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| RESEARCH ARTICLE

Factors Influencing Customer Satisfaction towards Luxury Clothing: Quiet Luxury and Logomania among Filipino Millennials

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| ABSTRACT
People get a variety of advantages and pleasures by wearing luxurious clothing. Apparently, Millennials are anchored towards "Conspicuous Consumption," which leads them to spend heavily on clothing that displays power on their character. Considering that 41.9% of Filipino Millennials belonging to social classes A, B, and C1 are in Metro Manila, this generation group is one of the most significant consumers contributing to luxurious purchases. This study identifies the significant difference in the motivation for luxury clothing of the respondents when grouped according to a.) social status b.) Manner of procuring luxury items & c.) location of the purchasing customer. By employing the mixed method using an online survey questionnaire, this study was able to identify the different motivational factors that drive consumers to buy luxury clothing regardless of its high cost. The data are analyzed using descriptive and inferential statistics to assess the respondents' level of agreement on independent and dependent variables. At the end of this study, the researchers would distinguish the characteristics of individuals who prefer to buy Loud Luxury (Logomania) and Quiet Luxury of Filipino Millennials.

| KEYWORDS

Conspicuous Consumption, Customer Satisfaction, Luxury, Millennials, Personal Preference, Luxury Clothing, Logomania, Quiet Luxury

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1. Introduction

The pursuit of happiness can differ on consumption levels for each culture and way of living. According to Tynan et al. (2010), as cited by Hsiang-Ming Lee et al. (2018), "luxury brands have traditionally been described as "high quality, costly, and non-essential items and services that appear to be uncommon, exclusive, prestigious, and authentic that provide a high degree of symbolism, emotional, and hedonic benefits through client experiences. By buying a luxury brand, consumers may express themselves (i.e., value-expressive function) and portray themselves (i.e., social-adjustive function) in front of others (Wiedmann et al., 2009; Stokburger-Sauer and Teichmann, 2013). Wherefore, the exclusivity of luxury brands brings out uniqueness to consumers making it more valuable for them and elevating the perceived value. In order to gain social recognition, consumers tend to buy luxury goods because they believe luxury brands represent who they are and their occupational prestige. Indeed, consumers are likely to want to experience luxury goods because they value their thoughts and emotions when buying them.

According to Philippine Statistics Authority, the population of millennials (ages 24-39 years old) in the Philippines as of 2020 is around 35 million, and around 3 million of them are from the NCR. The estimated 1,962,006 or 41.9% of Millennials in Metro Manila belong to the Middle Class, Upper Middle Income, Upper Income, and Rich (Albert et al., 2020). This particular age group is the beginning of exploration and levitation of their income that gives them the capability of buying luxurious items. Millennials are changing the game for the market as they are considered the most significant and best-educated and present challenges to marketers (Radokja & Filipović, 2017).

Preliminary studies focused on the international perspective of different age groups influencing customer satisfaction. Accordingly, studies revealed that people from different countries have different beliefs, cultures, and buying behavior. The proponents anticipate some differences in how a Millennial consumer in the Philippines described how a luxury clothing product could give the customer satisfaction. The purpose of this research is to investigate the actions of millennials to figure out what motivates them to buy luxury clothing products and how it gives them satisfaction.

2. Literature Review

2.1.1 The power of social status

2.1.1.1 The difference between lower and upper class

The term “status” is defined differently in society: First is Royalty. Second, a person's status may be earned by hard work, or superior performance may earn a person's status. Lastly, through displaying luxury brand purchases to persuade people that they belong in this social class (Eastman et al., 1999 as cited in Abrar et al., 2019, p. 42) and intend the use of luxury consumption to convey their desire for a higher social status (Zhang et al., 2019) and compensate for lacking power. Han et al. (2010), as cited in Thorburn (2016), considered that consumers’ preferences were impacted by their willingness to identify with or dissociate from specific social classes and the type of luxury products that various social classes find most attractive. The study conducted by Thorburn (2016) identified that upper-class people who wished to engage with other upper-class members are more likely to purchase less signaling status brands than those persons who aspire to be affiliated with the upper class. In addition, to be recognized as part of the upper-class, they purchase “loud” brands to show off and achieve a high social standing and status recognition (Turunen, 2019).

In contrast, higher-power individuals are related with a choice for higher-quality, more efficient items, whereas lower-power individuals are associated with a preference for products that visibly reflect status (Rucker & Galinsky, 2009 as cited in Thorburn, 2016).

2.1.1.2 Ability to make purchases

According to the Philippine Statistics Authority, out of 35 million Millennials in the Philippines, 3 million are from NCR, and the majority are from the social class C. This status indicates that buying luxury clothing is beyond their means, and some consumers usually need to be on a budget for months if they want to purchase a specific product, especially luxury goods (Gong & Li, 2007, as cited in Zhang et al., 2019). Polman et al. (2018) discussed in their study that when deciding how much money to invest, budget, or withdraw for purchases, consumers consider the buying power of money, and people's perceptions of money's worth vary depending on how it was earned. This indicates that not all wealthy or high-income individuals can purchase a luxury product repeatedly.

Therefore, consumers who belong to social classes B & C buy top-of-the-line goods to imply that they are also part of the wealthier class, change their views about themselves, increase their self-esteem, and expand their skills by using luxury services (Le &Quy, 2020).

2.1.1.3 Manner of Procuring Luxury Items

Shopping experience focuses on all-inclusivity of things that are involved when purchasing that are intended to affect the brand awareness and preference, location preference, in-store experience, and post-purchase experience that drives the buyer to consider the brand (Retail Commission on Shopper Marketing as stated in Hu & Jasper, 2018). Although this experience is not only limited to store visits anymore, it also implies when shopping in a gray market or those unauthorized trading channels. Gray market or parallel import is not classified as “illegal” but described as “industry’s cancer” by Jean-Claude Biver, head of LVMH's luxury watch division because it damages the image of a luxury brand (Rojanasingsawad et al., 2020).

