT refund as well.

On top of that and outlet mall, I mean not all the time you get a good bargain because most of the time the collection is outdated, right? So as long as.

Participant 3

It is, you know, not affecting you.

And you are OK to wear old collections.

It's, it's not a bad.

Place to go and shop at.

Devanshi Arora

And would you say then the collection or like it being not the latest collection is downside?

Participant 3
Yes it is.
Sometime it's evident, you know, by the look of it and it looks so old.
If somebody is looking to just have a stamp of the brand on what they're wearing, it doesn't matter.
But for me, you know, at times it's all evident that the collection is old.
So I'm not that keen that time I usually then you know skip purchasing the same.

Devanshi Arora
Are there any other disadvantages that you can think of to buying Luxury at outlet malls?

Participant 3
Disadvantages. No, not really.
Yeah, except the enormous amount of, you know, people stopping there and then the time you waste in getting your billing sorted and all that stuff.

Devanshi Arora
OK.

Participant 3
And the VAT refund was at times. One of the disadvantage that comes to my mind is you know going overboard.
You go the extra mile and you dig a deeper hole into your pocket because you think everything is at a bargain and you know, you tend to buy more and more.

And then the hassle of, you know, getting the VAT refund. It's not that smooth.
You know, like if you'll see and compare in Dubai.
The process of getting your VAT back is very, very streamlined and extremely smooth. Unlike in Europe, I would say.

Devanshi Arora
And then what are the positive feelings that buying luxury at a bargain makes you feel? And then on the flip side, what are the negative feelings?

Participant 3
On the positive - Like when I go, I like to shop for classics, you know, some collection which is there forever or, similar to the classic where it's not that evident whether it's a new collection or an old collection.
So it doesn't. It doesn't matter that way.

So that's what I try to look for other than looking for selective models of a shoe or a clothes which you know people if they know the brand, they would know that this is a 5 year old, 3 year old collection.

So that is something that I like to keep it in my mind when I'm shopping.

And advantage see, as long as you know it depends. Like sometimes it doesn't matter to you what you are wearing.

Is this your collection or last year or either Fall 24 or 23? Whichever collection it is so in that way it's really good for your pocket.

Devanshi Arora
And how important would you say is getting a good deal when you for you when you buy luxury if you have to rate it on a scale from 1 to 10?

Participant 3
I would say eight or nine and there's a reason to it.

Devanshi Arora
OK.

Participant 3
I mean, the reason is that if I'm getting into the hassle of shopping, then carrying it.
If I have to travel between cities and countries and have to travel with that bag of shopping, that is with me.
And then I have to take the pain of getting that tax refund as well.

Participant 3
So if all that hassle I have to undergo, it has to be worth it, right?
So you know the price point makes a big difference if it is for 2, 3, 4% of difference. I would rather take it from my home country where I'm living.
At my own convenience where things get delivered at my doorstep in two hours, you know.

Devanshi Arora
Would you say that something like if an outlet mall abroad could offer something like home delivery? Is that something that you would really engage with?

Participant 3
Again, you know, not really because I have had several bad experiences to that.
At times I have ordered from these outlet malls, which you know eventually get delivered to my home in Dubai and then sometime the size is not OK and all and then you know who will take the pain and you know bear the cost of sending it back all the way to a third country or even to, let's say Europe.

Devanshi Arora
Mm.

Participant 3
So at those times that thing either gets wasted or I have to gift it to friends and family.

Devanshi Arora
Yeah. And speaking of friends and family, how does your family and friends and the people around you in general, how do they view buying luxury goods from outlet malls?

Participant 3
Barring a couple of them rest everybody finds it a good deal.
To go and shop from outlet mall.

DA **Devanshi Arora**
And do you feel supported or judged then when you go out and I would presume support it that way?

N **Participant 3**
Again, you know there's a mix.
All kinds of people in your friend circle. Some of them they say to you that, oh, you only buys from outlet mall because it's clearly visible that it's, you know, outdated collection.

DA **Devanshi Arora**
Mm hmm.

N **Participant 3**
Some of them, they say it's really good, you know? And it doesn't matter at all whether it is this year or last year.
As long as the price is, you're getting is worth buying and better than in your in your home country.

DA **Devanshi Arora**
Yeah. Do any of these opinions matter when you're going shopping?

N **Participant 3**
Not really.

DA **Devanshi Arora**
And what about family do you?
Does family's opinion matter?

N **Participant 3**
For family, it doesn't matter whether it's the luxury good or you're buying it.
From the shop.

Devanshi Arora
And in your opinion, how common is it for Indian tourists to value bargains, particularly when buying luxury?

Participant 3
I think quite a lot.
I think it is embedded in our blood.
As you know, whereas we or I would say that we.
Typically Indians are street smart people. So they understand the value of time and money.

Participant 3
It comes naturally to them, so you know, that's why I would say that it is a good quality that we all possess.
It is not easy to fool us, and we need to feel like that the money that we are spending is worth it.
So yes, it is important. We don't like to, You know, spend money obnoxiously all around, and it should feel worth it.

Devanshi Arora
So for that feeling of worth it, what are the factors that you can identify when you're buying at an outlet mall that make you feel like it is worth it? What are the things that you look for?

Participant 3
The first is, of course, is the price point, right?
So if you know the price of something similar or the exact same product from a conventional shopping mall and then you're going to outlet if you see and feel like there's a price difference. That is the foremost I would say requirement in order for somebody or for myself to go around, you know, and do some sort of shopping in outlet malls.

So that is there and then the ease and convenience.
Also there are some outlet malls I would say where the things are, you know are

managed in such haphazard manner where you don't even feel like browsing through the shops.

DA **Devanshi Arora**
Mm hmm.

N **Participant 3**
So I would say that you know, for me the way goods are presented and displayed in an outlet mall, as long as it is similar to a normal shopping malls.
It matters a lot if I feel like, you know, the things are presented or displayed in a bad manner, or they've just spread it all across and they're trying to dump it all over you.
I don't like to shop then.

DA **Devanshi Arora**
So you want that feeling of being at a real luxury store when you're at an outlet store, because you're buying the same product.

N **Participant 3**
Yeah. Exactly. So it's not like they're giving it for free or for 70, 80% discount, right? I would say that.

N **Participant 3**
I mean maximum for a luxury product, you can get it 10 to 30% off.
So in that way, even if you're getting it 40% discount, you're still paying a bomb for that. So it should not feel like you're doing shopping from Walmart.

DA **Devanshi Arora**
What are the factors that make it easier or more difficult for you to buy luxury products from outlet malls?

N **Participant 3**
I would say that the service you know.
So usually the service you get, you know from the sales staff at times is not really appealing.

So service matters a lot, and especially you know in those countries. So, if you feel welcomed, if you feel you know that the sales staff is also motivated to sell you stuff, you tend to buy more and that gives you also a sort of a feel good factor.

N **Participant 3**
You know, because when you are in a luxury store, you are there and you prepare to spend money, right?
So you need to feel important. And if you are not getting that feeling, especially in my case, I don't feel like shopping from there.

N **Participant 3**
Then I feel rather I'll spend another, you know, 10% and buy it from Dubai itself.

DA **Devanshi Arora**
Yeah. So in that regard, are there any personal or cultural factors that you can identify that affect your ability to shop for luxury abroad?

N **Participant 3**
Let's say you know in the last 15 years of my travel.
Across the Western countries, even you know, till today I get that feeling.
From various shops or hotels and all that stuff. So I would say that 60 to 70% of the time You feel some sort of racist behaviour from the sales staff, especially when it is crowded.

You know, if it is all empty the shop then at times they give you, you know, a decent amount of attention. But when the shop is busy, then you get to see the real colours, right?

DA **Devanshi Arora**
Mm hmm.

N **Participant 3** 14:29
So that is the time, when even today, I feel that we are still not welcomed, even though we must be spending much more than the locals or the people from the Western countries.

DA **Devanshi Arora**
How confident do you feel when you're buying luxury at outlet malls?

N **Participant 3**
I am at a 100%. That's not a problem at all because I'm giving them the same amount of money that anybody gives. It's not that they're giving me extra discount because I'm brown or anything.

DA **Devanshi Arora**
How important certain attributes are that can influence you to shop?
So you touched about it a little bit earlier about staff quality.
But so how important are factors like safety, variety and merchandise?
And brands are mall reputation when choosing where to shop abroad?

N **Participant 3**
Well, for me, you know, like I mentioned earlier.
The look and feel, you know of the shop or the store should be good.
It should not be, you know, outdated.
If I feel it's all outdated, even though the collection is not that old, I don't like to shop.
You know, I have that mental connotation in my head that everything is old.
They've just dumped the stuff which nobody else is willing to buy.

N **Participant 3**
So yeah, so that is there primarily. And the location of the place. You know if it is closer to transport links

DA **Devanshi Arora**
Mm.

N **Participant 3**
You know it, I mean.
I should not be traveling.

2,3,4 hours outside the city.
And out of my itinerary just for shopping. Then I don't like it.

DA **Devanshi Arora**
OK, I see. And what about factors like safety?
So, like trusting that your card transactions for example will be safe, is that something you consider?

N **Participant 3**
I haven't had a bad experience when it comes to your, you know, cyber crimes and all those things so far.
So I'm comfortable, you know? Of course, I try to be cautious while I'm making the payments. You know, using my cards and all that stuff.

DA **Devanshi Arora**
Yeah.

N **Participant 3**
So what?
It's difficult for me to say, you know, because I haven't seen.
All that issues so far creeping up, you know, in my shopping period, of course pick pocketing, I have faced that couple of times.
So I tried to be extra cautious while keeping my belongings while shopping or, you know, moving around in outlet mall.

