MASTERS

MARKETING

MASTER'S FINAL WORK

DISSERTATION

THE IMPACT OF LUXURY PERCEPTION ON AFFECTIVE ATTITUDE AND PURCHASE INTENTION

JOANA FILIPA PEREIRA COELHO

OCTOBER - 2019

MASTERS IN
MARKETING

MASTER'S FINAL WORK
DISSERTATION

THE IMPACT OF LUXURY PERCEPTION ON AFFECTIVE ATTITUDE AND PURCHASE INTENTION

JOANA FILIPA PEREIRA COELHO

SUPERVISION:

PROFESSOR JOANNA SANTIAGO

OCTOBER - 2019

Acknowledgements

I would like to start to thank to my dissertation supervisor, professor Joanna Santiago for accepting my request and for all the availability and patience in the development of this research. I couldn´t done this research without her guidance.

I would like to thank to my father for making this possible and motivating me to keep the academic path, to my mother who always believed in me and is always encouraging me to go forward, to my brother for all brotherhood, to Bruno for all the comprehension and help and to all my family and friends for all the motivation and affect.

Lastly, I would like to thank to everyone who responded to the questionnaire and to those who share with friends and family and everyone who directly or indirectly helped me in this journey, they all gave a great contribution to this research.

Thank you all of you for your support!

Joana Coelho

Resumo

O crescimento do mercado de luxo por todo o mundo, tem despertado substancialmente o interesse por parte dos investigadores. Como o mercado de luxo está constantemente mais competitivo, e devido ao seu crescimento proeminente, é fundamental perceber o que realmente importa para os consumidores de luxo, o que os faz sentirem-se atraídos pelas marcas e o que os faz desejar as marcas de luxo. Apesar do aumento verificado no interesse pela temática, ainda há muito espaço para investigações.

Como o consumo de marcas de luxo é fortemente assente no nível individual e emocional, este estudo tem como objetivo estudar os fatores que influenciam as perceções dos consumidores. Deste modo, esta dissertação pretende estudar as perceções com orientações pessoais e não pessoais que terão impacto na atitude afetiva dos consumidores, bem como na intenção de compra dos mesmos perante as marcas de luxo. O estudo empírico tem como base uma abordagem quantitativa, utilizando um questionário publicado através de redes sociais, que contou com 238 respostas. Para análise de resultados conseguidos e de modo a testar a relação existente entre as dimensões propostas, foram conduzidas duas regressões lineares múltiplas e uma regressão linear simples.

O estudo não suporta a existência de uma relação positiva entre ambas as perceções pessoais e não-pessoais perante a atitude afetiva dos consumidores com marcas de luxo. No entanto, o estudo suporta a existência de uma relação positiva entre a atitude afetiva dos consumidores e a sua intenção de compra. Suposta ainda a existência de uma relação positiva entre as perceções com orientação pessoal perante a intenção de compra, ao contrário do que acontece com as perceções com orientação não pessoal, que não suporta relação com a intenção de compra.

Palavras-chave: Luxo, Motivações de Consumo, Atitude Afetiva, Intenção de Compra

Joana Coelho

Abstract

The growth of the luxury market around the world has aroused interest amid researchers. As the luxury market is each time more competitive, and due to its prominent growth, it is important to understand what really matters to the luxury consumers, what makes him feel attracted by brand and what makes desire high-end brands. Despite the growing interest that this area brings, there is still a lot to be investigated.

As luxury consumption is deeply grounded on individual and emotional level, this research aims to study the factors that influence consumer perception. In accordance, this dissertation aims to test the personal and non-personal orientations that have an impact on consumers' affective attitude and purchase intention towards a luxury brand. The empirical research was based on quantitative approach using a questionnaire published on social media and accounted with 238 responses. To analyse the results and to test the existence of the relationships between the proposed dimensions two multiple regressions a simple linear regression were conducted.

The study findings do not support the existence of a positive relation between both non-personal and personal perceptions of luxury and customers' affective attitude, however, the study supports the existence of a positive relation between personal perceptions and purchase intention, and a positive relation between affective attitude and purchase intention.

Keywords: Luxury, Customer Motivations, Affective Attitude, Purchase Intention.

