Millennials' Attitudes Toward Online Luxury Buying Behavior in South Korea: A Q-methodology Approach

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Abstract

The millennials are a crucial generational cohort of customers who buy luxury goods online. Asian luxury consumers became the major driver of global luxury sales growth. While there are a number of papers from developing countries in Asia, this study explores millennials' attitudes toward shopping online for luxury goods from among the most world's leading economy of South Korea.

This paper has used Q methodology to examine and categorize millennials' behavior toward online luxury consumption. The QUANAL program was employed for data collection and results revealed that there is a significant behavioral distinction between three types of shoppers such as Online Convenience Shopper, Online Economic Shopper and Traditional Shopper.

The findings of this study have a managerial contribution by understanding the typology of online luxury goods consumers among Korean millennials. As one of the sizable cohorts who are purchasing luxury online, this paper could help managers to maintain and increase sales growth among millennials online. This study has also a theoretical or academic contribution by creating a new consumer type and broadening the knowledge about online luxury buying behavior.

Keywords: Q methodology, millennials, online luxury buying behavior

1. Introduction

The Internet has changed the way of consumers purchasing process and has become an effective tool for businesses. South Korea is the most digitally advanced country having 96% penetration rate of the internet which is the highest in the world (Pew Research Center, 2017). Moreover, following China and Japan, this is also the third biggest retail e-commerce market in the Asia-Pacific region (eMarketer, 2015), and is the seventh largest worldwide in terms of transaction volume (Statistics Korea, 2017).

Online shopping is becoming a popular method of purchasing, especially among millennials generation (born 1980-2000). In Asia Pacific, according to Accenture (2016), the millennial generation is anticipated to have the biggest purchasing power of any generations ever having a projected disposable income of $6 trillion by 2020. Chinese millennials are the biggest purchasers of luxury goods in Asia Pacific, spending on average US$4362 annually, followed by South Korea (US$2638) and Hong Kong (US$2584) (MasterCard, 2016). Previous studies of millennials' online buying behavior pay attention to developing countries such as India (Swarnakar, Kumar & Kumar, 2016), China (Acheampong et al., 2016) and Malaysia (Lim, Omar & Thurasamy, 2015).

Some studies compare the online purchasing attitude between millennials and non-millennials (Generation X). Smith (2015) claims that millennials tend to spend more money than the any other groups in an online shopping despite the fact they don't have much enough income. Millennials are impulsive in their purchasing behavior (Bruseke, 2016) and make decisions very quickly (Lissitsa & Kol, 2016). They are also inclined to personalized services and customized goods (Ansari & Mela, 2013). Mangold & Smith (2012) connotes that millennials have the ability to directly contact suppliers and purchase from them anywhere in the world. On the other hand, the non-millennials' behavior on online shopping is being very meticulous. They look for the detailed information of

the product before they purchase it. They also care for the reviews of the customers on the social networks. They are loyal to the brand and looking for the accurate benefits of the products (Williams, 2018). Valkama (2015) has emphasized that Generation X is very particular in quality, price and advertising efforts of the firms. One of the limitations of the present paper is that it has focused only on the purchasing behavior of the millennials toward luxury product.

This research is focused on South Korea, because it is among the most leading economy and a digital luxury market in the world. In addition, this study is focused on the millennials' behavior because they have developed different shopping styles compared with previous generations (Bakewell & Mitchell, 2003) and spending power in online shopping of luxury goods. The aim of this research is to investigate millennials' attitudes toward online luxury buying behavior in South Korea. The two research questions are as follows:

RQ1. How may millennials' attitudes toward online luxury buying behavior in South Korea be typed?

RQ2. How can each type of millennials' attitudes toward online luxury buying behavior in South Korea be characterized?

This research is organized as follows. First, theoretical background in online luxury consumers and typology are provided. Second, Q methodology was used to categorize typologies of millennials' attitudes toward online luxury buying behavior in South Korea. Finally, research findings and implications are discussed.

