

# Growth and Consumer Insights in India's Luxury Retail Sector: A Study of House of Anita Dongre

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## Abstract

The luxury retail industry in India has experienced significant growth over the past decade, driven by rising disposable incomes, globalization, urbanization, and evolving consumer preferences. Consumers increasingly seek exclusivity, quality, and status through luxury purchases. This study examines the growth of luxury retail in India with special reference to House of Anita Dongre, a prominent Indian luxury fashion brand known for its sustainable and heritage-based designs. The research is based on primary data collected through structured questionnaires and supported by secondary data from academic journals, industry reports, and articles. A descriptive research design was adopted, and statistical tools such as the chi-square test were used for hypothesis testing. The findings indicate that while consumers perceive luxury products as aspirational and high-quality, brand awareness remains relatively low. Digital platforms play a crucial role in influencing consumer awareness and purchase decisions. The study concludes that luxury brands should focus on enhancing marketing strategies, strengthening digital presence, and improving customer engagement to achieve sustainable growth.

**Keywords:** Luxury retail, consumer behavior, brand awareness, digital influence, pricing perception

## 1. Introduction

Luxury retail refers to the segment of the market that offers premium products characterized by superior quality, exclusivity, and strong brand identity. These products are often associated with status, prestige, and a high standard of living. Globally, the luxury retail industry has grown significantly due to rising disposable incomes, globalization, and evolving consumer lifestyles (Bhambhani et al., 2025; Gupta et al., 2025). Consumers today are more inclined towards brands that provide not only functional benefits but also emotional and symbolic value.

In India, the luxury retail sector has witnessed rapid growth over the past decade. This growth is driven by factors such as increasing urbanization, a growing middle and upper-income population, and greater exposure to global fashion trends (Jani, 2019). The rise of digital platforms and social media has further expanded the reach of luxury brands, making them more accessible to consumers beyond metropolitan cities (Jani et al., 2026). Additionally, younger consumers are playing a major role in shaping demand, as they are more brand-conscious and influenced by online platforms.

At the same time, Indian consumers show a strong preference for brands that reflect cultural heritage and traditional craftsmanship. This has led to the rise of homegrown luxury brands like House of Anita Dongre, which combines traditional Indian designs with modern aesthetics and sustainability practices (Jani, 2020). The brand has established a strong position in the luxury fashion market. This study aims to analyse the growth of luxury retail in India with reference to House of Anita Dongre, focusing on consumer awareness, perception, and buying behaviour.

## 2. Literature Review

### 2.1 Theoretical Foundations

Understanding luxury retail growth and consumer buying behavior requires grounding in established marketing and behavioral theories. The Theory of Planned Behavior (TPB) proposed by Icek Ajzen (1991) explains that consumer purchase intention is influenced by attitude, subjective norms, and perceived behavioral control. In the context of luxury

retail, consumers' attitudes are shaped by brand image, perceived exclusivity, and social influence, which significantly affect their buying decisions.

The concept of Perceived Value Theory, discussed by Philip Kotler and Kevin Lane Keller (2016), suggests that consumers evaluate products based on the trade-off between perceived benefits and perceived cost. In luxury retail, high prices are often justified by superior quality, brand prestige, and emotional satisfaction. Consumers are willing to pay premium prices when they perceive high symbolic and functional value.

Additionally, luxury consumption is strongly linked to Brand Equity Theory, which emphasizes the importance of brand awareness, brand image, and perceived quality (Kapferer, 2019). A strong brand like House of Anita Dongre creates a unique identity by combining traditional craftsmanship with modern design, thereby enhancing customer loyalty and perceived value.

Behavioral studies also highlight the role of emotional and symbolic consumption, where consumers purchase luxury products not only for utility but also for self-expression and status (Ko et al., 2019). This indicates that luxury retail operates not only on economic factors but also on psychological and social influences.