Table of Contents

Table of Figures

Table of Tables

Table of Appendixes

Joana Coelho

1. Introduction

1.1 Background

The luxury is a very specific area which causes much disagreement and a lot of authors hesitate to define it precisely (Kapferer, 1997; Ko, Costello, & Taylor, 2017; Wiedmann, Hennigs, & Siebels, 2009). The most common perception of luxury derives from the customers' associations such as high quality and price, premium image, exclusivity, aesthetic, superfluous, extraordinary, high performance, prestigious, among other (Dubois, Laurent, & Czellar, 2001; Kapferer, 1997; Ko *et al.*, 2017; Vigneron & Johnson, 2004).

The luxury market is also a market in constant grown, in 2018 it reached a worth of 920 B€ and is expected to grow 4-5% annually until 2025, according to True Luxury Global Consumer Insight 2019[1]. In the same report, we can observe the average spending has been grown considerably and in 2019 reached 39k per consumer. Although the luxury industry is a niche market (Kapferer, 1997) the consumers see luxury brands differently (Vigneron & Johnson, 2004).

According to Kapferer and Bastien (2009a), the problem of luxury brands starts with the consumers' perceptions, since certain brands are perceived as luxury even when they are not. For this reason, Vigneron and Johnson (2004) developed a measurement scale of luxury perceptions, called Brand Luxury Index (BLI). The scale helps to understand the dimensions that differentiate a luxury brand from a non-luxury brand (from the perspective of consumers). However, this perception is not consistent across markets and it depends on personal indulgence value (Bian & Forsythe, 2012).

Considering the fact that consumer feels different about luxury brands and that is motivated by different aspects (Ko *et al.*, 2017), it is also important to understand if the perceptions of luxury have an impact on purchase intentions. Nonetheless, there is an important aspect that shapes the purchase intention of luxury brands and which is the

---

[1]Access: http://media-publications.bcg.com/france/True-Luxury%20Global%20Consumer%20Insight%202019%20-%20Plenary%20-%20vMedia.pdf

1

Joana Coelho

consumers' affective attitude towards luxury brands (Bian & Forsythe, 2012). According to the same author, this affective attitude is linked to emotional bonds. It occurs when brands generate feelings on consumers, hence, it impacts on consumers' purchase intentions

1.2 Research Objective

This dissertation aims to analyse the consumers' luxury perception and its influences on affective attitude and purchase intention toward a luxury brand. Specifically, the purpose of this study is to measure and interpret the dimensions of luxury perception - following the Brand Luxury Index (BLI) - conspicuousness, uniqueness, quality, hedonic and extended-self dimensions, each impact on affective attitude and purchase intention. Lastly, this thesis aims to verify whether there is a relation between affective attitude and purchase intention. Consequently, the research problem focuses around understanding the relation between luxury perception, affective attitude and purchase intention toward luxury brands.

Considering the main objective and the research problem of this study, this investigation is supposed to clarify the following research questions:

1. Is there a relation between the dimensions of luxury perception and the affective attitude toward a luxury brand?

2. Is there is a relation between the affective attitude and the purchase intention of a luxury brand?

3. Is there is a relation between the personal and non-personal perceptions and the purchase intentions towards a luxury brand?

1.3 Academic and Business Relevance

The luxury market is an emotional market, people buy luxury items not because they need but because they want to show something (Kapferer, 1997) that is one of the main reasons this market has so many different rules (Kapferer & Bastien, 2009a). The challenge here it is to know the consumer, who is very culturally different. Each country has it culture and so the consumer has different ways to see luxury and it will obviously change the consumers' luxury perception, hence the way they feel toward a brand will

2

change and changing the feelings toward a luxury brand it will also changing the purchase intention.

Even though different authors have studied the customers' perceptions of luxury brands, there is still a theorical gap between those perceptions and the affective attitude and purchase intention. Consequently, this study aims to investigate the consumers' perceptions and their impact on affective attitude and purchase intention. As Kapferer and Bastien (2009a) mentioned, is it very important for the luxury brands to know the luxury consumer but it is also very important to get to know the non-luxury consumers, since the value of luxury brands increases also due to them, which is the reason why this study include both of luxury and non-luxury consumers. One of the main purposes of this study is also to bring more relevant information both for academic and business field.

1.4 Dissertation Structure

This dissertation consists of six chapters: introduction, literature review, conceptual framework, methodology, result analyses and conclusion and limitations.

