

Investigating consumers' motivations for luxury brand consumption and its impacts on mental health

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SUMMARY

The luxury market has seen rising sales over the past few years through the use of digital marketing. The continuous success of many recognized brands can largely be attributed to the employment of exclusivity in digital marketing, which is commonly conveyed by imposing limitations on the availability of luxury products. In contrast to the benefits exclusivity can bring to a brand's sales, it is also believed to have resulted in negative impacts on its consumers. In this study, we surveyed 129 respondents to investigate consumers' motivations for buying luxury products and whether those motivations relate to the consumers' mental health. We hypothesized that most people are more likely to be motivated by brand name recognition than product quality when making a luxury purchase. We also hypothesized that perceived product brand recognition as motivation for shopping would be strongly correlated with a decrease in self-confidence and tendency to compare items. Our results do not support that brand name recognition is the primary motivation for purchasing luxury goods. Yet the second hypothesis was testified: we found a correlation between exclusivity, certain types of purchase motivation, and a decrease in mental health. We hope that our findings will open doors for future research investigating other potential negative effects some marketing strategies may have on their consumers.

INTRODUCTION

Between the years 2022 and 2023, luxury brands' sales have increased from \$272.74 billion to \$284 billion and are predicted to be valued \$392.40 billion by the year 2030 (1). Luxury brands are often characterized by above-average product quality, aesthetic product design, a high price, and limited quantity, making them reserved only for wealthy consumers (2). Research in 2018 has reported that the majority of these wealthy consumers of luxury brands are millennials (3). Many millennials resort to a more efficient method to satisfy their inquisitiveness: advanced, efficient technology to accommodate their fast-paced lives (4). To cater to millennials and adhere to the rising advancement of technology, luxury brands, especially fashion brands, have started to market their products digitally through social media platforms. (5). As a result of increased social media marketing, luxury brands can easily extend interpersonal bonds with consumers, leading to brand loyalty (6).

As digital marketing becomes more prevalent, exclusivity becomes the basis for consumer demand (7). However, it remains an area that is understudied, which makes it hard to define (7). Often, exclusivity in marketing connotes the privilege of a product that is purposely made or released to be distinct (9). Exclusivity impacts luxury brands' sales by conveying a bold message of prestige, leading to more sales (10). Sporting an exclusive luxury product impacts consumers' interpersonal bonds, resulting in better treatment and a gain in social status, which causes a negative change to a consumer's mindset (11, 12). For example, a study of luxury brand advertisements in China has shown participants' increased expectations of being rejected and a decrease in life satisfaction (13). In adherence to the digital era, more social media advertisements have been employed in digital marketing (14). One research completed in Indonesia found a correlation between social media advertisements and fashion consumptive behaviors (15). Fashion consumptive behaviors could possibly lead to compulsive buying behaviors, which are further associated with hedonism, which refers to the pleasure of living a materialistic life (15).

A previous study has investigated broader motivations of luxury brand consumption alongside brand name recognition and product quality: gifting, special occasions, social comparison, emotional purchasing, and investment (16). This study also found that consumers perceive quality as the dealbreaker when purchasing a luxury item (16). In the same vein, another study has concluded product quality is a luxury consumption determinant (17). However, factors such as exclusivity remain understudied, and there have been limited investigations into the interplay between different motivational factors and their implications for a consumer's mental health.

Therefore, this study seeks to elucidate the relationship between brand prestige, exclusivity, and the rise of luxury brand consumption while also assessing the extent to which the use of exclusivity can impact a consumer's mental health. We posted three main hypotheses. Firstly, consumers would be more likely to consume luxury brands for their brand name recognition and exclusivity than their product quality. We proposed this hypothesis after observing a trend in purchasing counterfeited luxury products, propelling us to believe that more consumers are drawn to luxury products for their esteemed prestige (18). Secondly, consuming luxury brands because of their brand name recognition and product quality would affect the respondents' satisfaction level. Lastly, we hypothesized that consumers who purchase luxury brands for their brand name recognition would be more likely to compare their luxury goods with others and thus experience a decrease in self-esteem due to exclusivity in brand marketing. To test these hypotheses, we conducted a survey among a target