2. Theoretical Background

2.1 Online Luxury Consumers

With the digital age in full swing, a number of consumers purchasing online continues to rapidly grow. Nowadays, more and more young consumers prefer online luxury purchases because e-boutiques have distinct advantages such as shopping convenience, diverse product selection, time and price savings, security and privacy.

Previous studies have considered the online luxury consumers behaviors (Liu, Burns & Hou, 2013; Okonkwo, 2007). Lui, Burns & Hou (2013) characterized the buyers of online luxury as being mindful of the price and they prefer the availability of products online and have a higher level of reliance on shopper reviews online. Okonkwo (2007) described online luxury consumers as intelligent individuals who are well prepared to look and compare the variety of goods, shopping convenience and effective delivery service considering no extra time cost to directly go to the store. Shoppers of online luxury can be divided into five types such as well-known luxury clients, young & new clients, clients who just "keep up", young & aspirational luxury clients and older aspirational clients (Parisi, 2017).

Young consumers as the main clients of online luxury shopping drive the development of luxury e-commerce. Generation Z and millennials buyers alone have accumulated 85% growth in the global luxury last 2017 (Bain & Company, 2017). Millennials is not presently the most profitable group since it is also a new market for luxury brands. However, it is considered as the main customer of the future (Yazici, 2016). In line with this, it is very crucial to pay attention on the behavior. The characteristics of millennial behavior can be described by three major features such as uneasiness, urgency and uniqueness. The first feature refers to the digital communication with peers is on the rise when selecting a good to buy online. While the second feature which is urgency refers to the lesser time in doing a purchase decision with younger customers than doing with older customers. Lastly, the third feature is the uniqueness which denotes that shoppers now look forward to brands that could be aligned with their personal passions and values (Bain & Company, 2017). The Economist (2014) has forecasted that by 2026, the main consumers of luxury will be millennials. To succeed in a premium market, luxury companies need to understand this generation cohort of consumers. And through the understanding of this generation cohort, luxury companies will be able to build strong digital strategies to reach and keep these consumers.

2.2 Typology of Online Luxury Consumers

As discussed earlier, understanding typology of online luxury shoppers is a significant aspect for digital marketing of luxury businesses. Many previous studies have conducted on typology of luxury shoppers from offline perspective (Whang, Yoo & Chon, 2013; Kim & Whang, 2009). The MSLGROUP PBJS agency (2015) categorized lifestyles of millennial consumers of luxury goods which includes three distinct types: technophile shoppers, luxury dabblers, and all-access fans. In Korea, Whang, Yoo & Chon (2013) categorized the luxury shoppers into eight types: self-sufficient, noble type, living type, self-display type, fantasy type, arrogant type, reckless type, and avatar type. Kim & Whang (2009) categorized the types of luxury consumption into three groups: hedonic consumption, pragmatic consumption, and social consumption.

However, there is currently limited research on the typology of luxury shoppers related to an online context in South Korea. Nielsen (2000) categorized online consumers into six groups according to their purchasing behaviors: social buyer, a habit buyer, an ethical buyer, a value buyer, an experimental buyer, and a convenience buyer. A huge number of online luxury buyer groups lie within the 'Convenience' and 'Experimental' buyer segments (Okonkwo, 2007).

Shoppers have normally said that their major motivation to utilize Internet shopping is because it is more convenient than in the store (Soopramanien & Robertson, 2007; Chen, Hsu & Lin, 2010). Luxury consumers value the variety and availability of the goods that are offered online (Liu, Burns & Hou, 2013; Quintavalle, 2012) as well as cost and time efficiency (Katawetawaraks & Wang, 2011; Pham, 2017). On the other hand, shoppers may not be purchasing online because of some potential risks related with Internet shopping including credit card fraud, an absence of touch before buying the product, possible problems with the returned goods (Bhatnagar, Mishra & Rao, 2000) and not receiving the ordered product (Forsythe & Shi, 2013; Joines, Scherer & Scheufele, 2003). For consumers, buying of luxury goods online has raised some concerns, regarding the lack of touch (Kluge & Fassnacht, 2015; Pappas, 2016), security (Wu, Chen & Chaney, 2013; Liu, Burns & Hou, 2013). To understand typology of Korean millennials' attitudes toward online luxury purchasing behavior, this study provides the following three components: 1) attitude; 2) luxury consumption; and 3) online shopping. Many researchers have used self-report methods to segment consumers according to demographic or psychological variables (Belz & Peattie, 2009), this research uses Q methodology to determine Korean millennials' attitude toward purchasing luxury brands online.