In the same study conducted by Rojanasingsawad et al. (2020), it is stated that Asians opt to gray markets because of price discrimination in these countries. An approximate 20-30% price increase is implemented compared to European countries. Aside from this, Asian consumers struggle to obtain limited edition items because many luxury brands are confining their exclusivity by only releasing a few limited items in Europe, resulting in Asians relying on mediators or gray merchants to obtain such scarce goods. Intermediaries include the second-hand sellers online, boutiques outside the authorized retail stores found in high-end malls, and vintage item sellers.

2.1.2 Millennials as Consumers

2.1.2.1 Who are the Millennials

Millennials were born between the late 1982s-1998s. They are frequently referred to as the generation born in the final two decades of the twentieth century and began adult life in the new millennium. (Galdamez&Guihen, 2020). The Millennials have the most number in terms of the generational group. Their size and purchasing power make them a desirable target for many brands (Smith, 2011). From childhood to age, they are currently evolving as a social group. They are the outcome of global events, social and economic developments, and the integration of technology into their daily life (Moreno, 2017). The millennial generation does not need the power to gain access to information because they are the generation that is connected by the internet, making their buying power more evident (Ordun, 2015).

2.1.2.2 Characteristics of Millennials

In affirmation, millennials are characterized by two significant factors that set them apart from other generations in acquiring luxury clothing. First, they engage brands and companies more than previous generations (Barton et al., 2014). Given the Internet development, the Millennials have the resources and ability to directly contact and reach for a brand to acquire products (Ressel, 2016). Moreover, this matter also shifts communication between brands and their targets since the traditional way of communication of brands is predominantly one-sided, but now exchange of thoughts through the internet may be applicable (Ressel, 2016). The ability to be directed instantly with consumers also provides excellent opportunities since companies can closely monitor how they use the products and how the consumers see their products.

Furthermore, this also deepens the relationship between the brand and the consumers as this may, later on, result in greater brand loyalty (Ressel, 2016). Millennials are very much concerned about buying brands that represent and reflect how they are as a person (Barton et al., 2014). Compared to previous generations, Millennials prefer to shop in groups since the opinions of others have a significant influence on their shopping decisions (Barton, 2014, & Giovannini, 2015).

2.1.2.3 Millennials and luxury industry

Millennials contribute significantly to the total expansion of the luxury market, and luxury firms must address what motivates this new generation of affluent consumers, as their behavior is not solely aesthetic but also personal values (Gustafson, K., 2015). Millennials are the cohort that perfectly fits luxury clothing. They are not likely to purchase many of those clothes, but they certainly have “richer luxury knowledge” (Jain, 2019). In this context, luxury brands need to correctly position their brand to meet the expectations of this generation of Millennials if they do not want to miss the soon-to-be biggest market that consists of a highly educated and hyper-connected generation (Moreno, 2016).

2.1.3 Luxury clothing in the fashion industry

2.1.3.1 Luxury

Luxurious brands or items are commonly incorporated with descriptions such as “premium or high quality, expensive, exceptional, and craftsmanship” (Ryding et al., 2016) or sometimes affiliated as non-essential products or services that are deemed to have exclusivity, rareness, prestige, and authenticity and provide consumers with a symbolic, emotional, and hedonic need that completes their purchase experiences (Hsiang-Ming Lee et al., 2018). Values that can be perceived with luxury come with its customer’s point of view that varies uniquely with their respective backgrounds and culture (Roncha & Montecchi, 2017). On the other hand, Luxury can be defined subjectively based on a customer's taste for a product or a brand's point of view. These products can be displayed to give the user self-esteem aside from their functional attribute (Tong et al., 2018).

2.1.3.2 Luxury fashion

Luxury fashion goods are considered to be apparel/clothing, accessories, bags, handbags, shoes, watches, jewellery, and perfume. (Amatulli et al., 2016). Seven dimensions are essential to luxury fashion brands: brand and its marketing strategy, product design, price exclusivity, integrated marketing communication, brand leader/designer, distribution channel, and heritage (Roncha & Montecchi, 2017). In luxury fashion items, consumers want to treat products as to how they will express their identity and personality through fashion. (Anand et al., 2015). This is connected to how Millennials use brands to present their personality and deliver their values (Moreno et al., 2017). In general, luxury goods are interrelated with the aesthetic value that clothing provides for consumers, influencing their preference for clothing in fashion. The value of aesthetics is considered an essential objective in the possession of luxurious fashion clothing (Ciornea Raluca, 2013).

2.1.3.3 Quiet Luxury and Loud Luxury (LogoMania)

As stated in the study ‘Luxury Consumer Behavior in Malaysia: Loud Brands vs.Quiet Brands’, there are two kinds of luxury: Loud, also referred to as Logomania and Quiet Luxury or discrete. Loud Luxury can be defined as items with an evident logo or signature that are quickly identified and eye-catching.

On the other hand, Quiet Luxury has a very discrete logo and designs that are hardly visible or noticeable (Mohammad, 2013). A study from Han et al. (2010) has shown that wealthy customers who do not need to manifest their social status would likely pay for quiet brands. Meanwhile, wealthy individuals who have a high need to show off their status would likely buy loud luxury goods.

According to a study authored by Atwal and Williams (2017), individuals who obtain high-end products want to make a statement about themselves and create an identity that will soon develop a sense of belonging. Acquisition of loud luxury items made them feel exclusive and belonged to the crowd (Atwal & Williams, 2017). Additionally, loud luxury buyers intend to impress others by showing off their latest fashion clothing and trends. (Bagheri, 2014)

Quiet luxury offers products that are discrete and subtle or at least almost without markings. This is not mainly centered on the brand's logo or even showing off the users' signs of wealth and social prestige. Instead, individuals who buy these products focus on beauty, quality, and craftsmanship. Furthermore, many prefer to purchase these subtle patterns only to feel a sense of success and social recognition with more social belongings. (Romagnoli, 2020).