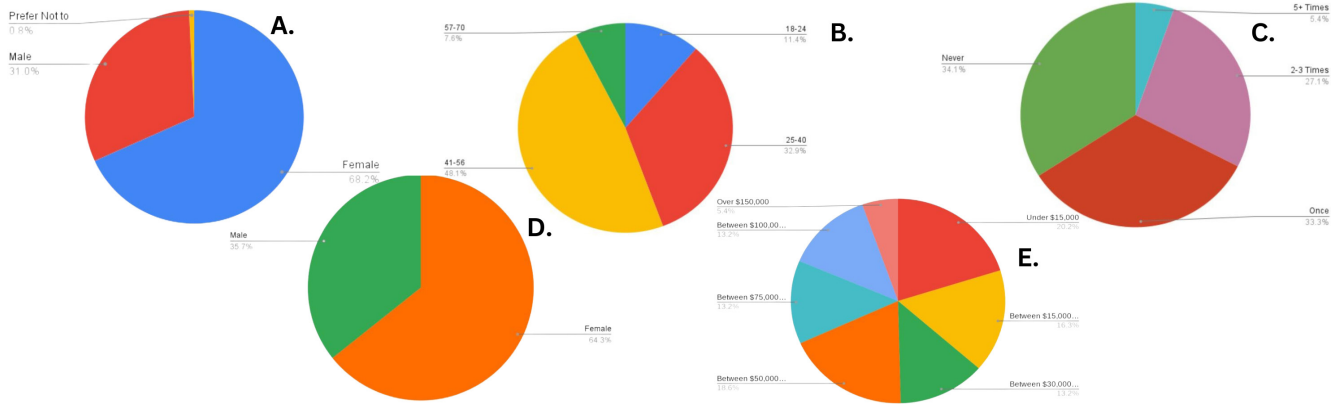


Figure 1: Demographics of our respondents (gender, age, frequency of purchase) (A) The gender composition of 129 respondents. The majority of the respondents in this study are female (68.2%). (B) The age distribution of 129 respondents. Respondents in this study are mostly aged 41-56 (48.1%) (C) The number of times respondents made a luxury purchase over the past month. The majority of the respondents shopped for luxury once within a month before completing the survey. (D) The gender composition of 128 respondents who are male and female. (E) The income level of 129 respondents.

audience of 129 people aged 18 to 70 from the United States. The survey considered participants' age, gender, annual income, frequency of purchasing products, satisfaction level, and well-being after buying a luxury product. After analyzing the responses, we concluded that individuals are more likely to buy a luxury item for its quality rather than its brand prestige. There exists a strong relationship between the two primary motivations (brand name recognition and product quality) and the respondent's mental health. Still, no such relationship was found between the primary motivations and the respondent's satisfaction level.

RESULTS

We distributed a nine-question survey to 129 respondents to answer three main research questions regarding luxury brand consumption. Firstly, we aimed to determine whether the primary motivation behind luxury brand consumption was brand name recognition or the product's quality. Secondly, we sought to explore how a luxury product could impact an individual's mental well-being, specifically their self-esteem, and if consumers compared their belongings with other people. Lastly, we also aimed to identify the relationship between purchasing a luxury item and a consumer's satisfaction level. All respondents answered all of the nine survey questions, including those who answered that they had not purchased a luxury product over the last month.

The gender distribution of the survey respondents was 68.2% female (n=88), 31.0% male (n=40), and one participant who preferred not to mention their gender (Figure 1A). The majority age group was 41 to 56 years old, comprising 39.5% of the respondents (n=51, Figure 1B). Additionally, 67.4% of the participants had never or had only purchased luxury products once over the past month (n=87), 27.1% engaged in a purchase more than once (n=35), and 5.4% (n=7) had purchased a luxury item more than five times over the last month (Figure 1C). We found that of the 85 respondents who have purchased a luxury item at least once, 64.3% were identified as female (n=54), 35.7% were identified as male (n=30), and 1 respondent did not disclose their gender (Figure 1D). 20.2% of our respondents reported earning less than \$15,000 a year (n=26), 29.5% indicated an income

between \$15,000 and \$49,999 (n=38), 31.8% reported earning between \$50,000 and \$99,999 a year (n=41), and lastly, 18.6% reported an income >\$100,000 annually (n=24) (Figure 1E).

