Correlation analysis is to analyze two or more variables with a certain correlation to determine the degree of correlation of the variables. This article uses Pearson correlation analysis to analyze the correlation of variables. Its mathematical characteristic is that the coefficient value is between -1 and 1, the closer it is to -1 or 1, the greater the correlation is. When the coefficient value is positive, it will show a positive Correlation, if the coefficient value is negative, it shows negative correlation. The following chart is a correlation analysis of the gender, age, education, occupation, marital status, luxury holdings, luxury holding motivations (4 items), and luxury focus (5 items) of Chinese luxury consumers. Determine whether there is a significant correlation between them.

Correlations

		gender	age	education	occupation	monthly income	marital status	luxury items	motive:Improve personal confidence	motive:Vanity for "Mianzi"	motive:Brand culture and design	motive:Highlight identity and status class	focus:Practicality	focus:Price	focus:Design	focus:Promotion	focus:Brand Culture
gender	Pearson Correlation	1	-0.1	-0.1	-0.2	-0.1	-0.1	0.04	-0.1	0.22	0.11	-0.2	0.01	0.07	0.06	-0.1	-0.2
	Sig. (2-tailed)		0.53	0.33	0.23	0.69	0.62	0.78	0.4	0.09	0.4	0.21	0.92	0.6	0.65	0.33	0.16
age	Pearson Correlation	-0.1	1	.385*	.355*	.459*	.642*	.302*	-0	-0.1	-0.1	0.1	-0.2	-0.1	-.312	0.02	0.2
	Sig. (2-tailed)	0.53		0	0.01	0	0	0.02	0.85	0.31	0.61	0.45	0.08	0.5	0.02	0.87	0.13
education	Pearson Correlation	-0.1	.385*	1	-0	.363*	0.14	0.09	-0.2	-.319	0.26	0.03	-0.1	0.05	-0.1	0.08	0.14
	Sig. (2-tailed)	0.33	0		0.74	0.01	0.31	0.52	0.18	0.02	0.05	0.81	0.43	0.69	0.36	0.57	0.29
occupation	Pearson Correlation	-0.2	.355*	-0	1	0.14	0.23	-0	-0.1	0.11	-0.3	0.03	-0.1	0	-0.1	-0	-0.1
	Sig. (2-tailed)	0.23	0.01	0.74		0.31	0.08	0.83	0.45	0.41	0.05	0.8	0.53	0.99	0.51	0.88	0.62
monthly income	Pearson Correlation	-0.1	.459*	.363*	0.14	1	.514*	.514*	-0.2	-0.2	-0	0.09	-0.1	-.292	-0.1	-0	-0
	Sig. (2-tailed)	0.69	0	0.01	0.31		0	0	0.24	0.23	0.75	0.51	0.44	0.03	0.37	0.73	0.97
marital status	Pearson Correlation	-0.1	.642*	0.14	0.23	.514*	1	.269*	0.02	0.13	-0.2	0.21	-0.1	-0.2	-.326	-0	-0
	Sig. (2-tailed)	0.62	0	0.31	0.08	0		0.04	0.86	0.32	0.17	0.11	0.44	0.2	0.01	0.79	0.95
luxury items	Pearson Correlation	0.04	.302*	0.09	-0	.514*	.269*	1	-0.3	-0.1	0.13	0.14	-0	-0.2	-0.1	0.06	0.15
	Sig. (2-tailed)	0.78	0.02	0.52	0.83	0	0.04		0.06	0.44	0.34	0.29	0.75	0.12	0.28	0.66	0.25
motive:Improve pers	Pearson Correlation	-0.1	-0	-0.2	-0.1	-0.2	0.02	-0.3	1	-0.1	-0.2	-0.1	0.03	0.22	-0	0.2	.362**
	Sig. (2-tailed)	0.4	0.85	0.18	0.45	0.24	0.86	0.06		0.6	0.07	0.3	0.84	0.1	0.82	0.12	0.01
motive:Vanity for "M	Pearson Correlation	0.22	-0.1	-.319	0.11	-0.2	0.13	-0.1	-0.1	1	-.354	0.17	-0.2	-0.1	0.03	-0.1	-0.1
	Sig. (2-tailed)	0.09	0.31	0.02	0.41	0.23	0.32	0.44	0.6		0.01	0.2	0.06	0.38	0.85	0.62	0.3
motive:Brand culture	Pearson Correlation	0.11	-0.1	0.26	-0.3	-0	-0.2	0.13	-0.2	-.354	1	-0.2	0.19	0.1	.330*	-0	-0.2
	Sig. (2-tailed)	0.4	0.61	0.05	0.05	0.75	0.17	0.34	0.07	0.01		0.06	0.15	0.48	0.01	0.89	0.1
motive:Highlight ide	Pearson Correlation	-0.2	0.1	0.03	0.03	0.09	0.21	0.14	-0.1	0.17	-0.2	1	-0	-0	-0.2	-0.1	0.04
	Sig. (2-tailed)	0.21	0.45	0.81	0.8	0.51	0.11	0.29	0.3	0.2	0.06		0.83	0.94	0.12	0.44	0.74
focus:Practicality	Pearson Correlation	0.01	-0.2	-0.1	-0.1	-0.1	-0.1	-0	0.03	-0.2	0.19	-0	1	.319*	0.04	0.11	-0.1
	Sig. (2-tailed)	0.92	0.08	0.43	0.53	0.44	0.44	0.75	0.84	0.06	0.15	0.83		0.02	0.8	0.4	0.35
focus:Price	Pearson Correlation	0.07	-0.1	0.05	0	-.292	-0.2	-0.2	0.22	-0.1	0.1	-0	.319*	1	0.22	.341*	0.16
	Sig. (2-tailed)	0.6	0.5	0.69	0.99	0.03	0.2	0.12	0.1	0.38	0.48	0.94	0.02		0.1	0.01	0.25
focus:Design	Pearson Correlation	0.06	-.312	-0.1	-0.1	-0.1	-.326	-0.1	-0	0.03	.330*	-0.2	0.04	0.22	1	0.2	0.01
	Sig. (2-tailed)	0.65	0.02	0.36	0.51	0.37	0.01	0.28	0.82	0.85	0.01	0.12	0.8	0.1		0.14	0.94
focus:Promotion	Pearson Correlation	-0.1	0.02	0.08	-0	-0	-0	0.06	0.2	-0.1	-0	-0.1	0.11	.341*	0.2	1	.348**
	Sig. (2-tailed)	0.33	0.87	0.57	0.88	0.73	0.79	0.66	0.12	0.62	0.89	0.44	0.4	0.01	0.14		0.01
focus:Brand Culture	Pearson Correlation	-0.2	0.2	0.14	-0.1	-0	-0	0.15	.362*	-0.1	-0.2	0.04	-0.1	0.16	0.01	.348*	1
	Sig. (2-tailed)	0.16	0.13	0.29	0.62	0.97	0.95	0.25	0.01	0.3	0.1	0.74	0.35	0.25	0.94	0.01	

**. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

Correlation analysis conclusion: Consumer age is significantly positively correlated with the amount of luxury goods held by consumers (correlation coefficient = .302, p <0.05): It means that the older the age, the more luxury goods are held; the age of consumers and Consumers 'focus—significant positive correlation in design (correlation coefficient =-. 312, p <0.05): This shows that with the increase of age, consumers pay more and more attention to the design of luxury goods; consumer education and consumer luxury Motivation of Goods-Vanity exhibits a significant negative correlation (correlation coefficient = .319, p <0.05): It shows that consumers who purchase luxury goods because of vanity are often more education-oriented; consumer income and the number of luxury goods held Showed a significant positive correlation (correlation coefficient = .514, p <0.05): It means that the higher the consumer's income, the more luxury goods they hold; the consumer's income has a significant negative correlation with the focus of consumers on luxury goods—prices have a significant negative correlation (Correlation

Here, the multivariat
luxury goods hold

age

education

monthly income

occupation

motive:Highligh

focus:Design
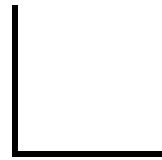
Difference analysis o

Among them, the av

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e analysis of variance analysis method ANOVA is used to test whether the number of luxury goods held by luxury consumers, the motivation for
ing and the focus of luxury goods are significant under different gender, age, education, occupation, income and marital status Difference, if p
value <0.05, it means there is a significant difference. The following table is the variable that detected a difference.