2.1.3.4 Luxury as effect to customer satisfaction
Concerning the proponents' study, various factors reflect why the consumers felt satisfaction upon possessing luxurious fashion items, particularly clothing. Businesses under luxurious fashion products aim to communicate with their consumers to provide relevance that will satisfy both the material and symbolic needs of the user (McEachern et al., 2013). Consumers can use luxury brands to establish and sustain self-identity by incorporating symbolic meanings into their own identities. Consumer pleasure can be achieved by offering the use of personal demands and other psychological benefits. For example, consumers that buy luxurious products attain sensory pleasure, aesthetic enjoyment, and excitement (McEachern et al., 2013). When buying and displaying expensive goods, consumers have a better impression of themselves and experience social approval from others (Natee & Nuttapol, 2018). Customers who obtain highly luxury/branded products manifest wealth and redefine their social class position (Gopal, 2014), represented by their consumption abilities (Chui et al., 2018).

Therefore, consumers experience personal fulfillment. (Madhavaiah & Shilpa, 2016). Millennials are closely associated with luxury since they are buying items that will reflect themselves as a person (Barton et al., 2014). In addition, consumers treat luxury fashion items as how they can show their identity through what they wear (Moreno et al., 2017). In short, the influence of luxury brands through consumers interconnects how the characteristics of Millennial individuals distinguish themselves through their fashion.

2.1.4 Location of the Purchasing Customer
2.1.4.1 Influence of Current Location
Location is a vital factor that can significantly influence the decision-making process of buying luxurious brands due to the different impacts on the consumer. For instance, a consumer of luxury items may live in a location that is not known to be luxurious, but he has a job in an area that will influence him or her to buy these products. The decision-making process will affect external factors such as in-store cues, social, design, and other ambient factors (Turunen, 2019). There are eight identified proposed dimensions called "consumer styles inventory." These are high-quality consciousness, brand consciousness, fashion consciousness, recreational shopping, price-per-quality, impulsiveness, confusion from over-choice, and brand loyalty (Turunen, 2019).

2.1.4.2. Cultural Factors
Culture can be spread out to different types of people. The surroundings of the consumers will influence the decision-making process when purchasing. Also, consumer behavior is greatly affected by cultural factors like buyer's culture, subculture, and social class. (Lee and Ong, 2020). It is also an essential factor that forms an interaction between individuals who share the same values in a particular location. (Aksoy et al., 2019) For instance, individuals having the same culture have similarities in their preferences, pattern instruction, and imitation. They also share the same values. These things affect consumer behavior and set their criteria for choosing. (Nayeem, 2012) Marketing researchers generally accept culture as one of the most important determinants of consumer behavior. They also used cultural dimensions, like individualism-collectivism, to measure the effect of values in consumer behavior research (De Mooij & Hoftsede, 2010). The pressures that an individual gets from one's culture will impact the goals they set in themselves to achieve luxury consumption (Balabanis & Stathopoulou, 2019).

2.1.4.3 Social Factors
According to Kotler and Armstrong, Social factors play a significant role in the consumer's purchase preferences. Consumers' buying decisions can affect social factors from the individual's family, references, groups, opinion leaders, social class, life cycle, culture, and subculture (Lee & Ong, 2020). Social influence can also affect peers in which the consumer's behavior may extend to which their attitude towards acquisition may be influenced by social pressure depending on their susceptibility (Bagheri, 2014). Social influence can also be translated to a pattern of interpersonal relationships that affects social agreement within the members of a group (Hoonsopon & Puriwat, 2016). Additionally, the behavior patterns of a man, his likes and dislikes, have an impact created by the people around them. Individuals always find a confirmation to the people, if he or she is generally with (Ali & Ramya, 2016).

2.2 Hypothesis
With the Literature review considered, the following hypotheses have been developed for the study:

H1: There is no significant difference when grouped according to social status.

H2: There is no significant difference when grouped according to the manner of procuring luxury items.
H3: There is no significant difference when grouped according to the location of the purchasing customer.
H4: Motivation for Logomania has a significant impact on customer satisfaction.
H5: Motivation for Quiet Luxury has a significant impact on customer satisfaction.

2.3 Conceptual Framework

Figure 1.