3. Research Method

3.1 Q Methodology

The Q methodology is a powerful method for determining attitudes around controversial topics where it is hard to measure people's opinions (Barry & Proops, 1999). The Q methodology has been used, in previous studies of offline environments, to investigate various attitudes towards luxury consumption (Whang, Yoo & Chon, 2013), sustainable fashion (Song & Ko, 2016), global fashion counterfeits (Lee et al., 2015) and under online environments, to analyze different types of online personas (Dang-Pham, Pittayachawan & Nkhoma, 2015), Internet users' participation (Previte, Hearn & Dann, 2001). This study is based on Q methodology to examine and categorize Korean millennials' attitudes toward online luxury purchasing behavior.

Q methodological research consists of 5 stages: 1) develop of a Q sample, 2) identify of the study population, 3) conduct data collection, 4) perform data analysis, and 5) interpret factor identities (Baxter & Hacking, 2015).

3.2 Q Sample

One of the first and most important stages in Q methodology is to develop of a Q sample (concourse). Concourse is a methodological idea to gather data like probable statements of the participants could have on a particular issue (Sulphey, 2014), which is pared down to outline the Q-set that respondents will rank the order in the period of Q-sort (Stephenson, 1978). A number of items in a Q set could fall between 20 and 100 statements (Watts & Stenner, 2012), but it typically consists of 20 to 50 statements, which will be required to rank by 7-11 pile (Mrtek, Tafesse &Wigger, 1996). In this study, 83 statements were initially gathered from scholarly articles, the Internet, books and then narrowed to 30 statements. Combining identical statements and removing duplicates are done to administer this. To obtain comprehensiveness of a Q sample, a preliminary Q-set was organized in Sookmyung University and it involved 8 students to revise the statements. Finally, 23 statements were selected, which sorted into three themes: attitude, luxury consumption and online shopping. Table 1 shows the list of the final set of statements.

Table 1. Q samples

№	Statements
1	In my opinion, luxury is too expensive for what it is.
2	In my opinion, luxury products are old-fashioned.
3	I would not feel at ease in a luxury shop.
4	I think that one needs to be a bit of a snob to buy luxury products.
5	I think that people who buy luxury products seek to imitate the rich,
6	I think that for the most part, luxury products are to be offered as gifts.
7	I think that luxury products help me communicate my self-identity.
8	I think that luxury products are a symbol of social status.
9	If I buy luxury goods I will buy those known by many people.
10	I don't know much about the online luxury world.
11	I think that luxury products must be purchased at stores.
12	I am confident that buying luxury products online is a good decision.
13	Shopping of luxury products from online is often frustrating.
14 15	I dislike the fact that buying online does not allow me to touch and feel luxury products before purchase.
16	I save a lot of time by shopping luxury products online.
17	Buying luxury products online saves money.
18	It is easy to choose and make comparison with other products while shopping luxury products online.
19	I can find better deals and sales of luxury products online than in store.
20	I think that luxury products offered online may not have the same quality as I can get from stores.
21	Considering the amount I would have to pay for online purchase of luxury products, there are risks to buy counterfeit luxury products online.
22	When shopping online, I would find it very difficult to evaluate the characteristics of luxury products accurately. There would be many possibilities for non-delivery of ordered goods when shopping the luxury products.
23	It would lead to a loss of privacy because of the improper use of my personal information after buying luxury products online.