Our data indicated that the majority (79.8%, n=105) were driven by the quality of luxury products compared to the minority of the respondents (18.9%, n=24) who had chosen brand name recognition (Figure 2). These findings did not support our initial hypothesis that consumers were predominantly motivated by a luxury brand's name recognition and prestige when making luxury purchases.

We found that a majority of the respondents were satisfied with their purchase (89.1%, n=115), including those who did not make a luxury purchase over the past month. The remaining 10.9% were dissatisfied with their purchase (n=14). Furthermore, 88.6% (n=93) of respondents who preferred product quality were satisfied while the remaining 11.4% were not (n=12). The majority of the respondents motivated by brand name recognition were also satisfied with their purchase (91.7%, n=22) in comparison to the mere 8.3%

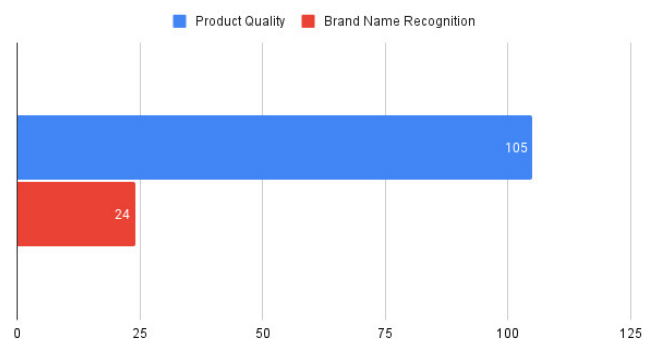


Figure 2: Two main motivations for luxury brand consumption of the 129 respondents (product quality and brand name recognition). Respondents were asked to pick which of the two motivations most closely represents the motivation behind their luxury consumption. The majority of the respondents expressed that product quality is their main motivation for luxury brand shopping (n=105).

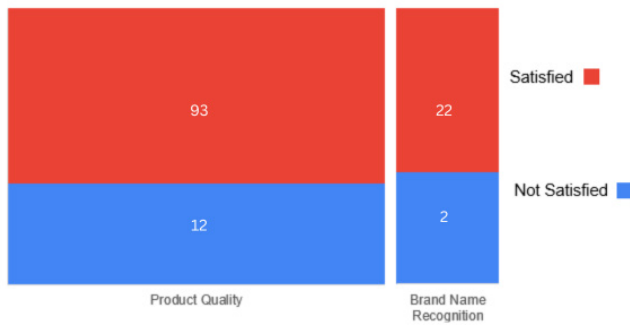


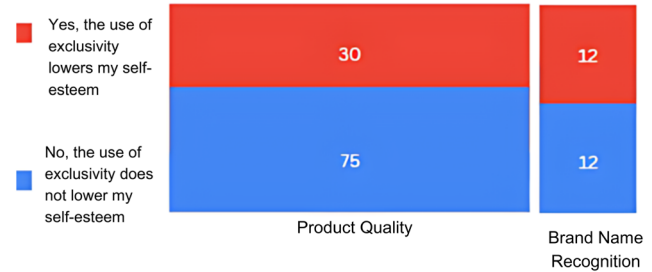
Figure 3: Respondents' level of satisfaction regarding their luxury purchase, classified by the motivation for their luxury consumption: product quality or brand name recognition (n=129). There is not a statistically significant relationship between a customer's satisfaction and the types of motivation (product quality and brand name recognition) driving luxury purchases ($p=1$). The majority of respondents were satisfied with their purchase ($n=115$).

who were dissatisfied ($n=2$). Altogether, we did not find any correlation between the satisfaction level of the consumers and the motivations driving luxury consumption upon utilizing the Fisher Exact Test ($p=1$, **Figure 3**).

