



MESTRADO
MARKETING

TRABALHO FINAL DE MESTRADO
DISSERTAÇÃO

**DETERMINANTS OF PORTUGUESE FEMALE CONSUMERS
LUXURY VALUE PERCEPTIONS**

CANAN YASEMIN CARDOSO TAVEIRA DA MOTA TEZSEZEN

OUTUBRO - 2018



MESTRADO EM MARKETING

TRABALHO FINAL DE MESTRADO DISSERTAÇÃO

**DETERMINANTS OF PORTUGUESE FEMALE CONSUMERS
LUXURY VALUE PERCEPTIONS**

CANAN YASEMIN CARDOSO TAVEIRA DA MOTA TEZSEZEN

**ORIENTAÇÃO:
PROFESSORA JOANNA SANTIAGO**

OUTUBRO - 2018

Resumo

O mercado de luxo tem crescido extraordinariamente ao longo dos últimos anos, juntamente com o mercado de vestuário de luxo feminino. Este estudo investiga as motivações das consumidoras Portuguesas no que diz respeito ao processo de aquisição de marcas de vestuário de luxo, no âmbito de um modelo multidimensional do valor do luxo.

Presente estudo investiga as dimensões do valor de luxo que incluem fatores de ordem individual/pessoal, social e funcional, que abrangem múltiplos determinantes como os valores do qualidade, singularidade, prestígio nas redes sociais, materialismo, hedonismo, identidade própria e utilidade.

Para a análise destas dimensões foi assegurada uma recolha e tratamento de dados primários e secundários. Os dados primários foram coletados com base em dois métodos: entrevista e grupo focal.

Os resultados do estudo indicam que os valores de utilidade, materialismo e hedonismo (com respeito ao prazer auto-direcionado), assim como o valor hedonista em relação ao enriquecimento da qualidade de vida, foram aqueles que tiveram maior impacto e peso no processo de decisão das consumidoras Portuguesas.

Palavras-chave: valor de luxo, dimensões de valor de luxo, criação de valor

Abstract

Luxury market, has been growing tremendously over the years, along with the female luxury clothing market. This study, investigates the effects and motives of female Portuguese consumers in regard to the pre- and post- purchase process of the luxury clothing through the multidimensional framework of luxury value.

This study, investigates the luxury value which embodies: individual, social and functional aspects that encompasses multiple determinants such as; quality value, uniqueness value, prestige value in social networks, materialistic value, hedonic value, self-identity value, and usability value.

To analyze those luxury value dimensions, primary data and secondary data were collected. The primary data was gathered based on two methods: interview and focus group.

Findings indicate that the usability value, materialistic value and hedonic value have been the main dimensions that, have impact and effects the decision-making process of female Portuguese luxury fashion consumers.

Key-words: luxury value, luxury value dimensions, value creation

Table of Contents

1. INTRODUCTION	1
1.1. Conceptualization	1
1.2. Research Objective and the Research Questions	2
1.4. Dissertation's Structure	3
2. LITERATURE REVIEW	4
2.1. Value Creation	4
2.2. Luxury Value Dimensions	4
2.2.1. Financial Value	5
2.2.1.1. Price Value	5
2.2.2. Functional Value	6
2.2.2.1. Usability Value	6
2.2.2.2. Quality Value	6
2.2.2.3. Uniqueness Value	7
2.2.3. Individual Value	7
2.2.3.1. Self-Identity Value	7
2.2.3.2. Hedonic Value	8
2.2.3.3. Materialistic Value	8
2.2.4. Social Value	8
2.2.4.1. Conspicuousness Value	9
2.2.4.2. Prestige Value in Social Networks	9
3. CONCEPTUAL FRAMEWORK	10
3.1. Study Propositions	10
4. METHODOLOGY	11
4.1. Philosophy and the Objective of the Study	11
4.2. Method and Strategy of the Study	11
4.3. Sample & Sampling of Data Collection	11
5. ANALYSIS OF RESULTS	13
5.1. Analysis of the Interviews and Focus Group	13
5.2. Analysis of the Interview with the Fashion Designer	13

5.3. Analysis of the Interview with Luxury Store Manager	16
5.4. Analysis of the Focus Group Interview	19
5.5. Propositions' Confirmation	25
6. CONCLUSIONS	27
6.1. Implications for Management	28
6.2. Academic Implications	28
6.3 Limitations of the Study	28
6.4 Future Investigation	28
REFERENCES	29
APPENDIX	34
Appendix 1. Fashion designer demographics.	34
Appendix 2. Luxury store manager demographics.	34
Appendix 3. Focus group demographics.	34
Appendix 4. Adapted Questions from the Conceptual Model	34
Appendix 5. First Interview- Questions & Answers /Level of Importance	36
Appendix 6. Second Interview- Questions& Answers /Level of Importance	37
Appendix 7. Focus Group Interview- Questions& Answers /Level of Importance	38
Appendix 8. The Conceptual Model from publication: Measuring consumers' Luxury Value Perception: A Cross-cultural Framework Value Explanations	42
List of Figures	
Figure 1 The Conceptual Model: Determinants of Consumers' Luxury Value Perception-Adapted Version	10
Figure2 The Conceptual Model: Determinants of Consumers' Luxury Value Perception- Original Version	44

1. INTRODUCTION

There have been limited studies, focusing on the Portuguese consumers' interest towards luxury products (Barbosa de Oliveira, 2014). Most of the research that has been conducted, embodies the comparison between the Portuguese consumers with the consumers from other nationalities. These studies, focus mostly, on the interest in luxury products. The results of these studies indicate that, Portuguese consumers have less capacity to purchase luxury goods compared to, the other nationalities (Dryl & Kozłowski, 2016; Candeias, 2012).

This study, focuses on the female Portuguese luxury clothes consumers. The objective of this research is, to apprehend the factors that are more important for female Portuguese consumers who purchase luxury clothes concerning the luxury value.

1.1. Conceptualization

In today's world, luxury fashion constitutes an industry in its entirety. The market of luxury goods and services has grown tremendously over the past years.

The word 'luxury' has derived from latin '*luxus*', which could be described as 'pleasure' or 'magnificent', and its derivative '*luxuria*', which can be interpreted as 'extravagance'. In Western societies, luxury has grown due to the expansion of wealth and frequent use, and it is an 'experience' that has been occurring for hundreds of years (Yeoman & McMahon-Beattie, 2011).

In the twentieth century, Thorsten Veblen (1899), came up with the term 'conspicuous consumption' in his theory of the leisure class. According to Veblen (1899), conspicuous consumption is, spending lot of money on luxury products, in order to earn social status and prestige in society. Conspicuous consumption, triggers the consumers' perspective on acquiring social status. Thus, when the consumer purchases luxury products, he/she believes that the product will bring along, a certain social status (Veblen, 1899).

According to Kapferer (1997), luxury is defined as beauty, richness and it creates a certain sense of pleasure. On the other side, Webster's dictionary claims that, luxury is not a necessity, but a choice (Webster's Third New International Dictionary, 2002). According to McKinsey, luxury products' price and quality correlation are the highest in the market. Based on all these assumptions, it can be stated that, luxury is something rare, expensive, prestigious and not a necessity but a choice.

In the economic meaning, a luxury product (or upmarket good) is a good that, it is considered to have a contrast - proportional relation between the income and the demand. When

the demand increases, the income stays the same or does not increase proportionally in regard to the demand. Kapferer and Bastien (2009), explain that, the easiest way to fail to sell a luxury item is, through a classical marketing strategy. The authors, also argue that, the high price of the luxury products should be compensated by the personalized service that, high-end brands provide (Kapferer & Bastien, 2009).

Nonetheless, in management, the luxury products are differentiated in regard to the economic and compulsory goods by their essential characteristics, which are: price, quality, uniqueness, and symbolism. Thus, luxury goods can be described by each of these dimensions (Heine, 2009).

The concept of how to create the luxury value will be defined and explained in the following chapter. The process of purchasing a luxury product, will be implemented, along with, how the value of the luxury clothes affects female consumers.

This study, approaches the: ‘dimensions of luxury value perception’ with the objective, to explore the values attached by female Portuguese consumers in the decision-making process, as it regards the purchasing of luxury clothes. This theory, was initially purposed by Berry in 1994 in his book: the idea ‘The Idea of Luxury: A Conceptual and Historical Investigation’. Since then, this theory has received various interpretations, from numerous researches and serves as an illustration through an inner determination that creates a social value when a luxury product is purchased (Turunen, 2018).

According to the mentioned theories, there are four main purchasing factors: price, quality, value perception and conspicuousness. The present study, also focuses on luxury value which embodies nine constructs; price value, usability value, quality value, uniqueness value, self-identity value, hedonic value, materialistic value, conspicuousness value and finally prestige value in social networks.

1.2. Research Objective and the Research Questions

Stokburger-Sauer and Teichmann (2011), underline that, women have a more positive attitude towards luxury consumption than men. Other research indicates that, women, unlike men, use luxury products such as, clothing, to compete with other females (Miller, 2009).

The research objective of this study is, to investigate the female Portuguese consumers’ engagement regarding luxury clothing. Consequently, this dissertation’s objective is to analyze, the perception of luxury value by female Portuguese consumers who purchase luxury clothes; and the dimensions that influence this perception.

Therefore, the main research question can be stated as: “What does affect, the female Portuguese consumers in regard to the pre and post purchase process of the luxury clothing?”

Accordingly, the purpose of this study, oscillates on answering the following research questions:

- 1) What are the dimensions influencing the luxury value?
- 2) What is the perception of each dimension in the eyes of luxury consumers and professionals?
- 3) Which of the dimensions, have more importance on the luxury value perception of Portuguese female luxury shoppers?

1.4. Dissertation’s Structure

This paper begins by presenting, the introduction, where, the concept of luxury is defined and where, the research questions are proposed. The study continues with the literature review, where the four dimensions of luxury value and its nine constructs from the conceptual framework by Wiedmann, Hennings and Siebels are carefully explained (2009). Seven out of nine constructs, along with three luxury value dimensions were tested and analyzed to answer the problem statement; *What does affect, the female Portuguese consumers in regard to the pre and post purchase process of the luxury clothing?* The propositions, that were implemented, regarding the conceptual model were applied, using a qualitative research method that, studied eight female Portuguese consumers, who frequently purchase luxury clothes. This research integrated two different qualitative research methodology. Those are; interviews and focus group. Subsequently, the results of the examination have been explored and brought to a conclusion where, findings indicate that, the seven constructs and the three value dimensions; functional, individual and social value have a great impact on the female Portuguese consumers, in the pre and post purchasing process of luxury products. Finally, limitations and future investigations were presented in regard to the overall conclusion.

2. LITERATURE REVIEW

2.1. Value Creation

As consumers and suppliers co-create the value of a product, various times throughout the interaction of the purchase, it can be stated that, the value is not created only one time and neither by the supplier only (Garg, Chhikara, Panda, & Kataria, 2004). Therefore, the perception of the value of a luxury product changes, in the process of the purchase. The luxury brands create and communicate personalized services for their customers. These personalized services, trigger an emotional bond that leads to a self-identification process in regard to the brand (Correira, Loueiro & Kaufmann, 2016). Accordingly, these personalized services may add sensory, emotional, cognitive, behavioral and relational value between the consumer and the supplier (Schmitt, 1999). In branding, one of the most known strategy is for the brand to seek and create an emotional bond with their customers (Keller, 2009). The brand characteristics such as logo, design, or the price can also be considered as, differential effects in regard to the consumers (Grohmann, 2009).