3.3 P Sample

The strength of the Q method is that it collaborates both aspects of qualitative and quantitative research and it is empirically robust even with small samples (Minkman, Rutten & van der Sanden, 2016), usually 20-60 participants (Brown, 1980), and the main concept of this approach is to reveal and identify the different subjective positions, rather than making any findings on their relative occurrence (McKeown & Thomas, 1988). Due to a smaller number of respondents, it is more likely that there will be no problems with comprehensiveness, diversity (Eden, Donaldson & Walker, 2005), quality and consistency (Raje, 2007). In this study, thirty millennials from Korea were asked to fill a Q sample from May to June 2018. Out of the thirty participants, twenty-eight provided usable responses, where eighteen (64.3%) were women and ten (35.7%) were men, with an age range from 18 to 38 years. Most of the participants were well educated with 71.4% of them have undergraduate degree. The findings also show that a majority of them were students (60.7%), then employees (28.6%), and businesspersons (10.7%). Table 2 presents the demographic profile of the participants.

Table 2. The demographic profile of the participants

Category	Frequency	Percentage
Gender		
Male	10	35.7%
Female	18	64.3%
Education		
High school	1	3.6%
Undergrad. degree	20	71.4%
Graduate degree	7	25%
Occupation		
Student	17	60.7%
Businessperson	3	10.7%
Employee	8	28.6%

3.4 Q Sorting

The foundation of Q methodology is the Q sort technique, which is administered by Q factor analysis (Brown, 1980). The Q sort is a procedure by which the participants categorize the Q statements and give a grade to each statement (Kim & Shin, 2017) according to the agreement or disagreement. Q sorting takes about 30 minutes and starts with a subject's introduction of the study and then guide the participants with information about classifying of the set of statements. Q statements are written onto cards and participants are requested to read and arrange these cards into 3 random pile: those respondents most agreed with, those they most disagreed with and those that they had no opinion on or are neutral about (Raje, 2007; Deogaonkar et al., 2016). After participants ranked all items, they should decide the statistical value (from -3 to +3) using quasi-normal distribution of a seven-point Likert scale shown in Figure 1. Additionally, items with the highest rankings (+3) and those with the lowest rankings (-3) were asked for better understanding. The outcome of the sorting method is a forced decision-making procedure, where the respondents must come to a decision amongst the statements and generate a result to show their decisions (Cottle & McKeown, 1980).
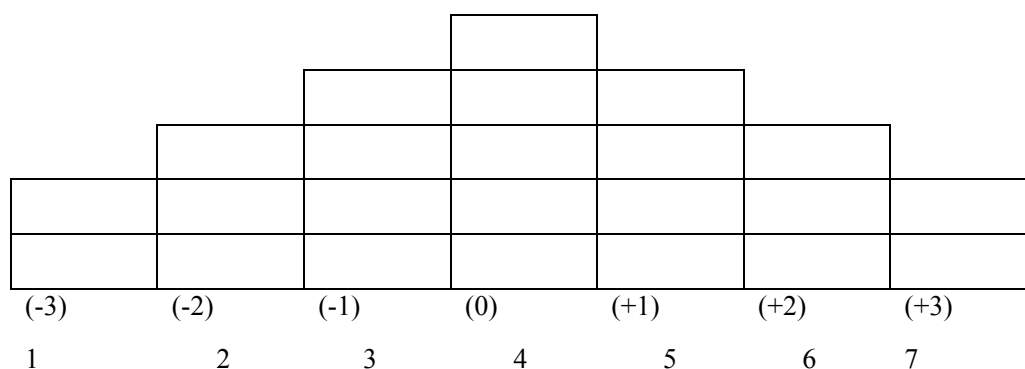

Figure 1. The Q-grid (seven-level quasi-normal distribution)