To analyze whether exclusivity used in brand marketing has any negative effect on the consumer's mental health, we designed two specific questions centered around the topic: 1) "Did the use of exclusivity in brand marketing lower your self-esteem?" and 2) "Did you often compare your luxury goods with your peers?". Responding to the first question, 32.6% of respondents reported their self-esteem decreased as a result of exclusivity in brand marketing ($n=42$), while 67.5% reported that their self-esteem had not decreased as a result of exclusivity in brand marketing ($n=87$, **Figure 4A**). Results revealed that 50% of the participants ($n=12$) who purchased luxury goods mostly for brand name recognition expressed a decrease in their self-esteem due to exclusivity in marketing, and 50% expressed the opposite ($n=12$, **Figure 4A**). In comparison, 28.6% of the respondents ($n=30$) who purchased luxury goods for product quality reported that exclusivity in brand marketing lowered their self-esteem, and 71.4% of the respondents ($n=75$) stated that exclusivity in brand marketing did not damage their self-esteem (**Figure 4A**). Overall, there was not a statistically significant relationship between exclusivity in brand marketing and a decrease in the consumer's self-esteem (Fisher's Exact Test, $p=0.0545$).

As for the second question, "Did you often compare your luxury goods with your peers?", overall, 42.6% responded that they did compare their luxury goods to others ($n=55$), and 57.4% responded that they did not ($n=74$, **Figure 4B**). Considering also the respondents' primary motivations for purchasing luxury products, we found that most of the consumers who selected brand name recognition as the major drive tended to compare their luxury items with those of their peers. A majority (78.1%, $n=17$) of those who chose brand name recognition reported comparing their luxury goods to others compared to 29.1% who did not compare their luxury items ($n=7$, **Figure 4B**). In contrast, 71.4% of the respondents who emphasized product quality as a motivation for shopping

A.



B.

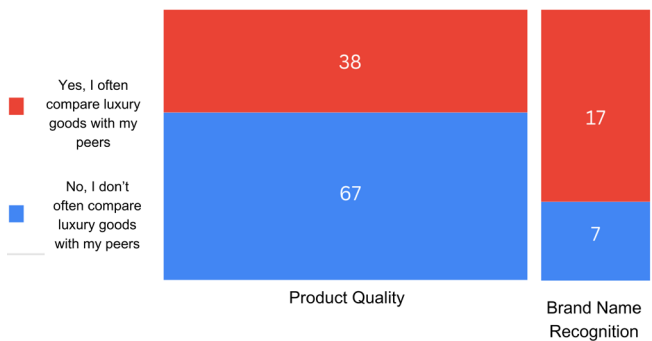


Figure 4: T Answers to two questions based on the consumer's motivation for luxury consumption. (A) The effects of exclusivity in brand marketing on the self-esteem of respondents were categorized based on the motivation for luxury consumption ($n=129$). The two variables do not have a significant relationship ($p=0.0545$). Most of the respondents expressed that the use of exclusivity in brand marketing does not lower their self-esteem ($n=87$). (B) Respondents' tendency to compare their luxury goods with their peers depending on the two types of luxury motivation ($n=129$). There is a correlation between the action of comparing luxury goods with peers and the motivation behind luxury shopping ($p=0.0027$).

($n=75$) do not feel that exclusivity lowers their self-esteem, while the remaining (28.6%, $n=30$) who emphasize product quality feel like exclusivity does lower their self-esteem. Based on these, we found a positive correlation between motivations to purchase luxury items and an individual's behavior of comparing their belongings with other people (Fisher's Exact Test, $p=0.0027$, **Figure 4B**).

The last question in the survey was designed to determine whether consumers would recommend and spread a brand's name by word of mouth, with 83.7% of respondents ($n=101$) stating they would recommend a luxury brand to someone else and 20.2% expressing that they would not ($n=28$). Analyzing the data further, we learned that 95.8% of respondents who answered that brand name recognition was their primary motivation for luxury brand consumption would recommend the brand to another customer ($n=21$), and only 4.17% of respondents who chose brand name recognition would not recommend the brand to another customer ($n=3$). 76.2% of respondents who prioritized product quality would recommend a brand to another person ($n=80$), whereas 23.8% of product quality respondents would not recommend a brand to another person ($n=25$). After running the Fisher's Exact Test on these data, we did not observe any correlation

between the primary motivations driving luxury consumption and a consumer's willingness to recommend said brand to another consumer ($p=0.282$, **Figure 5**).