According to Eastman, Goldsmith, & Flynn (1999), the consumption of luxury products is related with the desire to impress other individuals, which can be considered as a motive to purchase luxury products. The process of pre- and post- purchase of luxury goods depends on multiple variables (Eastman, Goldsmith & Flynn, 1999). According to Berry (1994), there are four main factors in the purchasing process: price, quality, value perception and conspicuousness. However, the luxury value dimension is also dependent on other intermediate factors (Berry, 1994).

This paper will focus and test the luxury value dimensions, which is interrelated with; the functional value which embodies - usability value, quality value and uniqueness value; individual value which embodies - self-identity value, hedonic value and materialistic value; and finally, social value, which embodies - prestige value in social networks.

2.2 Luxury Value Dimensions

Brun & Castelli believe that, luxury is associated with money, power and privileges that luxury goods bring (Brun & Castelli, 2013). According to Webster's dictionary, luxury is not a necessity, but a choice, something that is not ordinary, thus luxury products are rare (Webster's Third New International Dictionary, 2002). Luxury is linked with concepts like aesthetics, extravagance and comfort (Dubois & Laurent, 1994).

Based on these assumptions, it can be stated that the definition of luxury embodies multiple constructs and values while the luxury value originates from the traditional definitions

of luxury, which embodies wealth and impressing others for owning luxury goods. According to Akther (2014), money is a crucial factor in regard to luxury value, thus, money has a direct relation with the luxury products (Akther, 2014). However, Kemp (1998), believes that the social perceptions of the consumers, who purchase luxury products, is differentiated with the characteristics of non-luxury goods. Thus, it can be stated that, luxury value is influenced by these characteristics (Kemp, 1998). According to Nia & Zaichkowsky, luxury brands carry the highest level of prestige which embodies, physical and psychological values. The psychological value of a product, is the basic use that, the consumer perceives as a boost for their esteem. The main factor that, differentiates the luxury products, from the non-luxury products is due to the psychological value of the product (Nia & Zaichkowsky, 2000).

2.2.1. Financial Value

Defining the financial value of a product, implies determining how much a product is worth. The accuracy of the value of a product, is converted into a price, which is considered morally, economically and politically fair in the society (Ortiz, Tech, 2013). Thus, it can be stated that, the price of a product, represents the product's financial value in the society, in regard to economic, political and moral perception of the individuals. Hence, it can be specified that luxury goods have the tendency to have a higher price, compared to non-luxury products. As a result, the financial value of the luxury products, can be considered high, in regard to non-luxury products.

2.2.1.1. Price Value

Various authors (such as Bloch & Black, 1998; Tellis & Gaeth, 1990; Lichtenstein, Bloch, & Black, 1988) believe that, the price of a product is interrelated with its quality. The authors agree on the fact that, if a product is expensive, the status-conscious consumers' perception is set on the idea that the products present quality and prestige (Berkowitz, Kerin, Hartley & Rudelius, 1992).

According to Ahtola, the consumers perception relies deeply on, the price of the product. There is a great difference, between the objective (the actual price of a product) and perceived price (the price as encoded by the consumer) (Ahtola, 1984; Jacoby & Olson, 1977). Accordingly, many authors argue that, the price of a product plays a positive role in determining the perception of the product's quality, in regard to consumers' minds (Erickson & Johansson, 1985; Lichtenstein, Bloch, & Black, 1988; Tellis & Gaeth, 1990). Accordingly, it can be stated that, there are various elements that determine, the high price of a luxury product - it all have to do with rarity, design, fabric or material that was used, or on personalization. Kapferer and Bastien (2009) argue that, the high price value of the luxury products should be, compensated by the customized services or the product quality.

2.2.2. Functional Value

According to Sheth, Gross, & Newman, physical and technical capacity, utility and performance define the functional value of a product. Consequently, the performance of a product, conducts its functional value (Sheth, Gross, & Newman, 1991). Thus, it can be stated that, if a product performs above the expected, the product's functional value can be perceived as extraordinary. According to Wiedmann, Hennings and Siebels (2009), the functionality value depends on and embodies three factors: usability value, quality value and uniqueness value (Wiedmann, Hennings, & Siebels, 2009).

This paper will analyse: 1) usability value, 2) quality value and 3) uniqueness value of the luxury products, in regard to the female Portuguese consumers.

2.2.2.1. Usability Value

According to authors such as Park, Jaworski, & Macinnis (1986), a products usability is formed by various determinants including, but not limited to physical/chemical/technical, tangible or abstract dimensions. Consequently, the usability value embodies all the characteristics that makes a luxury product usable. Consumers have greater expectations towards luxury goods with the perception that the luxury products will perform exceptionally (Wiedmann, Hennings, & Siebels, 2009). Thus, it can be stated that, the usability value is a motive for consumers to purchase luxury products. Luxury brands, reassure higher quality, to attract more consumers (Wiedmann, Hennings, & Siebels, 2009; Hudders, 2012). As a result, consumers spend more money on a luxury product, due to their high performance (Wiedmann, Hennings, & Siebels, 2009). Additionally, the usability value depends on the functionality of a product, which is interrelated with the ability to satisfy the consumer (Wiedmann, Hennings, & Siebels, 2009; Mortelmans, 2005). Hence, if the usability value of the luxury products is excellent, the consumers will be satisfied, which, can be stated as a reason to purchase more luxury products.

2.2.2.2. Quality Value

There are several factors that affect the purchasing process. According to Wiedmann, Hennings and Siebels, the quality of a product is one of the intermediate factors that, affects the purchasing process directly (Wiedmann, Hennings, & Siebels, 2009). According to Aaker, all luxury products have superior quality in the perception of the consumers, therefore, the value of the brand increases along with the sales (Aaker,1991). Therefore, it can be stated that, there is a direct relation between the product, price and quality. Luxury consumers' perception sets as: if a product is expensive, then the product has superior quality. The elevated price of a product, is

differentiated from ordinary products, due to the superior quality of luxury products preserve. Hence, it can be stated that, if a products' price is elevated, the quality value increases proportionally (Quelch, 1987; Rao & Monroe, 1989; Garfein, 1989; Groth & McDaniel, 1993; Roux, 1995).

2.2.2.3. Uniqueness Value

Uniqueness is considered to be subjective, as its meaning could only be determined by the potential customers or consumers. Uniqueness of a product, depends on the customers' urge to buy the luxury good (Verhallen, 1982; Lynn, 1991; Pantzalis, 1995). If a luxury good or clothing is expensive, the customer tends to have a greater urge to buy it (Groth & McDaniel, 1993; Verhallen & Robben, 1994). This perception, does not depend only on the price, but also on the brand's reputation. Accordingly, if the product or brand is considered to be more special or rare, the product becomes more valuable (Verhallen & Robben, 1994). Thus, it can be stated that, the uniqueness of a brand, is also considered to be a motive for consumers to purchase the products. The uniqueness, creates the illusion of having something special (Snyder & Fromkin, 1977). Hence, it can be considered that, purchasing a luxury product creates the feeling of owning something rare and unique.

2.2.3. Individual Value

Consumers' choice of purchasing a luxury product, depends on the individual value dimensions (Richins & Dawson, 1992). According to authors such as Wiedmann, Hennings, & Siebels (2009), individuals have different personal and interpersonal oriented perceptions towards the luxury and luxury products. The authors, also argue that, the luxury brands incorporate these perceptions of the consumers for the brand's communication (Wiedmann, Hennings, & Siebels, 2009). Thus, the individual value can be considered as, the perception of an individual, who is purchasing the luxury product, hence, the individual's feeling and thinking towards such product.

2.2.3.1. Self-Identity Value

Self-perception, is a person's reflection on how he/she evaluates him/herself (Mehta, 1999; Sirgy & Johar, 1999; Jamal & Goode, 2003). Self-perception, which is also interrelated with one's image, embodies, what individuals wear or use. Therefore, it can be stated that, a product transmits a person's image and their self-perception. Consumer behavior, which is interrelated with one's self image has a direct relation with a product or a service (Belk, 1988; Mick, 1986). According to Sirgy (1982), a consumer's self-identity has great influence on the consumer behavior, in the purchase process. The author, also argues that, the product has a direct impact on the individual's self-image (Sirgy, 1982). Dittmar, underlines that, luxury brands have

also a great impact on the consumer's self-image. In the light of this, it can be stated that, individuals wear, use or own products that they identify with themselves. The value that a product carries is special in the perception of the consumer, in regard to his/her identification with the product or the brand. Consequently, when a consumer wears a product from a luxury brand, he/she feels valorized and special. Finally, consumers use sumptuous goods, in a way to help develop their own identity (Douglas & Isherwood, 1979; Hirschman, 1988; Dittmar, 1994).

2.2.3.2. Hedonic Value

There are products and services that create emotional value, in consumers' minds (Hirschman & Holbrook, 1982; Sheth & Gross, 1991; Westbrook & Oliver, 1991). Luxury products and services provide the consumers with such 'emotional feeling' (Dubois & Laurent, 1994). Accordingly, consumers are emotionally bounded with the luxury brands. Based on this assumption, consumer will purchase luxury products due to the affinity and affection that he/she feels towards such goods. As a result, it can be stated that, the hedonic value is crucial in the process of purchasing luxury goods. This emotional bond that, the product or the brand creates is also related to the aesthetic beauty, sensory pleasure and excitement that the luxury products carry in consumers' perception (Benarrosh-Dahan, 1992; Fauchois & Krieg, 1991; Roux & Floch, 1996; Vigneron & Johnson, 2004). Thus, it can be stated that, the hedonic value of a luxury product becomes a vital factor, which influences the purchasing process substantially.

2.2.3.3. Materialistic Value

Materialism can be interpreted as, the consumers' desire to purchase and to possess expensive products (Daun, 1983; Bredemeier & Toby, 1960; Wackman, Reale, & Ward, 1972; Heilbroner, 1956; Rassuli & Hollander, 1986; Du Bois, 1955). Consumers who value material possessions, have the tendency, to purchase more and more luxury products (Belk, 1985). Various authors claim that the materialistically oriented consumers, give more importance to what he/she wears or uses (Richins & Dawson, 1992; O'Cass & Muller, 1999). Based on this assumption, it can be stated that, the materialistically oriented consumers, have more desire to purchase luxury clothes, to impress other individuals. As a result, luxury goods and services are interrelated with the social status, which is associated with the acquisition and possessing of the materialistic products (Douglas & Isherwood, 1979; Belk, 1985).

2.2.4. Social Value

According to Sheth, & Gross, the social value of a product is, interrelated with one or more groups, which influences the consumers, who use and possess the products in the presence of these groups. The social value of a product, has constructive or obstructive affects in regard to

socioeconomic, demographic and cultural-ethnic background of the groups (Sheth & Gross, 1991). The social value depends on the emotions and attitudes of the behavior of the groups, which can be defined as social value consumption. The consumer's self-perception, in regard to his/her image in the society, builds his/her social identity in consumers' mind (Kosonen, 2014). The use of luxury goods in public, also reflects the social identity of the individual's consideration of the social norms, that are accepted regarding, an individual's self-concept and self-image in the society (Goldstein, Cialdini & Griskevicius, 2008). Hence, it can be stated that, using the luxury products in public, can be a motive for consumers, to purchase more luxury products so as to feel accepted in the eyes of the social groups.