4. Data Analysis and Results

4.1 Data Analysis

Collected data were analyzed through the QUANAL program for principal component analysis using VARIMAX rotation. Each Q sort had mean of 4, with a standard deviation of 1.7195. A three-factor solution has showed to have the best outcomes among those determined by inputting a range of factor solutions through the criteria of total variance and eigenvalues (Kim, 2017). Both high value of eigenvalues and variance are

connected with a solid theoretical background for the study (Watts & Stenner, 2012). As a rule of thumb, variables with Eigenvalues higher than 1 are statistically significant while those Eigenvalues with lesser value are not (Brown, 2004). The eigenvalue of this study was above 1, demonstrating significant results among three distinct types: Type 1 had 8.23 eigenvalue with 29 percent of the total variance; Type 2 had 3.03 eigenvalue with 11 percent of the total variance and Type 3 had 2.08 eigenvalue with 7 percent of the total variance. According to the Watts & Stenner (2012) total variance explained by the Q-sorts should be higher than 35% and this supports that all results of present study were acceptable with 47% variance explained.

The initial analysis of the Q sorts is essentially a correlation using factor analysis (Ramlo, 2015), revealing sorting similarities and differences between factors (Watts & Stenner, 2014). As shown in Table 3, there is a relatively high correlation among three types, which indicates that they are interrelated. Types 1 and 3 showed a high correlation results in the amount of 0.522 and that a correlation between Types 2 and 3 is 0.442. Type 1, on the other hand, showed a weaker correlation with Type 2 (0.371).

Table 3. Correlation matrix between types

Type	Type 1	Type 2	Type3
Type 1	1.00		
Type 2	0.371	1.00	
Type3	0.522	0.442	1.00

Q methodology inverts variable analysis through grouping participants' Q-sorts, thus representing underlying shared perceptions (Brown, 1996). Out of 28 respondents, 9 respondents belonged to Factor 1, 6 to Factor 2, and 13 to Factor3, which means that respondents can be divided into 3 distinct types according to view points. The factor analysis' interpretation is depending on factor scores. A statement's factor score is the normalized weighted average statement score which is also termed as Z-score of participants that describe that variable (Van Exel & de Graaf, 2005). To investigate the distinction between types, the most agree (a standard score $> +1.0$) and the most disagree (standard score < -1.0) statements were used for analysis. Table 4 presents the statement scores and description for each type.

Table 4. Statement scores for each type

Group	Statement	Description	Standard Score
Type 1: Online Convenience Shopper (n=9)	18	I can find better deals and sales of luxury products online than in store.	1.78
	17	It is easy to choose and make comparison with other products while shopping luxury products online.	1.66
	20	Considering the amount I would have to pay for online purchase of luxury products, there are risks to buy counterfeit luxury products online.	1.51
	15	I save a lot of time by shopping luxury products online. If I buy luxury goods I will buy those known by many people.	1.09
	9	I think that people who buy luxury products seek to imitate the rich.	-1.49
	5		-1.54
	4	I think that one needs to be a bit of a snob to buy luxury products.	-1.83
Type 2: Online Economic	1	In my opinion, luxury is too expensive for what it is.	1.97
	18	I can find better deals and sales of luxury products online than in store.	1.64
	16	Buying luxury products online saves me money. I save a lot of time by shopping luxury products online.	1.23

Shopper (n=6)	15	I think that for the most part, luxury products are to be offered as gifts.	1.01
	6		-1.16
	22	There would be many possibilities for non-delivery of ordered goods when shopping the luxury products.	-1.46
	23	It would lead to a loss of privacy because of improper use of my personal information after buying luxury products online.	-1.46
		In my opinion, luxury products are old-fashioned.	
	2	Shopping of luxury products from online is often frustrating.	-1.48
	13		-1.71
	7	I think that luxury products help me communicate my own self-identity.	1.48
	14	I dislike the fact that buying online does not allow me to touch and feel luxury products before purchase.	1.40
Type 3: Traditional Shopper (n=13)	9	If I buy luxury goods I will buy those known by many people.	1.26
	1	In my opinion, luxury is too expensive for what it is.	1.24
	4	I think that one needs to be a bit of a snob to buy luxury products.	-1.25
	22	There would be many possibilities for non-delivery of ordered goods when shopping luxury products.	-1.40
	6	I think that for the most part, luxury products are to be offered as gifts.	-1.47
		In my opinion, luxury products are old-fashioned.	
	2	I think that people who buy luxury products seek to imitate the rich.	-1.85
	5		-1.90

4.2 Results

The results demonstrate that there are three distinct types of attitudes toward shopping online for luxury goods: Online Advocate Shopper, Online Economic Shopper and Traditional in-store Shopper.