DA **Devanshi Arora**
And so what kind of outlet malls feel more trustworthy to you?
Like, do you look for reputation when you're looking where to go?
And do you assign a higher budget for a location that you consider to be more trustworthy?

N **Participant 3**
I would say that that touch wood not budget as such, but yes, like I'll give you my recent experience. We allocated time, we were three friends. We went to Germany for the outlet mall and we decided that, OK, six hours is maximum. We are going to be

there for, you know, in six hours we'll be meeting the same point where we are starting.
And whatever amount of shopping we have to do it is between that period only.

So yeah, some like, one of us was done in two hours. One was done in six hours or five hours and one was not even done fully and had to let go of some of the stuff.

So this is, I would say that you know it's a better way to shop when you allocate a fixed amount of time.

Yeah, if you don't have to think or worry about the budget, I must say, yeah.

DA **Devanshi Arora**
Yeah.
So would you in this case put time as part of the value for outlet malls?

N **Participant 3**
Yes.

DA **Devanshi Arora**
OK.
And now I want to understand a bit more about the impact of Indian cultural values on shopping decisions. So, do you think Indian values influence you or how others shop for luxury?

N **Participant 3**
I would say that that you know, we especially you know, living in a city like Dubai.

N **Participant 3**
Because of the social circle you are surrounded by.
You know, it comes to your mind, naturally, that what you are wearing because you see every second person wearing a decent brand all around you.

Participant 3
And at times you have to keep that in mind when you are meeting other people from the society or from your business community, because you need to show to them that you are doing good in your life.

And wearing luxury good is, you know, one way of giving that statement out loud that you are doing good in your life at the same time.

Devanshi Arora
Mm hmm.

Participant 3
You know, for example, when I'm meeting my old friends when they're visiting me, or when I'm visiting India, you know, nobody gives a damn what I'm wearing.

Participant 3
You know, even though they must, they must be having much more money than people in Dubai or in my circle are having in their pocket, in their bank account.
They don't care. They don't worry.
You know that whether it's a Gucci or LV or Chanel or whatever it is, they are more happy in having s stronger bank account than a stronger wardrobe and I like that factor as well.

Devanshi Arora
Mm hmm.

Participant 3
So I would say that it has to be a mix of both.
It is good to have you know such things in your wardrobe, in your closet. But, it should not overpower you or it should not really make you dwell into them all the time.

Devanshi Arora
And only you said that like.

Even for you, sometimes that when you have to meet people from society to your business, you have to show them that you're doing good in your life. Why do you need to show someone that you're doing good in life? Is that an intrinsic motivation or is it more of an external motivation?

N **Participant 3**
It's a mix of both. I would say like it's a mix of both.
For example, if I'm wearing an expensive shoe.
At times, you know, it gives me the motivation to do even better because it gives me know a small part in my head that OK, I have achieved this.

N **Participant 3**
I'm able to afford this.
I should be thankful, but yes gratitude being Indian, I would say that gratitude is.
The biggest factor should always keep it in your head, you know, so you should feel gratitude and motivated to do even better.

DA **Devanshi Arora**
How do you think ideas like status value for money and success symbols affect your travel and shopping choices, so you kind of said it for shopping.
But when it comes to your destination decisions, how do these ideas play a role?

N **Participant 3**
Of course, you know if you're successful.
In terms of your career, your business, if your bank balance is healthier, you don't have to worry about, you know, choosing the destination.

You rather choose what suits you, where you want to go without thinking of the budget. So that plays a big factor. Like I mean, they say that money, you know
Is not God, but it is not less than God.
We all know that.
So of course, if you have enough amount of money, you can travel. And I love to travel and I would say that the biggest learning one get in the life is only by traveling.

DA **Devanshi Arora**
Mm hmm.
Is it important to you to be seen as a smart shopper?

N **Participant 3**
No, that doesn't bother me. How other perceives me as a good shopper or a smart shopper or, you know, poor shopper.

DA **Devanshi Arora**
What would you describe a smart shopper to be like?

N **Participant 3**
Well, you know it's highly subjective and also like a smart shopper...
What might be a smart shopper to you?
Could be, you know, a fool in my eyes. So it as long as you are getting what you like and you're enjoying wearing it or, you know, exploring it, it it's smart shopping, I would say.

DA **Devanshi Arora**
What is it to you specifically, like your opinion?

N **Participant 3**
Like I said that what if I am able to buy what I like and I'm enjoying it while I'm wearing it.
Whether, let's say it's a watch, you know, it might look stupid to somebody else, but if you know, I like that watch other person might be thinking that it's a waste of money, you know, or it won't be holding good value in future.
I don't care as long as I'm enjoying wearing it. I'm feeling happy about it.

DA **Devanshi Arora**
OK

Participant 3
So it is it all.
You know, it depends on what I feel while I'm using the product.

Devanshi Arora
I see.
So it comes down to the emotional response of the product.

Participant 3
Yeah.

Devanshi Arora
OK.
How has your shopping behaviour changed while traveling over the years?

Participant 3
I would say big time. Maybe because the of the maturity that comes with age, than like earlier, you know, during my college days.
I like to buy loud stuff where the brands are visible coming onto the face now, now I like to buy brands, but where you know it's not visible. The brand logos and all that stuff. I don't really like them to be shown or visible.
You know, so earlier.
I would have to be honest.
I used to shop to show it to other people. Let's see what I'm wearing.
Now, I like to shop only so I feel good
You know, within myself, that this is what I'm wearing.
I should be knowing, I don't want other people to know what I'm wearing.

Devanshi Arora
And is there anything else you would like to share about your experiences shopping at outlet malls?
Maybe a particularly good experience, or particularly negative experience.

Participant 3
I think pretty much we have covered all sort of experiences that I've had in the last few years.
It's always a mixture of both, right?
Sometimes you go, you know, feeling fully energetic and enthusiastic, you know about shopping, and then you end up buying nothing because you're not liking anything.

Devanshi Arora
Yeah.

Participant 3
So yeah, I would say that, you know, if I'm going to outlet mall, I always like to go within open mind.
But if I like something, I'll buy if I'm not liking anything, I will not buy.
I don't go with, you know, a mindset that I have to shop something if I'm going.

Devanshi Arora
OK.
Well, I think that's it for me.
So let me just stop the transcript.

Transcript

April 28, 2025, 3:09PM

Devanshi Arora

OK.
So can you tell me about a recent trip abroad when you went shopping?

Participant 4

So recent trip was a very brief trip was Montenegro, and I had also gone to Armenia. This has happened last six months. These two trips we did and I can say these are the latest two trips that I did.

Devanshi Arora

And did you go shopping there?
Was there anything in particular you were looking for?

Participant 4

You know, I was not specifically looking for shopping, but then whenever you travel abroad, this is in the mind that if you look some look for some opportunities. If there are some opportunities, we definitely want to buy.
So we did some shopping in Montenegro.
There were certain interesting things, but not in Armenia because I found there there was not much to shop. Of course, my wife did it, but I didn't do it.

Devanshi Arora

And how important is shopping generally when you travel? Do you assign a budget to it or a goal that you want to get a certain product before you go?

Participant 4

I have never set up a goal, see unless until see. OK there was once say I'm looking for to buy some watch. Now I know that in Dubai I'm not able to find it.
Similarly, there was some branded belts I was looking, but because the prices that I had seen in Dubai were much higher.

So somebody told me that in London it's much lower or say shoes new model of LV's (Louis Vuitton)

Devanshi Arora
Yeah.

Participant 4
London, Overseas the prices are much lower.
So this watch that I'm looking at probably I might buy it by then next time in Switzerland or somebody told me you can find it in let's say Canada.
So, except for those specific things, I'm not looking.
Specifically for at least clothes or any other thing. I'm not looking at Not perfumes, not clothes, nothing. Just certain specific things which I might find.
There might be a bargain.
It might be a separate price outside.

Devanshi Arora
So specifically for luxury goods, would you say that those are the goal?

Participant 4
Yeah, but one very great one thing is very clear.
We go with very open mind if there is something that whether it's clothes, whether it is any accessory, if I find if I there's something when I go there, I find it. It is interesting. I'll buy it.
So I'll give an example.
So I was in one of the trips, so I ended up buying a Sapphire in Thailand. A sapphire this entire set which costed me that time around $15,000.
And it was way back I'm talking about, say, 15 years back.
And here I've am with our ICICI bank colleagues.
So I just I was not getting down from the bus. So, the guy told me that.
This is a garment shop. While everybody was there except for Anurag uncle and myself. We didn't get down from bus. But when we got down nobody else bought anything, we two ended up buying something and it was a very, very costly set that time when We see $15,000. It's not small amount.

Devanshi Arora
Yeah.

Participant 4
So as I said, I do not specifically target that I have to go there and buy something.
I'll go with an open mind if I find something, and I like it.
I'll buy it.
Obviously it cannot be something that which I feel that I do not realize value there.

Devanshi Arora
OK.

Participant 4
I find that it doesn't make sense to buy these things.
I will not buy.
I am brand conscious. Of course I'm brand conscious, but I'm not overtly into that brand. I believe that at the end of the day, the brand and everything has to be kind of giving a value.

Devanshi Arora
Mm hmm.

Participant 4
So the example is that if I want to buy a watch now, probably a Rolex, I have Omega.
I want to buy a Rolex, but I'm not. Go overboard and try to buy a Richard Miller and all those things at 2,000,000, three million, $4 million watches.
That's not what I'm looking at.

Devanshi Arora
Mm hmm yeah.

Participant 4
I can’t afford also.
That's also affordability also is a reason for all these things.

Devanshi Arora

So the next section now is about to is to understand your attitude towards buying luxury at Outlook malls.
So what would you say are the main benefits to buying luxury at outlet malls?