2.2.4.1. Conspicuousness Value

According to Veblen (1899), luxury consumers' primary objective is, to impress others, using their wealth and prestige. The author, expresses that, regarding the consumers' perception, the price of a product is, the indicator of wealth and prestige in the society (Veblen, 1899). Thus, when the price of a product increases, the importance of the luxury goods increases proportionally, which, as a result, creates a greater demand by the consumer (Vigneron & Johansson, 2004). Customers, who purchase conspicuous and expensive goods, are most likely to acquire them, to use them in public with the objective of impressing other individuals. Hence, the consumption of conspicuous products in public, can be considered as, a means to earn social status (Braun & Wicklund, 1989; Hong & Zinkhan, 1995; Bagwell & Bernheim, 1996; Corneo & Jeanne, 1997; Vigneron & Johansson, 2004).

2.2.4.2. Prestige Value in Social Networks

According to Festinger, individuals have different attitudes when they are in a group. The author, continues by explaining that, the opinion of the majority has a considerable potential to construct the individual's behavior. Therefore, it can be stated that, the consumers' choose to wear or use luxury products, to places or events where they want to impress other individuals. Consumers who seek prestige, explore ways to get social status in society. These consumers, have a tendency to prove that, they do not live a non-affluent lifestyle, which, consequently, transforms as a distinguishing factor in the society, in regards to the consumers, who do not purchase and do not use luxury products (French & Raven, 1959; Sirgy, 1982; (Midgley, 1983) (Solomon, 1983) (Mick, 1986) (McCracken, 1986) (Belk, 1988) (Dittmar, 1994). Hence, it can be stated that, the consumption of luxury products can be considered as, seeking prestige to impress others in the social environments of the consumer.

3. Conceptual Framework

This study adapts the luxury value framework proposed by Wiedmann, Hennings and Siebels (2009), in which, the authors tested and analyzed the luxury value dimensions in the chosen reference group. The luxury value dimensions are constructed by four main elements; financial value, functional value, individual value and social value. The authors, critically established nine inter determinants, that has a direct ratio with the main four elements. These nine constructs are: price value, usability value, quality value, uniqueness value, self-identity value, hedonic value, materialist value, conspicuousness value and prestige value.

This study adapts the proposed model, to investigate the following dimensions: functional value, individual value and social value (figure 1).

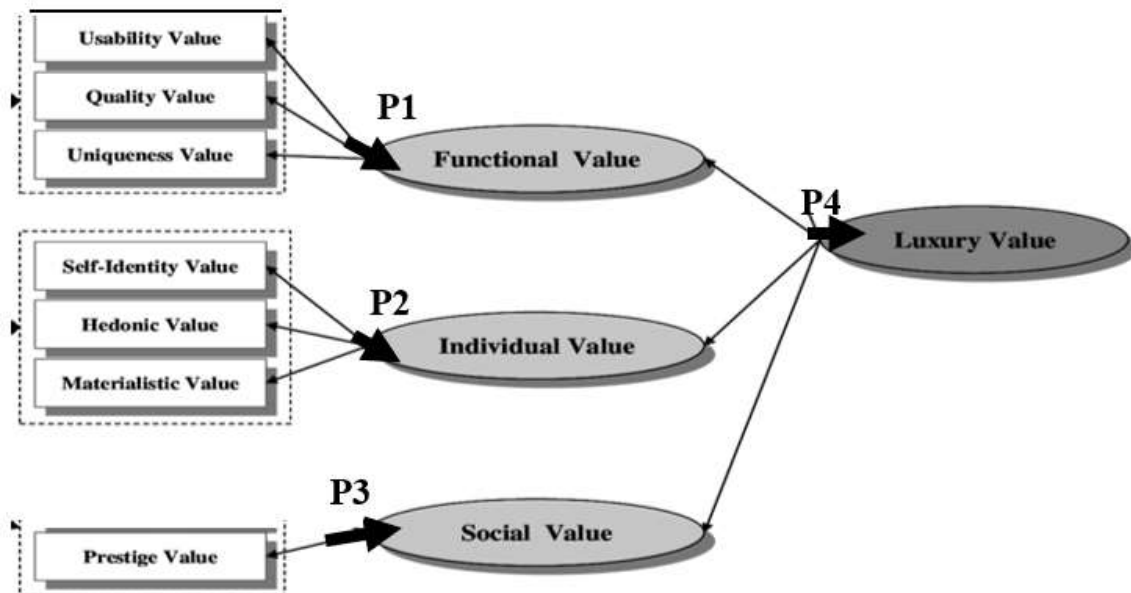


Figure 1. The Conceptual Model: Determinants of Consumers' Luxury Value Perception (adapted from Wiedmann, Hennings, & Siebels, 2009) – Adapted version

3.1 Study Propositions

Correspondingly with the adapted model, this study propositions are:

- P1: Functional value is influenced by the usability, quality and uniqueness value.
- P2: Individual value is influenced by the self-identity value, hedonic value and materialistic value.
- P3: Social value is influenced by the prestige value.
- P4: The overall luxury value is influenced by the dimension of functional, individual and social value.

4. METHODOLOGY

4.1. Philosophy and the Objective of the Study

The research philosophy adopted for this paper is, essentially an interpretivist one. According to Myers, in the perception of the interpretivists, reality can be obtained only through social constructions like a dialect, awareness, shared meanings and tools. (Myers,2008)

The present study is, fundamentally an exploratory research, as it analyses a general idea, where the researcher uses tools to identify the issues and topics that, needs further information for the future (Dudovskiy, 2018). In this paper, female Portuguese consumers, who frequently purchase luxury clothing was chosen as the target, since, there is a small amount of research that tested the luxury value dimensions directly on this target.

The present study is, a cross-sectional observational study, where, the data is analyzed through a population, that takes place in a specific time, and on a specific moment only.

This study uses, both primary and secondary data. The secondary data include: scientific articles, books, journals and websites. However, the primary data is, based on the semi-structured in-depth interviews and a focus group that, were conducted with the chosen target: female Portuguese consumers, who frequently acquires luxury clothes (Winston, 2018).

4.2 Method and Strategy of the Study

This study, adopts a qualitative method, which allows interviews, where, the ideas can be elaborated and expressed in a wider sense (Malhotra & Birks, 2003).

Consequently, the empirical research in this study is, based on two interviews and a focus group. The biggest difference between these two methods is that, interviews focus directly on the respondent, whilst, focus group gathers selected respondents, where, the questions are answered and disputed amongst the interviewees and interviewer. Focus groups, encourage a fluid conversation and disputes between the respondents regarding the questions. Focus groups, also, allow the researcher to observe the respondent's behavior (Vannak, 2018).

4.3. Sample & Sampling of Data Collection

This paper adopted purposive sample, which is a non-probability sampling, that allows the researcher to, focus directly on the objective (Palys, 2008). Hence, the reference group that was chosen, was consisted of: female Portuguese consumers, who purchase frequently luxury clothes. The respondents' group includes: a Portuguese Fashion Designer who produces, sells and

purchases luxury clothes, along with, the manager of one of the biggest and most known high-end clothing stores in Lisbon. Finally, six female Portuguese consumers were selected for the focus group within different age groups, different education backgrounds and different income levels, but with a respect to one condition: they frequently purchase luxury products.

5. ANALYSIS OF RESULTS

5.1 Analysis of the Interviews and Focus Group

To investigate the problem statement on this paper, various intermediate constructs and factors, were implemented in the questions that were presented in the interview, to understand if female Portuguese consumers, are affected by the luxury value dimensions.

The multidimensional conceptual model that was used on this paper, measured and tested the dimensions of consumers luxury value perceptions and developed new constructs from the exploratory interviews, that was constructed with eight female Portuguese consumers who, purchase luxury clothing (Dubois & Laurent, 1994; Richins & Dawson, 1992; Tsai, 2005).

In this study, qualitative method was chosen, to evaluate and test the dimensions of consumers luxury value perceptions.

In this paper, regarding the sample and sampling techniques cross-sectional research and target population was selected. Target population refers to, a group or individuals who are fit for the subject. The reference group that was chosen is: eight female Portuguese who, consumes frequently luxury clothing.

The first individual interview was with a female Portuguese luxury clothing designer. The second interview was with the manager of a luxury clothing store in Lisbon. The last interview was a focus group with six female Portuguese luxury clothing consumers. The reference group was chosen based on the following criteria's: females, who are Portuguese and acquire luxury clothes frequently.

All the interviews that were conducted, was in English. All the interviewees were females who have Portuguese nationality and live in Portugal. The individual interviews were easier compared to the focus group. (Appendix 4)

5.2. Analysis of the Interview with the Fashion Designer

The first interview that was done was, with a Portuguese Female Fashion Designer who produces and sells luxury female clothing. (Appendix 1) The interview was conducted at her store, in Porto, Portugal. One of the biggest advantages was, to see her engaging with clients, and

observing what clients were looking for. One of the biggest limitations on this interview was, the fact that, there was always interruption by her clients, which, made it hard to focus totally. Seeing the Portuguese female consumers purchasing luxury clothes, was also a big advantage. One of the observations at her store was that, the demands of the consumers were constant and detailed. The approach of the designer was, always very smooth and calm. The interview lasted almost 3 hours due to the interruptions.

Functionality Dimension (Usability Value)

This element evaluates the basic use and the differentiated advantages of the crucial factors of luxury outfits regarding consumers ideas. The respondents answer was: *“In my opinion, luxury is rarity, exclusivity and a choice of lifestyle”*. It shows a positive attitude towards luxury. Hence, a rare, exclusive cloth can be considered valuable and the luxury life style can be apprehended as enjoyable.

Functionality Dimension (Uniqueness Value)

When asked if a luxury cloth can be considered as, exclusive or rare, the interviewees response was: *“Yes, definitely unique”* and when asked, where luxury clothes can be bought, the answer was: *“on high end stores”*. Hence, it can be stated that, these clothes are not accessible to everyone and that, clothes at a high-end brand creates a distinguish, regarding the quality compared to a non-luxury store. As a result, the uniqueness value can be considered, fundamental in the mind of the consumer’s luxury value perception.

Functional Dimension (Quality Value)

The quality element represents, the presumption of the luxury clothing's high performance, design, and material. Regarding the answer of the designer: *“As a designer, I understand if the clothes have quality or not, normally I like to ask my husband if he likes it”*. Consequently, the quality of a luxury outfit, can be easily detected and can be considered, more important than the prestige, that the clothing may conduct. Finally, the designer does ask the opinion of her close circle, when, purchasing clothes from high-end stores.

Individual Dimension (Self-Identity Value)

In this factor, the identity of the interviewees was measured with the image of the luxury clothes. When asked, if the interviewee, self-identifies with the clothes, the answer was: *“It has*

to present me". Accordingly, it is very clear that, the respondent purchases only the clothes that matches her identity.

Individual Dimensions (Materialistic Value)

In this element, consumers materialistic orientation was measured, to understand if the consumers value, the materialistic outfits and if they desire, to purchase it frequently to earn social status in society. When asked, if owning materialistic outfits, affects the interviewees life, the response was: *"I always want to buy more and more"*. As a consequence, the desire to purchase and possess materialistic outfits is positively related with prestige and social status.

Individual Dimensions (Hedonic Value / Self-Gift Giving)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumer, along with the captivating quality of clothes, measures the emotional value of luxury. The response to 'what motivates you to buy luxury clothes for yourself?' was: *"I feel amazing when I buy an expensive dress, it feels like I earned it. It shows my success"*. As a consequence, it can be stated that, purchasing a luxury outfit has a great impact on the emotional value. The excitement of the post purchase can be considered as, a great emotional bond between the designer and the brand or the clothes that was purchased.

Individual Dimensions (Hedonic Value / Extravagance)

Regarding this element, the enthusiasm or joy that, the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. The interviewees response was: *"Definitely my desires. I don't need anything"*. Since the shopping of the respondent, depends completely on desire, this would confirm the importance of the hedonic value regarding luxury clothing.