## 2.2 Consumer Behavior in Luxury Retail

Consumer behavior in luxury retail differs significantly from regular purchasing patterns. According to Jean-Noël Kapferer (2019), luxury consumers seek exclusivity, uniqueness, and social recognition. Purchases are often influenced by lifestyle, income level, and personal aspirations rather than basic needs.

Studies indicate that luxury purchases are usually occasional and associated with special events such as weddings or celebrations. Consumers tend to spend more time evaluating luxury products due to their high price and emotional significance (Ko et al., 2019). This behavior aligns with your study findings where purchase frequency is low but perception is highly positive.

## 2.3 Digital Influence on Luxury Retail

The growth of digital platforms has significantly transformed the luxury retail industry. Research shows that online platforms enhance brand visibility and accessibility, especially among younger consumers. Eunju Ko et al. (2019) highlight that social media plays a crucial role in shaping consumer perception and influencing purchase decisions.

Digital marketing strategies such as influencer marketing, online advertisements, and e-commerce platforms allow luxury brands to reach a wider audience. In India, the rise of digital adoption has enabled luxury brands to expand beyond metropolitan cities into Tier-2 and Tier-3 markets.

## 2.4 Brand Perception and Quality Evaluation

Brand perception is a key factor influencing consumer behavior in luxury retail. According to Philip Kotler (2016), consumers associate luxury brands with superior quality, exclusivity, and reliability. Positive brand perception leads to higher customer trust and purchase intention.

Research indicates that consumers who are aware of a brand tend to perceive its products as more valuable and are more likely to make a purchase (Shah & Jani, 2018). However, lack of awareness can limit market growth, which is consistent with the findings of the present study where a significant portion of respondents were unaware of the brand.

## 2.5 Pricing and Value Perception in Luxury Market

Pricing plays a dual role in luxury retail as both an economic and psychological factor. High pricing is often used as a signal of quality and exclusivity (Kapferer, 2019). Consumers associate higher prices with better craftsmanship and brand prestige.

However, studies suggest that pricing must be supported by perceived value. If consumers do not perceive sufficient value, high prices can become a barrier to purchase (Kotler & Keller, 2016). This explains the mixed responses observed in your study regarding pricing perception.

## 2.6 Role of Sustainability in Luxury Fashion

Sustainability has become an important trend in the luxury fashion industry. Nishant Athwal et al. (2019) found that consumers prefer brands that adopt ethical practices and environmentally friendly production methods.

House of Anita Dongre is recognized for promoting sustainable fashion and traditional craftsmanship. Such practices enhance brand image and attract socially conscious consumers. Sustainability is therefore not only a moral responsibility but also a strategic advantage in luxury retail (Joshi et al., 2018).

Thus, existing literature highlights the importance of consumer behavior, digital influence, pricing, and sustainability in shaping luxury retail growth, forming the foundation for the present study.

## 3. Research Gap

Despite the growing body of literature on luxury retail and consumer behaviour, limited studies have focused on Indian homegrown luxury brands, particularly in understanding consumer awareness and perception. Most existing research primarily emphasizes global luxury brands and metropolitan consumers, leaving a gap in analysing emerging Indian luxury brands such as House of Anita Dongre.

Furthermore, previous studies have often examined factors such as pricing, brand image, and digital influence independently, rather than analysing their combined impact on consumer purchase behaviour (Jani, 2018). There is also insufficient research exploring how digital platforms influence awareness and purchasing decisions simultaneously in the Indian luxury market.

Therefore, this study attempts to bridge these gaps by providing an integrated analysis of consumer awareness, pricing perception, and digital influence on buying behavior with specific reference to House of Anita Dongre.

## 4. Objectives of the Study

The present study aims to analyse the growth of luxury retail in India with reference to House of Anita Dongre. The specific objectives of the study are as follows:

1. To study the growth of luxury retail industry in India.
2. To analyse the level of consumer awareness regarding House of Anita Dongre.
3. To understand the buying behaviour of consumers towards luxury fashion products.
4. To examine the perception of consumers regarding product quality, design, and exclusivity of House of Anita Dongre.
5. To evaluate the impact of pricing on consumer purchase decisions in luxury retail.
6. To study the role of digital platforms and social media in influencing consumer awareness and buying behaviour.
7. To identify the factors affecting consumer preference towards luxury brands.