In the first chapter: Introduction, the background of the luxury industry is traced, the research objective and research questions are pronounced, and finally, the relevance of this investigation is mentioned. In the second chapter: Literature Review, the basic concepts such as luxury and luxury market conceptualization are elucidated, and finally, the consumer perception, affective attitude and purchase intention are explained into some details. The third chapter showcases the conceptual framework used as a guide in this investigation and states the hypotheses this study aims to validate. The following chapter: Methodology, brings the description of the methodological approach, the population and sample selection, the data collection, the questionnaire and its structure and the measurements used and data processing. In the fifth chapter, the collected data is analysed and discussed. Lastly, in the sixth chapter, come the study conclusions, the contributions of the study to business and academic field and its limitations and suggestions for future research.

Joana Coelho

2. Literature Review

The present investigation aims to study the luxury market and to understand the perception of luxury from the consumer perspective. It aims to understand how the customers' perceptions impact on the affective attitude towards a luxury brand and the purchase intention.

This chapter pretends to enlighten the readers about the previous contents on these three topics: the luxury market, the affective attitude and the purchase intention toward a luxury brand.

2.1 The Culture of Luxury

2.1.1 Luxury Concept and its Evolution

The growth of the luxury market around the world has aroused interest amid researchers. However, there is not a widely or official definition of a luxury brand or what constitutes one (Ko *et al.*, 2017). The most common are associations to the luxury brands, such as high price, rarity, perfection, history, art, dreams (Kapferer & Bastien, 2009a) and prestige (Vigneron & Johnson, 1999). Luxury is about celebrating individual creativity, intelligently, flow, and propose (Atwal & Williams, 2009).

To explain the concept of luxury Kapferer and Bastien (2009b) suggests that we should return to the origins of humankind and see it as a result of social stratification, where the aristocracy had a social obligation to spend money and to be conspicuous and ostentatious to differentiate themselves. The begging of the concept involves cultural and lifestyle elements particularly high purchase power of minorities. Such as the European monarchies, that were known by their possessions and by the origin of luxury marketing. That, by the time, was what differentiates the social classes (Escobar, 2016). Back to middle ages, each social class had a range of price products they could wear (Han, Nunes, & Drèze, 2010). Kapferer (1997) also asserts that the word luxury comes from light, which illustrates the most common luxury brand details: gold and brilliants. It clarifies the main foundation in the luxury market: the luxury good has to be noticed. Nowadays, luxury is trying to sell specific experiences, such as visible details, excellence, originality,

Joana Coelho

appeal, personality, art and they are also trying to recreate sensitive experiences through dreams, expectations, ambitions and intelligentsia (Escobar, 2016).

To create a major definition, in 2017 Ko *et al*., grouped several previous definitions which had to be applied to every category of a luxury brand, based on a solid conceptual foundation, capable of operationalization, and allowing a measurement. In this major definition, the authors summarize luxury bands in the main characteristics and associations as excellent quality, high price, premium image, exclusivity, aesthetic, superfluous, extraordinary, high performance and prestigious, Ko *et al.,* (2017) also refer as a main characteristic of luxury concept the ancestral heritage and the creation of intangible value for their products, as Kapferer had already declared in 1997, it is like trade a daydream that should be continually reconstructed. These brands should have remarkable logos, symbols, and packaging, the distribution should be controlled to keep it rare and unique (Ko *et al.*, 2017). That is also supported by Kapferer in 2008 through defending that luxury goods should be difficult to purchase, a premium price strategy should be applied, and these brands should always have the legal protection of their trademarks. This major definition developed by Ko *et al.,* (2017) is the concept this dissertation will use to the following investigation since their broad sense (see Appendix 1 for the major definition).