An additional analysis was performed to compare the mental health of consumers who had or had not bought a luxury item in the past month. We found that over 34.1% of the respondents ($n=44$) had not bought a luxury product in the past month, while the remaining 65.9% ($n=85$) had. 15.9% of the 44 respondents who did not buy a luxury product in the past month did not feel that exclusivity led to a decrease in their self-esteem ($n=7$, **Figure 6**). Meanwhile, 41.2% out of 85 ($n=35$) who bought a luxury product over the last month experienced a decrease in self-esteem due to exclusivity (**Figure 6**). We found a significant correlation between the frequency of buying luxury items over the past month and a reported decrease in mental health due to luxury brand exclusivity (Fisher's Exact Test, $p<0.001$, **Figure 6**). To further examine whether there is any distinction in the behaviors between consumers who have never purchased luxury products in the past month and those who have, we also utilized the response to the question, "Do you compare your possessions with your peers?" 22.7% of the 44 respondents who did not buy a luxury item over the past month compared their luxury items with their peers ($n=10$), while the majority did not (77.3%, $n=34$, **Figure 7**). Out of the 85 respondents who had bought a luxury product in the past month, 52.9% of these consumers compared their luxury goods with their peers ($n=45$) as opposed to the remainder 47.1% ($n=40$) who did not. Our calculations suggest a significant relationship between purchasing and not purchasing luxury goods over the past month and comparing their luxury possessions with other people (Fisher's Exact Test, $p=0.0013$, **Figure 7**).

To investigate how gender can skew the results, we have performed calculations to determine if gender relates to the amount of time a consumer shops per month. According to our survey, females were the majority of shoppers over the past month (69.3%). There is also a noticeable difference between the percentages of male and female respondents who have purchased luxury goods in the past month in their corresponding gender groups. Comparatively, a higher percentage of male respondents purchased luxury products (75%, $n=30$) than female respondents (61.4%, $n=54$). Once again, using the Fisher's Exact Test we identified a significant relationship between gender and the frequency of luxury item shopping per month ($p<0.001$, **Figure 8**).

DISCUSSION

Through our study, we aimed to delve deeper into the effects of exclusivity and brand name prestige in the field of marketing. Moreover, we intend to determine (a) whether two primary motivations behind luxury shopping (brand name recognition and luxury product) relate to a significant change in a consumer's mental health and tendency to compare their goods, and (b) if the different primary motivations (brand name recognition and luxury products) lead to a consumer experiencing different satisfaction levels. One of the hypothesized correlations was born out by the data.

A relationship between the drivers of luxury consumption and the satisfaction level is supported by calculations done by a similar study (8). In the present study, the majority of the respondents reported satisfaction with their luxury purchase, but our calculations signify a weak relationship

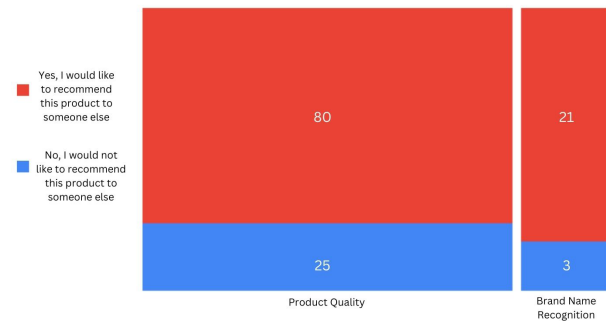


Figure 5: The choices of 129 respondents about their willingness to recommend a luxury brand to someone else. The Fisher's Exact Test has shown no correlation between respondents' willingness to recommend a luxury brand and the two types of motivations (product quality and brand name recognition) driving the purchase ($p=0.282$). The majority of the respondents ($n=101$) would recommend a luxury product to someone else.

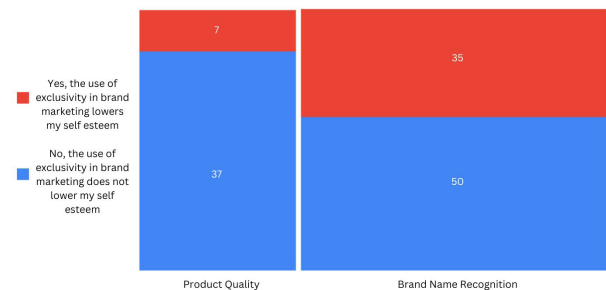


Figure 6: 129 participants' responses to the question: "Do you often compare your luxury goods with your peers?" classified based on how often they reported buying luxury goods. There is a statistically significant relationship between how often a consumer shops each month and a reported impact of exclusivity in marketing impacting self-esteem ($p<0.001$). However, the majority of the respondents ($n=85$) expressed that brand marketing does not lower their self-esteem.