Individual Dimensions (Hedonic Value / Self-Directed Pleasure)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. The designers' approach is: *"I need others people's opinions, that is my job, if they didn't like my clothes no one would buy them. So I always ask my close circle when I am buying or selling clothes"*. There is a clear need, to get the opinions of others, which is also considered as the part of the job of the respondent. Based on the designer's response, the designers' pleasure is influenced and affected by others.

Individual Dimensions (Hedonic Value / Life Enrichment)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. Giving the fact that the respondents job is, to produce and sell luxury clothes for woman, the respondents answer was: *“Without luxury consumption I wouldn't have a job, so my life and my family's life depend on it”*. Hence, it should be stated that, the hedonic value of the life enrichment of the luxury clothes is vital regarding the luxury value.

Social Dimension (Prestige in Social Network)

In this factor, the attributions of the luxury clothes were measured, to understand, if the consumers attitudes changes in society, regarding the membership psychology. Based on the response: *“I follow almost every haute couture designer and check if they are producing similar clothes to mine, I try to differentiate myself from them. When I buy I also want to wear clothes that are not common”*, the designer expresses that, it is also crucial to follow her colleagues on social media. However, the designer acts completely the opposite, regarding the membership psychology to differentiate the work from her colleagues. Accordingly, it can be stated that, there is a negative relation that is linked towards luxury value.

5.3. Analysis of the Interview with Luxury Store Manager

The other individual interview was with the manager of another high-end brand (Appendix2). The interview was conducted in the office of the store. There was no noise or interruption. The biggest advantage was, once again talking with a female who purchases and sells luxury clothing. It was understood towards the middle of the interview that, the manager only purchases luxury clothes from the store she is working in, due to the received discount. One of the main reason that the manager choose this job was, due to the discount on the products in the store. This statement shows, the importance of the luxury clothes for the manager. The biggest limitation was that, the store did not let to make, any observations on the consumers, on the purchasing process. The reason was that, the customers could feel pressured or observed by someone that, could affect their behavior or create some discomfort. The interview lasted 27 minutes.

Functionality Dimension (Usability Value)

This element evaluates the basic use and the differentiated advantages of the crucial factors of luxury outfits regarding consumers ideas. The interviewees perception of luxury

is: *“extravagance, expensive and power”*. Based on this answer, it should be stated that, not everyone has accessibility to luxury clothes. Due to the reference of power, it should be mentioned that, the usability value could be considered as, fundamental and that, the relation is positive towards the luxury value.

Functionality Dimension (Uniqueness Value)

This factor, determines the exclusivity, rarity and uniqueness level of the luxurious woman clothes. The respondent's answer was negatively linked towards the luxury value. The interviewees response was: *“No, they just the image of unique. You can buy the same exact product in a normal store just not with brands logo or name”*. According to the respondent, luxury clothes are not unique or exclusive. Regarding the interviewees answer, luxurious clothes are not any different than the regular ones. As a result, uniqueness is not important for the luxury value.

Functional Dimension (Quality Value)

The quality element represents the presumption of the luxury clothing's high performance, design, and material. When asked, if the respondent gets influenced on the decision-making process of whether an outfit has quality or not, the reply was: *“I have a discount on the store that I am working, so when I am buying something from here I always ask my colleagues opinion”*. The interviewee asks the opinions of colleagues for the clothing, in the store she is a manager at. As a result, it can be stated that, the interviewee trusts the colleagues therefore gets influenced on the decision making, regarding the quality of the outfits even though, she is the manager of the store. Thus, the influence on whether a cloth has quality or not, can be considered as important regarding the value of luxury.

Individual Dimension (Self-Identity Value)

In this factor, the identity of the interviewees was measured, with the image of the luxury clothes. The interviewee has the perception that, the luxury clothes are classic. The interviewees answer was: *“Well depends on my style actually, I don't like classic clothes but if I am on the mode I can wear it”*. The interviewee expressed that, classic clothes are not her style but depending on the mood, the classic outfits can be wearable too. Thus, it should be pointed out that, the interviewee does not identify herself with the luxury clothes, which, is as a negative link regarding the luxury value.

Individual Dimensions (Materialistic Value)

In this element, consumers materialistic orientation, was measured to understand if the consumers value the materialistic outfits and if they desire to purchase it frequently, to earn social status in society. The respondent expresses that, if there was a possibility to acquire and possess more luxury clothes, it would make the respondent feel better. Accordingly, the respondent believes that, acquiring and owning more clothes will create the feeling of excitement and joy, which, can be explained as attachment to the materialistic goods such as clothes. The managers approach to, happiness is equivalent to purchasing clothes or products that are considered as high end. Thus, it was observed that, there is an emotional value and bond regarding the purchases of materialistic goods. Hence, acquiring and owning materialistic clothes, can be considered very important regarding the luxury value.

Individual Dimensions (Hedonic Value / Self-Gift Giving)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. When the respondent purchases a luxury outfit, the respondent expresses: *“Weirdly, I feel powerful maybe even boosts my self-esteem. So, it makes me feel good”*. Power is directly linked with the purchase, which, means a deep emotional bond and strong perception towards luxury clothes. Consequently, the emotional value that, the purchase conducts is crucial for the luxury value.

Individual Dimensions (Hedonic Value / Extravagance)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. The respondent expresses that, shopping for clothes normally is only regarding the needs but due to the discount she receives in the store where she works as a manager, the respondent buys luxury clothes. The interviewee expresses that, this purchase is completely based on the desire. If the manager has the discount, she will purchase the luxury clothes, and if not, she won't. It can be argued that, even with the discount, the clothes may not be cheap, and not to purchase it, is also a choice, but the respondent chooses to purchase it. Hence, it can be difficult to understand, the intention and psychology behind, without knowing the prices of the products after the discount, to compare it with non-luxury clothes. Only then, there can be a better observation of why the manager purchases clothes from the high-end brand. As a result, there is no positive or negative relation regarding the luxury value.

Individual Dimensions (Hedonic Value / Self-Directed Pleasure)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. The respondents answer was: *“I think I enjoy asking my friends, in a way they get jealous that I can afford it”*. One of the most interesting aspects of this answer, can be that, the pleasure of making the respondents friends jealous, has a greater meaning then, getting the pleasure herself. Therefore, the manager values more what others think, regarding, her purchases. Thus, it can be stated that, the respondent does get influenced by the social environment, which creates a positive link regarding the luxury value.

Individual Dimensions (Hedonic Value / Life Enrichment)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. The respondents answer was: *“I think it affects me culturally as well, I know that people care about wearing luxury clothes”*. It is very clearly expressed that; the luxury consumption affects the managers life due to the cultural and social reasons such as: pointing out that people care about wearing high end brands. Based on this perspective, it should be mentioned that, purchasing outfits from high-end brands, is not only for the manager to enjoy, but also to impress others in society. As a result, the managers life is more fulfilled, when, the society knows that the manager has purchased luxury clothes. Thus, luxury consumption plays an important role for the luxury value.

Social Dimension (Prestige in Social Network)

In this factor, the attributions of the luxury clothes, were measured to understand if the consumers attitudes changes in society, regarding, the membership psychology. The interviewees answer was: *“I like to follow a lot of actresses, bloggers and models but I actually couldn't afford buying what they wear, but it try to look like them sometimes”*, which shows that, the respondent is influenced by these celebrities and would like to look like them, which could encourage the feelings of being secure, stylish or prestigious. The desire to look like these celebrities, can be a confirmation of the importance of prestige social network regarding luxury value. The membership psychology plays a positive role in managers life.

5.4. Analysis of the Focus Group Interview

The interview with the focus group, was conducted in a house. One of the reasons that the house was chosen was, due to create a silent, relaxing ambience. The focus group were

constructed by six female Portuguese consumers, who purchase frequently luxury clothes. (Appendix 3) The biggest advantage was that, the reference group was chosen, due to the luxury consumption. Therefore, all the interviewees knew that, all purchased clothes from high end brands. Another advantage was that, there was a lot of flexibility in terms of discussing the issue between them. Regarding the limitations, it should be pointed out that, talking about money wasn't very easy for the group. It was observed that, the respondent that was a housewife, was very dominant and defensive towards the group. Thus, it can be stated that, there was some tension and pressure in the group, specially at the beginning. The interview lasted almost 2 hours.

Functionality Dimension (Usability Value)

This element evaluates the basic use and the differentiated advantages of the crucial factors of luxury outfits, regarding consumers ideas. Answers like: *"In my opinion luxury is, show off, prestige and social status"*, *"In my opinion luxury is social status, power and elitism"*, *"In my opinion luxury is a choice, success and power"*, show that, mostly luxury is linked to power and social status. Hence, it can be stated that, when these consumers are purchasing luxury clothes, they are not purchasing it just to wear them, but to impress others and to earn a certain social status in society. It should be mentioned that, power is linked to various determinants such as: money, status or prestige, which, can essentially embodies all of the characteristics of luxury goods in the mind of the consumers. Accordingly, these characteristics can be considered crucial for the luxury value.

Functionality Dimension (Uniqueness Value)

This factor determines the exclusivity, rarity and uniqueness level of the luxury woman clothes. Respondents common approach was: *"I wouldn't say unique, I would say very expensive. Stores that sell expensive clothing like Gucci, Chanel, Balmain"* and *"I can't say all the luxury products are unique, but yes mostly unique, on expensive stores"*, which shows that, the answers were compatible with each other. As a result, these two consumers perspective on the luxury clothes, are that, the clothes are not always unique, but they are always expensive. Moreover, there were answers like: *"Definitely unique, on luxury stores like Chanel, Burberry."* and *"Yes, they are rare and unique and only selected people can buy them. Stores like Chanel, Prada, Givenchy"*, which shows the positive perspective of the consumers, regarding, how clothes are unique and rare. As a result, clothes from high-end brands are not ordinary and are not easily accessible. Overall, it should be mentioned that, out of six responses, two believes that luxury clothes are rare and unique. Whilst, two of the respondents, has the

perception that, these luxury outfits are not unique at all and the other two interviewees mentioned that, not all luxury clothes are unique. Thus, there is a definite tie between the ideas of the consumers. Regarding the luxury value, it can be stated that, the uniqueness value is equally neither positive or negative.

Functional Dimension (Quality Value)

The quality element represents the presumption of the luxury clothing's high performance, design, and material. Two of answers were: *"I think all the luxury clothes have more quality. I don't need opinion, I trust the brands I buy"* and *"Every expensive dress has tremendous quality, I never go shopping along so I always ask the person I am with"*, which shows that, the respondents assume that, luxury clothes have superior quality. This assumption can also be an affirmation of the hedonic value that the consumer feels towards luxury clothes. However, two respondents answers were: *"When I touch clothes, I can immediately understand if they have quality"* and *"The quality of the clothes is something that is easy to understand, but I always ask my mother and my sister if they like to see it on me"*, which shows that, the interviewees, can detect the quality of the clothes and still have the need, to ask their close circle for advice to confirm the quality of the product. It should be mentioned that, these two interviewees do not share the opinion where, luxury clothes have superior quality, on the contrary, the respondents check the products, before purchasing them to, in a way guarantee, if the product has quality or not. The last two interviewees answers were: *"Quality depends on the material, but if you don't use it enough, there is no way of understanding. For me, if I see the dress on a blogger in social media, I will buy it"* and *"I think you understand if the dress has quality after you wear it a couple of times. I always ask for my friends' opinion"*, which shows that, the respondents believe that, quality of the products can only be detectable after its use. Thus, the respondents don't rely on the exclusivity of a brand, to understand if the product has quality or not. Overall, only two of the six females believe that luxury clothes have superior quality. Thus, it can be stated that, quality value shouldn't be considered as, important regarding the luxury value.

