



# 1. Select An Appropriate Research Topic

**An Analysis of the Factors that Influence the Purchase intention of Luxury Brands.**

**Or**

**The Relationship between Customer Loyalty and the Purchase Intention of Luxury Brands.**

## 2. State the Purpose of the Study

**The purpose of the study is:**

- To analyse the factors that influence the purchase intention of luxury brands.**

**Or**

- To investigate the relationship between customer loyalty and purchase intention of luxury brands.**

**\* Tip: The purpose of the study is actually the topic**

# 3. State the Problem Statement

The sales of luxury brands has decreased globally (Thomas, 2016).

Or

According to Thomas (2016) purchases of luxury brands indicate a sign of low customer loyalty.

\* Tips:

Be specific and **straight** to the **point**

Remember to provide a **source** for your problem statement

# 4. Research Objectives

## □ Theoretical Objectives

To review literature on customer perceptions.

To review Literature on customer loyalty.

To review literature on the purchase intention of luxury brands.

# 4. Research Objectives Cont....

## ❑ Empirical Objectives

To investigate the relationship between customer perceptions and the purchase intention of luxury brands.

To investigate the relationship between customer perceptions and customer loyalty.

To investigate the relationship between customer loyalty and the purchase intention of luxury brands.

\* Tip:

**Objectives** are based on the Research Conceptual **Model** (*see model slide*)

# Research Questions

**Research Question 1:** Are customer perceptions directly and positively related to the purchase intention of luxury brands?

**Research Question 2:** Are customer perceptions directly and positively related to customer loyalty?

**Research Question 3:** Is customer loyalty directly and positively related to the purchase intention of luxury brands?

\* Tip:

Research **questions** are based on the Research Conceptual **Model** (*see model slide*)

# Justification and Contribution of the Study

The following **questions** have to be answered.

- Why is the study important?*
- How does it benefit academia?*
- How does it benefit practitioners?*
- How does it benefit customers?*
- How its add to the existing body of knowledge?*
- How does it benefit government, NGOs, Companies and Society?*



# Literature Review

**Theoretical Grounding**

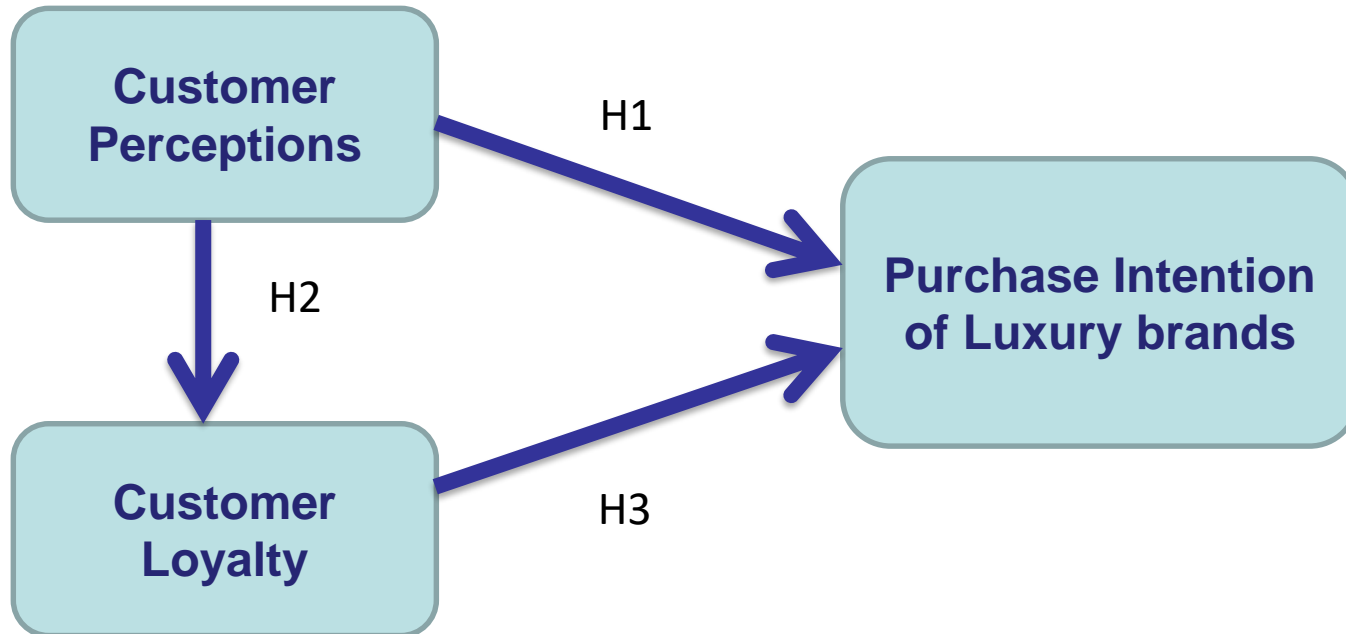
**&**

**Empirical Review**

# Literature Review Cont....

- ❑ **Theoretical Grounding** (Theory that forms the basis of the study e.g The Theory of Planned Behaviour).
- ❑ **Empirical Review** (Discussion of the research model constructs) *see Conceptual model slide.*

# Conceptual Model



# Hypotheses Statements

***Hypothesis 1:*** Customer perceptions are directly and positively related to the purchase intention of luxury brands.

***Hypothesis 2:*** Customer perceptions are directly and positively related to customer loyalty.

***Hypothesis 3:*** Customer loyalty is directly and positively related to the purchase intention of luxury brands.

\* Tip:

Hypotheses statements are based on the Research Conceptual **Model** (see model slide)

# Research Methodology and Design

- Brief description of research design.
- Provide a definition for quantitative research.
- Sampling design.
- Target population.
- Sample frame.
- Sample size.
- Sampling method
- Questionnaire design.
- Data collection techniques.
- Data analysis approach.
- Ethical consideration.
- Timeline for the study.

# Outline of the Research Study

- ❑ Overview of the Study.
- ❑ Literature Review.
- ❑ Conceptual Model & Hypotheses Statements.
- ❑ Research Methodology & Design.
- ❑ Data Analysis & Discussion of Results.
- ❑ Conclusion & Recommendations.
- ❑ Time-line for the Study

\*Tip:

Provide a brief **description** for **each stage**

THE END