Participant 4

So obviously the prices there are much, much better because purely the cost of the real estate there or the cost of running the operation is lower for these malls, these places obviously they can afford to say give you discounts, but then the only disadvantage that I find in those.
Places that many times you get the older stuff, not the fresh stuff.
Probably fresh stuff in the sense that the new latest.

Devanshi Arora

Collections.

Participant 4

Say collection which they might have. They might even not get it.
So, but having said that, so if there's something is, say one or two year old, it for me, I don't feel that it's too out of fashion and there's not significant change.
I'm not a film star or a kind of a celebrity where I have to very kind of show my oh, this is the latest T-shirt or this belt which has come out from LV.

Participant 4

So I'm not conscious of that, but then I find it is value here in Dubai also.
We have gone to There are two outlet malls, the only which I would find that this on Jebel Ali That's not that great.

But then on this E311 road, which is there, it has, it does have good opportunities.
Good. I would say things, but then it's still not on the scale that you have in us or other places where you really, really find those bargains.

And I'm yet to actually explore that kind of market. In fact, this here is the plan that when we are visiting America and probably the idea is to have at least couple of suitcases, which we will basically take along or say buy a suitcase there and take as much.

Devanshi Arora
Mm hmm.

Participant 4
And less stuff as I think for daily use.
And then try to buy something there that is in the mind right now. But as I said, it is.

Participant 4
Shopping is part of your tourism.
It's not that I go not with a very big plan, open minded, but then this is something that we do look at.

Devanshi Arora
And what are the positive feelings that buying Luxury at a bargain make you feel?

Participant 4
You will feel satisfaction, but as I said that.
Brand also has to fit you.
I'll give an example and don't get me wrong because sometimes they say that this is a kind of.

Devanshi Arora
Hmm.

Participant 4
Statement which gender biased so typically I'll say if you see Zara for instance.
It not be. It may not be, say, kind of a brand which might suit every.
Nationality. Every culture. Most of the times we think that.
Oh, I have worn this Zara top. The dress has to fit you.
You don't have to fit into the dress, so the brand also has to suit you. Now, whether it is with your colour of skin, your body type, your structure, everything has to

basically also adjust.
Now I do not want to buy stuff which basically.
Is branded, but it doesn't suit me, so I am very conscious that the brand also has to suit me, but if I'm getting something which is basically so to my personality suit in my body structure, my overall personality, I definitely feel very happy about it and if it.

Participant 4
And obviously I would like to buy so instead of one I might end up buying 2, but that happens most of the time.

Devanshi Arora
And what are the negative feelings that you have? So you mentioned earlier when there isn't enough merchandise and products can be a bit old. What kind of feelings do you that does that generate?

Participant 4
See, as I said, I am a I'm a person who has not gone with an agenda.
So if I have this thing oh, I have to buy this particular belt. I have to buy this particular watch. This particular T-shirt or say any bag. Then there is disappointment but because I go with an open mind I get good things.
It's OK if it if I don't get. I'm not, there's nothing. No negative feeling or anything that I feel bad about it.

Devanshi Arora
OK.

Participant 4
I just said you went all the way from here to look for that belt and you didn't find it and then you said, oh, I had gone all the way to the look at this thing and I didn't get it.
Or so you get at the same price, which is already available in Dubai.
So then you will feel something which is I like also branded specs (spectacles) like so but.

Devanshi Arora
Mm hmm.

Participant 4
When you buy these brand specs and also you don't like to go outside your residence area because there might be some issues with them at this all those things.
So you basically try don't buy it outside, but generally rest of the things you go with an open mind you like it.
You feel happy about it. You don't get it.
There's no sadness or any negative feeling which comes in, at least in my opinion.

Devanshi Arora
Yeah. And on a scale from 1 to 10, how important is getting a good deal for you?

Participant 4
I would say see.
See, I'm kind of a little crazy guy. If I want to buy something, I will just end up buying it.
But it's not. Most time. These can be exceptions.

Devanshi Arora
Hmm.

Participant 4
I would definitely be saying value would be somewhere around 7-8, kind of because.

Devanshi Arora
OK.

Participant 4
I would definitely get happy, but then I'm not.
I'm not that mad that at any price I will buy anything. I won't do that.

Devanshi Arora
OK. How do your family, friends and other members of your society and your social group view buying luxury goods from outlet malls?

Participant 4
I have yet to see a person who is not buying luxury goods from outlet malls.
In fact, I would be the last person have to have gone there. Rest. Everybody has been using these places.
I think outrageously and I, I'm the last one.

Devanshi Arora
So would you say then you would be supported if you went and bought luxury goods from outlet malls?

Participant 4
Oh, definitely. In fact, people give examples.
Oh, you didn't go there, and you should have taken extra space.
You should buy this particular ticket which is giving me additional this thing.
So everybody is always they, they, my friend circle everybody kind of is.
Pushing you rather than saying any negative things.

Devanshi Arora
I see and in your opinion, how common is it for Indian tourists to value bargains when they're buying luxury products?

Participant 4
Generally Indians, I would say whether he's rich or middle class or bargaining is in our blood.

Devanshi Arora
Mm hmm.

P **Participant 4**

It's very funny.
Just put up stuff. I'll give an example, particularly it's in the with the female folk put up stuff for the sale. This is say for $500.
And then do one thing.
Put up sign about stuff that this is $4500, but now it is available at $600.
They may not buy this $500 thing.
They will buy the $600.00 if it is the same stuff. If you put one person particular the females Indians. Generally I would say male also men also.

DA **Devanshi Arora**

Mm hmm

P **Participant 4**

This is a. This is a typical mindset.
It says $500.
They will not buy it, but discounts $1500 at $600.00. They will buy the same stuff because it's in their mind that, Oh my God, I've got a $900 discount, is very important.

DA **Devanshi Arora**

I see.

P **Participant 4**

I don't necessarily look at that, as that is sometimes a consideration, but not always.

DA **Devanshi Arora**

So it's like it depends on the situation. It depends on what you're actually buying.

P **Participant 4**

Yeah.

Devanshi Arora
What factors would you say make it easier or difficult for you to buy luxury products from outlet malls so this can be like the location of an outlet mall?

Participant 4
Location. Yeah, location is something.

Devanshi Arora
OK.

Participant 4
Sometimes it becomes inconvenient and it's not available everywhere like in the markets that you're taking is quite different, and then you need to have that mindset.
Oh, I have to go to all the way 40KM.
So look for this that particular thing. So that's why.
Unless until you find that, oh, I want to spend some time there and see, I might end up buying a lot of stuff.
Say. So otherwise, if it if I'm traveling out station.
Then I would definitely look for, say specifically going to these places.

Devanshi Arora
Mm hmm.

Participant 4
Otherwise, it's very difficult thing if I'm living here to go to the outlet mall. How many times do I go and buy 10 things?
One time I might buy end up buying one.
So I'll try to rather go tomorrow or any other place where I'll be getting that stuff. So outlet mall kind of thing is only when we are traveling around that time it is one of the agendas that I have to visit in outlet mall and see what kind of deals I'm getting there.

Devanshi Arora
So when you're traveling, then what makes it easier or more difficult for you to go to, to buy the product?

Participant 4
All right.
There is nothing easy.
The thing is that obviously if the access to that place is easy.

Devanshi Arora
Mm hmm.

Participant 4
It's not too cumbersome in terms of if I'm in New York, I have to see if it is available there and then suddenly somebody says now do I have to go to Ohio to find these outlet malls Then it might be kind of I will not travel from New York to Ohio, even if it's a 45 minutes flight.
I would not travel that way.
But then if it is something where I'm travelling anyways and there is a little bit of diversion, it's fine. The ease of commuting is very, very important.

Devanshi Arora
OK. And would you say things like visa restrictions and VAT refund influence when you buy luxury from outlet malls abroad?

Participant 4
As I said, it's purely if the stuff if something which basically how many times you find that this, the thing is might be a branded thing, but then you don't like it
Really, it doesn't appeal.

Devanshi Arora
Mm hmm.

Participant 4
So that time I may not be wanting to go for it, but.
So I'm not kind of very fussy about, as I said, the brand has is very important for me.
But then if I don't like the stuff, I would not be necessarily going in for that.

Devanshi Arora
Mm hmm.

Participant 4
But yes, the negative is kind of thing.
You know, for me it's there is no disappointment at all because I'm not gone with any agenda.
I'm not gone with any hope that, oh, I'll get this thing. And if I don't get it, or some heavens will fall, nothing.

Devanshi Arora
OK. Are there any personal or cultural factors that affect your ability to shop for luxury abroad?

Participant 4
No, no, no.
I I have no, no say.
Obviously there's a credit card limit.
I'm going to think that I will buy this thing for which is costing me 400,000.
There might be some financial constraints, but then.
Obviously, when we are buying these actually things you don't buy that extent.
So I don't think necessarily there is any restriction that way.

Devanshi Arora
OK.
So the next section now is about the outlet mall itself and things like how important are factors like safety of the mall, safety of the transaction itself.
How many? What the merchandise is like and how many brands there are?
So how important are these things when you're choosing where to go?

Participant 4

Very important, particularly the safety, if it is in some shady place, I would not like to go there, and then how the mall is in itself.

In terms of location, in terms of interiors also how it is looking that is very, very important has to look that I am going to a place where I'm not going to be cheated because see, when you travel abroad, these are the concerns that you are pickpocketed and

Say you know when we travel to a lot of places where like I've not, I'm not always comfortable traveling to some places.

Where do you go to these outlet mall and it is in some remote place and then the shops also you don't know where their credit card will be compromised or something of that sort

So you have to be very, very careful.

I think it's very, very important for me.

Devanshi Arora

OK. And would you say if you're going to a more trustworthy location, you would assign or like be more willing to spend more money there?

Participant 4

Definitely, definitely.

Devanshi Arora

Yeah. OK.