Individual Dimension (Self-Identity Value)

In this factor, the identity of the interviewees was measured with the image of the luxury clothes. Regarding the answers, four of the six woman identifies themselves with the clothes they purchase and answers like: *"I choose clothes that define who I am"* and *"For me dressing up is really important, so it is a way of representation of myself"*, were considered, vital for the importance of the self-identification. However, one of the respondent answer

was: *“No, for example if I see a dress that a famous blogger wears, even if I don't think it's my style, I would wear it”* which shows that, the respondent, does not need identification with luxury clothes as long as she likes it. Another interviewee answered: *“Even if I don't identify myself with the clothes, I may wear it just to show off actually”*, which shows that, the consumer uses luxury clothes to impress others and doesn't need necessarily to identify herself with luxury clothes. As a result, four out of six woman identifies themselves with luxury clothing, which proves that, the self-identity value is quite important regarding the luxury value.

Individual Dimensions (Materialistic Value)

In this element, consumers materialistic orientation, was measured to understand if the consumers value the materialistic outfits and if they desire to purchase it frequently to earn social status in society. Two of the respondent answer were: *“I need clothes to make me happy, the more the better”* and *“If I could I would buy everyday new clothes”*, which outlines that, owning materialistic goods had turned in to a ‘need’ regarding these consumers. The other two interviewees responses were: *“Looking at my wardrobe gives me the biggest pleasure actually”* and *“I feel powerful when I buy more clothes”*, which shows that, these consumers feel joy when they purchase more materialistic clothes. Overall, all these four consumers enjoy purchasing and to possess luxury clothes. The rest of the two interviewees expressed similar ideas, which explains, how the respondents feel happy when purchasing luxury outfits but also feel satisfied with what they already own. Hence, it could be asserted that, all the respondents, enjoy acquiring and possessing luxury clothes. Accordingly, purchasing and materialistic goods can be asserted as vital for the luxury value.

Individual Dimensions (Hedonic Value / Self-Gift Giving)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes measures the emotional value of luxury. When asked, what was the motivation to self-gift giving, the answers were: *“Walking in the street with a shopping bag from Chanel, is the best walk a person can have, its powerful, people look at you in a different way”*, *“It makes me feel so powerful, like I earned a trophy”* and *“Status, I buy high end clothes to get status in society”*, which explains that, these consumers motivation for self-gift giving, is actually to impress others. Consumers express that, for them, purchasing a luxury outfit is equivalent, to feeling powerful. Based on this statement, it should be pointed out that, the consumers are in a way acquiring power, when they purchase luxury clothes for themselves. Thus, it should be stated that, acquiring power can be considered as self-investment. One of the interviewees answers was: *“When I feel sad, knowing*

that I can afford expensive clothes makes me feel happy and powerful”, which was considered interesting because, along with the consumers desire to feel powerful by purchasing luxury clothes, the respondent also expresses that, buying luxury clothes boosts her mood when she is sad. Thus, purchasing luxury clothes, helps the consumer psychologically to feel better, which, shows the importance and the impact of the hedonic value of brand or clothes have on consumers. Overall, four out of the six respondents, linked self-gift giving to power, it can be stated that, one of the main reasons of purchasing luxury clothes can be, to impress others, or to acquire power. Hence, the importance of the self-gift giving can be considered as, negative regarding the luxury value due to consumers who, purchase the luxury outfits for themselves as a gift but pretend to use it to impress others.

Individual Dimensions (Hedonic Value / Extravagance)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes measures the emotional value of luxury. On this factor, three of the respondent answers were: *“I balance my needs and wants. If I need a coat, I just buy the one I like the most even if it’s the most expensive one”*, *“Shopping is a must, to me even if I want a dress becomes a necessity”* and *“Does it matter? If I need a coat I will buy it from Chanel, so I buy whatever I want”*, which was considered, the most interesting ones, due to the consumers inclination to, balance their needs in regard to their desires. Consequently, if the respondents, need new outfits, they purchase it from luxury brands that, they like. As a result, the consumers are balancing the desires according to, their needs. Moreover, three of the respondents had similar answers, that were: *“Of course both, but it’s more fun to buy the things I want”*, *“I wouldn’t say I need more clothes, I think I simply want to look stylish so I buy more and more according to fashion”* and *“I love to shop, I spend a lot of money on shopping. Sometimes it’s a need but mostly desires I guess”*. These three respondents, love to purchase, the clothes they desire, and they don't shop according to their needs. Regarding the luxury value it can be asserted that, purchasing according the needs or desires is neither positive or negative.

Individual Dimensions (Hedonic Value / Self-Directed Pleasure)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. One of the respondents answer was: *“No, because why would I? I am already getting the best clothes”*, which explains, how much the interviewee trusts the luxury brands. The respondent’s perspective, regarding the brands, is so assured that, there is no place for doubt

that, it will not look good on her. Four of the respondents answers were: “ *I guess yes, we are afraid of getting judged in the society so I guess I care about other people’s opinions* ” , “ *Well of course, everyone looks at one another these days, so you want to look your best, I always ask my family* ” , “ *Oh yeah, definitely, buy my clothes literally according to social media. If a blogger wears it, for me it’s enough to purchase one for myself* ” and “ *I love when people look at me and think ‘I wish I could be like her’* . But also, I get a lot of pleasure wearing them, it gives me confidence”. These four answers, shows that, these interviewees are clearly influenced by their environment. These consumers purchase the luxury goods either because they are afraid to be judged, or because they want to feel envied, or because they want to be someone like on social media. Thus, these strong feelings like fear, or wanting to be envied, shows also the emotional bond the consumers has towards the clothes that they purchase. These responses, also proves, why the consumers purchase luxury clothes. All the interviewees, except one, confirmed that, their environment has great influence on the decision-making process. Thus, the social environmental influence can be considered crucial for the luxury value.

Individual Dimensions (Hedonic Value / Life Enrichment)

Regarding this element, the enthusiasm or joy that the luxury clothes bring to the consumers, along with the captivating quality of clothes, measures the emotional value of luxury. Two of the respondent answers were: “ *Life is way more fun with luxury clothes* ” and “ *I think luxury clothes brightens the boring days and nights. It makes life more bearable* ” , which shows that, there is a great joy that, luxury clothes bring to the consumers lives. Thus, it can be observed that, luxury products, have a great impact on these consumers lives. However, four of the respondent answers were: “ *The society needs luxury consumption to differentiate us from the people can't afford it. We are different after all, we can afford so many things* ” , “ *If there was no luxury then I would be equal to poor people, I think it’s very good to distinguish people from one another* ” , “ *It has become my life, social media attracts me, and I want to show the world that I live my life with expensive clothes* ” and “ *I am not going to lie, it makes me excited, powerful.. I need power to fight the other woman and what better way to prove them that I can wear better, or the most expensive compared to them* ” . These four consumers have a different approach, regarding the affects on consumption of luxury clothing. The interviewees believe that, purchasing luxury clothes frequently is equivalent to, earning social status, to differentiate themselves from individuals who, cannot afford luxury products, or simply, because they are competing against another woman. As a result, it can be asserted that, these consumers reason to purchase luxury outfits is to, impress others, differentiate themselves from other individuals or to compete with other individuals. Hence, the reason to purchase of a luxury product, is due to

‘others. Regarding the luxury value, luxury consumption, does affect the consumers lives greatly.

Social Dimension (Prestige in Social Network)

In this factor, the attributions of the luxury clothes were measured to understand if the consumers attitudes changes in society, regarding the membership psychology. The responses of five interviewees were : *“Social media affects me a lot, I like to see what other people like and wear but I have my own style, if they share something that i like sure I will buy it”*, *“Yes I follow a couple people from twitter and Instagram and check some Magazines to see what is new, what I buy is a mix of what I see and what matches my style”*, *“I love checking what woman from high society wears to Galas and parties, I love to get ideas from them”*, *“I follow so many people on Instagram and I literally buy acceding to what they wear”* and *“I check magazines all time, I am only interested to see what the high society wear but not like actresses”*. These five interviewees check regularly social media or magazines to follow the new styles or what, actresses, social media phenomenon’s, bloggers or woman that are considered high society, wear. Thus, it also shows the impact of the social networks, over the interviewees. The last interviewees answer was: *“I love the fact that I can see what others wear so I can compare myself with them. I compete a little bit with them”*, which the respondent, expresses the desire to look different from these celebrities. Ironically, the respondent needs to follow or check these celebrities to compete with them. Thus, it can be stated that, the respondent also is influenced by the social networks. As a result, it can be stated that, the prestige in social networks, and the influence that social environment and social networks provide can be considered vital for the luxury value.

5.5. Propositions’ Confirmation

According to the propositions that were presented (see figure 1), all the dimensions and constructs were tested and analyzed, thus, the results are as followed;

Table of Propositions’ Confirmation	
P1 Functional value is influenced by the usability, quality and uniqueness value.	PARTIALLY CONFIRMED
P2	PARTIALLY CONFIRMED

	Individual value is influenced by the self-identity value, hedonic value and materialistic value.	
P3	Social value is influenced by the prestige value.	CONFIRMED
P4	The overall luxury value is influenced by the dimension of functional, individual and social value.	PARTIALLY CONFIRMED

6. CONCLUSIONS

This paper, investigated the luxury value dimensions, on the chosen target - female Portuguese consumers who frequently purchase luxury fashion products.

Findings indicate that, there was no direct negative affect, regarding the tested values and constructs on the luxury value dimensions. Most of the values and constructs, were partially confirmed or entirely confirmed regarding the luxury value. The answers of the research questions, are as followed:

According to the answers collected, the dimensions that influence the luxury value partially are: uniqueness value, quality value, self-identity value, hedonic value based on self-gift giving, hedonic value based on extravagance and finally prestige value in social networks. The dimensions that influence luxury value entirely are: usability value, materialistic value, hedonic value based on self-directed pleasure, and lastly hedonic value based on life enrichment. It should be stated that, only five out of eighty answers were negatively linked, to the luxury value.

Overall, all of the dimensions were, either positive or partially positive and some even crucial for the consumers and professionals. The luxury value, and the consumption of luxury products which is referred as the usability and hedonic value based on life enrichment, was considered to carry a great impact on the consumers and professionals lives. However, the uniqueness value, was partially confirmed, due to the consumers and professionals perception, which was, questioning the rarity of luxury products. The quality value and the self-identity value was, also questioned by the respondents; interviewees, mostly need to confirm the quality of the luxury products by themselves or with the help of others and not all of the respondents, self-identified themselves with the luxury products. According to the results of hedonic value based on self-directed pleasure and materialistic value, the interviewees believe that, these values are fundamental. Hedonic value based on self-gift giving and hedonic value based on extravagance, were also partially confirmed, due to, different opinions regarding, if the consumers shop, according to their needs or according to their desires and also, some respondents, shop to impress others and not for themselves. The prestige value, was also partially confirmed, due to the respondents, who does not seek for prestige in social networks or environments.

The dimensions, found to be the most present are: usability value, materialistic value, hedonic value based on self-directed pleasure, and lastly hedonic value based on life enrichment. Regarding the usability value, altogether the interviewees had positive answers towards the definition of luxury. All the eight respondents, believe that, owning materialistic possessions is very important and satisfying. The interviewees, consider that, they are influenced by their social

environment when they are purchasing a luxury product. Lastly, all the respondents, are positively affected by their frequent consumption of luxury.