between the two variables — motivations driving the purchase (brand name recognition or luxury product) and customer satisfaction. Most of the respondents who were prompted by brand name recognition and product quality were similarly satisfied with their luxury purchases. Thus, we cannot conclude that the two different primary motivations in the survey (brand name recognition and product quality) influence a consumer's satisfaction level. Moreover, our data does not support another main hypothesis that most consumers are more motivated by brand name recognition rather than product quality. More participants were driven to purchase luxury goods due to product quality rather than brand name recognition. This finding contradicts an earlier study that identified both "prestige" and "quality" as important determinants for luxury purchase, which could be explained by the inconsistency of our respondents' purchase history and knowledge of luxury brand products (8).

Our study found materialistic actions like comparing one's possessions with others are positively correlated with the motivation behind the consumer's luxury purchase. Without even realizing it, the simple action of comparing our clothes

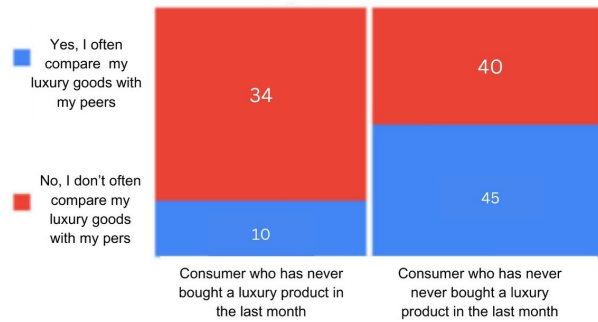


Figure 7: 129 participants' responses to the question: "Do you often compare your luxury goods with your peers?" The participants were categorized into those who did purchase luxury goods and those who did not over the past month. There is a strong relationship between comparing a luxury good with other people and how often a person purchases luxury goods in a month ($p=0.0013$).

with those of our friends or a wealthy celebrity can guide us down a path of unhappiness. Those motivated by brand name recognition were more likely to compare their possessions with others, but for the others whose luxury consumption is motivated by product quality, the majority have expressed that they do not compare their luxury goods with their peers. In conclusion, the data partially supports our second hypothesis. The finding of a correlation between the motivation behind luxury consumption and a consumer's tendency to compare their possessions with others aligns with another study of individuals who lean towards a materialistic lifestyle and reported lower life satisfaction (20). Another study has found a correlation between social comparison and the intention to purchase luxury brands, setting the study's usage of different geographical locations (the UK and India) aside (21).

The idea of exclusivity is normally used in brand marketing to further increase a brand's prestige to attract more consumers (9). However, research has suggested that the continuous advertising of luxury products or services that attract consumers can also propel them to live in a state of unhappiness and longing for prestige to boost their social status and confidence (13). Another study proposed that the existence of luxury brands has only widened the economic and welfare gap between the wealthy and middle class, who are not able to afford some prestigious products, leading them to experience mental health disorders such as depression, anxiety, personality disorder, and addictions (19). Although our study did not showcase a significant relationship between a decline in mental health and the motivation behind a luxury purchase, half of the participants who chose brand name recognition reported a decrease in their confidence.

Lastly, apart from testing the hypotheses, we conducted additional research with the data collected to investigate whether there is any correlation between the two motivations for luxury brand consumption and a consumer's willingness to recommend the brand to another consumer. From the survey, we found that all luxury brand consumers, regardless of motivation for purchasing luxury goods, are likely to recommend a luxury brand to someone else. Our finding is consistent with another study that found 60% of luxury brand purchases derived from word-of-mouth marketing (22). This could be due to high brand commitment and satisfaction

encouraging people to participate in conversations about the fashion brand with people in real life and also online (23).

Additionally, we found that having purchased luxury products in the past month strongly correlates with low self-esteem and a strong tendency to compare luxury possessions. Future studies can extend this research and inquire into two more questions: (a) do consumers who have lower confidence opt for luxury shopping as a coping method? and (b) whether consumers who do not suffer from mental illness shop less frequently than those who do.