4.2.1 Online Convenience Shopper

Type 1 was the 'online convenience shopper,' consisting of nine participants, including 6 women and 3 men. The respondents in this type prefer purchasing online, because they think that shopping online suggests convenience benefits such as saving money, saving time and ease to choosing and making comparison with other products. Shoppers in this type look out for better deals and sales and enjoy getting the best deal. They also like to choose and make comparison with other products online without extra save cost. Overall, the first type of shoppers is highly positive about online shopping and they receive many advantages from it, but at the same time they are aware of negative aspects such as risks to buy counterfeit luxury products online.

On the other hand, they avoid well-known luxury products and buy unique products to express their personality. And they don't think that people need to be a bit of snob or imitate the rich to buy luxury products.

In brief, the convenience aspect has stimulated the online shopping experience of the online convenience shoppers.

4.2.2 Online Economic Shopper

Type 2 was the 'online economic shopper,' consisting of six participants, including 3 women and 3 men. They are similar to online convenience shoppers in that they think shopping online suggests convenience benefits such as saving money and saving time but they consider money as the most valuable factor. They purchase luxury product online if it has a fair and reasonable price and they feel good when finding the best deals and sales. They see those deals and sales as a chance to save money. Similar to online convenience shoppers, they also focus on the time- saving aspect, but they don't feel risk in purchasing luxury products online. These shoppers trust in online shopping and they are not worried about delivery of ordered products and loss of privacy after buying

luxury products online. Moreover, they think that luxury is modern, too expensive and for the most part, luxury products are not to be offered as a gift.

In general, online economic shoppers have a positive attitude towards online shopping and consider it enjoyable with many benefits such as money and time savings.

4.2.3 Traditional Shopper

Traditional shopper had the largest number of participants (n=13) with nine women and 4 men. Unlike online convenience shopper and online economic shopper, they prefer traditional shopping, because they want to physically see, feel and touch a luxury product. They are afraid to buy counterfeit and consider quality as the most valuable attribute. They prefer well-known luxury products and assume that luxury is a meaningful presentation of self-identity. Similar to online convenience shoppers, they don't think that people need to be a bit of snob or imitate the rich to buy luxury products. In addition, traditional shoppers, as compared with the online economic shoppers, think that luxury is modern, too expensive and for the most part, luxury products are not to be offered as a gift.

In summary, the traditional shoppers are positive about purchasing in store and they wish to physically see, feel and touch luxury products.

To evaluate the differences between each type, this research compares an array of both types. The Table 5 below shows the array of differences of each type. Type 1 and Type 2 are not worried about delivery of ordered goods, but they are concerned about purchasing counterfeit online. In addition, Type 1 fears for the security of their personal information after buying luxury products online. In general, both groups trust in online shopping, whereas Type 1 is a more sensitive risk group. Moreover, both types enjoy choosing and comparing with other products, whereas Type 1 is more engaging with comparison-shopping, while Type 2 is more frugal with money.

Type 1, as compared with the Type 3, finds more benefits of online shopping such as better deals and sales, convenience to choose and make comparison with other products and excellence of delivery. But Type 3 on the other hand seems to value traditional shopping and considers the advantages such as better deals and sales in store, an opportunity to touch and feel products. Moreover, Type 3 prefers well-known products to show their social class.

Compared to the Type 2, Type 3 is not familiar with online shopping and does not know much about the online luxury world. Moreover, they consider it very hard to determine the features of luxury goods and to get better offers and discounts online than in store. Both groups consider luxury as an indicator of self-identity. However, Type 2 believes that people seek to imitate rich and require to be a little snob to acquire some luxury goods.