6.1. Implications for Management

This study shows that, the luxury goods are not always considered to be unique, thus, it can be affirmed that, the luxury brands and producers can improve, the rarity of the luxury products. It also can be stated that, the consumers balance their desires, with their needs when, purchasing luxury products. Thus, luxury brands should focus more on the needs of the consumer, which can influence the consumer to purchase more from their brand.

6.2. Academic Implications

This study, confirms the luxury value dimensions proposed by Wiedmann, Hennigs and Siebels (2009). Most importantly, findings indicate that, the dimensions that were tested and analyzed are reliable, usable and valid.

6.3 Limitations of the Study

The biggest limitation in this study was, the timeframe. Due to this limitation, qualitative method was the only method that, was used. Finding female Portuguese consumers, who frequently purchase luxury clothes, was also a very long and complicated process. Also, asking the interviewees, their monthly income created an uncomfortable situation, between the interviewer and the respondents. There was lack of information, regarding the female Portuguese consumers interest, towards luxury products, which made the research process very complicated.

6.4 Future Investigation

For future investigation, quantitative method can be proposed, to be used in the upcoming studies. Moreover, different groups of respondents, can be approached in a way to assure the generalizability of the findings. It can be suggested, to make a research about the consumers that has an interest and desire to purchase luxury clothes but, is unable to afford it. In this study, the researcher, can compare the habits of the luxury consumers, in regard to the consumers who are not able to afford it. This study, can test and analyze the same value dimensions and compare the results.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press.
- Ahtola, O. T. (1984). Price as a "give" component in an exchange theoretic multicomponent model. *Advances in Consumer Research*, 11, 623-636.
- Akther, R. (2014). *Redefining the Meaning of Luxury Goods: A Conceptual Paper*. 1-10.
- Bagwell, L. S., & Bernheim, B. D. (1996). Veblen effects in a theory of conspicuous consumption. *American Economic Review*, 86, 349-373.
- Barbosa de Oliveira, S. I. (2014). The Portuguese Fashion Consumer's Shopping Orientations and Channel Selection in a Multichannel Environment. 1-135.
- Belk, R. W. (1985). Materialism: Traits aspects of living in the material world. *Journal of Consumer Research*, 15, 265-280.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15, 139-168.
- Benarrosh-Dahan, E. (1992). Le contexte lexicologique du luxe. *Revue Française Du Marketing*, 132(133), 45-54.
- Berezhna, V., & Martin, G. (2018, January 24). Spain and Portugal Reboot the Iberian Fashion Market. <https://www.businessoffashion.com/articles/global-currents/spain-and-portugal-reboot-the-iberian-fashion-market>
- Berkowitz, E. N., Kerin, R. A., Hartley, R. A., W., S., & Rudelius, W. (1992). *Marketing* (3rd ed.). IL: Irwin: Homewood.
- Berry, C. J. (1994). *The Idea of Luxury: A Conceptual and Historical Investigation*. Cambridge: Cambridge University Press.
- Braun, O. L., & Wicklund, R. A. (1989). Psychological antecedents of conspicuous consumption. *Journal of Economic Psychology*, 10, 161-186.
- Bredemeier, H. C., & Toby, J. (1960). *Social problems in America: Costs and causalities in an acquisitive society*. New York, Wiley.
- Brun, A., & Castelli, C. (2013). The Nature of Luxury: A consumer perspective. *Retail & Distribution Management*, 41, 823-84.
- Candeias, M. P. (2012). Marketing Strategy for Luxury Retail: How to Attract International Consumers of Luxury in Portugal. *The Luxury Consumer Fashion Clinic Case Study*, 1-42.
- Chang, L., & Arkin, R. (2002). Materialism and an attempt to cope with uncertainty. *Psychology & Marketing*, 19, 389-406.
- Corneo, G., & Jeanne, O. (1997). Conspicuous consumption, snobbishness and conformism. *Journal of Public Economics*, 30, 55-71.
- Correia Loueiro, S. M., & Kaufmann, H. R. (2016). Luxury Values as Drivers for Affective Commitment: The Case of Luxury Car Tribes, 3(1), 1-21.
- Daun, A. (1983). The materialistic life-style: Some socio-psychological aspects. *Consumer Behavior and Environmental Quality*, 6-16. In L. Uusitalo (Ed.) New York: St. Martin's
- Dittmar, H. (1994). Material possessions as stereotypes: Material images of different socio-economic groups. *Journal of Economic Psychology*, 15, 561-585.
- Douglas, M., & Isherwood, B. (1979). *The world of goods*. New York: Basic Books.
- Dryl, W., & Kozłowski, 2. (2016). The attitude to luxury amongst young Polish and Portuguese consumers. *Economics and Business Review*, 2(16), 94-112.
- Du Bois, C. (1955). The dominant value profile of American culture. *American Anthropologist*, 57, 1232-1239.

- Dubois, B., & Laurent, G. (1994). Attitudes toward the concept of luxury: An exploratory analysis. *Provo, UT: Association for Consumer Research, 1*, 273-278.
- Dudovskiy, J. (2018). Exploratory Research. Retrieved October 1, 2018, from <https://research-methodology.net/research-methodology/research-design/exploratory-research/>
- Erickson, G., & Johansson, J. K. (1985). The role of price in multi-attribute product evaluations. *Journal of Consumer Research, 12*, 195-199.
- Eastman, J., Goldsmith, R. I., & Flynn, L. R. (1999). Status consumption in consumer behavior. *Journal of Marketing Theory and Practice, 7*, 41-51.
- Fauchois, A., & Krieg, A. (1991). Le discours du luxe. *Revue Française Du Marketing, 132(133)*, 23-39.
- Festinger, L. (1954). A theory of social comparison process. *Human Relations, 7*, 117-140.
- French, J. R., & Raven, B. H. (1959). Bases of social power. In D. Cartwright (Ed.), *Studies in social power. Ann Arbor, MI: Institute for Social Research*, 150-167.
- Garfein, R. T. (1989). Cross-cultural perspectives on the dynamics of prestige. *Journal of Services Marketing, 3*, 17-24.
- Garg, R., Chhikara, R., Panda, T. K., & Kataria, A. (2004). *Driving Customer Appeal Through the Use of Emotional Branding*. Hershey: IGI Global.
- Gender Dimensions of Brand Personality Grohmann, B. (2009). Gender Dimensions of Brand Personality. *Journal of Marketing Research, 46(1)*, 105-119.
- Goldstein, N. J., Cialdin, R. B., & Griskevicius, V. (2008). A Room With a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels. *Journal of Consumer Research, 35*, 472-482.
- Groth, J., & McDaniel, S. W. (1993). The exclusive value principle: The basis for prestige pricing. *Journal of Consumer Marketing, 10*, 10-16.
- Heilbroner, R. L. (1956). *The quest for wealth: A study of acquisitive man*. New York: Simon & Schuster.
- Heine, K. (2009). Using Personal and Online Repertory Grid Methods for the Development of a Luxury Brand Personality. 25-38.
- Hirschman, E. C. (1988). Upper class WASPs as consumers: A humanistic inquiry. *Research in Consumer Behavior, 3*, 115-148.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing, 46*, 92-101.
- Hong, J. W., & Zinkhan, G. M. (1995). Self-concept and advertising effectiveness: The influence of concurrency, conspicuousness, and response mode. *Psychology & Marketing, 12*, 53-77.
- Hudders, L. (2012). Why the devil wears Prada: Consumers' purchase motives for luxuries. *Journal of Brand Management, 19(7)*, 609-622.
- Jacoby, J., & Olson, J. C. (1977). *Consumer response to price: An attitudinal information processing perspective*. Chicago: American Marketing Association. In Y. Wind & M. Greenberg (Eds.), *Moving Ahead in attitude processing perspective*.
- Jamal, A., & Goode, M. (2003). A study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning, 19*, 482-492.
- Kapferer, J. (1997). Managing Luxury Brands. *Journal of Brand Management, 4(4)*, 251-260.
- Kapferer, J., & Bastien, V. (2009). The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. 473-491.

- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15, 139-155.
- Kemp, S. (1998). Perceiving luxury and necessity. *Journal of Economic Psychology*, 19(5), 591-606.
- Lichtenstein, D. R., Bloch, P. H., & Black, W. C. (1988). Correlates of price acceptability. *Journal of Consumer Research*, 15, 243-252.
- Lynn, M. (1991). Scarcity effect on value: A quantitative review of the commodity theory literature. *Psychology & Marketing*, 8, 45-57.
- Malhotra, N. K., & Birks, D. F. (2003). *Marketing Research: An Applied Approach* (2nd ed.). Harlow, England; New York: Prentice Hall/Financial Times.
- McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movements of the cultural meaning of consumer goods. *Journal of Consumer Research*, 13, 71-84.
- McKinsey. (1990). *The Luxury Industry: An Asset for France*. Paris.
- Mehta, A. (1999). Using self-concept to assess advertising effectiveness. *Journal of Advertising Research*, 39, 81-89.
- Mick, D. G. (1986). Consumer research and semiotics: Exploring the morphology of signs, symbols and significance. *Journal of Consumer Research*, 13, 196-213.
- Midgley, D. F. (1983). Patterns of interpersonal information seeking for the purchase of a symbolic product. *Journal of Marketing Research*, 20, 74-83.
- Miller, G. (2009). *Spent: Sex, Evolution, and Consumer Behavior*. New York: The Penguin Group.
- Mortelmans, D. (2005). Sign values in processes of distinction: The concept of luxury. *Semiotica*, 157, 497-520.
- Myers, M. D. (2008). *Qualitative research in business and management* (5th ed.). London: SAGE Publications.
- Nia, A., & Zaichkowsky, J. L. (2000). Do counterfeits devalue the ownership of luxury brands? *Journal of Product & Brand Management*, 9(7), 485-497.
- O'Cass, A., & Muller, T. E. (1999). A study of Australian materialistic values, product involvement and self-image / product-image congruency relationships for fashion clothing. *Academy of Marketing Science*. Proceedings of the Ninth Biennial World Marketing Congress, 11(2), 7-88.
- O'Cass, A., & Muller, T. E. (2002). Status brands: Examining the effects of non-product brand associations on status and conspicuous consumption. *Journal of Product & Brand Management*, 11, 7-88.
- Ortiz, H., Tech, M. P., CSI, & CNRS. (2013). Financial value Economic, moral, political, global. *Journal of Ethnographic Theory*, 3(1), 64-79.
- Palys, T. (2008). *Purposive sampling*. In L. M. Given *The Sage Encyclopedia of Qualitative Research Methods*. (Vol. 2). Los Angeles: Sage.
- Pantzalis, I. (1995). *Exclusivity strategies in pricing and brand extension* (Doctoral dissertation, University of Arizona). Tuscon, AZ.
- Park, C. W., Jaworski, B. J., & Macinnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4) 135-145.
- Puntoni, S. (2001). Self-identity and purchase intention: An extension of the theory of planned behavior. *European Advances in Consumer Research*, 5, 130-134.
- Quelch, J. A. (1987). Marketing the premium product. *Business Horizons*, 30, 38-45.
- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26, 351-357.
- Rassuli, K. M., & Hollander, S. C. (1986). Desire- induced, innate, insatiable? *Journal of Macro Marketing*, 6, 4-24.