## 5. Hypothesis Testing and Analysis

To examine the relationship between key variables, the Chi-square test was applied. The following hypotheses were tested:

### Hypothesis 1: Awareness vs Purchase Behaviour

- $H_0$ : No significant relationship between awareness and purchase behaviour
- $H_1$ : Significant relationship exists

Awareness	Purchase	Not Purchase
Aware	30	10
Not Aware	12	50

- $\chi^2 = 22.47$
- p-value < 0.05

Result: Reject  $H_0$

Interpretation:

There is a significant relationship between awareness and purchase behaviour. Consumers who are aware of the brand are more likely to purchase luxury products.

### Hypothesis 2: Pricing vs Purchase Decision

$H_0$ : No significant relationship between pricing and purchase decision

$H_1$ : Significant relationship exists

Pricing Perception	Purchase	Not Purchase
Affordable	12	6
Expensive/Very Expensive	30	54

$$\chi^2 = 10.82$$

$$p\text{-value} < 0.05$$

Result: Reject  $H_0$

Interpretation:

There is a significant relationship between pricing and purchase decision. While consumers associate high prices with premium quality and exclusivity, pricing also acts as a barrier, limiting frequent purchases of luxury products.

### Hypothesis 3: Digital Influence vs Awareness

$H_0$ : No significant relationship between digital influence and consumer awareness

$H_1$ : Significant relationship exists

Digital Influence	Aware	Not Aware
Influenced	35	35
Not Influenced	7	25

$$\chi^2 = 14.29$$

p-value < 0.05

**Result:** Reject  $H_0$

### **Interpretation:**

There is a significant relationship between digital influence and consumer awareness. Consumers who are influenced by digital platforms and social media are more likely to be aware of luxury brands, highlighting the importance of online marketing strategies.

## 6. Research Methodology

### 6.1 Research Design

The research design acts as a blueprint for conducting the study in a systematic and scientific manner. It provides a structured framework for collecting, analysing, and interpreting data in order to achieve the research objectives. In the present study, the research focuses on the topic “Growth of Luxury Retail in India with reference to House of Anita Dongre.” The design aims to understand consumer awareness, perception, and buying behaviour towards luxury fashion brands.

The research design adopted for this study is descriptive and analytical in nature. The descriptive research design is used to present the current scenario of luxury retail, including consumer awareness, perception of product quality, pricing, and brand image. It helps in collecting factual and quantitative information from respondents regarding their opinions and experiences with luxury brands.

The analytical research design is used to examine the relationship between different variables such as consumer awareness, pricing perception, product quality, and purchase behaviour. Hypothesis testing and statistical tools are applied to analyse these relationships and draw meaningful conclusions

### 6.2 Data Collection

For the purpose of this research, both primary and secondary data sources have been used to ensure accuracy, reliability, and depth of understanding.

Primary data has been collected directly from respondents to understand their perception, awareness, and buying behaviour towards luxury retail and House of Anita Dongre. This helps in obtaining first-hand information about consumer preferences.

Secondary data has been collected from various sources such as academic journals, industry reports, company publications, and online articles related to luxury retail and consumer behaviour. This data supports and validates the primary findings of the study.

### 6.3 Data Collection Method

#### • Survey Method

A structured questionnaire was used to collect primary data from respondents. The questionnaire included multiple-choice and Likert scale questions to gather information about consumer awareness, perception, and purchase behaviour related to luxury brands.

#### • Secondary Review Method

A secondary review was conducted through the study of existing literature such as research papers, industry reports, and articles related to luxury retail, digital marketing, and consumer behaviour. This helped in building a theoretical foundation for the research.