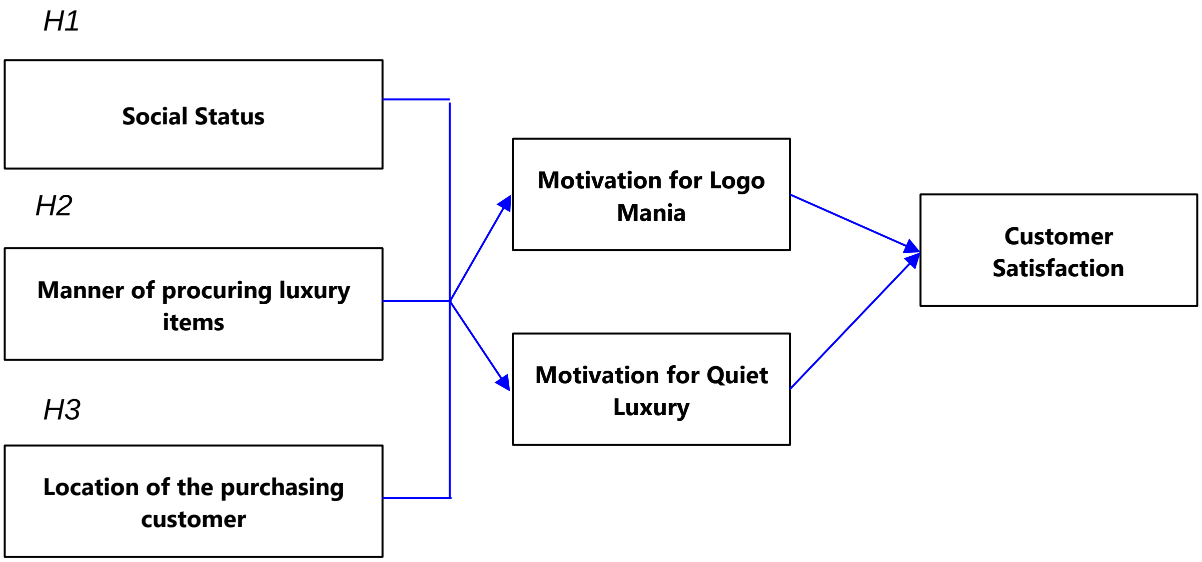

Figure 1 illustrates the hypothesized model, which depicts the study's dependent and independent variables and their perceived correlations.

The model identifies the impact between the independent variables: Social Status and their Buying Capabilities, Manner of Procuring Luxury Items, and Location of the Purchasing Customer that leads to consumers expressing luxury through the Manner of Logo Mania and Quiet Luxury, and these play a vital role in the dependent variable: Customer satisfaction of a Filipino Millennial. Social status and buying capabilities determine how easily a person can acquire luxury clothing. The Manner of procuring luxury items pertains to how and where a person can buy luxury items. The Location of the purchasing customer is a factor that influences a person's level of luxury he/she is going to buy. These three factors correlate to Motivation of Logo Mania and Motivation of Quiet Luxury. Those will be the factors to determine whether a person would express luxury as loud or as subtle as they wanted, and it says a lot about their social goals. It is an effective profiling technique used by luxury brand marketers to understand their target demographic. Single and double-bladed arrows from the hypotheses and independent variables to the dependent variable are included in the model's attributes to demonstrate linkages and correlations between variables.

3. Methodology

In accordance with safety and health protocols issued by the Government (IATF), the study's proponents strictly maximized the use of online platforms as their channel for gathering data. An online survey questionnaire was developed with the assistance of related literature obtained from reputable sources to collect all the primary data needed for the study. The researchers have carefully aligned the list of questions with the hypothesis and conceptual framework to achieve this research's valuable contents. The researchers have consulted an expert in the field, academe, and statistician to ensure validity and reliability.

3.1 Research Design

The study employed qualitative and quantitative research approaches using an online questionnaire. Qualified Millennials participated in the survey using a stratified sampling technique with three main parts. The first section provides the respondents' basic information, including their demographic information. The screeners determined whether the respondents were qualified to participate in the survey. Lastly, the main question revolved around the respondent's response to the questionnaire.

3.2 Subjects and Study Site

The estimated population size of 1,962,006 Filipino Millennials between the ages of 25 and 40 years old that live in the Philippines, particularly the National Capital Region (NCR), and have an average family monthly income of PHP 76,699 to PHP 219,140 or more were chosen to participate. The suggested sample size is 139 from a total population of 1,962,006 and segmented to 250,155.765 with a 90% confidence level, a 7% margin of error, and a sample percentage of 50%. These demographics of the respondents will distinguish their preference with regard to luxury clothing. According to a study conducted by Abalkhail (2020), considering that luxury products are expensive will contribute a significant factor in buying luxury goods. This study's participants and respondents were vetted to see if they have ever purchased a piece of luxury clothes from any luxury brand or if they are repeat shoppers.

3.3 Data Validity and Reliability

Apart from consulting experts, the proponents ran a preliminary test with a total of 20 participants to verify the questionnaire they had developed. Because of the ideas and recommendations made by the respondents, this test provided the researchers with an opportunity to enhance their survey questionnaire.

3.4 Data Analysis

The researchers used various statistical techniques to guarantee that the results were valid and dependable. As such, Frequency and percentage statistical tools were used to represent data that are primarily personal information from the respondents. In the case of this study, information such as geographical location, gender, and location of work, can serve as data that can be analyzed using the said technique.

4. Results and Discussion

4.1 Profile of the Respondents

Based on the calculated recommended sample size on Raosoft, 150 respondents participated in this study which is both male and female millennials under social classes A, B, and C that can afford luxury clothes. With males making up a dominant proportion of 50.7%. The sample size focused on Millennials from 25 to 40 years old. Following the dominance of the early adulthood respondents belonging to 25 to 29 years old (60.7%), their highest educational attainment is a bachelor's degree with 63.3%, and the majority of them are single (78.7%). Meanwhile, these respondents are working full time (46.0%), Self-employed (37.3%), and the rest of the sample size is either unemployed or part-time. Most of them usually work in the 1st, 2nd, and 4th Districts of Metro Manila with a monthly family income of Php 43,828 and above. The results revealed that 34.7% of the respondents earn Php 131,483 to Php 219,140 monthly. Lastly, the majority of the sample size resides in Manila (36%, Quezon City (16.0), and outside NCR (15.3%).

Table 1.

Demographics	Group	Frequency	Percentage
Sex	Male	76	50.7
	Female	74	49.3
Age	25 - 29	91	60.7
	30 - 34	37	24.7
	35 - 39	13	8.7
	40	9	6.0
Education	Bachelor’s Degree	95	63.3
	Undergraduate	29	19.3
	Master’s Degree	18	12.0
	Doctorate Degree	8	5.3
Civil Status	Single	118	78.7
	Married	30	20.0

	Separated	2	1.3
Occupation	Full time	69	46.0
	Self-employed	56	37.3
	Unemployed	17	11.3
	Part-time	8	5.3
Place of work	Manila	40	26.7
	Quezon City	19	12.6
	Makati	16	10.6
	Taguig	8	5.3
	Pasay	6	4.0
Income	Php 43,828 to Php 76,699	36	24.0
	Php 76,699 to Php 131,484	31	20.7
	Php 131,483 to Php 219,140	52	34.7
	Less than or more than Php 219,140	31	20.7
Residence	Manila	54	36.0
	Quezon City	24	16.0
	Outside NCR	23	15.3
	Marikina	11	7.3
	Makati	8	5.3

Table 1. Demographic Characteristics of the Respondents (n = 150)

H1: There is no significant difference when grouped according to social status.