- Richins, M., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, *19*, 303-316.
- Roux, E. (1995). Consumer evaluation of luxury brand extensions. Paris: EMAC Conference.
- Roux, E., & Floch, J. M. (1996). Gerer l'ingerable: La contaradiction interne de toute maison de luxe. *Decisions Marketing*, *9*, 15-23.
- Sauer, S., E., N., & Teichmann, K. (2011). Is luxury just a female thing? The role of gender in luxury brand consumption. *Journal of Business Research*, *66*(7), 889-896.
- Schmitt, B. H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate to Your Company and Brands*. New York: The Free Press.
- Sheth, J. N., Gross, B. L., & Newman, B. I. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, *22*(2), 159-170
- Sheth, J. N., I., B., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, *22*, 159-170.
- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, *9*, 287-300.
- Sirgy, M. J., & Johar, J. S. (1999). Towards an integrated model of self-congruity and functional congruity. *European Advances in Consumer Research*, *4*, 252-256.
- Snyder, C. R., & Fromkin, H. L. (1977). Abnormality as a positive characteristic: The development and validation of a scale measuring need for uniqueness. *Journal of Abnormal Psychology*, *86*, 518-527.
- Solomon, M. R. (1983). The role of products as social stimuli: A symbolic interactionism perspective. *Journal of Consumer Research*, *10*, 319-329.
- Tellis, G. J., & Gaeth, G. J. (1990). Best value, price-seeking, and price aversion: The impact of information and learning on consumer choices. *Journal of Marketing*, *54*, 34-45.
- Turunen, L. L. (2018). *Interpretations of Luxury: Exploring the Consumer Perspective*. Switzerland: Palgrave Macmillan.
- Tsai, S. (2005). Impact of personal orientation on luxury-brand purchase value. *International Journal of Market Research*, *47*, 429-454.
- Vannak, H. (2018).
https://www.academia.edu/34388992/Differences_Between_Focus_Group_and_Depth_Interview.
- Veblen, T. (1899). *The Theory of the Leisure Class*. New York: Prometheus Books.
- Verhallen, T. M. (1982). Scarcity and consumer choice behavior. *Journal of Economic Psychology*, *2*, 299-321.
- Verhallen, T. M., & Robben, H. S. (1994). Scarcity and preference: An experiment on unavailability and product evaluation. *Journal of Economic Psychology*, *15*, 315-331.
- Vigneron, F., & Johansson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review*, *1*, 1-15.
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, *11*, 484-506.
- Wackman, D. B., Reale, G., & Ward, S. (1972). *Racial differences in responses to advertising among adolescents*. 543-551.
- Webster's Third New International Dictionary. (2002). New York: Merriam-Webster.
- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, *18*, 84-91.
- Wiedmann, K., Hennings, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, *26*(7), 625-651

Winston, K. (2018, February 14). *Exploratory Research: Definition, Methods & Examples*.

Yeoman, I., & McMahon-Beattie, U. (2011). *The Changing Meaning of Luxury*. London: The Changing
Meaning of Luxury 10, 47–50

APPENDIX**Appendix 1. Fashion designer demographics.**

	Gender	Age	Marital Status	Occupation	Education	House Hold Income
Respondent 1	Female	41	Married	Fashion Designer / Female clothing	High school graduate	25.000 Euros

Appendix 2. Luxury store manager demographics.

	Gender	Age	Marital Status	Occupation	Education	House Hold Income
Respondent 2	Female	22	Married	Store Manager at High end Brand	Bachelor	1.200 Euros

Appendix 3. Focus group demographics.

	Gender	Age	Marital Status	Occupation	Education	House Hold Income
Respondent 3	Female	64	Married	Diplomat	Master	20.000 Euros
Respondent 4	Female	29	Single	Business Development Manager	MBA	5.000 Euros
Respondent 5	Female	26	Single	Google Account Manager	Master	2.000 Euros
Respondent 6	Female	35	Single	Marketing Director	Master	4.000 Euros
Respondent 7	Female	44	Single	Lawyer	Master	10.000 Euros
Respondent 8	Female	58	Married	Housewife	High School Graduate	30.000 Euros

Appendix 4. Adapted Questions from the Conceptual Model

Dimensions	Construct	Original Scale Questions/Answers	Adopted Questions
Luxury Value			
Financial Value	Price Value		
Functional Value	Usability Value	In my opinion, luxury is really useless. In my opinion, luxury is pleasant. In my opinion, luxury is old-fashioned. In my opinion, luxury is good, because luxury products make life more beautiful	What are the three words that comes to mind when you think about luxury clothes?
	Uniqueness Value	A luxury products cannot be sold in supermarkets. True luxury products cannot be mass-produced. Few people own a true luxury product. People who buy luxury products try to differentiate themselves from the others.	Do you think luxury outfits can be considered as unique and if so where would you purchase them?
	Quality Value	I'm inclined to evaluate the substantive attributes and performance of a luxury brand myself rather than listen to others' opinions. The luxury brand preferred by many people but that does not meet my quality standards will never enter into my purchase consideration. I buy a luxury brand for satisfying my personal needs without any attempt to make an impression on other people.	Do you think that you get influenced by other people's opinions about the quality of the luxury clothes?
Individual Value	Self-Identity Value	I never buy a luxury brand inconsistent with the characteristics with which I describe my self. The luxury brands I buy must match what and who I really am. My choice of luxury brands depends on whether they reflect how I see myself but not how others see me.	Do you purchase a luxury outfit that you identify with?
	Hedonic Value	A) Self-Gift Giving A1) Purchasing luxury brands can be seen as giving me gifts to celebrate an occasion that I believe significant to me. A2) When in a bad mood, I may buy luxury brands as self-given gifts for alleviating the emotional burden. A3) Reward for hard work or that I feel I have earned or am entitled to is an important motivator for my luxury consumption. A4) To me, luxury consumption is a way to reduce stress. B) Extravagance B1) I enjoy spending money on things that aren't practical. B2) I usually buy only the things I need. B3) Buying things gives me a lot of pleasure. C) Self-Directed Pleasure	A) What motivates you to buy a luxury clothes for yourself? B) Do you shop according to your needs or desires? C) Do you get influenced by your environment when purchasing a high-end clothing brand?

		<p>C1) Luxury brands are one of the sources for my own pleasure without regard to the feelings of others.</p> <p>C2) I can enjoy luxury brands entirely on my own terms no matter what others may feel about them.</p> <p>D) Life Enrichment</p> <p>D1) For me as a luxury consumer, cultural development is an important motivator.</p> <p>D2) Purchasing Luxury brands provides deeper meaning in my life.</p> <p>D3) Self-actualization is an important motivator for my luxury consumption. Luxury consumption enhances the quality of my life.</p>	<p>D) How does luxury consumption affects your life?</p>
	Materialistic Value	<p>My life would be better if I owned certain things I don't have.</p> <p>It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.</p> <p>I have all the things I really need to enjoy my life.</p>	<p>How does owning materialistic outfits affect your life?</p>
Social Value	Prestige Value in Social Networks	<p>I like to know what brands and products make good impressions on others.</p> <p>I usually keep up with style changes by watching what others buy.</p> <p>I tend to pay attention to what others are buying.</p> <p>I actively avoid using products that are not in style.</p> <p>Social standing is an important motivator for my luxury consumption.</p> <p>I often consult my friends to help choose the best alternative available from a product category.</p>	<p>When acquiring a luxury clothes do you get influenced by the social environment and do you follow any particular fashion related social network?</p>
	Conspicuousness Value		

Appendix 5. First Interview- Questions & Answers /Level of Importance

Questions/ Respondents	1) What are the three words that comes to mind when you think about luxury clothes?	2) Do you think luxuries outfits can be considered as unique and if so where would you purchase them?	3) Do you think that you get influenced by other people's opinions about the quality of the luxury clothes?	4) Do you purchase luxury clothes that you identify with?	5) How does owning materialistic outfits affect your life?
Respondent 1	In my opinion luxury is; rarity, exclusivity, and choice of lifestyle.	Yes, definitely unique, on a high-end store.	As a designer, I understand if the clothes have quality or not, normally i like to ask my husband if he likes it.	Definitely, it has to present me.	I feel amazing when I buy an expensive dress, it feels like I earned it. It shows my success
Importance of Construct	Functional Value Dimension/ Usability Value	Functional Value Dimension / Uniqueness Value	Functional Value Dimension / Quality Value	Individual Value Dimension / Self-Identity Value	Individual Value Dimension / Materialistic Value
Level of Importance	+	+	+	+	+
Questions/ Respondents	6) What motivates you to buy luxury outfits for yourself?	7) Do you shop according to your needs or desires?	8) Do you get influenced by your environment when purchasing from a high-end brand?	9) How does luxury consumption affect your life?	10) When acquiring luxury outfits do you get influenced by the social environment and do you follow any particular fashion related social network?
Respondent 1	Definitely my desires. I don't need anything.	I need other people's opinions, that is my job, if they didn't like my clothes no one would buy them. So, I always ask my close circle when I am buying or selling clothes.	Without luxury consumption I wouldn't have a job, so my life and my family's life depend on it.	I always want to buy more and more.	I follow almost every haute couture designer and check if they are producing similar clothes to mine, I try to differentiate myself from them. When I buy I also want to wear clothes that are not common.
Importance of Construct	Individual Value Dimension / Hedonic Value/ Self Gift Giving	Individual Value Dimension / Hedonic Value/ Extravagance	Individual Value Dimension / Hedonic Value/ Self-Directed Pleasure	Individual Value Dimension / Hedonic Value/ Life Enrichment	Social Value Dimension/ Prestige Value In Social Networks
Level of Importance	+	+	+	+	-

Appendix 6. Second Interview- Questions& Answers /Level of Importance

Questions/ Respondents	1) What are the three words that comes to mind when you think about luxury clothes?	2) Do you think luxuries outfits can be considered as unique and if so where would you purchase them?	3) Do you think that you get influenced by other people's opinions about the quality of the luxury clothes?	4) Do you purchase luxury clothes that you identify with?	5) How does owning materialistic outfits affect your life?
Respondent 2	Luxury is extravagance, expensive and power.	No, they just the image of unique. You can buy the same exact product in a normal store just not with brands logo or name.	I have a discount on the store that I am working, so when I am buying something from here I always ask my colleagues opinion.	Well depends on my style actually, I don't like classic clothes but if I am on the mode I can wear it.	Weirdly, I feel powerful maybe even boosts my self-esteem. So, it makes me feel good.
Importance of Construct	Functional Value Dimension/ Usability Value	Functional Value Dimension / Uniqueness Value	Functional Value Dimension / Quality Value	Individual Value Dimension / Self-Identity Value	Individual Value Dimension / Materialistic Value
Level of Importance	+	-	+	-	+
Questions/ Respondents	6) What motivates you to buy luxury outfits for yourself?	7) Do you shop according to your needs or desires?	8) Do you get influenced by your environment when purchasing from a high-end brand?	9) How does luxury consumption affect your life?	10) When acquiring luxury outfits do you get influenced by the social environment and do you follow any particular fashion related social network?
Respondent 2	Normally I shop only when I need something, but with the discount in the store I buy things I like, but I don't need.	I think I enjoy asking my friends, in a way they get jealous that I can afford it.	I think it affects me culturally as well, I know that people care about wearing luxury clothes.	I would feel better if I could afford more clothes.	I like to follow a lot of actresses, bloggers and models but I actually couldn't afford buying what they wear, but it tries to look like them sometimes.
Importance of Construct	Individual Value Dimension / Hedonic Value/ Self Gift Giving	Individual Value Dimension / Hedonic Value/ Extravagance	Individual Value Dimension / Hedonic Value/ Self-Directed Pleasure	Individual Value Dimension / Hedonic Value/ Life Enrichment	Social Value Dimension/ Prestige Value In Social Networks
Level of Importance	+	+/-	+	+	+