ANOVA		Sum of Square	df	Mean Square	F	Sig.
motive:Highligh	Between Group	1.116	3	0.372	2.807	0.048
	Within Groups	7.16	54	0.133		
	Total	8.276	57			
focus:Design	Between Group	3.367	3	1.122	5.891	0.001
	Within Groups	10.288	54	0.191		
	Total	13.655	57			
motive:Vanity f	Between Group	1.932	4.000	0.483	2.946	0.028
	Within Groups	8.689	53.000	0.164		
	Total	10.621	57.000			
focus:Design	Between Group	3.401	4.000	0.850	4.394	0.004
	Within Groups	10.255	53.000	0.193		
	Total	13.655	57.000			
luxury items	Between Group	34.415	6	5.736	3.404	0.007
	Within Groups	85.93	51	1.685		
	Total	120.345	57			
focus:Design	Between Group	3.406	7	0.487	2.374	0.036
	Within Groups	10.249	50	0.205		
	Total	13.655	57			

age	Mean		education	Mean		income	Mean
Under 20 years	0.400	motive:Vanity f	Secondary	0.600	luxury items	Under 3000kc	1.000
21-30 years old	0.110		College	0.570		Under 6000kc	1.400
31-40 years old	0.080		Bachelor	0.130		6001-12000kc	1.330
40-50 years old	0.500		Master	0.230		12001-18000kc	2.410
Total	0.170		Doctor	0.000		18001-30000kc	3.070
Under 20 years	0.400		Total	0.240		30001-60000kc	3.200
21-30 years old	0.770	focus:Design	Secondary	0.200		Above 60000kc	3.750

31-40 years old	0.580	College	0.860	Total	2.550
40-50 years old	0.000	Bachelor	0.770		
Total	0.620	Master	0.460		
		Doctor	0.000		
		Total	0.620		

conclusion: The p-value of luxury purchase motivation-emphasis on status class is less than 0.05, indicating that consumers at different ages have significant differenc
erage value of 40-50 years old is 0.5, which indicates that consumers have the greatest motivation for holding luxury goods because of their status and class. Consum
licating that consumers at different ages have significant differences in luxury products—the product focus. Among them, consumers aged 21-30 (mean = 0.77) pay m
ttle attention to luxury design. Consumers with different education levels have significant differences in luxury ownership motivations-vanity (p <0.05). The vanity motiv
evels have a significant difference in the focus of luxury products on design (p <0.05). Among them, doctoral students pay the weakest attention to luxury design. The p
rent incomes have significantly different purchases of luxury goods. The higher the income, the more luxury goods will be purchased in the future. Consumers' focus–
nificant differences in the design attention of luxury goods under different occupations. Among them, the average value of non-professional consumers is 1, indicating

occupation		Mean
focus:Design	Student	0.770
	Government O	0.670
	Enterprise mar	0.170
	General staff ((	0.330
	Professionals (	0.000
	Service industr	0.800
	Self-employed	0.670

No career	1.000
Total	0.620

...es in luxury holding motivation-emphasis on status class.
...ners 'focus on luxury products—the product design 's p-value
...ore attention to luxury design, while consumers aged 40-50
...ation of doctoral students is the weakest. Consumers at
...p-value of luxury purchases is less than 0.05, indicating that
...–The design p-value is less than 0.05, which indicates that
...that they pay the most attention to luxury design.