Table 2.

Social Status	Group	Frequency	Percentage
Means of buying	Savings	95	63.3
	Salary	88	58.7
	Parents Support	25	16.7

	Usage of Credit Card	22	14.7
Frequency of buying	Sometimes	77	51.3
	Rarely	41	27.3
	Often	30	20.0
	Always	2	1.3
Budget for buying	Below Php 5,000	2	1.3
	Php 5,000-10,000	46	30.7
	Php 10,001-15,000	33	22
	Php 15,001-20,000	31	20.7
	Php 20,001-25,000	33	22
	Above Php 25,000	4	2.7
	Others	1	0.7
Occasions for using	Travel/Leisure	124	82.7
	Going to malls	78	52
	Work	64	42.7
	Daily wear	39	26
	Place of worship	26	17.3
Product Purchase	T-shirts	89	59.3
	Tops	83	55.3
	Jeans/Pants	74	49.3
	Jackets/hoodies	71	47.3
	Dress	49	32.7
	Coats	45	30
Purchased Brands	Gucci	94	62.7
	Louis Vuitton	91	60.7
	Dior	55	36.7
	Balenciaga	51	34

Chanel	42	28
Off-White	39	26
Yves Saint Laurent	27	18
Marc Jacobs	25	16.7

Table 2. Buying Power of the Respondents (n = 150)

Table 2 shows the respondents' buying power when purchasing luxury clothing. Results revealed that most of them use their savings in terms of their means of buying luxury (63.3%). When the respondents were questioned about how frequently they buy, the majority of them answered "sometimes," with 51.3%, which has a limit in the budget of Php 5,000 to Php 10,000 (30.7%). Furthermore, a significant number of respondents, 124, say that they wear their luxury clothing on occasions such as when travelling (82.7%), going to the mall (52%), and when going to their workplace (42.7%). The results also revealed that the common luxury clothes are t-shirts (59.3%), tops (55.3%), bottoms (49.3%), and jackets or hoodies (47.3%), wherein they mostly purchased at these top luxury brands such as Gucci with about 62.7%, Louis Vuitton with 60.7%, and Dior with about 36.7%.

Table 3.

Average Family Income (Php)	Group	Frequency	Percentage
Php 219,140 or higher	Quiet Luxury	26	17.3
	Logomania	5	3.3
Php 131, 483 to 219,140	Quiet Luxury	36	24
	Logomania	16	10.7
Php 76,699 to 131,484	Quiet Luxury	24	16
	Logomania	7	4.7
Php 43,828 to 76,699	Quiet Luxury	25	16.7
	Logomania	11	7.3

Table 3 Average family income grouped by the respondent's clothing preference.

Table 3 shows the relation between the respondent's average family income towards their preference for clothing. The results revealed that respondents with Php 219,140 and above family income (17.3%) prefer Quiet Luxury over Logomania. Similarly, participants under Php 131, 483 to 219,140 (24%), Php 76,999 to 131,484 (16%), and Php 43,828 to 76,699 (16.7) prefer the same luxury design as previously discussed. The result is similar to (Zhang & Cude, 2018), although it is in Renminbi and not Philippine Pesos. The study mentioned that the purchase intentions of Chinese consumers who have a household family income between ¥8,001 and ¥10,000 are less. Compared to the purchase intentions of customers who have a monthly income that is less than ¥8,000, between ¥10,001 - ¥15,000, between ¥15,001- ¥30,000, or more than ¥30,000 were all higher.

Table 4.

Means of buying	Group	Frequency	Percentage
Salary	Quiet Luxury	64	72.7
	Logomania	24	27.2
Savings	Quiet Luxury	70	73.6
	Logomania	25	26.3
Parents Support	Quiet Luxury	18	72
	Logomania	7	28
Credit Card	Quiet Luxury	16	72.7
	Logomania	6	27

Table 4 Respondents' means of buying grouped by their clothing preference.

Table 4 shows the relation between the respondents' means of buying luxury clothing and their clothing preferences. The results revealed that those who use their salary to purchase luxury clothing are most likely to buy fashion clothing that is discreet and simple, with about 72.7% or 64. Those who prefer logos that are easily seen garnered 27.2%, and for those who save money to purchase luxury clothing, most respondents prefer Quiet Luxury with 73.6%. Furthermore, 25 respondents answered that they purchased with their parent's support prefer the subtle designs with about 72% and 28% for those in favor of evident brand markings. Lastly, the respondents who use their credit cards prefer Quiet Luxury clothing with 72.7% and 27% for Logomania.

Table 5.

Frequency of buying	Group	Frequency	Percentage
Sometimes	Quiet Luxury	59	76.6
	Logomania	18	23.4
Rarely	Quiet Luxury	33	80.5
	Logomania	8	19.5
Often	Quiet Luxury	18	60
	Logomania	12	40
Always	Quiet Luxury	1	50
	Logomania	1	50

Table 5 Frequency of buying luxury in connection with their clothing preference.

Table 5 shows the respondents' frequency of buying isolated to their preference towards Quiet Luxury and Logomania. The vast majority of respondents who participated in the survey who sometimes answered (76.6%), rarely (80.5%), and often (60%) are considered under Quiet Luxury fashion. The results show that regardless of the frequency of the respondents buying luxury clothing, Quiet Luxury remains superior to Logomania.

H2: There is no significant difference when grouped according to the manner of procuring.

Table 6.