2.1.2   *Luxury Consumption and Consumer Motivations*

The luxury market is still considered as niche (Kapferer & Bastien, 2009a) but the clients are real, and it is a market in constant growth, as we can see in a BCG – The Boston Consulting Group 2017 Report[2] until 2023 the luxury market is expected to grow 5%. Therefore, it is particularly important to know who these clients are and understand the consumption of these products. The luxury consumers are amenable to offer a significant amount of money for a luxury product (Husic & Cicic, 2009). According, to the BCG

---

[2] Access: https://altagamma.it/media/source/BCG%20Altagamma%20True-Luxury%20Global%20Cons%20Insight%202017%20-%20presentata.pdf

report (2017), the average spending on luxury goods was 36 000€ per year in 2017 (excluding spending on cars, yachts, smartphones and tablets) and 40% of the respondents were expecting to spend more money in 2018. All people, of several varieties of income, own at least one luxury product of any category, although who normally spends more money on luxury products is who has an income above 35 000€ annually (Husic & Cicic, 2009). The same authors conclude that in different countries, with different purchasing power, people want luxury goods for the same reasons, which is to fulfil the same needs: to impress others in a specific social group or to differentiate themselves. It was also found that consumers are less willing to use a product without any logo or brand identification, since it does not attend the social purposes of self-expression and self-presentation (Han *et al.*, 2010).

As it was mentioned above, the individuals with different incomes, all desire luxury products and had at least one luxury good (Husic & Cicic, 2009) therefore it is important to categorize them, considering this, Han *et al*. (2010) divided the luxury consumers into four different groups, based on their wealth and need for status: the patricians, parvenus, proletarians and poseurs, as we can see in table below (table I).

Table I – Consumers group

	Patrician	Parvenu
Wealth	They signal to each other. Acquire quiet signals.	They prefer to associate with other wealthy and differentiate themselves from not wealthy. Normally, they use loud signals.
	Proletarian	**Poseur**
	They are not involved in signalling.	They aspire to be wealthy and use to imitate the parvenus.

Need for status

Source: Han *et al*., (2010)

While considering the consumer of luxury products, it is important to establish two different stages inside consumer behaviour: the individual characteristics and product perceptions (Ko *et al*., 2017). Consumer behaviour is related to the fact that motivation factors vary for different brands. Normally, consumer has his own perspective that affect his behaviour and feelings. Essentially the need for uniqueness and self-confidence play

6

Joana Coelho

a critical role in the consumption process, as well as the feelings that consumer has to the brand (Ko *et al.*, 2017)**.** Each consumer has his own personal motivation when it comes to luxury consumption, which is supported by two spheres: intrinsic (related to self-satisfaction) and extrinsic motivations (related to social status) (Shao, Grace, & Ross, 2019). Consumers' motivations are usually set by the desire to impress others through the capability to pay higher prices, this consumption serves usually to exhibit wealth and to boast the luxury good. The social status and good positioning are associated with a brand and it is the main factor of conspicuousness consumption. However, modern consumers use the consumption to declare about themselves, to recreate his identity and develop "a sense of belonging". The luxury products are now bought for what they represent, and it should be consistent with the perception with personal-orientation, which is related to the hedonic consumption and the extended self personality (Atwal & Williams, 2009). Some authors (Husic & Cicic, 2009; Ko *et al.*, 2017; Vigneron & Johnson, 1999) grouped five theories of motivations for luxury consumption: 1) self-concept, 2) conspicuous consumption, 3) social comparison, 4) extended-self/consumer culture and 4) the need for uniqueness. In accordance with Husic and Cicic (2009), and Vigneron and Johnson (1999), for each motivation, there is a specific value of prestige that consumers are searching for and a different effect occurs as a result. In other words, five effects correspond to the motivation and the values of prestige that the consumer is interested in. Those effects are the Veblen, the snob, the bandwagon, the hedonic and the perfectionism (consult table II).

Table II – The prestige- seeking consumer behaviour

Veblen effect	Occurs when consumer recognize conspicuous value on luxury products, consumers tend to attribute great meaning to price once it indicates the quality of the product. The main intention of this consumer is to impress others through luxury products and prefer to buy these products publicly.
Snob effect	When consumers are driven for the need for uniqueness value. They perceive the price as a sign of exclusivity. Normally, they avoid consuming popular brands and they like to have new products.
Bandwagon effect	Bandwagon consumers are identical to snob consumers, they attribute less significance to price as a sign of prestige, they attribute greater significance to impress others while using popular and prestige brands.

7

Joana Coelho

Perfectionism effect	Perfectionist consumers recognize the quality value. They perceive value as a sign of quality, and they trust in their own perception of quality.