		gender	age	education	occupation	monthly income	marital status	luxury items	motive:Improve personal confidence	motive:Vanity for "Mianz"i	motive:Brand culture and design	motive:Highlight identity and status class	focus:Practicality	focus:Price
Correlations														
gender	Pearson Corr	1	-0.08	-0.13	-0.16	-0.05	-0.07	0.04	-0.11	0.22	0.11	-0.17	0.01	0.07
	Sig. (2-tailed)		0.53	0.33	0.23	0.69	0.62	0.78	0.4	0.09	0.4	0.21	0.92	0.6
age	Pearson Corr	-0.08	1	.385**	.355**	.459**	.642**	.302*	-0.03	-0.14	-0.07	0.1	-0.23	-0.09
	Sig. (2-tailed)	0.53		0	0.01	0	0	0.02	0.85	0.31	0.61	0.45	0.08	0.5
education	Pearson Corr	-0.13	.385**	1	-0.04	.363**	0.14	0.09	-0.18	-.319*	0.26	0.03	-0.11	0.05
	Sig. (2-tailed)	0.33	0		0.74	0.01	0.31	0.52	0.18	0.02	0.05	0.81	0.43	0.69
occupation	Pearson Corr	-0.16	.355**	-0.04	1	0.14	0.23	-0.03	-0.1	0.11	-0.26	0.03	-0.09	0
	Sig. (2-tailed)	0.23	0.01	0.74		0.31	0.08	0.83	0.45	0.41	0.05	0.8	0.53	0.99
monthly incor	Pearson Corr	-0.05	.459**	.363**	0.14	1	.514**	.514**	-0.16	-0.16	-0.04	0.09	-0.1	-.292*
	Sig. (2-tailed)	0.69	0	0.01	0.31		0	0	0.24	0.23	0.75	0.51	0.44	0.03
marital status	Pearson Corr	-0.07	.642**	0.14	0.23	.514**	1	.269*	0.02	0.13	-0.18	0.21	-0.1	-0.17
	Sig. (2-tailed)	0.62	0	0.31	0.08	0		0.04	0.86	0.32	0.17	0.11	0.44	0.2
luxury items	Pearson Corr	0.04	.302*	0.09	-0.03	.514**	.269*	1	-0.25	-0.1	0.13	0.14	-0.04	-0.21
	Sig. (2-tailed)	0.78	0.02	0.52	0.83	0	0.04		0.06	0.44	0.34	0.29	0.75	0.12
motive:Impro	Pearson Corr	-0.11	-0.03	-0.18	-0.1	-0.16	0.02	-0.25	1	-0.07	-0.24	-0.14	0.03	0.22
	Sig. (2-tailed)	0.4	0.85	0.18	0.45	0.24	0.86	0.06		0.6	0.07	0.3	0.84	0.1
motive:Vanity	Pearson Corr	0.22	-0.14	-.319*	0.11	-0.16	0.13	-0.1	-0.07	1	-.354**	0.17	-0.25	-0.12
	Sig. (2-tailed)	0.09	0.31	0.02	0.41	0.23	0.32	0.44	0.6		0.01	0.2	0.06	0.38
motive:Brand	Pearson Corr	0.11	-0.07	0.26	-0.26	-0.04	-0.18	0.13	-0.24	-.354**	1	-0.25	0.19	0.1
	Sig. (2-tailed)	0.4	0.61	0.05	0.05	0.75	0.17	0.34	0.07	0.01		0.06	0.15	0.48
motive:Highli	Pearson Corr	-0.17	0.1	0.03	0.03	0.09	0.21	0.14	-0.14	0.17	-0.25	1	-0.03	-0.01
	Sig. (2-tailed)	0.21	0.45	0.81	0.8	0.51	0.11	0.29	0.3	0.2	0.06		0.83	0.94
focus:Practica	Pearson Corr	0.01	-0.23	-0.11	-0.09	-0.1	-0.1	-0.04	0.03	-0.25	0.19	-0.03	1	.319*
	Sig. (2-tailed)	0.92	0.08	0.43	0.53	0.44	0.44	0.75	0.84	0.06	0.15	0.83		0.02
focus:Price	Pearson Corr	0.07	-0.09	0.05	0	-.292*	-0.17	-0.21	0.22	-0.12	0.1	-0.01	.319*	1
	Sig. (2-tailed)	0.6	0.5	0.69	0.99	0.03	0.2	0.12	0.1	0.38	0.48	0.94	0.02	
focus:Design	Pearson Corr	0.06	-.312*	-0.12	-0.09	-0.12	-.326*	-0.15	-0.03	0.03	.330*	-0.21	0.04	0.22
	Sig. (2-tailed)	0.65	0.02	0.36	0.51	0.37	0.01	0.28	0.82	0.85	0.01	0.12	0.8	0.1
focus:Promot	Pearson Corr	-0.13	0.02	0.08	-0.02	-0.05	-0.04	0.06	0.2	-0.07	-0.02	-0.1	0.11	.341**
	Sig. (2-tailed)	0.33	0.87	0.57	0.88	0.73	0.79	0.66	0.12	0.62	0.89	0.44	0.4	0.01
focus:Brand (	Pearson Corr	-0.19	0.2	0.14	-0.07	-0.01	-0.01	0.15	.362**	-0.14	-0.22	0.04	-0.13	0.16
	Sig. (2-tailed)	0.16	0.13	0.29	0.62	0.97	0.95	0.25	0.01	0.3	0.1	0.74	0.35	0.25

**. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

focus: Design	focus: Promotion	focus: Brand Culture
0.06	-0.13	-0.19
0.65	0.33	0.16
-.312*	0.02	0.2
0.02	0.87	0.13
-0.12	0.08	0.14
0.36	0.57	0.29
-0.09	-0.02	-0.07
0.51	0.88	0.62
-0.12	-0.05	-0.01
0.37	0.73	0.97
-.326*	-0.04	-0.01
0.01	0.79	0.95
-0.15	0.06	0.15
0.28	0.66	0.25
-0.03	0.2	.362**
0.82	0.12	0.01
0.03	-0.07	-0.14
0.85	0.62	0.3
.330*	-0.02	-0.22
0.01	0.89	0.1
-0.21	-0.1	0.04
0.12	0.44	0.74
0.04	0.11	-0.13
0.8	0.4	0.35
0.22	.341**	0.16
0.1	0.01	0.25
1	0.2	0.01
	0.14	0.94
0.2	1	.348**
0.14		0.01
0.01	.348**	1
0.94	0.01	

in conclusion:

Consumer age is significantly positively correlated with the amount of luxury g[oods] held by consumers (correlation coefficient = .302, p <0.05): indicating that the older the age, the more luxury goods are held;

Consumer age and consumer focus—significant positive correlation between design (correlation coefficient =-. 312, p <0.05): Explains that with increasing a[ge] consumers pay more and more attention to luxury design;

Consumer education level is significantly negatively correlated with consumers 'motivation to hold luxury goods (vanity) (correlation coefficient = . p <0.05): This shows that consumers who purchase luxury goods because of va[nity] often have higher education levels. .

Consumer income has a significant positive correlation with the number of lux[ury] goods held (correlation coefficient = .514, p <0.05): it means that the higher th[e] consumer income, the more luxury goods they hold;

Consumer income has a significant negative correlation with consumer focus o[n] luxury goods—prices have a significant negative correlation (correlation coeffi[cient] =-. 292, p <0.05): it means that consumers with higher incomes are less concer[ned] about luxury goods prices;

Consumers 'motivations for holding luxury goods—enhancing self-confidence a[nd] consumers' focus on luxury goods—brand culture is significantly positively rela[ted] indicating that consumers who lack self-confidence pay more attention to luxu[ry] brand culture

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ANOVA		Sum of Square	df	Mean Square	F	Sig.
luxury items	Between Groups	12.152	3	4.051	2.022	0.122
	Within Groups	108.193	54	2.004		
	Total	120.345	57			
motive:Improve personal	Between Groups	0.018	3	0.006	0.024	0.995
	Within Groups	13.086	54	0.242		
	Total	13.103	57			
motive:Vanity for "Mianz"i	Between Groups	0.737	3	0.246	1.343	0.270
	Within Groups	9.883	54	0.183		
	Total	10.621	57			
motive:Brand culture and	Between Groups	0.194	3	0.065	0.270	0.846
	Within Groups	12.91	54	0.239		
	Total	13.103	57			
motive:Highlight identity a	Between Groups	1.116	3	0.372	2.807	0.048
	Within Groups	7.16	54	0.133		
	Total	8.276	57			
focus:Practicality	Between Groups	1.103	3	0.368	1.513	0.222
	Within Groups	13.121	54	0.243		
	Total	14.224	57			
focus:Price	Between Groups	0.359	3	0.120	0.536	0.660
	Within Groups	12.055	54	0.223		
	Total	12.414	57			
focus:Design	Between Groups	3.367	3	1.122	5.891	0.001
	Within Groups	10.288	54	0.191		
	Total	13.655	57			
focus:Promotion	Between Groups	0.059	3	0.020	0.120	0.948
	Within Groups	8.855	54	0.164		
	Total	8.914	57			
focus:Brand Culture	Between Groups	0.652	3	0.217	0.857	0.469
	Within Groups	13.693	54	0.254		
	Total	14.345	57			

Descriptives						95% Confidenc
age		N	Mean	Std. Deviation	Std. Error	Lower Bound
motive:Highlight identity a	Under 20 years old	5	0.400	0.548	0.245	-0.280
	21-30 years old	35	0.110	0.323	0.055	0.000
	31-40 years old	12	0.080	0.289	0.083	-0.100
	40-50 years old	6	0.500	0.548	0.224	-0.070
	Total	58	0.170	0.381	0.050	0.070
focus:Design	Under 20 years old	5	0.400	0.548	0.245	-0.280

21-30 years old	35	0.770	0.426	0.072	0.630
31-40 years old	12	0.580	0.515	0.149	0.260
40-50 years old	6	0.000	0.000	0.000	0.000
Total	58	0.620	0.489	0.064	0.490

Motivation for luxury purchases-emphasis on the p-value of the status class is less than (
indicating that consumers at different ages have significant differences in motivation for
luxury goods-emphasis on the status class. Among them, the average value of 40-50 year
is 0.5, which indicates that consumers have the greatest motivation for holding luxury go
because of their status and class.