Manner of Procurement	Group	Frequency	Percentage
Location of Purchase	Purchase of relatives or friends abroad	63	42
	Shangri La	57	38
	Greenbelt	54	36
	Bonifacio Global City	50	33.3
	Instagram Marketplace (Resellers)	49	32.7
	Facebook groups (authentic)	30	20

Table 6 Location of the last three purchases of the respondents. (n = 150)

Table 6 shows where the respondents purchased their last three luxury items. Results revealed that 61 or 42% come from their relatives or friends purchasing abroad. Most of the respondents answered that they purchase at places where it is commonly bought in Metro Manila, wherein 38% or 57 answered from Shangri La, with a close percentage of 36% or 54 answered that they purchase at Greenbelt, and 50 respondents or 33.3% answered Bonifacio Global City. Meanwhile, the rest of the sample size, with about 52.7% or 79, answered that they obtain their luxury items through the gray markets such as Instagram resellers and Facebook groups.

Table 7.

Manner of procurement	Group	Frequency	Percentage
Purchase of relatives or friends abroad	Quiet Luxury	51	81
	Logomania	12	19.0
Shangri La	Quiet Luxury	43	75.4
	Logomania	14	24.6
Greenbelt	Quiet Luxury	39	72.2
	Logomania	15	27.8
Bonifacio Global City	Quiet Luxury	35	70
	Logomania	15	30.0
Instagram Marketplace (Resellers)	Quiet Luxury	33	67.3
	Logomania	16	32.7

Facebook groups	Quiet Luxury	18	60
	Logomania	12	40.0

Table 7 Respondents' manner of procurement substantiates their clothing preferences.

Table 7 shows the respondent's preference for Quiet Luxury when grouped according to the manner of procurement. The respondent's luxury clothing bought from Bonifacio Global City accumulated 35 or 70% in favor of Quiet Luxury clothing. For Greenbelt, the consumers' preference also leans towards Quiet Luxury, with 39 out of 54 or 72.2%. Instagram with 67.3%, Facebook marketplace with 60%, Shangri La with 75.4% lean towards Quiet Luxury clothing. The purchase of relatives and friends also favors Quiet Luxury as it scored 81% in terms of preference. It can be observed from the following results that the respondent's preference on the manner of procurement is leaning towards Quiet Luxury clothing more than Logomania.

H3: There is no significant difference when grouped according to the location of the purchasing customer.

Table 8.

Location of respondent	**Group**	**Frequency**	**Percentage**
Manila	Quiet Luxury	39	26
	Logomania	15	10
Outside NCR	Quiet Luxury	18	12
	Logomania	5	3.3
Quezon City	Quiet Luxury	15	10
	Logomania	9	6
Others	Quiet Luxury	39	26
	Logomania	10	6.7

Table 8 Respondents' location of residence group by their clothing preference.

Table 8 shows the respondents' location concerning their preference towards Quiet Luxury and Logomania. It can be observed that for a particular location of respondents, there is a higher preference towards Quiet Luxury over Logomania. Respondents in Manila (26%), Outside NCR (12%), and Quezon City (10%) preferred Quiet Luxury rather than Logomania. Thus, similar to Wang and Tong's (2017) study, this result does not indicate that a purchaser will tend to prefer luxury based on their place of living.

H4: Motivation for Logomania has a significant impact on customer satisfaction.
H5: Motivation for Quiet Luxury has a significant impact on customer satisfaction.

Table 9.

Clothing Preferences	**Group**	**Frequency**	**Percentage**
Quiet Luxury	Yes	78	52
	No	33	22
LogoMania	Yes	35	23.3
	No	4	2.7

Table 9 The prominence of the brand logo justifies premium pricing. (n = 150)

Table 9 shows the respondents' opinion if the prominence of the brand logo justifies the premium pricing of the luxury products. It can be observed that both Quiet Luxury (52%) and Logomania (23.3%) designs think that the brand logo, either discrete or loud, justifies the premium pricing. Therefore, they achieve satisfaction with the purchase regardless of the premium pricing. Conversely, 22% of respondents under Quiet Luxury think that the prominence of the brand logo did not justify the premium pricing. Similar findings in a study conducted by Nugayen (2019) suggest that fashion items with a lower prominence of the brand logo are more favorable to the respondents. On the contrary, a high degree of brand prominence is associated with the customers showcasing their ideal or social self. For instance, consumers are more likely to wear visible brandings when communicating sustainability or sportiness.

The following results below discuss the respondents chosen based on their preference in terms of clothing design. Design 1 upholds "Quiet Luxury," and Design 2 pertains to "Logomania," as discussed previously. This is followed by the summarized responses of the sample size to the open-ended question. (n = 150)

Table 10.

Preferred Design (Male)	**Group**	**Frequency**	**Percentage**
Hoodie	Design 1 (Quiet Luxury)	45	30
	Design 2 (Logomania)	33	22
T-shirt	Design 1 (Quiet Luxury)	52	34.7
	Design 2 (Logomania)	26	17.3
Pants	Design 1 (Quiet Luxury)	71	47.3
	Design 2 (Logomania)	7	4.7

Table 10 Preference of male respondents in luxury design.

Table 10.1

Preferred Design (Female)	**Group**	**Frequency**	**Percentage**
Dress	Design 1 (Quiet Luxury)	45	30
	Design 2 (Logomania)	27	18
Overcoat	Design 1 (Quiet Luxury)	39	26
	Design 2 (Logomania)	33	22
Skirt	Design 1 (Quiet Luxury)	51	34
	Design 2 (Logomania)	21	14

Table 10.1 Preference of female respondents in luxury design.

Tables 10 and 10.1 identify the preferences of both sexes in terms of the design. It can be observed that the respondents of this study are in favor of the first design that represents the Quiet Luxury. Specific clothing categories have a close percentage of the designs, although it also revealed that the respondents favor the Quiet Luxury for some categories (design 1).

Table 11.