Source: *(Vigneron & Johnson, 1999)*

2.1.3   The Perception of Luxury

The perceived values are related to consumers beliefs, and that explains the reason why consumers select or avoid specific goods. Thus, it is important to note that there is a lot of different values that influence the consumer choices (Wiedmann *et al.*, 2009). Subsequently, the democratisation of luxury arrived, since luxury brands start to introduce new product lines specifically to middle-class consumers (Vigneron & Johnson, 2004).

The values of luxury brands have been studied by several authors (Dubois *et al.*, 2001; Vigneron & Johnson, 2004; Wiedmann *et al.*, 2009) to collect the main perceptions of luxury brands. In accordance with Wiedemann *et al.* (2009) the consumers' perception is not simply attached to the social status, but also the financial, individual and functional values of the brand. Vigneron and Johnson (2004) assert that luxury values can be perceived with personal (hedonic and extended self) or non-personal orientations (conspicuousness, uniqueness and quality). However, it is important to recognize that all perceptions of value are strongly connected (Vigneron & Johnson, 2004).

Regarding to perceptions with non-personal orientation, the conspicuousness value plays a critical role in luxury brands since these consumers noticed the price as a sign of luxury (Vigneron & Johnson, 2004) which support the associations of elitism and high price toward these brands (Dubois *et al.*, 2001) and explains the likelihood of these consumers to consume these brands publicly *(*Ko *et al.*, 2017). The uniqueness value can increase consumers' preference toward a brand because of its association to scarcity (Vigneron & Johnson, 2004; Wiedmann *et al.*, 2009), which is also related to the individual desire to differentiate themselves from similar others (Ko *et al.*, 2017; Wiedmann *et al.*, 2009). The quality value is related to the expectation of consumers to find a best quality offer in luxury brands than in non-luxury brands (Vigneron & Johnson, 2004) assuming that quality is also an essential condition for luxury brands (Wiedmann

et al., 2009), since the associations as aesthetic (Vigneron & Johnson, 1999) and craftmanship (Dubois *et al*., 2001) increase the desire for luxury brands *(Wiedmann et al.*, 2009).

 Concerning the personal orientation, the hedonic value occurs when consumers purchase the brand trying to find emotional fulfilment to complement the functional utility of the product (Wiedmann *et al*., 2009), so they are not vulnerable to social influence when they are selecting a brand (Vigneron & Johnson, 2004). Customers also associate the brand to pleasure (Vigneron & Johnson, 1999) and lifestyle (Dubois *et al*., 2001). Lastly, the perception of extended-self value occurs when the consumer use the assets to integrate and develop the own identity (Wiedmann *et al*., 2009). Occasionally, consumers also search for differentiation from others and they are getting influenced by the social pressure (Vigneron & Johnson, 1999), since the main ambition to consume luxury goods is to expose themselves and imitate others (Dubois *et al*., 2001).

2.2 Affective Attitude and Purchase Intention Toward Luxury Brands

The importance of affective attitude is related to the fact that it is exposed in cognitive (individuals thoughts and beliefs) and affective (individuals feelings and experiences) responses of a consumer (Bian & Forsythe, 2012). According to the same authors, the affective attitude has a critical function in cognitive-affective purchase intention development. In the specific case of luxury brands, the affective attitude is a result of the feelings produced by these brands (Sweeney & Soutar, 2001). This attitude is also directly related to consumers' emotional values (Bian & Forsythe, 2012; Sweeney & Soutar, 2001) and is a result of feelings or experiences such as delight and indulgence (Sweeney & Soutar, 2001), also if the use of the brand results in positive feelings associated to a positive affective attitude, it is a predict of purchase intention (Bian & Forsythe, 2012).

The positive correlation between attitude and purchase intention has collected support through different products and services (Bian & Forsythe, 2012; B. Zhang & Kim, 2013). Consumers tend to act favourably toward luxury brands that they perceived as consistent with their values and goals (Bian & Forsythe, 2012) since there are consumers who use

the luxury goods to express their values (Ko *et al.*, 2017). Therefore, affect toward a luxury brand can encourage consumers to pay a premium or a higher price for the products (Bian & Forsythe, 2012)

The "Theory of Planned Behaviour", developed by Ajzen (1991), supports that behavioural intentions are influenced by three antecedents: attitude toward the behaviour, subjective norms and perceived behavioural control. Behavioural intention is a sign of an individual's disposition to have a specific behaviour (Ajzen, 1991). Current studies refer to attitude as consumers' attitude regarding physical individualities of luxury goods and were measured by consumers' attitude concerning to luxury brand image, quality, and store atmosphere (Zhang & Cude, 2018).