Consumers 'focus on luxury products—the product design 's p-value is less than 0.05,
indicating that consumers at different ages have significant differences in luxury product
attention—product design. Among them, consumers aged 21-30 (mean = 0.77) pay more
attention to luxury design, while consumers aged 40-50 (mean = 0.00) pay little attention
luxury design.

:e Interval for Mean		
Upper Bound	Minimum	Maximum
1.080	0.000	1
0.230	0.000	1
0.270	0.000	1
1.070	0.000	1
0.270	0.000	1
1.080	0.000	1

0.920	0.000	1
0.910	0.000	1
0.000	0.000	0
0.750	0.000	1

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ANOVA

		Sum of Square	df	Mean Square	F	Sig.
luxury items	Between Groups	11.242	4.000	2.810	1.365	0.258
	Within Groups	109.103	53.000	2.059		
	Total	120.345	57.000			
motive:Improve person:	Between Groups	1.372	4.000	0.343	1.550	0.201
	Within Groups	11.732	53.000	0.221		
	Total	13.103	57.000			
motive:Vanity for "Mian:	Between Groups	1.932	4.000	0.483	2.946	0.028
	Within Groups	8.689	53.000	0.164		
	Total	10.621	57.000			
motive:Brand culture an	Between Groups	1.634	4.000	0.408	1.887	0.126
	Within Groups	11.47	53.000	0.216		
	Total	13.103	57.000			
motive:Highlight identity	Between Groups	0.373	4.000	0.093	0.625	0.647
	Within Groups	7.903	53.000	0.149		
	Total	8.276	57.000			
focus:Practicality	Between Groups	1.97	4.000	0.492	2.130	0.090
	Within Groups	12.255	53.000	0.231		
	Total	14.224	57.000			
focus:Price	Between Groups	0.713	4.000	0.178	0.807	0.526
	Within Groups	11.701	53.000	0.221		
	Total	12.414	57.000			
focus:Design	Between Groups	3.401	4.000	0.850	4.394	0.004
	Within Groups	10.255	53.000	0.193		
	Total	13.655	57.000			
focus:Promotion	Between Groups	0.326	4.000	0.082	0.503	0.733
	Within Groups	8.588	53.000	0.162		
	Total	8.914	57.000			
focus:Brand Culture	Between Groups	1.519	4.000	0.380	1.569	0.196
	Within Groups	12.826	53.000	0.242		
	Total	14.345	57.000			

Descriptives

education

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound
motive:Vanity for "Mian:	Secondary	5	0.600	0.548	0.245	-0.08	1.28
	College	7	0.570	0.535	0.202	0.08	1.07
	Bachelor	30	0.130	0.346	0.063	0	0.26
	Master	13	0.230	0.439	0.122	-0.03	0.5
	Doctor	3	0.000	0	0	0	0
	Total	58	0.240	0.432	0.057	0.13	0.35

focus:Design							
	Secondary	5	0.200	0.447	0.2	-0.36	0.76
	College	7	0.860	0.378	0.143	0.51	1.21
	Bachelor	30	0.770	0.43	0.079	0.61	0.93
	Master	13	0.460	0.519	0.144	0.15	0.78
	Doctor	3	0.000	0	0	0	0
	Total	58	0.620	0.489	0.064	0.49	0.75

Consumers at different levels of education have significant differences in luxury-motivation-vanity (p <0.05). Ph.D. students have the weakest vanity motivation. Consumers at different levels of education have a significant difference in the focus on luxury-design (p <0.05). Among them, doctoral students pay the weakest attention to luxury design.