And now I just want to understand from your perspective the role that Indian cultural values play on shopping decisions.

So do you think Indian cultural values influence you or how others around you shop for luxury?

Participant 4

I didn't get the can I? Can you be more elaborate give me example.

Devanshi Arora
So, for example, Indians tend to value status quite a bit like the.
That kind of mentality, where you look at how other people are showing their status,
so are you more inclined to buy luxury goods to show status or to show?

Participant 4
Obviously. OK.
Yeah, I got it.
So I'll give an example.
Now say you've done by you see Balmain. If you buy their stuff and see all the logos
That stuff is covered.
One Balmain patch is fine but then it can be too much of one brand. Also many times
it becomes too. Kind of blatant, which I don't like, but then that's a personal choice.
But then other thing is that I'm wearing something slim fit, which doesn't. I told you
earlier. Also, it doesn't fit me, but then it just my tummy is also coming out. The
buttons are getting stretched so those kinds of things
It has to, anything that you wear has to suit your personality and your body type.
And this is one step. Then I want to buy a watch.

Devanshi Arora
Mm.

Participant 4
Not that I want to have all these diamonds and then try to start showing off , so I do.

Devanshi Arora
Mm.

Participant 4
It has nothing to do with Indian culture and that way it's my personal choice that.
I want to wear luxury.
I want to use luxury, but then that luxury and these things are not for show off.
It is for my own kind of satisfaction that I love to wear, that I don't. I don't wear these
banded things for someone else.

Participant 4
And it can't be.
It can't be too blatant now.
It's LV shoes. If you see, there are certain shoes that are very nice, but there are also some with lots of logo them. All these yellow, red, all those things. Although people are able to carry it. I will not be able to do that.

Devanshi Arora
Do you think ideas like status value for money and success symbols affect your travel destination choices and your shopping choices?

Participant 4
You know it is important because, OK, I don't take necessarily the status point of view, but it is directly proportional to the your financial status also because you might want to - I've seen people borrowing money and then buying an LV belt.
I would be the last person to do that or say borrowing money from credit cards to buy a watch. I would not.

Devanshi Arora
Hmm.

Participant 4
That is not my personality.
My personality is that I have money, I want to spend it.
There was a time when buying a Range Rover, maybe 2013 for half 1,000,563 was quite big, but I ended up buying it because I found that this is value and I have worked so hard so I, I earned it.

Devanshi Arora
Mm hmm.

Participant 4

As I said, buying a watch for maybe 100,000 is fine.
But buying a watch for 1,000,000?
2 million? I don't need to show it off to anyone.

Participant 4

Also, buying a car which I can also buy a million dirham car. But then for what?
I can buy. I can afford to buy, but then why do I want to buy for who?
Because at the end of the day,
We don't have any government protection. We don't have any state security. We are insuring everything.
I might be OK, but then in the longer run it doesn't make sense.
So everything has to match. Everything has to stay in place.

Devanshi Arora

Mm hmm.
Yeah. And is it important to you to be perceived as a smart shopper that when you, when you buy something, you know exactly what you're buying, you understand the quality, you understand the value of what you're paying for?
Is that important to you?

Participant 4

Honestly, that part is generally.
It is mostly there are some things which I find I would want to buy it at this particular price, but if it comes to particularly to say stuff like,
Buying clothes for myself or brand things.
So there is a lot of role that my wife plays and obviously the quality and all those things you have to feel

But then so it's you can say something, some things I do it myself, but somewhere my wife's kind of role also comes into play. And that second kind of.
The check is always important and at least in Indian families it how does it look?
Does it really find value? Or am I just getting mad and then I'm buying with some stuff

So that always plays a part.

Devanshi Arora
Mm hmm.
so you value the second opinion.

Participant 4
Not, yeah, of course.
Second, of course, your partner.

Devanshi Arora
Mm hmm.

Participant 4
Not that someone else. I don't seek that opinion from third person.

Devanshi Arora
Yeah.
So would you say the second opinion of family particularly?

Participant 4
Family. Yes, yes.

Devanshi Arora
OK. And is there anything else you would like to share about your experiences shopping for luxury goods at outlet malls?
Is there anything that happened in particular that really made you happy when you were shopping and you bought more because of it?

Participant 4
So you know, it is not about one place I think.
You know, when you shop, this is a typical tendency everywhere you, whether it's an outlet mall or anywhere you know the person who is handling you.
Has to be helping you without intruding in your space many times.

What do you get at the shop?
So what we like, to let me have a look at it. Let me just get a feel of things and then when I need you, you have to be present at that time.

So staff makes a lot of difference.
Lot of difference and I was in as I said this, in fact, we ended up buying a lot of stuff in Armenia also.
They didn't come and chase you because in many places caught chasing. You need to leave people alone.

Devanshi Arora
Mm hmm.

Participant 4
But I ended up there, I was just going there for just maybe having a look at it and it was not that great a mall. It was on an outdated mall.
It was a kind of a small mall within the town.
I ended up buying a lot of stuff there.

Devanshi Arora
Hmm.

Participant 4
So staff, the ambience of the place and then kind of to find what kind of variety you find is very, very important. In fact, in Canada we had this.

Participant 4
I ended up becoming a big fan of Old Navy, which was I had heard about it, but then Old Navy.

Devanshi Arora
Mm hmm.

Participant 4
Then when I saw their trousers, really very interestingly, there are certain brands

which you basically get hooked on to a certain place and then now If I get Old Navy trousers anywhere, I'll end up buying it everywhere.

Devanshi Arora
Mm hmm.

Participant 4
But that experience that I got, it was in Canada. When I went to drop my son and it's in Waterloo, it is a very small town.
So there is this mall there. I ended up finding this thing and I found the stuff was very good and it's not a luxury brand that way, but it's a good brand.

Participant 4
The premium brand.
I don't go with that that very kind of myopic idea that I have to just look at three or four brands. If there is something you obviously know the brands. If you find some stuff which is there, which is interesting as I said fits my Body type, my pocket and everything, and if there's a bargain, why not?

Devanshi Arora
So did that experience at Old Navy make you like a loyal customer now?

Participant 4
Yes, in fact.
So whenever I have been going to that place, the first thing is I have to go to that store. Not only that, more forget about that. Wherever I go now, I try to find Old Navy shops.

Devanshi Arora
I see.

Participant 4
It does.

Participant 4

It does. I only get trousers nothing else.

Devanshi Arora

Mm.

Participant 4

Nothing else.

The trousers fit.

Probably that fits my body type and I like the stuff also and I've been using it for last 5-6 years.

Devanshi Arora

Yeah.

Participant 4

I found it very very nice.

Devanshi Arora

OK.

Well, that's the end of that.

Thank you so much.

Appendix 6: Qualitative Data Analysis

Theme	Sub Themes	First order codes	Mentions	Key Quotes	Location
Destination Related Attributes	Service, Product and Environment	Outlet Mall layout	4	“they're all like they're normally all together. Like all of the stores, and they're grouped very well.” “The good thing is that you get most of the brands next to each other under the same roof.”	Participant 2 Participant 1
		Shopping Environment	8	“In terms of location, in terms of interiors also how it is looking that is very, very important has to look that I am going to a place where I'm not going to be cheated” “I mean maximum for a luxury product, you can get it 10 to 30% off. So in that way, even if you're getting it at a 40% discount, you're still paying a bomb for that. So it should not feel like you're doing shopping from Walmart.”	Participant 4 Participant 3
		Visual Merchandising	7	“So I would say that you know, for me the way goods are presented and displayed in an outlet mall, as long as it is similar to a normal shopping	Participant 3

				malls.It matters a lot if I feel like, you know, the things are presented or displayed in a bad manner, or they've just spread it all across and they're trying to dump it all over you. I don't like to shop then."	
	Staff Service Quality	Welcomed by staff	11	"So staff quality definitely does impact if the staff is polite and nice.It does impact your sale or your propensity to purchase goes up if the staff is nice and you know showing you things properly, and you'll definitely end up spending more because you're getting that attention from them" "So usually the service you get, you know from the sales staff at times is not really appealing.So service matters a lot, and especially you know in those countries. So, if you feel welcomed, if you feel you know that the sales staff is also motivated to sell you stuff, you tend to buy more and that gives you also a sort of a feel good factor." "Not treated very well because they're not dressed for a luxury store and I think that pushes a lot of people, especially a lot of tourists, to go to luxury outlet stores specifically."	Participant 1 Participant 3 Participant 2

		Feeling important	6	“because when you are in a luxury store, you are there and you prepare to spend money, right? So you need to feel important. And if you are not getting that feeling, especially in my case, I don't feel like shopping from there.” “You know, if it is all empty the shop then at times they give you, you know, a decent amount of attention. But when the shop is busy, then you get to see the real colours, right?”	Participant 3 Participant 3
	Merchandise	Outdated collection	13	“In terms of availability of designs, it will definitely be less recent as compared to what you'd get in fresh stock at the store.So there are times when you don't get what you want.There can be some disappointment, but that's the choice one has to make” “I do think the only thing that I do consider is the fact that it's not necessarily going to be my taste.Sometimes it's a lot of like older season stuff that I'm not like, super inclined to buy” “many times you get the older stuff, not the fresh stuff. Probably fresh stuff in the sense that the new latest (collection).” “you get a good bargain because most of the time the collection is outdated”	Participant 1 Participant 2 Participant 4 Participant 3