3. Conceptual Framework and Hypotheses

3.1 Model of the Impact of Luxury Perceptions on Affective Attitude and Purchase Intention

According to the problem of this investigation, the objectives of the study and in order to answer the investigation question, the conceptual framework here proposed was based on two different models: the first developed by Vigneron and Johnson (2004), and the second proposed by Bian and Forsythe (2012).

As it was previously mentioned, Vigneron and Johnson (2004) developed a scale that measures the perception of the luxuriousness of a brand. The authors support the Brand Luxury Index, which is a five-factor model that includes personal and non-personal perceptions. The non-personal perceptions include dimensions such as conspicuousness, uniqueness and quality and the personal perceptions include dimensions as hedonic and extended self (Vigneron and Johnson, 2004).

Bian and Forsythe (2012) explore the effects of individual traits and brand variables on consumer's affective attitude and purchase intention toward luxury brands.

Considering the previous investigations, the following conceptual model is proposed (figure 1) that aims to study the perceptions of a luxury brand and how it influences the consumer's affective attitude and the purchase intention.

10

Joana Coelho
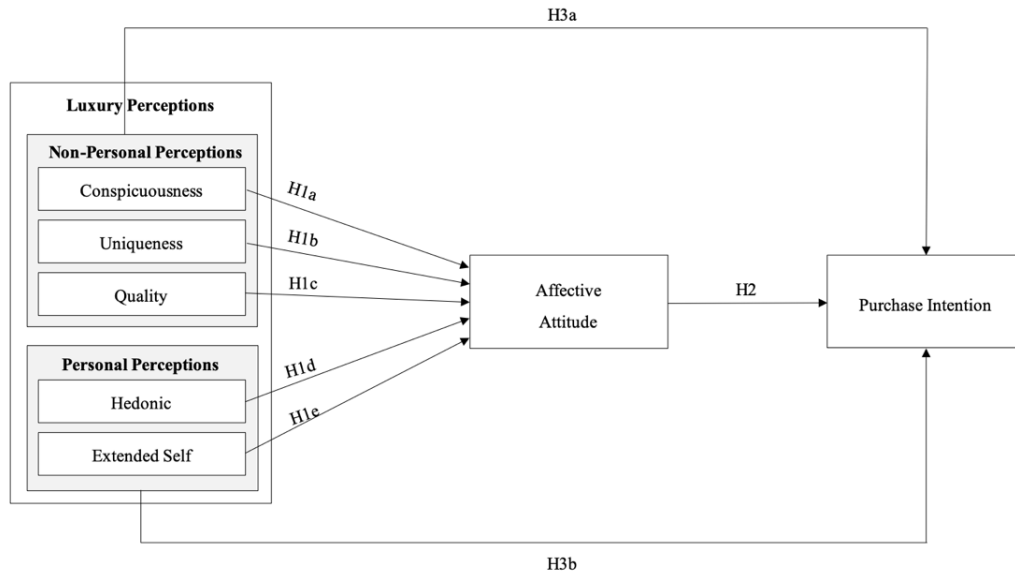
Figure 1 – Conceptual Framework of The Impact of Luxury Perceptions on
Affective Attitude and Purchase Intention

Source: The author – based on the literature

3.2 Investigation Hypotheses

Considering the literature review and regarding the proposed model, the investigation hypotheses are following expounded in table III.

Table III – Investigation Hypotheses

	Hypotheses regarding the relation between the luxury perceptions and the affective attitude
H1a	There is a positive relationship between conspicuousness perception of luxury and affective attitude.
H1b	There is a positive relationship between uniqueness perception of luxury and affective attitude.
H1c	There is a positive relationship between quality perception of luxury and affective attitude.
H1d	There is a positive relationship between hedonic perception of luxury and affective attitude.
H1e	There is a positive relationship between extended self perception of luxury and affective attitude.
	Hypotheses regarding the relation between affective attitude and the purchase intention
H2	There is a positive relationship between affective attitude and purchase intention
	Hypotheses regarding the relation between luxury perceptions and purchase intention
H3a	There is a positive relationship between non-personal perceptions of luxury and the purchase intention.
H3b	There is a positive relationship between personal perceptions of luxury and the purchase intention.