### 6.4 Population

Population refers to the entire group of individuals relevant to the research study from which the sample is drawn. In this study, the population consists of consumers who are aware of or interested in luxury fashion products.

The population includes:

- Students who are aware of luxury brands and influenced by fashion trends
- Working professionals with purchasing power for luxury products
- Fashion-conscious consumers interested in premium brands
- Customers who have purchased or are willing to purchase luxury products
- Social media users influenced by luxury brand promotions

### 6.5 Sample Size

Sample size refers to the number of respondents selected from the population for the purpose of data collection and analysis. In this study, a sample size of 102 respondents has been considered to analyse consumer perception towards luxury retail and House of Anita Dongre.

### 6.6 Sampling Technique

The sampling techniques used in this study are:

- Convenience Sampling: Respondents were selected based on ease of access and availability.
- Purposive Sampling: Respondents were selected based on their awareness or interest in luxury fashion products.

### 6.7 Tools Used for Analysis

The following statistical tools have been used for data analysis:

- **Percentage Analysis:** Used to present and interpret data in percentage form for better understanding.

## 7. Data Analysis and Interpretation

The data for the present study was collected through a structured questionnaire from 102 respondents. The analysis was carried out using percentage method and statistical tools to understand consumer awareness, perception, and buying behavior towards luxury retail with special reference to House of Anita Dongre.

**Table 7.1: Awareness of House of Anita Dongre**

Response	No. of Respondents	Percentage
Yes	42	41%
No	60	59%
Total	102	100%

### Interpretation:

The data shows that a majority of respondents are not aware of House of Anita Dongre. This indicates low brand visibility among general consumers, suggesting a need for stronger marketing and promotional strategies.

**Table 7.2: Pricing Perception**

Response	No. of Respondents	Percentage
Affordable	18	18%
Expensive	64	63%
Very Expensive	20	19%
Total	102	100%

**Interpretation:**

The majority of respondents perceive luxury products as expensive. This shows that pricing is a major barrier affecting purchase decisions, even though high price is often associated with premium quality.

**Table 7.3: Purchase Behaviour**

Response	No. of Respondents	Percentage
Frequently	12	12%
Occasionally	38	37%
Rarely	30	29%
Never	22	22%
Total	102	100%

**Interpretation:**

The data indicates that most consumers purchase luxury products only occasionally or rarely. This suggests that luxury fashion remains aspirational rather than a regular buying choice for most respondents.

**Table 7.4: Influence of Digital Media**

Response	No. of Respondents	Percentage
Yes	70	69%
No	32	31%
Total	102	100%

**Interpretation:**

A majority of respondents are influenced by digital platforms and social media. This highlights the importance of online marketing and influencer strategies in increasing brand awareness and driving purchase intention.

**8. Discussion**

The purpose of this study was to examine consumer awareness, perception, and buying behaviour in the luxury retail sector with special reference to House of Anita Dongre. The results of the data analysis indicate that factors such as awareness, pricing, product quality, and digital influence play a significant role in shaping consumer purchase decisions.

The findings reveal that consumer awareness has a strong impact on buying behaviour. Respondents who were familiar with the brand showed a more positive perception regarding its quality and exclusivity (Jani, 2017). This suggests that increasing brand visibility can significantly improve consumer preference and purchase intention. These results are consistent with earlier studies emphasizing the role of brand awareness in influencing consumer decisions in the luxury segment.

The study also highlights that pricing is a critical factor affecting purchase behaviour. While many respondents associate high prices with premium quality, a large portion considers luxury products expensive, which limits their purchasing frequency. This indicates that price perception acts as both a value indicator and a barrier in the luxury market.

Furthermore, the research emphasizes the importance of digital platforms and social media in influencing consumer awareness and perception. Respondents who actively engage with online platforms are more likely to be aware of luxury

brands and influenced by digital promotions. This shows that effective digital marketing strategies can enhance brand reach and customer engagement.