There is a possibility that we could not observe a strong relationship between a consumer's mental health and a purchase motivated by brand name recognition because 67.4% of the respondents ($n=85$) have never bought or have only bought a luxury item once over the past month. A respondents' experience and familiarity with shopping luxury brands are key to answering questions that test our hypotheses: 1) Which one would influence you to buy a luxury product more? 2) Do you often compare your luxury goods with your peers? 3) Are you satisfied with the quality of your luxury purchase? Without prior exposure and ownership of these luxury items, 67.4% ($n=85$) are less qualified to participate in the survey, which could have altered the results of our research. The omission of filtering participants based on their luxury purchase history is, therefore, a limitation for the present study and worth addressing in future research.

Another limitation of our study is the respondents' possible lack of familiarity with the terms "brand name recognition" and "exclusivity" as well as a less comprehensible wording of the question. Participants' confusion and lack of understanding of the terms may have led them to choose an answer that is less accurate than their actual opinions. Instead of asking, "Which one would influence you more to buy?", it might be more effective to convey the meaning of brand name prestige by presenting an illustrative scenario with two items, one luxury and one handmade, and then asking respondents to make selection.

In addition to these limitations, four other factors may have affected the overall results of the present study. Firstly, it is pivotal to note that out of all the respondents ($n=129$), there is a clear imbalance in gender. 68.2% of respondents are female, 31% are male, and 0.8% did not specify their gender, which can lead to an inaccurate representation of the

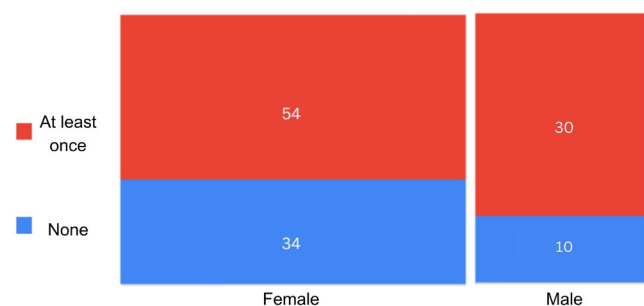


Figure 8: The answers of 129 respondents on their frequency of shopping luxury goods in a month grouped based on their gender. Our results indicate a correlation between whether a person has or has not purchased a luxury good in the last month and their gender ($p<0.001$).

results for all genders. The skewed gender representation is particularly problematic considering a significant relationship between the two variables: gender and the number of times they have shopped for a luxury item in the last month (**Figure 8**). A study has shown that men do not value the shopping experience as much as women, and they are more impulsive when purchasing a product, which could lead to a difference in the frequency of purchasing items between the two genders (24).

Secondly, our survey platform only allowed for a random selection of respondents answering our survey, which may have resulted in a variation in the demographic's location, income, and age. In addition to the uneven distribution of genders, there are imbalances in our respondents' age, income, and location. The majority of the respondents ranged from age 25-40 and 41-56, and only 26.4% of the respondents ranged from age 18-24 and 57-70. An imbalance in yearly income can also cause an indirect difference in the frequency of luxury purchases. Individuals who have a higher income can afford luxury products more comfortably than those who earn less. An uneven distribution of respondents' location may have also affected how frequently they purchase a luxury brand because those who live in secluded areas far from the reach of outlets or malls may struggle to go shopping.

Thirdly, the ambiguity of the question's wording may have also presented an issue. A different method to design the question "Which one would influence you to buy a luxury product more?" by providing a scenario or using different wording will provide much more precise and concise information to the respondents. For example, respondents may be invited to imagine a scenario where they are shopping for a luxury bag and then asked whether they would be more motivated to buy the bag because of the product's material or the brand's reputable history. This way, instead of providing two choppy choices, they are further clarified in a way that would force the respondent to reflect on their answers more seriously.

Lastly, since only two motivations, product quality and brand recognition, were mentioned and emphasized in this survey, those motivated by other circumstances are less accurately represented when answering the questions, potentially resulting in skewed responses. This issue could be addressed by conducting another survey before the study to understand the most prominent motivations for luxury shopping that can be used in the study.