Theme	**Sub Themes**	**First order codes**	**Mentions**	**Key Quotes**	**Location**
Seeking Value	Value	Value	15	“For me, value buying is more important. So last time when I was at an outlet mall and I liked a belt of Versace.But I found it expensive even after discount, so I didn't buy.But next day when I went, there was extra 25% off for that particular day. Bought it.So the value preclusion had	Participant 1

				suddenly changed in a day." "It is not easy to fool us, and we need to feel like the money that we are spending is worth it." "I believe that at the end of the day, the brand and everything has to be kind of giving a value." "I do feel like I'm more inclined to talk about the product because I bought it for a deal so I see greater value to the product because I got it for a cheaper price. Its satisfying."	Participa nt 3 Participa nt 4 Participa nt 2
		Bargains	9	"So Indians by culture are bargain hunters. Or you always want value for your money.So if I can get something cheaper, I'll definitely go and buy that from there, even if it's like a last season collection.To somebody like me, that doesn't matter." "Generally Indians, I would say whether he's rich or middle class or bargaining is in our blood."	Participa nt 1 Participa nt 4
		Price Points	14	"You definitely feel it's more affordable when you're getting it at a discount.Than buying fresh without discount.So affordability becomes better." "The first is, of course, is the price point, right?So if you know the price of something similar or the exact same product from a conventional shopping mall and then you're going to outlet if you see and feel like there's a price difference. That is the foremost I would say a requirement in order for somebody or for myself to go around, you know, and do some sort of shopping in outlet malls."	Participa nt 1 Participa nt 3
		VAT refund	8	"And of course, when you buy from Europe, living outside, for example, if you're buying French brands, then you	Participa nt 1

				know you're buying in Paris, you get the VAT refund." "Especially when I'm in Europe like that's something I do consider as like the tax refund, the currency exchange and the value of the good that I'm getting."	Participant 2

Theme	Sub Themes	First order codes	Mentions	Key Quotes	Location
Social Pressure	Social Influence	Support from friends and family	11	"Somebody who loves wearing, for example, I know friends who love wearing Prada T-shirts.Most of them, they'll buy from the outlet mall.or if it does go on discount or sale."	Participant 1
				"Pretty positively I would say.I think like whenever like I travel with my family, we tend to visit outlet malls.It's something I do pretty frequently myself.It's something I've done with friends as well, so I think they view it pretty positively because they have the same values toward it as I do."	Participant 2
				"It's actually the company, you know, that is around you.So when I travel, if I'm with my friends and they want to go shopping, I will accompany them"	Participant 3
				"In fact, people give examples.Oh, you didn't go there, and you should have taken extra space.You should buy this particular ticket which is giving me additional this thing.So everybody is always they, they, my friend circle everybody kind of is pushing you rather than saying any negative things."	Participant 4
	Social circle's evaluations	Perception (of self) by social circle	7	"Whether it comes to, you know, watches every second person in India, I mean.The wealthier ones wear Rolex.And all original Rolex watches, not	Participant 1

				copies.And they would have multiple of them. And not only Rolex, but you know they'll have AP, a Patek and they'll have other brands as well.So it's changed a lot and they do notice immediately." "But then so it's you can say something, some things I do it myself, but somewhere my wife's kind of role also comes into play. And that second kind of.The check is always important and at least in Indian families it how does it look?Does it really find value?" "Because of the social circle you are surrounded by.You know, it comes to your mind, naturally, that what you are wearing because you see every second person wearing a decent brand all around you. And at times you have to keep that in mind when you are meeting other people from the society or from your business community, because you need to show to them that you are doing good in your life." "Some of them, they say to you that, oh, you only buy from outlet mall because it's clearly visible that it's, you know, an outdated collection."	Participant 4 Participant 3 Participant 3

Theme	Sub Themes	First order codes	Mentions	Key Quotes	Location
Barriers to shopping at the Outlet Mall	Destination choices	Visa regulations	5	"So I think because it's so difficult to obtain a long term Schengen visa, I do have to keep applying.So if I don't have a visa, I can't go there and I'm not applying for a visa so frequently that I'm able to go, you know, every couple of months.So if I'm able to go to the country, I'm more, I will be more likely to visit an outlet mall. But it really depends on how long I get the visa for, you know."	Participant 2

				“Indians are one of the biggest vendors today after Chinese, when it comes to shopping and travel. And visas are difficult.” “I think going to like Europe and honestly just obtaining, like the Schengen visa, it's something that can be viewed as like a status or a cultural symbol.”	Participant 1 Participant 2
	Location	Time	6	“Accessibility.Time.Because usually the flip side of it, most of them are outside the Towns so you actually plan a day trip to go and buy.” “So this is, I would say that you know it's a better way to shop when you allocate a fixed amount of time.” “You know it, I mean.I should not be traveling.2,3,4 hours outside the city.And out of my itinerary just for shopping. Then I don't like it.”	Participant 1 Participant 3 Participant 3
		Distance	9	“But then if it is something where I'm travelling anyways and there is a little bit of diversion, it's fine. The ease of commuting is very, very important.” “And the location of the place. You know if it is closer to transport links” “And so the cost of getting there is something to factor in because you know, if you're trying to get a deal on Items, you're trying to save money to a certain extent. Spending on that travel cost can be quite a bit. That happened, and I'm pretty sure Paris as well, like it was quite outside of the city”	Participant 4 Participant 3 Participant 2

Appendix 7: Data Requirements table

Factor	Hypothesis	Variable	Computed Code	SPSS Code	Measurement Items	Sources adapted/adopted from	Coding Instructions
Demographics		Gender		GEN	Please select the gender you identify with		1: Male 2: Female 3: Non-Binary
Demographics		Age		AGE	Please select your age cateogry		1: 18-24 2: 25-34 3: 35-44 4: 45-54 5: 55 - 64
Demographics		Indian Identification		INID	Do you have a form of Identification issued by the Indian government?		1: Yes 2: No
Demographics		Education		EDU	Select your level of education		1: High school (and below) 2: Community College 3: Undergraduate 4: Post-graduate
Demographics		Annual Household income		INC	Select your annual household income		
Demographics		Occupation		OCC	Select the relevant occupation		1: Professionals 2: Business 3: Salaried employees
Demographics		Luxury consumption		LUCO	Have you purchased luxury goods in the last five years?		1: yes 2: no
Attitudes							
Attitudes towards deals and values	H2 / H2a	Value Consciousness					
		Value Consciousness - Concern for Quality (VCA)		VCA1	I am concerned about low prices, but I am equally concerned about product	Lichtenstein et al (1990)	1 (strongly disagree) to 7 (strongly agree)
				VCA2	When I buy luxury products, I like to be sure that I am getting my money's worth		1 (strongly disagree) to 7 (strongly agree)
				VCA3	I generally shop around for lower prices on luxury products, but they still must		1 (strongly disagree) to 7 (strongly agree)
	H2 / H2 a	Value Consciousness - Concern for Price (VCB)		VCB1	When luxury shopping, I compare the prices of different brands at outlet malls to be		1 (strongly disagree) to 7 (strongly agree)
				VCB2	When I shop at outlet malls, I usually compare the price for certain products for luxury		1 (strongly disagree) to 7 (strongly agree)
	H2 / H2b	Deal Proneness		DP1	If a luxury product is on sale, that can be a reason for me to buy it	Lichtenstein et al (1995)	1 (strongly disagree) to 7 (strongly agree)
				DP2	When I buy a luxury brand that's on sale, I feel that I am getting a good deal		1 (strongly disagree) to 7 (strongly agree)
				DP3	I have favorite luxury brands, but most of the time I buy the luxury brand that's on sale		1 (strongly disagree) to 7 (strongly agree)
				DP4	Compared to most people, I am more likely to buy luxury brands that are on a deal		1 (strongly disagree) to 7 (strongly agree)
Subjective Norm	H3	Subjective Norm		SN1	Most people who are important to me think that I should purchase luxury goods	Ajzen and fishbein (1980), Ling (2009), Fitzmaurice (2005)	1 (strongly disagree) to 7 (strongly agree)
				SN2	Many people around me have luxury fashion goods purchased from outlet malls		1 (strongly disagree) to 7 (strongly agree)
				SN3	I feel social pressure to buy luxury fashion goods from outlet malls		1 (strongly disagree) to 7 (strongly agree)
Percieved Behavioural Control	H4	Percievced Behavioural Control		PBC1	I myself decide whether to buy luxury fashion goods from outlet malls or not		1 (strongly disagree) to 7 (strongly agree)
				PBC2	I have money to buy luxury fashion goods from outlet malls		1 (strongly disagree) to 7 (strongly agree)
				PBC3	For me purchase of luxury goods from outlet malls is very difficult or very easy		1 (strongly disagree) to 7 (strongly agree)
Destination Related Attributes	H5	Service Product and Environment		SPE1	The accepted payment method at stores is important to me	Wong and Wan (2013)	1 (strongly disagree) to 7 (strongly agree)
				SPE2	The display and windowing of products in stores at outlet malls is important to me		1 (strongly disagree) to 7 (strongly agree)
				SPE3	The variety of product categories the stores carry is important to me		1 (strongly disagree) to 7 (strongly agree)
				SPE4	The reputation of the outlet mall is important to me		1 (strongly disagree) to 7 (strongly agree)
				SPE5	The accessibility of the stores at the outlet mall is important to me		1 (strongly disagree) to 7 (strongly agree)
				SPE6	The ambience of the outlet mall is important to me		1 (strongly disagree) to 7 (strongly agree)
		Staff Service Quality		SSQ1	The store's employee attitude is important to me		1 (strongly disagree) to 7 (strongly agree)
				SSQ2	The store's employee promptness is important to me		1 (strongly disagree) to 7 (strongly agree)
				SSQ3	The store's employee product knowledge is important to me		1 (strongly disagree) to 7 (strongly agree)
		Merchandise Value		MV1	The quality of products the stores carry is important to me		1 (strongly disagree) to 7 (strongly agree)
				MV2	The authenticity of goods the stores carry is important to me		1 (strongly disagree) to 7 (strongly agree)
				MV3	The price of goods the stores carry is important to me		1 (strongly disagree) to 7 (strongly agree)
				MV4	The style of goods the stores carry is important to me		1 (strongly disagree) to 7 (strongly agree)
		Service Differentiation		SD1	A store's ability to provide home delivery service is important to me		1 (strongly disagree) to 7 (strongly agree)
				SD2	A store's ability to offer unique or specialised merchandise is important to me		1 (strongly disagree) to 7 (strongly agree)
				SD3	A store's ability to offer special deals is important to me		1 (strongly disagree) to 7 (strongly agree)
		Behavioural Beliefs		BB1	Buying from outlet gives you better value for money		1 (strongly disagree) to 7 (strongly agree)
				BB2	Outlet products may be of lower quality		1 (strongly disagree) to 7 (strongly agree)
		Outcome Evaluations		OE1	getting more products for the same amount of money is a satisfying outcome		1 (strongly disagree) to 7 (strongly agree)
				OE2	Poor quality of product lowers satisfaction and can lead to regret		1 (strongly disagree) to 7 (strongly agree)

Appendix 8: Questionnaire

Default Question Block

Q1

Skip to

End of Survey if I do not consent Is Selected

I am a student at London College of Fashion, UAL currently working towards my MSc. degree. This research study investigates the role of bargains and cultural values in purchasing Luxury goods at Outlet malls (eg; Bicester Village) for Indian tourists.