Motivations for LogoMania and Quiet Luxury	Group	Frequency	Percentage
Logomania		147	32.6
	Logom1	60	13.3
	Logom2	59	13.1
	Logom3	28	6.2
Quiet Luxury Clothing		303	67.3
	Quiet1	90	20
	Quiet2	91	20.2
	Quiet3	122	27.1

Table 11 Respondents' perception of Logomania and Quiet Luxury.

Table 11 shows the respondents' perception of Logomania and Quiet Luxury. Results show that the vast majority of those surveyed are considered Quiet Luxury users (67.3%), and the latter are considered Logomania users (32.6%).

4.2 Summary of Open-Ended Questions

4.2.1 Quiet Luxury Responses

Results show that discrete and simple types of luxury clothing are more evident among the respondents' preferences in this study. Respondents stated that they wear modest clothing because they want to dress minimally and avoid attention from their clothes. The design, quality, comfort, and value for money are the actual definition of luxury clothing as the main criteria of premiums. Since it is mentioned that the respondents belong to the Upper Middle Income, Upper Income, and Rich tend to dress discretely for humbleness and their safety purposes. The mainstream Logomania concerns some respondents since Logomania clothing is prone to replicas. The respondents are very comfortable wearing the Quiet Luxury type of clothes since they can be worn and can fit any trend.

4.2.2 Logomania Responses

The respondent's reasons for buying loud luxury revolved around portraying their preference and showing people their style. Confidence plays a significant role in their buying behavior because they feel better since what they wear tends to be exclusive. The respondents wanted to show people their hard work by dressing and expressing fashion through Logomania clothing. Similarly, Logomania clothing adds a personal touch, style, and life to their fashion since it can be easily seen. Huge logos for them act as an initial guarantee of quality and reassure that the product is authentic. The value of money for them is expressed by wearing Logomania clothing and since they pay more to express themselves.

4.3 Hypothesis Testing

Table 12.

Chi-Square Test				
Hypothesis 1 - Table 1				
Ho	P1	17.3	P2	3.3
	P1	24	P2	10.7
	P1	16	P2	4.7
	P1	16.7	P2	7.3

H1 - True	α = 0.05			
Observed Freq.	QL	LM	Expected Freq.	
31	26	5	22.94	8.06
52	36	16	38.48	13.52
31	24	7	22.94	8.06
36	25	11	26.64	9.36
P-VALUE	0.429901052			
CHI-SQUARE	2.761355553			
Hypothesis Accepted				

Table 12 Average Family Income.

Table 12 exhibits the respondents' average family income concerning what they prefer in Quiet Luxury or Logomania designs. Based on the test, factor loadings are not significant since it shows that the p-value (0.429) is greater than a = 0.05. Therefore, we accept the null hypothesis or H1.

Table 13.

Chi-Square Test				
Hypothesis 1 - Table 2				
Ho	P1	72.7	P2	27.2
	P1	73.6	P2	26.3
	P1	72	P2	28
	P1	72.7	P2	27
H1 - False	α = 0.05			
Observed Freq.	QL	LM	Expected Freq.	
88	64	24	64.27826	23.72174
95	70	25	69.3913	25.6087
25	18	7	18.26087	6.73913
22	16	6	16.06957	5.930435
P-VALUE	0.997959			
CHI-SQUARE	0.039218			
Hypothesis Accepted				

Table 13 Means of Buying.

Table 13 shows the respondents how they acquire luxury clothing items related to their designs preferences. Based on the test, the p-value (0.997) is greater than a = 0.05. Therefore, we accept the null hypothesis.

Table 14.

Chi-Square Test				
Hypothesis 1 - Table 3				
Ho	P1	76.6	P2	23.4
	P1	80.5	P2	19.5
	P1	60	P2	40
	P1	50	P2	50
H1 - True	α = 0.05			
Observed Freq.	QL	LM	Expected Freq.	
77	59	18	56.98	20.02
41	33	8	30.34	10.66
30	18	12	22.2	7.8
2	1	1	1.48	0.52
P-VALUE	0.184891			
CHI-SQUARE	4.827276			
Hypothesis Accepted				

Table 14 Frequency of Buying.

Table 14 reveals the respondent's frequency of buying luxury clothing items with their preferred clothing design. Based on the test, there is no significant difference since the p-value (0.184) is greater than a = 0.05. Therefore, we accept the null hypothesis.

Table 15.

Chi-Square Test				
Hypothesis 2				
Ho	P1	.80	P2	.19
	P1	.754	P2	.246
	P1	.722	P2	.278
	P1	.70	P2	.30
	P1	.673	P2	.327
	P1	.60	P2	.40
H2 - True	α = 0.05			
Observed Freq.	QL	LM	Expected Freq.	
63	51	12	45.53	17.47
57	43	14	41.2	15.8
54	39	15	39.03	14.97

50	35	15	36.14	13.86
49	33	16	35.42	13.58
30	18	12	21.68	8.32
P-VALUE	0.343773233			
CHI-SQUARE	5.631204164			
Hypothesis Accepted				

Table 15 Chi-Square Testing of H2.

Table 15 exhibits the list of factors for Chi-Square Testing of the location of the respondents in connection with their choice of clothing preference. The test shows no significance between the variables since the p-value (0.343) is greater than a = 0.05 level of significance. Therefore, we accept the null hypothesis or H2.

Table 16.

Chi-Square Test				
Hypothesis 3				
Ho	P1	26	P2	10
	P1	12	P2	3.3
	P1	10	P2	6
	P1	26	P2	6.7
H3 - False	α = 0.05			
Observed Freq.	QL	LM	Expected Freq.	
54	39	15	39.96	14.04
23	18	5	17.02	5.98
24	15	9	17.76	6.24
49	39	10	36.26	12.74
P-VALUE	0.431502			
CHI-SQUARE	2.7518			
Hypothesis Accepted				

Table 16 Respondents' location of residence group by their clothing preference.