Further research should further assess the influence of exclusivity in specific areas of luxury, such as electronics, fashion, and transportation. It can also go in-depth into various mental health issues that can stem from the use of exclusivity in marketing, such as fear of missing out (FOMO) and self-consciousness. A precedent study performed on parent-child dyads found that a parent's passion can be passed on to their child (25). Expanding on this knowledge, future studies should investigate whether customers from ages 41-56 (millennials), who are the target audience for luxury brand's digital marketing (3), are motivated by brand name recognition pass that trait onto their children and whether exclusivity can also influence children negatively. These studies should certainly consider balancing the gender, age, yearly income, geography, and frequency of luxury brand purchases for results reflecting a more diverse population.

In conclusion, results from this survey do not support

the idea that most luxury brand consumptions are primarily motivated by brand name recognition. However, this survey does hint towards a correlation between those motivated by brand name recognition and a lower tendency to compare luxury goods with their peers. Furthermore, our calculations do not hint towards any relationship between motivations for luxury brand consumption and an individual's satisfaction level. Our findings can contribute to further research on luxury brands and suggest ways they can improve their marketing without exclusivity as well as the potential harm of hedonism and consumerism that can derive from exclusivity (7). With additional research, more knowledge on the negative effects of luxury brand marketing and exclusivity will be available.

MATERIALS AND METHODS

Recruiting Respondents

Before we recruited respondents, a licensed clinical psychologist thoroughly analyzed our research plan and deemed it ethical to conduct. Afterward, we designed and distributed a nine-question survey using the survey maker website, Survey Monkey. 130 respondents were recruited through the Survey Monkey Target Audience program, which recruits random respondents aged 18 or above from all areas across the United States (26). This feature allowed us to filter our demographics. Participants were informed that they could stop at any time. One of the respondents was excluded as their answers were incomplete. The respondents were also informed of the purpose of this survey and that their data would be utilized to conduct this research about brand name prestige and exclusivity as well as its effects on mental health. The respondents were asked to answer questions about their gender, age, and yearly income, but this information was only taken into consideration upon determining the limitations of our study. Data accumulated from the survey was then analyzed using Fisher's Exact Test.

Survey Format

The first four questions of the survey asked for the respondent's age, gender, yearly income, and frequency of buying luxury goods. The next two questions were designed to gather information on three things: whether the customers are more motivated by either brand name recognition or product quality when making a purchase and whether the customer is satisfied with their purchase. Then, two questions were used to identify any mental health issues that can be associated with the primary motivations driving luxury consumption and exclusivity in brand marketing: "Do you often compare your luxury goods with your peers?" and "Are you satisfied with the quality of your luxury purchase?". The last question asked if the consumer would be willing to recommend the luxury brand to another person.

Statistical Analysis

In this study, we used the Fisher's Exact Test, which was conducted using Google Spreadsheets. The Fisher's Exact Test was used to test whether there is any connection between the two motivations behind a luxury brand purchase (brand name recognition and product quality) and (a) the customer's satisfaction, (b) the tendency to compare luxury products with their peers, (c) a decline in self-esteem, and (d) likelihood of recommending the brand to someone else. It was also used for additional research regarding the correlation between

gender and the number of times an individual shops a luxury brand per month. We selected an alpha value of 0.05, and the results were evaluated with a two-tailed p-value.

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APPENDIX

Thank you for answering this survey. Your answers are highly appreciated and will be used to conduct a study on exclusivity-driven purchases of luxury brand items, therefore, please answer all these questions honestly. All answers will remain anonymous and your personal information will not be disclosed. This survey contains 9 short multiple-choice questions that will take around 2 minutes to answer. Participation is voluntary, you can skip any questions or withdraw at any time. Lastly, please ensure that you are at least 18 years old upon answering this survey.

1. What is your gender?

- Male
- Female
- Prefer not to say

2. What is your age

3. What is your yearly income?

- Under \$15,000
- Between \$15,000 and \$29,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$150,000
- Over \$150,000

4. In the past month, how often have you bought a luxury item?

- 5+ times
- 2-3 times
- Once
- Never

5. Which one would influence you to buy a luxury product more?

- Brand Name Recognition
- Product Quality

6. Do you often compare your luxury goods with your peers?

- Yes
- No

7. Are you satisfied with the quality of your luxury purchase?

- Yes
- No

8. Does the use of exclusivity in brand marketing often lower your self-esteem?

- Yes
- No

9. Would you recommend a luxury product to another customer?

- Yes
- No