ean		
Minimum	Maximum	
0	1	
0	1	
0	1	
0	1	
0	0	
0	1	

0	1
0	1
0	1
0	1
0	0
0	1

ANOVA

		Sum of Square	df	Mean Square	F	Sig.
luxury items	Between Groups	34.415	6	5.736	3.404	0.007
	Within Groups	85.93	51	1.685		
	Total	120.345	57			
motive:Improve	Between Groups	2.035	6	0.339	1.563	0.177
	Within Groups	11.068	51	0.217		
	Total	13.103	57			
motive:Vanity f	Between Groups	1.502	6	0.25	1.401	0.233
	Within Groups	9.118	51	0.179		
	Total	10.621	57			
motive:Brand c	Between Groups	1.481	6	0.247	1.083	0.385
	Within Groups	11.623	51	0.228		
	Total	13.103	57			
motive:Highligh	Between Groups	1.66	6	0.277	2.133	0.065
	Within Groups	6.616	51	0.13		
	Total	8.276	57			
focus:Practicali	Between Groups	1.628	6	0.271	1.099	0.376
	Within Groups	12.596	51	0.247		
	Total	14.224	57			
focus:Price	Between Groups	2.398	6	0.4	2.035	0.078
	Within Groups	10.016	51	0.196		
	Total	12.414	57			
focus:Design	Between Groups	1.025	6	0.171	0.69	0.659
	Within Groups	12.63	51	0.248		
	Total	13.655	57			
focus:Promotio	Between Groups	0.509	6	0.085	0.514	0.795
	Within Groups	8.405	51	0.165		
	Total	8.914	57			
focus:Brand Cu	Between Groups	0.712	6	0.119	0.444	0.846
	Within Groups	13.633	51	0.267		
	Total	14.345	57			

Descriptives

income		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Me	
						Lower Bound	Upper Bound
luxury items	Under 3000kc	2	1.000	0	0	1	1
	Under 6000kc	5	1.400	0.548	0.245	0.72	2.08
	6001-12000kc	6	1.330	0.516	0.211	0.79	1.88
	12001-18000k	17	2.410	1.46	0.354	1.66	3.16
	18001-30000k	14	3.070	1.269	0.339	2.34	3.8
	30001-60000k	10	3.200	1.398	0.442	2.2	4.2

Above 60000k	4	3.750	1.893	0.946	0.74	6.76
Total	58	2.550	1.453	0.191	2.17	2.93

The p-value of luxury purchases is less than 0.05, indicating that consumers with different incomes have significantly different purchases of luxury goods. The higher the income, the mor luxury goods will be purchased in the future.

ean		
Minimum	Maximum	
1	1	
1	2	
1	2	
1	5	
1	5	
1	5	

	1	5
	1	5

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		Sum of Square	df	Mean Square	F	Sig.
			ANOVA			
luxury items	Between Groups	10.639	3	3.546	1.746	0.169
	Within Groups	109.706	54	2.032		
	Total	120.345	57			
motive:Improve	Between Groups	0.274	3	0.091	0.385	0.764
	Within Groups	12.829	54	0.238		
	Total	13.103	57			
motive:Vanity f	Between Groups	0.491	3	0.164	0.872	0.461
	Within Groups	10.13	54	0.188		
	Total	10.621	57			
motive:Brand c	Between Groups	0.99	3	0.33	1.472	0.233
	Within Groups	12.113	54	0.224		
	Total	13.103	57			
motive:Highligh	Between Groups	0.56	3	0.187	1.307	0.281
	Within Groups	7.715	54	0.143		
	Total	8.276	57			
focus:Practicali	Between Groups	0.828	3	0.276	1.112	0.352
	Within Groups	13.397	54	0.248		
	Total	14.224	57			
focus:Price	Between Groups	0.6	3	0.2	0.914	0.44
	Within Groups	11.814	54	0.219		
	Total	12.414	57			
focus:Design	Between Groups	1.893	3	0.631	2.896	0.043
	Within Groups	11.763	54	0.218		
	Total	13.655	57			
focus:Promotio	Between Groups	0.577	3	0.192	1.247	0.302
	Within Groups	8.336	54	0.154		
	Total	8.914	57			
focus:Brand Cu	Between Groups	0.611	3	0.204	0.801	0.499
	Within Groups	13.734	54	0.254		
	Total	14.345	57			

The p-values of luxury purchases, luxury purchase motivations, and luxury focus are all great
0.05, indicating that consumers cannot have significant differences in luxury purchases, luxur
purchase motivations, and luxury focus under marital status.

