Introduction
With the growing rise of the economic and purchasing power, China has become the world’s second largest luxury market in 2009 (Chang, 2010). Compared with the trend of declining sales of luxury fashion products globally, China’s market keeps growing rapidly.

Objectives
To investigate the influence of public self-consciousness on Chinese consumers’ motivations (social identification, social salience, and self-oriented motivation) and intention for luxury consumption from a culture perspective (power distance, uncertainty avoidance and individualism).

Methodology
- A self-administered survey were developed
- The survey was conducted in Shanghai in May, 2011 by using street-intercept interview method
- A total of 305 questionnaires were collected.
- SPSS and AMOS were used for data analyses
- Descriptive analyses were conducted to compile sample profile
- Confirmatory Factor Analysis (CFA) was used for measurement model
- Structural Equation Modeling (SEM) Analysis was used for hypothesis testing

Results
- Descriptive summary:
  - High level of individualism and public self-consciousness
  - Similar scores on social oriented motivations and self oriented motivations
  - A majority of respondents had a high intention for purchasing genuine luxury fashion products
- SEM Results:

Conclusion
- Chinese market is a growing and profitable market for luxury companies
- Chinese consumers displayed a high level of public self-consciousness in this study
- While still holding a strong consciousness of public images, Chinese consumers displayed an increasing level of individualism.
- Chinese consumers had a strong intention to buy luxury fashion products, both for personal oriented and social oriented purposes
- Different social oriented motivations result in different levels of purchase intention for luxury fashion products
- The social oriented motivations, both social identification and social salience, were significantly influenced and determined by public self-consciousness.
- Chinese culture has more powerful influence on social related behavior than self related behavior

Implication
- Promoting social functions of luxury fashion products to consumers who hold high public self-consciousness
- To launch new lines with similar design and quality but with a lower price to win over those Chinese consumers who are highly price conscious
- To adopt a dual-branding approach, which synthesizes both personal and social purchasing value and meaning of luxury fashion products.

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Figure 2: Conceptual framework