Table 16 shows Chi-Square testing parameters connected to respondents' preference toward Quiet Luxury and LogoMania designs. Based on the test, since the p-value (0.432) is greater than a = 0.05 level of significance. Therefore, we accept the null hypothesis or H3.

Table 17.

Chi-Square Test				
Hypothesis 4 & 5				
Ho	P1	52	P2	22
	P1	23.3	P2	2.7
H4 & H5 - True	α = 0.05			
Observed Freq.	Yes	No	Expected Freq.	
111	78	33	83.62	27.38
39	35	4	29.38	9.62
P-VALUE	0.015231			
CHI-SQUARE	5.8895			
Hypothesis Accepted				

Table 17 The prominence of the brand logo justifies premium pricing.

Table 17 shows the testing parameters in connection to the respondents' opinion on whether the prominence of the brand logo justifies the premium cost of the luxury items. Based on the test, the p-value (0.015) is less than a = 0.05 level of significance translates to statistically significant. Therefore, we accept hypotheses 4 and 5.

5. Conclusion

According to the outcomes of the study, preferences towards Quiet Luxury and Logomania may depend on their group according to social status, manner of procurement, and residence of the purchasing customer. In order to fully validate the differences, the researchers have isolated the data of each independent variable on what they prefer in terms of clothing design.

For Hypothesis 1, the factors under this are the respondent's average family income means of buying and buying frequency. This aims to understand the overall social status of the respondents by their choice of clothes. After running the hypothesis test on these variables, the result shows no significant difference when grouped according to social status with their preferred clothing design. Therefore, the null hypothesis is accepted.

When it comes to procurement, when grouped according to where they buy their luxury items, the Majority of the respondents prefer Quiet Luxury designs over Logomania. The quiet Luxury design remains the respondents' top choice, either from authorized retailers or gray markets. The researchers, therefore, accept the null hypothesis or H2 that there is no significant difference when grouped according to the manner of procurement. Additionally, this is one part of the hypothesis that has limited supporting details in other existing research.

Based on the results, when grouped according to the participants' residence with regards to their clothing preference, all classifications have a higher frequency and percentage of the respondents preferring Quiet Luxury. After the testing of the significance level, it resulted in no significance. Therefore, the researchers accept the null hypothesis or H3 that there is no significant difference when grouped according to the location of the participants towards their preference for clothing designs.

In terms of the prominence of the brand logo, which justifies premium pricing, the majority of those who prefer Logomania believe that the visible logo makes the product worth it, therefore making them satisfied with their purchase. Meanwhile, most of those who prefer a more discreet design also agreed that Quiet Luxury makes the purchase worth it. In conclusion, the researchers accept hypotheses 4 and 5 that both motivations for Logomania and Quiet Luxury significantly impact customer satisfaction. The majority of the respondents have agreed that the logo's prominence justifies the high cost and makes their acquisition of luxury items a worthwhile experience.

Furthermore, the findings of the study should be utilized as a benchmark tool in advancing the luxury retail sector is through the following:

5.1 Product development strategies

Despite having a unanimous preference for a discreet and straightforward design regardless of the shopper's income, the results of hypothesis 1 exhibit that there is a significant difference between luxury shoppers with an average family income of Php 219,140 or higher and Php 43,828 to 76,699. The findings proved that rich people are plumped for humble pieces, and on the other hand, middle-class buyers have a higher chance to pay for items with salient designs. Therefore, luxury retail sectors may produce exclusive and classic items that will be released seasonally. Releasing classic seasonal items in the market will benefit them as shoppers would usually save first to buy and only buy occasionally.

5.2 Distribution strategies

The second hypothesis of the current study discussed in table 2 provides insights on authorized resellers and gray markets, where it was uncovered that while there is an elevated preference for logomania for luxury items procured through social media or gray markets as compared to authorized boutiques, the difference is not substantial. Authorized retailers could therefore consider integrating the findings of the study to adjust the profile of their active inventory or SKUs they are carrying, given planogram limitations. Some Logomania items may be offered as an online inventory, given the heightened interest described by the data.

5.3 Promotion strategies

A good rule of thumb to remember when it comes to promotion is that it must be innovative and fresh to the eyes of the audience. As discussed in table 1.1, shoppers obtain their luxury items from their savings. The luxury retail sector may stimulate its market by displaying its merchandise as a possession and hardly found. They may also feature travel or leisure activities to establish a link with the audience with the same lifestyle.

5.4 Customer Experience

The findings in table 4 suggest that discreet or loud luxury items justify their premium pricing and maintain customer loyalty. Social status, Manner of Procurement, and Location of the Purchasing Customer create a systematic approach in decision making regardless of the notability of the brand; therefore, luxury retail stores should uphold their exclusive pricing to distinguish it from others that contribute to customer satisfaction.

It is recommended for future researchers that the conceptual framework of the research be applied and expanded: Place of purchase, Logomania type of luxury item, Quite luxury type of items. The hypotheses and conceptual framework do not include or incorporate any price nuances notions between gray market dispensaries and authorized reseller dispensaries; thus, for future research, the authors recommend addressing these subjects and linking monetary values to the satisfaction of luxury fashion consumers. In the future, it is possible to look into if there are significant changes in customer satisfaction when buying luxury clothing from Quiet and Logomania brands based on the items' prices. Several important features of luxury goods purchases have been discussed in this research. However, as previously stated, there are several limitations to this research. It is important to note that the study sample is modest at first. In order to draw more generalizable findings, bigger sample size is required as this would also improve the research's quality. Furthermore, conducting in-depth interviews with respondents would be beneficial to studying luxury items to solicit deeply rooted behavior that a survey cannot profoundly touch. Consider the tax that may be included as a variable component of the conceptual framework to collect data about the sector and information that cannot be researched just via literature.

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