This study is seeking Indian respondents of any age or gender. The data collected through this survey will be confidential, anonymous and will not be shared with any third parties. The data will be used for statistical analysis to complete my thesis. You are free to exit the survey at any point. If you require further information, please contact me at d.arora0220201@arts.ac.uk.

By participating in this survey, you acknowledge that you are 18 years or older. You consent to your data being collected for this project, as mentioned previously. The survey will take approximately 5 minutes to complete.

Thank you for taking the time to complete this survey - I really appreciate it!

- I consent
- I do not consent

Page Break

Q2

Please select the gender you identify with

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q3

Please select your age cateogry

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

Q4

Skip to

End of Survey if No Is Selected

Do you have a form of identification issued by the Indian Government?

- Yes
- No

Page Break

Q5

Select your level of Education

- High school (and below)
- Undergraduate
- Post-Graduate

Q6

Select your Annual Household Income

- $23,000 - $59,0000
- $59,000 - $118,000
- $118,000 - $472,000
- $472,000 +

Q7

Select the relevant occupation

- Professionals
- Business Managers
- Salaried Employees
- Student
- Others

Q8

Have you purchased luxury goods in the last five years?

- Yes
- No

Q9

I am concerned about low prices, but I am equally concerned about product quality when purchasing luxury goods at Outlet Malls

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q10

When I buy luxury products, I like to be sure that I am getting my money's worth

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q11

I generally shop around for lower prices on luxury products, but they still must meet certain quality requirements before I buy them

- Strongly agree
- Agree

Q12

When luxury shopping, I compare the prices of different brands at outlet malls, to be sure I get the best value for money

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q13

When I shop at outlet malls, I usually compare the price for certain products of the luxury brands I buy

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q15

If a luxury product is on sale, that can be a reason for me to buy it

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q16

When I buy a luxury brand that's on sale, I feel that I am getting a good deal

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q17

I have favorite luxury brands, but most of the time I buy the luxury brand that's on sale

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree

Q18

Compared to most people, I am more likely to buy luxury brands that are on a deal

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Page Break

Q19

Most people who are important to me think that I should purchase luxury goods at lower prices

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q20

Many people around me have purchased luxury goods from outlet malls

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q21

I feel social pressure to buy luxury fashion goods from outlet malls

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q22

I myself decide whether to buy luxury fashion goods from outlet malls or not

- Strongly agree
- Agree
- Somewhat agree

Q23

I have money to buy luxury fashion goods from outlet malls

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q24

For me, the purchase of luxury goods from outlet malls is very easy

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Page Break

Q25

The accepted payment method at stores is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q26

The display and windowing of products in stores at outlet malls is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q27

The variety of product categories the stores carry is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree

Q28

The reputation of the outlet mall is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q29

The accessibility of the stores at the outlet mall is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q30

The ambience of the outlet mall is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q31

The store's employee attitude is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q32

The store's employee promptness is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree

Q33

The store's employee product knowledge is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q34

The quality of products the stores carry is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q36

The price of goods the stores carry is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q37

The style of goods the stores carry is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q38

A store's ability to provide home delivery service is important to me

- Strongly agree
- Agree
- Somewhat agree

Q39

A store's ability to offer unique or specialised merchandise is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q40

A store's ability to offer special deals is important to me

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q45

Buying from outlet gives you better value for money

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q46

Getting more products for the same amount of money is a satisfying outcome

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q47

Outlet products may be of lower quality

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree

Q48

Poor quality of product lowers satisfaction and can lead to regret

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q49

I will try to buy products from Outlet Malls in the future

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q50

I intend to purchase goods from outlet malls within next year

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Q52

The probability I would buy products from an outlet mall is high

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

Appendix 9: Reliability and Validity: Crohnbach's alpha

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	9

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.571	3

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.558	2

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.749	2

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	42

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.872	15

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.768	6

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	3

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.706	3

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	211	99.5
	Excluded[a]	1	.5
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.649	3

Appendix 10: Tests of Normality

Gauss Markov Assumptions

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SPE	.125	213	<.001	.950	213	<.001
SSQ	.199	213	<.001	.804	213	<.001
MV	.171	213	<.001	.846	213	<.001
SD	.107	213	<.001	.958	213	<.001

a. Lilliefors Significance Correction

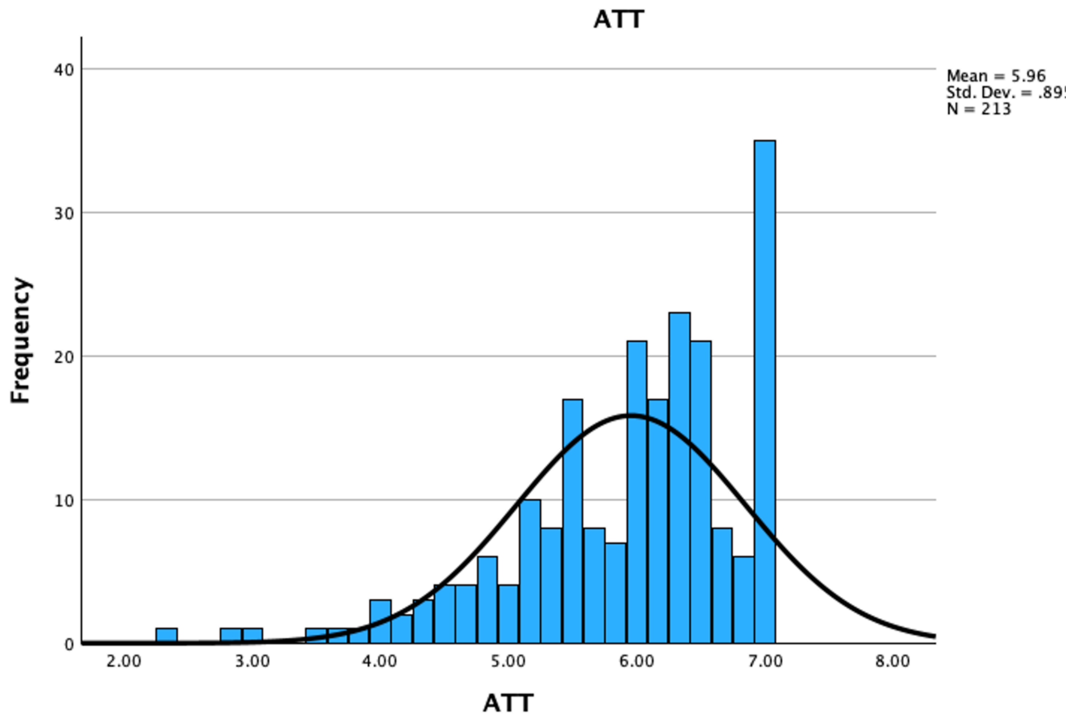
Tests of Normality

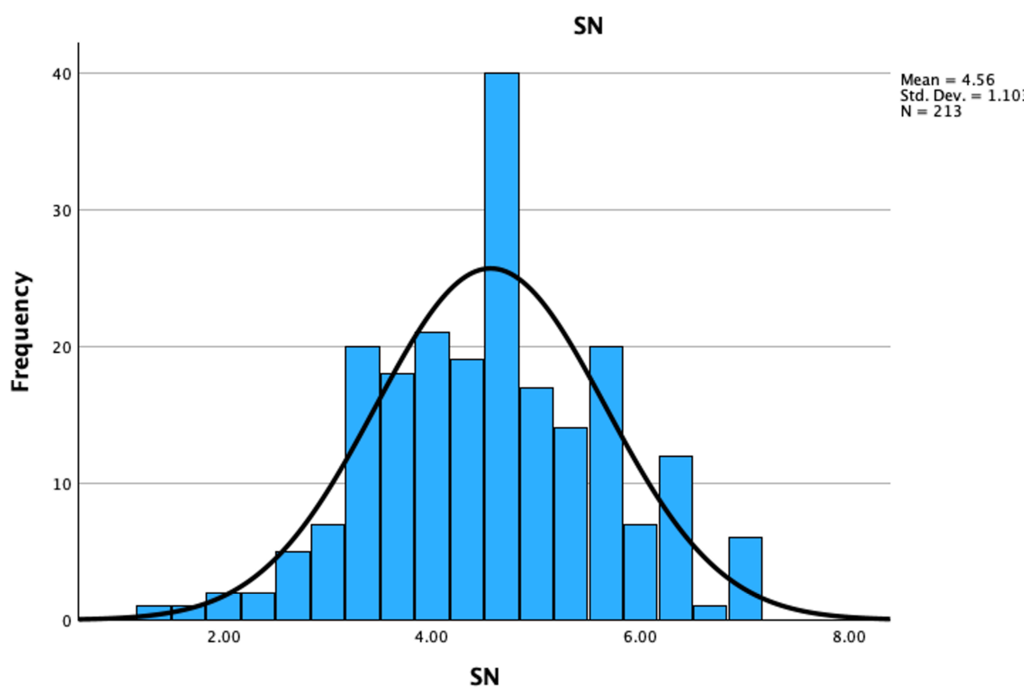
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ATT	.135	213	<.001	.908	213	<.001
SN	.100	213	<.001	.985	213	.022
PBC	.142	213	<.001	.920	213	<.001
PI	.133	213	<.001	.966	213	<.001

