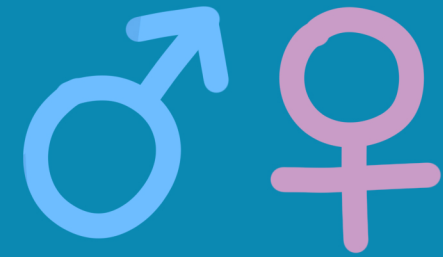


DOES GENDER INFLUENCE LUXURY CONSUMPTION?



Introduction

Black Friday is one of the important festivals in Canada. On that day, many stores will be discounted, and people will always see a long queue in front of some luxury jewelry stores. The consumption of luxury accessories is a common thing in the contemporary era. However, there are different ideas about the consumption characteristics of men and women. Interestingly, **Roberts (1998)** claims that women are more likely to consume luxuries. I consider this is probably what most people think. Besides **Segal & Podoshen (2013)** found that in America, women do more impulse consumption than men did, while men pay more attention to showing off and cost performance. According to these we conducted our research in UBC campus, and the theme of the research is to examine the effect of gender on consumer attitudes on the luxuries of international students.

Design

Aim: To investigate the effect of gender on the attitudes of international students on the consumption of luxuries.

Hypotheses: 1. Gender make an important role in international student' s luxury consumption. 2. Female international students are more likely to buy luxury goods

Design: In a within-subjects design, Participants need to take a 15-minute questionnaire online. This questionnaire recorded the consumption status of international students on luxury goods, their perception of luxury goods, and whether they think gender influences luxury consumption.

Participants: There were 35 international students over the age of 18 who took part in this online questionnaire, but we only received 27 valid data in the end, among which 8 were male students and 19 were female students.

Method

Materials: The online survey is conducted on Qualtrics. It includes a consent form, an information form and a debrief form. Also, the questionnaire has 14 multiple choice questions and eight short answer questions, all of which are related to gender or luxury consumption. These forms and questions have been examined by the instructor and approved for use.

Procedure: Participants are allowed to complete their questionnaires at any time until the deadline, and they will complete the questionnaires anonymously. During the questionnaire, they needed to sign the consent form and information form. After that, they could answer these 22 questions. Participants could express their attitudes towards luxury consumption by explaining their thoughts and spending on luxury goods. We left our contact information so that participants could find us to change their answers again or seek the survey results.

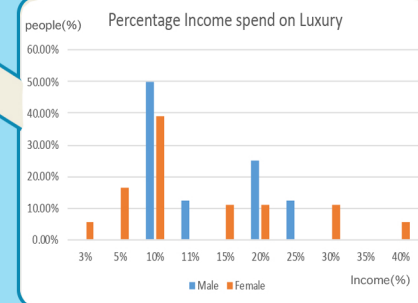
Result

After sorting out participants' questionnaires, we conducted a T-test, and the final result is that for **95.18%** possibility there is no significant difference in luxury consumption between genders in international students. At the same time, women analyzed cross-sectional data and found that the average receipt for luxury goods for both men and women was around **14.5** percent. According to the data survey from different aspects, the final result of this study is that gender has no significant effect on the luxury consumption of international students.

discussion

The main purpose of the study is to know **whether gender will affect the luxury consumption** of international students. Participants help the investigator study by answering questions. In this study, **35 international students of different genders aged 18 or above** were assisted in the study.

In 2013, **Stokburger Sauer and Teichmann** analyzed the purchasing power of different genders of Germany for luxury goods and found that women's purchasing attitude towards luxury goods was more positive. Strangely, according to our survey results, **there is no obvious difference** between male and female in the consumption of luxury jewelry. We can also say that in this study, male and female have the same enthusiasm for the consumption of luxury jewelry.



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