# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table No.</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2.2.1</td>
<td>Mapping India's Income Classes</td>
</tr>
<tr>
<td>1.2.2.2</td>
<td>Distribution of Income Classes Among Urban Households</td>
</tr>
<tr>
<td>1.2.3.3</td>
<td>Urban India's Income Classes by Size</td>
</tr>
<tr>
<td>1.2.2.4</td>
<td>Urban India's Classification Based on Income Class and Number of Families</td>
</tr>
<tr>
<td>2.1.1</td>
<td>A Structural Analysis of Conspicuous Consumption Behavior</td>
</tr>
<tr>
<td>2.1.2</td>
<td>The six main facets of luxury</td>
</tr>
<tr>
<td>2.4.1</td>
<td>Brand as signals of status and image-Examples of Research Used to Define the Values of Prestige</td>
</tr>
<tr>
<td>2.4.2</td>
<td>Customer value framework for luxury goods</td>
</tr>
<tr>
<td>3.2.3</td>
<td>KMO and Bartlett's Test of Sample Adequacy</td>
</tr>
<tr>
<td>3.4.3.1</td>
<td>Cronbach’s Alpha- Reliability of constructs before factor analysis</td>
</tr>
<tr>
<td>3.4.3.2</td>
<td>Cronbach’s Alpha- Reliability of constructs for factor analysis</td>
</tr>
<tr>
<td>3.4.4</td>
<td>Tests of Normality</td>
</tr>
<tr>
<td>3.5.1</td>
<td>Brands Purchased</td>
</tr>
<tr>
<td>3.5.2.1-</td>
<td>Profile of the Respondents 1) Gender, 2) Chronological Age, 3) Highest Education, 4) City of Residence, 5) Occupation, 6) Annual Household Income, 7) Father's Occupation, 8) Father Highest Education, 9) Mother's Occupation, 10) Mother's Highest Education</td>
</tr>
<tr>
<td>3.5.2.10</td>
<td></td>
</tr>
<tr>
<td>3.5.3</td>
<td>Lifestyle activities/events/memberships</td>
</tr>
<tr>
<td>4.1.1</td>
<td>Rotated Component Matrix( ^a ) - Value Expressive Functions</td>
</tr>
<tr>
<td>4.1.2</td>
<td>Rotated Component Matrix( ^a ) - Social Motives</td>
</tr>
<tr>
<td>4.1.3</td>
<td>Rotated Component Matrix - Hedonic/Emotional Motives</td>
</tr>
<tr>
<td>4.2.1-4.2.5</td>
<td>Correlations between various constructs. 1) Rejection, 2) Customer Brand Identification, 3) Lifestyle and Fashion Statement, 4) Quality Assurance and Brand Heritage, 5) Peer Pressure</td>
</tr>
<tr>
<td>4.3.1-4.3.7</td>
<td>Regression on various constructs as dependent variable. 1) Rejection, 2) Brand Identification, 3) Lifestyle and Fashion statement, 4) Quality Assurance and Brand Heritage, 5) Peer Pressure, 6) Social Recognition, 7) Self Esteem</td>
</tr>
<tr>
<td>4.5.1.1-4.5.1.8</td>
<td>Frequency Distribution - Social Recognition. 1) SR3, 2) SR5, 3) SR6, 4) SR4, 5) SR7, 6) SR8, 7) SR 9, 8) SR10</td>
</tr>
<tr>
<td>4.5.2.1-4.5.2.6</td>
<td>Frequency Distribution - Self Esteem. 1) SE1, 2) SE4, 3) SE5, 4) SE6, 5) SE7, 6) SE8</td>
</tr>
<tr>
<td>4.5.3.1-4.5.3.6</td>
<td>Frequency Distribution - Peer Pressure. 1) PP1, 2) PP4, 3) PP2, 4) PP3, 5) PP6, 6) PP7</td>
</tr>
<tr>
<td>4.5.4.1-4.5.4.5</td>
<td>Frequency Distribution - Decision making. 1) DM1, 2) DM2, 3) DM3, 4) DM4, 5) DM5</td>
</tr>
<tr>
<td>4.5.4.6</td>
<td>Cross tabulation - Decision Making and Social recognition DM2*SR4</td>
</tr>
<tr>
<td>4.5.4.7</td>
<td>Cross tabulation - Decision Making and Social recognition DM3*SR4</td>
</tr>
<tr>
<td>4.5.4.8</td>
<td>Cross tabulation - Decision Making and Self Esteem DM3*SE7</td>
</tr>
<tr>
<td>4.5.4.9</td>
<td>Cross tabulation - Decision Making and Peer Pressure DM2*PP6</td>
</tr>
<tr>
<td>4.5.4.10</td>
<td>Cross tabulation - Decision Making and Peer Pressure DM2*PP7</td>
</tr>
<tr>
<td>4.5.4.11</td>
<td>Cross tabulation - Decision Making and Peer Pressure DM3*PP7</td>
</tr>
<tr>
<td>4.6.1</td>
<td>Covariance: Brand Identification model</td>
</tr>
<tr>
<td>4.7.1</td>
<td>Rotated Component Matrix - Rejection of non-luxury brands</td>
</tr>
<tr>
<td>4.7.1.1</td>
<td>Covariance: Rejection on non-luxury brands due to social recognition model</td>
</tr>
<tr>
<td>4.7.2.1</td>
<td>Covariance: Rejection of non-luxury brands due to social appeal model</td>
</tr>
<tr>
<td>4.7.3.1</td>
<td>Covariance: Rejection of non-luxury brands due to brand name/value/ownership model</td>
</tr>
<tr>
<td>4.7.4.1</td>
<td>Covariance: Rejection of non-luxury brands due to Quality Assurance from luxury brands model</td>
</tr>
<tr>
<td>4.7.5.1</td>
<td>Covariance: Rejection of non-luxury brands due to social admiration received by luxury brands model</td>
</tr>
</tbody>
</table>