Appendix 7. Focus Group Interview- Questions& Answers /Level of Importance

Questions/ Respondents	1) What are the three words that comes to mind when you think about luxury clothes?	2) Do you think luxuries outfits can be considered as unique and if so where would you purchase them?	3) Do you think that you get influenced by other people's opinions about the quality of the luxury clothes?	4) Do you purchase luxury clothes that you identify with?	5) How does owning materialistic outfits affect your life?
Respondent 3	In my opinion luxury is, show off, prestige and social status.	Not always unique, depends on the product, on stores that are expensive because of the brands name.	I think all the luxury clothes have more quality. I don't need opinion, I trust the brands I buy.	I choose clothes that define who I am.	When I feel sad, knowing that I can afford expensive clothes makes me feel happy and powerful.
Respondent 4	In my opinion luxury is social status, power and elitism.	I can't say all the luxury products are unique, but yes mostly unique, On expensive stores	When I touch clothes, I can immediately understand if they have quality.	For me dressing up is really important, so it is a way of representation of myself.	Depends on my necessity, sometimes I just need to buy clothes and sometimes I just want something I see. When I want something I see, the desire is very strong. I feel like I need to buy that to feel okay.
Respondent 5	Luxury is power, lifestyle and money	Definitely unique, on luxury stores like Chanel, Burberry.	The quality of the clothes is something that is easy to understand, but I always ask my mother and my sister if they like to see it on me.	Of course, what we wear is who are.	Status, I buy high end clothes to get status in society.
Respondent 6	Luxury is elitism, social status and prestige.	I wouldn't say unique, I would say very expensive. Stores that sell expensive clothing like Gucci, Chanel, Balmain	I think you understand if the dress has quality after you wear it a couple of times. I always ask for my friends' opinion.	Even if I don't identify myself with the clothes, I may wear it just to show off actually.	It makes me feel so powerful, like I earned a trophy.
Respondent 7	In my opinion luxury is a choice, success and power	I don't consider them as unique, but I consider them important to show off. Stores that have expensive clothing so not like Zara.	Quality depends on the material, but if you don't use it enough, there is no way of understanding. For me, if I see the dress on a blogger in social media, I will buy it.	No, for example if I see a dress that a famous blogger wears, even if I don't think it's my style, I would wear it.	Walking in the street with a shopping bag from Chanel, is the best walk a person can have, its powerful, people look at you in a different way.
Respondent 8	Luxury is a necessity, a way of making business and attraction.	Yes, they are rare and unique and only selected people can buy them. Stores like hanel, Prada, Givenchy.	Every expensive dress has tremendous quality, I never go shopping along so I always ask the person I am with.	Yes, that is why I only buy luxury clothes, because I live a luxury life, a life that not everyone could	I just want to look good, and powerful.

				live therefore, they envy me.	
Importance of Construct	Functional Value Dimension/ Usability Value	Functional Value Dimension / Uniqueness Value	Functional Value Dimension / Quality Value	Individual Value Dimension / Self-Identity Value	Individual Value Dimension / Materialistic Value
Level of Importance	+	+/-	-	+	+
Questions/ Respondents	6)What motivates you to buy luxury outfits for yourself?	7) Do you shop according to your needs or desires?	8)Do you get influenced by your environment when purchasing from a high-end brand?	9)How does luxury consumption affect your life?	10)When acquiring luxury outfits do you get influenced by the social environment and do you follow any particular fashion related social network?
Respondent 3	Of course, both, but it's more fun to buy the things I want.	No, because why would I? I am already getting the best clothes..	Life is way more fun with luxury clothes.	Looking at my wardrobe gives me the biggest pleasure actually.	Social media affects me a lot, I like to see what other people like and wear but I have my own style, if they share something that I like sure I will buy it.
Respondent 4	I wouldn't say I need more clothes, I think I simply want to look stylish, so I buy more and more according to fashion.	I guess yes, we are afraid of getting judged in the society so I guess I care about other people's opinions.	The society needs luxury consumption to differentiate us from the people can't afford it. We are different after all, we can afford so many things.	I feel powerful when I buy more clothes.	I love the fact that I can see what others wear so I can compare myself with them. I compete a little bit with them.
Respondent 5	Shopping is a must, to me even if I want a dress becomes a necessity.	Well of course, everyone looks at one another these days, so you want to look your best, I always ask my family..	If there was no luxury then I would be equal to poor people, I think it's very good to distinguish people from one another.	I don't need to buy new clothes all the time but when I do I feel happy.	I love checking what woman from high society wears to Galas and parties, I love to get ideas from them.
Respondent 6	I balance my needs and wants. If I need a coat, I just buy the one I like the most even if it's the most expensive one.	I think I buy the dress for me but my friends' opinion also affects me.	I think luxury clothes brightens the boring days and nights. It makes life more bearable.	I feel great to buy more clothes but to be honest I think I am already very happy with what I own already.	Yes, I follow a couple people from twitter and Instagram and check some Magazines to see what is new, what I buy is a mix of what I see and what matches my style.

Respondent 7	I love to shop, I spend a lot of money on shopping. Sometimes it's a need but mostly desires I guess.	Oh yeah, definitely, buy my clothes literally according to social media. If a blogger wears it, for me it's enough to purchase one for myself.	It has become my life, social media attracts me, and I want to show the world that I live my life with expensive clothes	If I could I would buy everyday new clothes.	I follow so many people on Instagram and I literally buy according to what they wear.
Respondent 8	Does it matter? If I need a coat I will buy it from Chanel, so I buy whatever I want.	I love when people look at me and think 'I wish I could be like her'. But also, I get a lot of pleasure wearing them, it gives me confidence.	I am not going to lie, it makes me excited, powerful.. I need power to fight the other woman and what better way to prove them that I can wear better, or the most expensive compared to them.	I need clothes to make me happy, the more the better.	I check magazines all time, I am only interested to see what the high society wear but not like actresses.
Importance of Construct	Individual Value Dimension / Hedonic Value/ Self Gift Giving	Individual Value Dimension / Hedonic Value/ Extravagance	Individual Value Dimension / Hedonic Value/ Self-Directed Pleasure	Individual Value Dimension / Hedonic Value/ Life Enrichment	Social Value Dimension/ Prestige Value In Social Networks
Level of Importance	-	+/-	+	+	+

Appendix 8. The Conceptual Model from publication: Measuring consumers' Luxury Value Perception: A Cross-cultural Framework Value Explanations

<p>Price Value According to Ahtola, the consumers perception relies deeply on the price of the product. There is a great difference between the objective (the actual price of a product) and perceived price (the price as encoded by the consumer (Ahtola,1984; Jacoby & Olson, 1977).</p>	<p>Financial Value Defining the financial value of a product implies determining how much a product is worth. The accuracy of the value of a product is converted into a price, which is considered morally, economically and politically fair in the society (Ortiz, Tech, 2013).</p>	<p>Luxury Value According to Nia & Zaichkowsky, luxury brands carry the highest level of prestige which embodies, physical and psychological values. The psychological value of a product is the basic use that, the consumer perceives as a boost for their esteem. The main factor that, differentiates the luxury products, from the non-luxury products is due to the psychological value of the product (Nia & Zaichkowsky, 2000).</p>
<p>Usability Value According to authors such as Park, Jaworski, & Macinnis (1986), a products usability is formed by various determinants including but not limited to physical/chemical/technical, tangible or abstract dimensions. Consequently, the usability value embodies all the characteristics that makes a luxury product usable. Consumers have greater expectations towards luxury goods with the perception that the luxury products will perform exceptionally (Wiedmann, Hennings, & Siebels, 2009).</p>	<p>Functional Value According to Sheth, Gross, & Newman, physical and technical capacity, utility and performance define the functional value of a product. Consequently, the performance of a product, conducts its functional value (Sheth, Gross, & Newman, 1991).</p>	
<p>Quality Value According to Wiedmann, Hennings and Siebels , the quality of a product is one of the intermediate factors that affects the purchasing process directly. (Wiedmann, Hennings, & Siebels, 2009). According to Aaker, all luxury products have superior quality in the perception of the consumers, therefore, the value of the brand increases along with the sales. (Aaker,1991)</p>		
<p>Uniqueness Value Uniqueness is considered to be subjective, as its meaning could only be determined by the potential customers or consumers. Uniqueness of a product depends on the customers' urge to buy the luxury good (Verhallen, 1982; Lynn, 1991; Pantzalis, 1995).</p>		
<p>Self-Identity Value Self-perception is a person's reflection on how he/she evaluates him/herself (Mehta, 1999; Sirgy & Johar, 1999; Jamal & Goode, 2003).</p>	<p>Individual Value Consumers' choice of purchasing a luxury product depends on the individual value dimensions (Richins & Dawson, 1992). According to authors such as Wiedmann, Hennings, & Siebels (2009), individuals have different personal and interpersonal oriented perceptions towards the luxury and luxury products. The authors also argue that the luxury brands incorporate these perceptions of the consumers for the brand's communication</p>	

	(Wiedmann, Hennings, & Siebels, 2009). Thus, the individual value can be considered as the perception of an individual, who is purchasing the luxury product, hence, the individual's feeling and thinking towards such product.
<p>Hedonic Value There are products and services that create emotional value in consumers' minds (Hirschman & Holbrook, 1982; Sheth & Gross, 1991; Westbrook & Oliver, 1991). Accordingly, consumers are emotionally bounded with the luxury brands. Based on this assumption, consumer will purchase luxury products due to the affinity and affection that he/she feels towards such goods.</p>	
<p>Materialistic Value Materialism can be interpreted as the consumers' desire to purchase and to possess expensive products (Daun, 1983; Bredemeier & Toby, 1960; Wackman, Reale, & Ward, 1972; Heilbroner, 1956; Rassuli & Hollander, 1986; Du Bois, 1955).</p>	
<p>Conspicuousness Value According to Veblen (1899), luxury consumers' primary objective is to impress others, using their wealth and prestige. The author expresses that regarding the consumers' perception, the price of a product is the indicator of wealth and prestige in the society. (Veblen, 1899). Customers who purchase conspicuous and expensive goods, are most likely to acquire them, to use them in public, with the objective of impressing other individuals. Hence, the consumption of conspicuous products in public can be considered as a means to earn social status (Braun & Wicklund, 1989; Hong & Zinkhan, 1995; Bagwell & Bernheim, 1996; Corneo & Jeanne, 1997; Vigneron & Johansson, 2004).</p>	<p>Social Value According to Sheth, & Gross (1991), the social value of a product is interrelated with one or more groups, which influences the consumers, who use and possess the products in the presence of these groups. The social value of a product has constructive or obstructive affects in regard to socioeconomic, demographic and cultural-ethnic background of the groups (Sheth & Gross, 1991).</p>
<p>Prestige Value According to Festinger (1954), individuals have different attitudes when they are in a group. The author continues by explaining that the opinion of the majority has a considerable potential to construct the individual's behavior. These consumers have a tendency to prove that they do not live a non-affluent lifestyle, which, consequently, transforms as a distinguishing factor in the society in regards to the consumers who do not purchase and do not use luxury products (French & Raven, 1959; Sirgy, 1982; (Midgley, 1983) (Solomon, 1983) (Mick, 1986) (McCracken, 1986) (Belk, 1988) (Dittmar, 1994).</p>	

Figure 2: The Conceptual Model: Determinants of Consumers' Luxury Value Perception (adapted from Wiedmann, Hennings, & Siebels, 2009)