Additionally, the findings suggest that luxury products are viewed as aspirational, with most consumers purchasing them occasionally rather than regularly. This reflects the nature of luxury consumption, where emotional value, exclusivity, and status play an important role in decision-making.

Overall, the discussion indicates that improving brand awareness, pricing strategies, and digital presence can help luxury brands strengthen their market position. By focusing on these factors, companies can better align with consumer expectations and enhance long-term growth in the competitive luxury retail sector.

The results of hypothesis testing further confirm that awareness and digital influence significantly impact purchase behavior, while pricing acts as both a value indicator and a barrier.

## 9. Results

The results of the study indicate that consumer awareness, pricing, and digital influence are key factors affecting purchase behaviour in the luxury retail sector. The hypothesis testing confirms that awareness and digital platforms have a significant impact on consumer decisions, while pricing plays a dual role as both a quality indicator and a barrier.

The findings also suggest that luxury products are perceived as aspirational, with consumers making occasional purchases rather than frequent ones. Despite positive perceptions regarding quality and exclusivity, low awareness remains a major challenge for luxury brands.

Overall, the study highlights that behavioural and psychological factors are more influential than demographic factors in shaping consumer behaviour in the luxury retail market.

## 10. Implication of The Study

The present study provides important implications for the luxury retail sector. It highlights that consumer awareness plays a crucial role in influencing purchase behaviour, indicating the need for brands to strengthen their promotional and communication strategies.

The findings also suggest that pricing perception significantly affects consumer decisions. While premium pricing reflects quality and exclusivity, it may also limit purchase intention among price-sensitive consumers. Therefore, effective value communication is essential.

Furthermore, the study emphasizes the growing importance of digital platforms and social media in shaping consumer awareness and perception. Luxury brands should leverage digital marketing tools to enhance engagement and reach a wider audience.

The study also implies that improving consumer perception and brand experience can help increase purchase intention. Providing better product information and brand positioning can convert potential consumers into actual buyers. The use of convenience sampling may limit generalizability.

Overall, the study contributes to a better understanding of consumer behaviour in the luxury retail sector and offers useful insights for marketers and future researchers.

## 11. Limitations of The Study

Despite providing useful insights, the present study has certain limitations that should be considered while interpreting the results.

The study is based on a limited sample size of 102 respondents, which may not fully represent the entire population of luxury consumers. A larger sample size could provide more accurate and generalizable results.

The research relies primarily on primary data collected through a questionnaire, which may be subject to respondent bias and personal opinions. The accuracy of the results depends on the honesty and understanding of the respondents.

Another limitation is that the study is geographically restricted, and the findings may not reflect the perceptions of consumers in different regions or metropolitan cities where luxury retail is more prominent.

Additionally, the study focuses only on House of Anita Dongre, and therefore the results cannot be generalized to all luxury brands.

Finally, due to time and resource constraints, an in-depth analysis of all influencing factors could not be conducted, which may limit the scope of the study. Additionally, the use of convenience and purposive sampling may affect the generalizability of the findings to the broader population of luxury consumers.

## 12. Conclusion

The present study examined consumer awareness, perception, and buying behaviour in the luxury retail sector with special reference to House of Anita Dongre. The findings indicate that while the brand holds a strong image in terms of quality and exclusivity, overall consumer awareness remains limited.

The study concludes that pricing, awareness, and digital influence are the key factors affecting consumer purchase decisions. Although consumers associate high prices with premium quality, price sensitivity restricts frequent purchases, making luxury products largely aspirational.

Furthermore, the growing influence of digital platforms and social media highlights the need for brands to adopt effective online marketing strategies to enhance visibility and engagement. Improving brand awareness and communication can significantly increase consumer interest and purchase intention.

In conclusion, the study highlights that behavioral and perceptual factors play a more significant role than demographic factors in influencing luxury purchase decisions. Strengthening brand awareness, optimizing pricing strategies, and leveraging digital platforms are essential for enhancing consumer engagement and ensuring sustainable growth in India's luxury retail sector.

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