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ry

		Sum of Square	df	Mean Square	F	Sig.
				ANOVA		
luxury items	Between Groups	0.172	1	0.172	0.08	0.778
	Within Groups	120.173	56	2.146		
	Total	120.345	57			
motive:Improve	Between Groups	0.164	1	0.164	0.711	0.403
	Within Groups	12.939	56	0.231		
	Total	13.103	57			
motive:Vanity f	Between Groups	0.524	1	0.524	2.904	0.094
	Within Groups	10.097	56	0.18		
	Total	10.621	57			
motive:Brand c	Between Groups	0.164	1	0.164	0.711	0.403
	Within Groups	12.939	56	0.231		
	Total	13.103	57			
motive:Highligh	Between Groups	0.233	1	0.233	1.62	0.208
	Within Groups	8.043	56	0.144		
	Total	8.276	57			
focus:Practical	Between Groups	0.003	1	0.003	0.011	0.917
	Within Groups	14.221	56	0.254		
	Total	14.224	57			
focus:Price	Between Groups	0.063	1	0.063	0.285	0.595
	Within Groups	12.351	56	0.221		
	Total	12.414	57			
focus:Design	Between Groups	0.049	1	0.049	0.203	0.654
	Within Groups	13.606	56	0.243		
	Total	13.655	57			
focus:Promotio	Between Groups	0.153	1	0.153	0.976	0.327
	Within Groups	8.761	56	0.156		
	Total	8.914	57			
focus:Brand Cu	Between Groups	0.496	1	0.496	2.006	0.162
	Within Groups	13.849	56	0.247		
	Total	14.345	57			

The p-values are all less than 0.05, indicating that there is no significant difference betwee consumers' purchases of luxury goods, luxury purchase motivations and focus of luxury go different genders.

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ods for

ANOVA

		Sum of Square	df	Mean Square	F	Sig.
luxury items	Between Group	16.635	7	2.376	1.146	0.351
	Within Groups	103.709	50	2.074		
	Total	120.345	57			
motive:Improve	Between Group	0.316	7	0.045	0.177	0.989
	Within Groups	12.787	50	0.256		
	Total	13.103	57			
motive:Vanity f	Between Group	1.75	7	0.25	1.409	0.223
	Within Groups	8.871	50	0.177		
	Total	10.621	57			
motive:Brand c	Between Group	1.566	7	0.224	0.969	0.464
	Within Groups	11.538	50	0.231		
	Total	13.103	57			
motive:Highligh	Between Group	1.1	7	0.157	1.095	0.381
	Within Groups	7.176	50	0.144		
	Total	8.276	57			
focus:Practicali	Between Group	1.907	7	0.272	1.106	0.374
	Within Groups	12.317	50	0.246		
	Total	14.224	57			
focus:Price	Between Group	1.44	7	0.206	0.938	0.486
	Within Groups	10.974	50	0.219		
	Total	12.414	57			
focus:Design	Between Group	3.406	7	0.487	2.374	0.036
	Within Groups	10.249	50	0.205		
	Total	13.655	57			
focus:Promotio	Between Group	1.363	7	0.195	1.289	0.275
	Within Groups	7.551	50	0.151		
	Total	8.914	57			
focus:Brand Cu	Between Group	1.243	7	0.178	0.678	0.690
	Within Groups	13.102	50	0.262		
	Total	14.345	57			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Me Lower Bound	Upper Bound
focus:Design	Student	26	0.770	0.43	0.084	0.6	0.94
	Government O	9	0.670	0.5	0.167	0.28	1.05
	Enterprise mar	6	0.170	0.408	0.167	-0.26	0.6
	General staff (	6	0.330	0.516	0.211	-0.21	0.88
	Professionals (	2	0.000	0	0	0	0

Service industr	5	0.800	0.447	0.2	0.24	1.36
Self-employed	3	0.670	0.577	0.333	-0.77	2.1
No career	1	1.000	.	.	.	.
Total	58	0.620	0.489	0.064	0.49	0.75

Consumers' focus—The design p-value is less than 0.05, which indicates that consumers have significant differences in the design attention of luxury goods under different occupations. Among them, the average value of non-professional consumers is 1, indicating that they pay the most attention to luxury design.

	ean		
	Minimum		Maximum
	0		1
	0		1
	0		1
	0		1
	0		0

0	1
0	1
1	1
0	1

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