Table 5. Differences between each type

	Statements	Description	Score		
			Type 1	Type 2	Difference
Type 1 and Type 2	23	It would lead to a loss of privacy because of the improper use of my personal information after buying luxury products online.	0.122	-1.465	1.587
	20	Considering the amount I would have to pay for online purchase of luxury products, there are risks to buy counterfeit luxury products online.	1.511	0.147	1.364
	22	There would be many possibilities for non-delivery of ordered goods when shopping the luxury products	-0.257	-1.460	1.203
	17	It is easy to choose and make comparison with other products while shopping luxury products online.	1.664	0.485	1.179
		I think that people who buy luxury products seek to imitate the rich.			
	5	In my opinion, luxury is too expensive for what it is.	-1.542	0.331	-1.873

	1	I think that one needs to be a bit of a snob to buy luxury products.	-0.102	1.971	-2.073
	4		-1.833	0.781	-2.614
Type 1 and Type 3	18	I can find better deals and sales of luxury products online than in store.	1.775	-0.054	1.829
	17	It is easy to choose and make comparison with other products online.	1.664	0.214	1.449
	22	There would be many possibilities for non-delivery of ordered goods.	-0.257	-1.396	1.139
	14	I dislike the fact that buying online does not allow me to touch and feel products.	0.378	1.396	-1.018
	1	In my opinion, luxury is too expensive for what it is.	-0.102	1.238	-1.340
	9	If I buy luxury goods I will buy those known by many people.	-1.489	1.262	-2.751
Type 2 and Type 3	5	I think that people who buy luxury products seek to imitate the rich.	0.331	-1.904	2.235
	4	I think that one needs to be a bit of a snob to buy luxury products.	0.781	-1.248	2.029
	18	I can find better deals and sales of luxury products online than in store.	1.639	-0.054	1.693
	10	I don't know much about the online luxury world.	-0.839	0.395	-1.234
	7	I think that luxury products help me communicate my self-identity.	0.227	1.476	-1.249
	21	When shopping online, I would find it very difficult to evaluate characteristics of the luxury products.	0.375	0.877	-1.252
	13	Shopping of luxury products from online is always frustrating.	-1.710	-0.334	-1.376

5. Conclusion

This study investigated the millennials' attitudes toward online luxury buying behavior in South Korea using Q methodology and developed three distinct types: online convenience shopper (Type 1), online economic shopper (Type 2), and traditional shopper (Type 3). Online convenience shoppers have positive attitudes toward purchasing luxury online and consider convenience as the most important aspect. Online economic shoppers also prefer to purchase online, but for a different motive. Instead of considering convenience as the main aspect, these shoppers placed considerable emphasis on price. On the other hand, traditional shoppers enjoy shopping in-store, because they like to physically see, feel and touch a luxury product.

Although there are many previous studies investigated typologies of shoppers from an online perspective (Nielsen, 2000; Rohm & Swaminathan, 2004; Jayawardhena, Wright & Dennis, 2007; Barnes et al., 2007; Keng Kau, Tang & Ghose, 2003; Ganesh et al., 2010), there is a scarcity of studies exploring typologies of online luxury shoppers in South Korea. The findings of this study will make an essential contribution to the body of literature in the field of luxury by broadening knowledge and offering new insights about typologies of millennials' attitudes toward online luxury buying behavior in South Korea. In addition, from a managerial aspect, the findings of this study will help the luxury brand companies to understand millennials' online luxury buying behavior in South Korea and how to better reach and maintain customers from this generation.

The current research has the following limitations and future directions: First, samples conducted in this research were limited to millennial generations in South Korea. However, in order to gain a better understanding of attitudes towards online luxury buying behavior, future studies should target different generational groups in other countries. Second, this study was based on Q methodology with a small sample and it is considered as one of its limitations and for further research, inclusion of a larger survey having a more representative sample size using a mixed method approach should be done. Finally, the present study consisted only of 23 statements within three components. Future researchers should include more statements within different components in order to provide a comprehensive insight of millennials' attitudes toward online luxury buying behavior in South Korea.

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