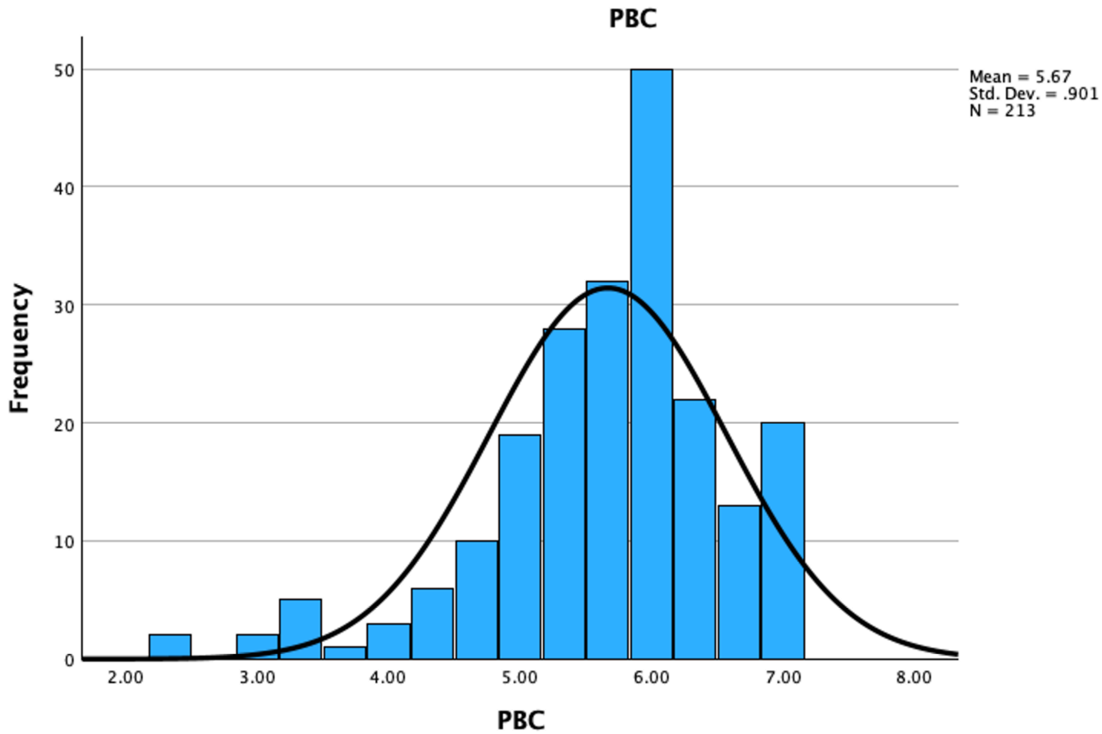
a. Lilliefors Significance Correction

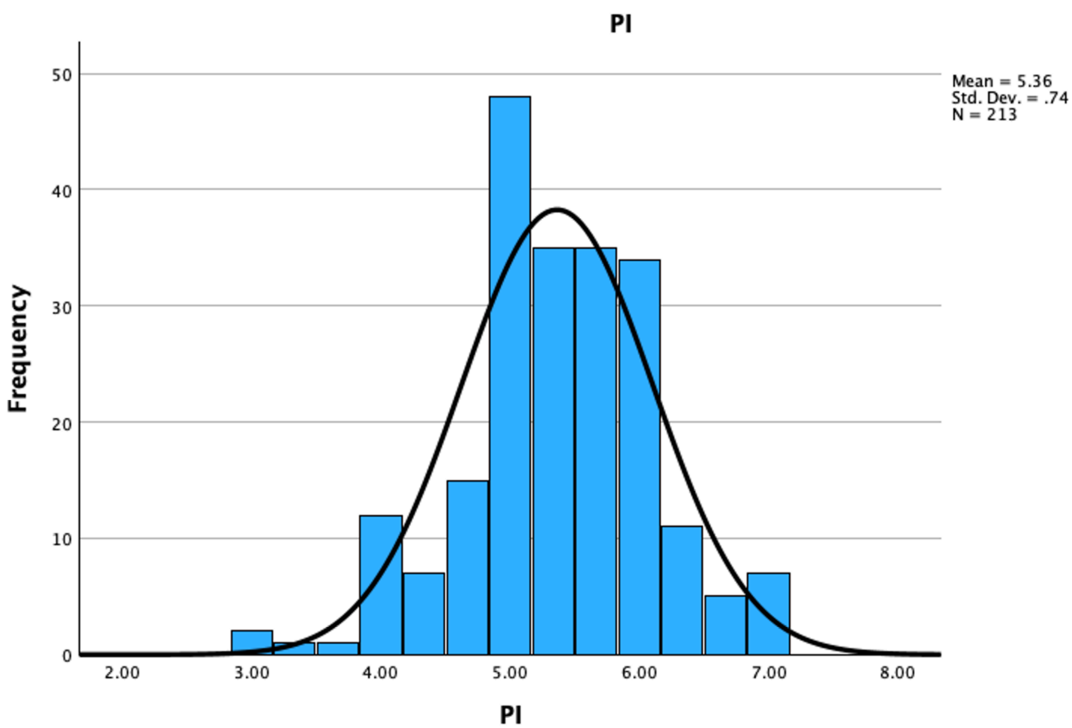
Histograms

Histogram

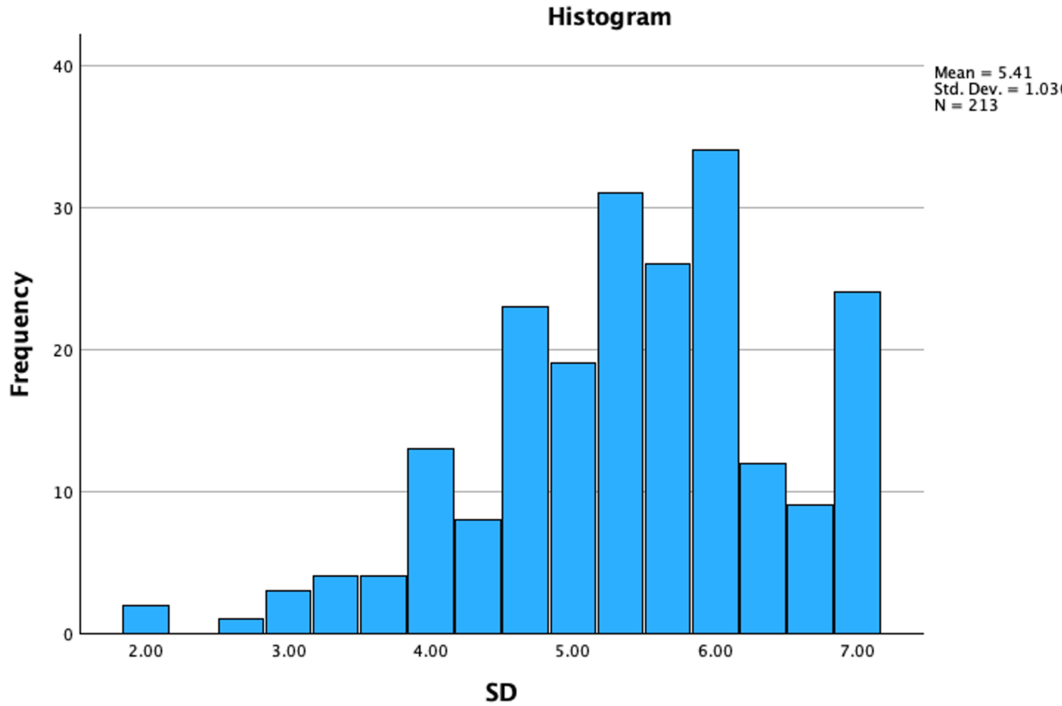




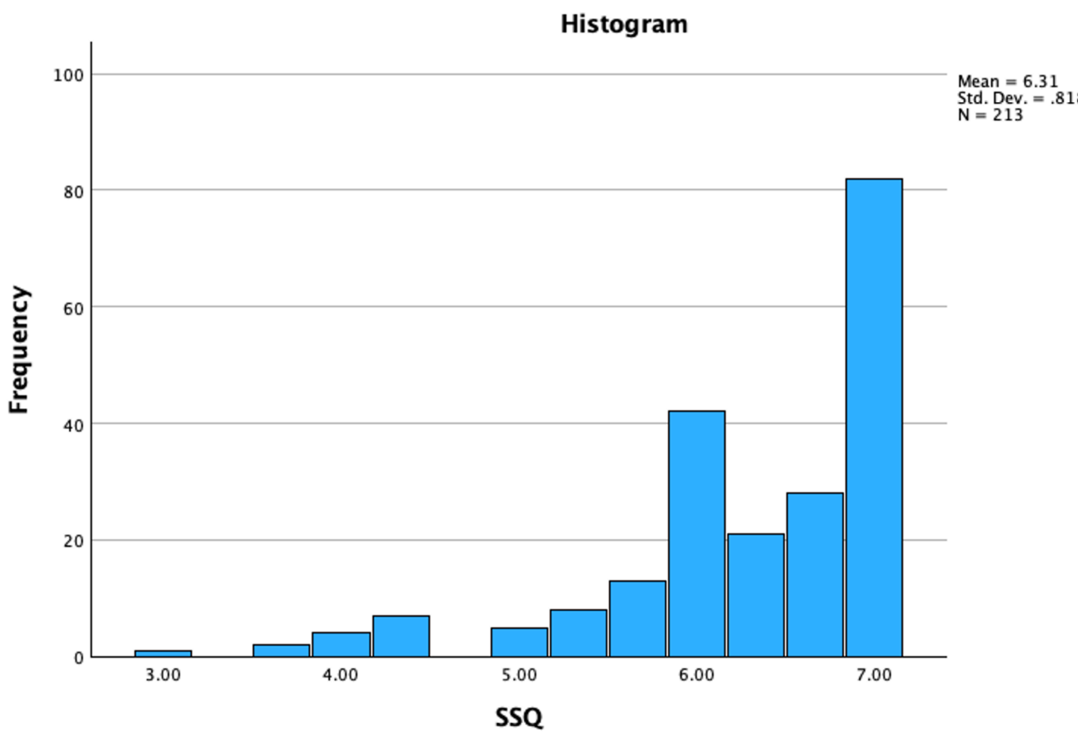

PBC
Mean = 5.67
Std. Dev. = .901
N = 213
Frequency
50
40
30
20
10
0
2.00
3.00
4.00
5.00
6.00
7.00
8.00
PBC


PI
Mean = 5.36
Std. Dev. = .74
N = 213
Frequency
50
40
30
20
10
0
2.00
3.00
4.00
5.00
6.00
7.00
8.00
PI

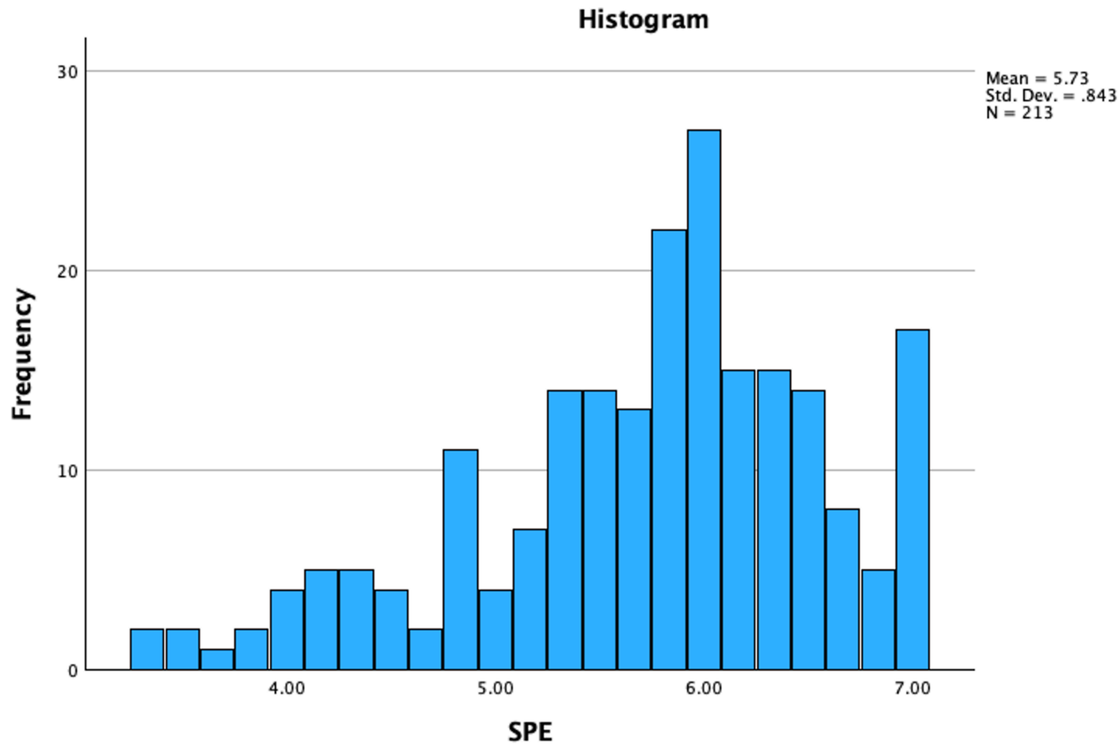
SD


Histogram
Mean = 5.41
Std. Dev. = 1.036
N = 213
Frequency
0
10
20
30
40
2.00
3.00
4.00
5.00
6.00
7.00
SD

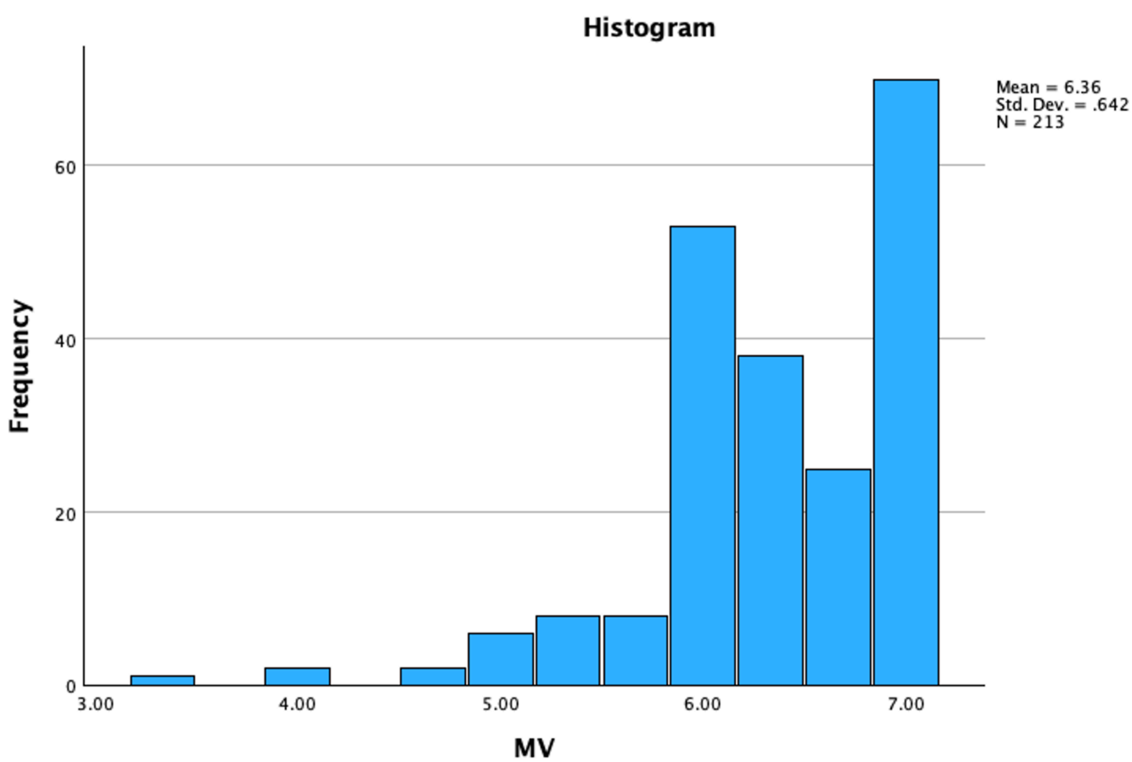
SSQ


Histogram
Mean = 6.31
Std. Dev. = .818
N = 213
Frequency
0
20
40
60
80
100
3.00
4.00
5.00
6.00
7.00
SSQ

SPE


Histogram
Mean = 5.73
Std. Dev. = .843
N = 213
Frequency
30
20
10
0
4.00
5.00
6.00
7.00
SPE

MV


Histogram
Mean = 6.36
Std. Dev. = .642
N = 213
Frequency
60
40
20
0
3.00
4.00
5.00
6.00
7.00
MV

Appendix 11: Moderation regressions

```
**************************************************************************
OUTCOME VARIABLE:
 PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6447      .4156      .3248    49.5425     3.0000   209.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3649      .0413   129.8575      .0000     5.2834     5.4463
PBC           .3704      .0472     7.8421      .0000      .2773      .4635
DRA           .3484      .0649     5.3671      .0000      .2205      .4764
Int_1        -.0077      .0574     -.1345      .8932     -.1208      .1054

Product terms key:
 Int_1    :        PBC      x        DRA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0001      .0181     1.0000   209.0000      .8932
----------
    Focal predict: PBC      (X)
          Mod var: DRA      (W)
```

```
**************************************************************************
OUTCOME VARIABLE:
 PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6958      .4841      .2867    65.3845     3.0000   209.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3516      .0387   138.2892      .0000     5.2753     5.4278
ATT           .4420      .0450     9.8229      .0000      .3533      .5307
DRA           .3397      .0591     5.7431      .0000      .2231      .4563
Int_1         .0534      .0571      .9350      .3509     -.0591      .1658

Product terms key:
 Int_1    :        ATT      x        DRA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0022      .8742     1.0000   209.0000      .3509
----------
    Focal predict: ATT      (X)
          Mod var: DRA      (W)
```

Appendix 12: Scale items removed

VCA2	When purchasing a product, I always try to maximize the quality I get for the money I spend
VC7	I always check prices at outlet malls to be sure I get the best value for the money I spend on purchasing
DP4	One should try to buy the brand that's on sale
DP5	I am more likely to buy brands that are on sale
SN4	the people who I listen to could influence me buy luxury fashion goods from outlet malls
PBC4	for me purchase of luxury goods is impossible or possible