Source: The author

Joana Coelho

4. Methodology

4.1 Methodological Approach

The research design of this study was guided by the "research onion" approach developed by Saunders, Lewis and Thornhill (2012), which defines the philosophies of the study, the approaches, the strategies, method of choices, time horizons and techniques and procedures. Considering the purpose of this study, philosophically it follows the positivist approach since the main purpose of this investigation is testing hypotheses based on existent theories (Saunders *et al.*, 2012). This study attends a deductive approach as the study initiates with a general theory about luxury brands with the purpose of verifying the hypotheses (Saunders *et al.*, 2012), and an explanatory purpose since the main objective is to enlighten the correlation among variables (Saunders *et al.,* 2012).

This investigation uses a mono-method quantitative methodology - this choice was made considering the main point of this study, which is about understanding the relation between variables, the luxury perceptions, attitude and purchase intention toward those brands (Malhotra, Birks, & Wills, 2012; Saunders *et al.*, 2012) The strategy applied was the survey through questionnaires, since this technique allows to collect a superior amount of data with a reduced budget (Saunders *et al*., 2012) and allows an accurate analyse and comparison between the collected data (Malhotra *et al*., 2012). This investigation respects a cross-sectional time horizon since it studies a particular phenomenon at a specific period (Saunders *et al*., 2012).

4.2 Population and Sample Selection

Malhotra *et al*. (2012) define a population as a set of elements that share a specific set of features, from which it is supposed to collect data and conduct the research. Therefore, in this investigation, the population are the luxury and non-luxury consumers.

According to Malhotra *et al.* (2012), to acquire data from population should be led a census or a sampling, in this study it will be conducting a sample which consists in dividing the population into subgroups. The use of subgroups was unequivocal, considering the difficulty in reaching the entire population, the financial constraints and

time (Malhotra *et al.*, 2012; Saunders *et al.*, 2012). The sampling technique applied in this research was the non-probabilistic sample, where the probability of a case being selected from the population is not known and it is not possible to answer research questions or make statistical inferences, but it allows to answer to a more general research question (Saunders *et al.*, 2012), through a convenience, using this technique is it possible to find a sampling available, easy to measure and collaborative (Malhotra *et al.*, 2012). However, the same author highlights some constraints such as the respondent's self-selection; normally these samples ate not representative, therefore it is not possible to use the generalization of the findings. In order to define the sample size, Malhotra *et al.* (2012) defend some aspects should be considered, such as the importance of the conclusion, the number of variables, the sample size used in related studies, incidence rates, completion rates, and others.

4.3 Data Collection

Primarily, in order to support the research design, the secondary data was collected, that is the data collected previously for a different purpose (Malhotra *et al.*, 2012). Since this investigation uses a quantitative mono-method, the data collection occurred through the survey questionnaire, completed by the respondents online, using both web and mobile platforms (Saunders *et al*., 2012) and using Qualtrics software. The announcement of the questionnaire was done via social networks from 11th September to 26th September 2019 in both Portuguese and English.

4.4 Questionnaire

The questionnaire structure consists of seven sections. The first section is the research introduction where it is asked the collaboration and it is explained the study nature. The second section starts with a question about what luxury goods the respondent had bought, in order to classify the consumer whether he is a luxury consumer or not. Then we try to understand what the definition of luxury consists of in the eyes of the respondent. In the fourth section follow the questions regarding the consumer perception of luxury brands,

following the BLI theory, and the questions about the five dimensions: conspicuousness, uniqueness, quality, hedonism and the extended self. The fifth section is where the affective attitude toward the favourite luxury brand is measured. The next segment is about the purchase intention of the respondent favourite luxury brand. And finally, in the last section the questionnaire enquires the demographic data of the respondent, namely the sex, age, country of residence, completed education, employment status, the income of the household and the number of household inhabitants.

Before the questionnaire launch, a pre-test was conducted to ensure a proper interpretation of respondents, the validation of questions and the viability of the collected data. After collecting 11 responses to the pre-test, all the necessary corrections were implemented (the major issue was the misinterpretation). Please consult appendix 2 to find the final version of the questionnaire.

4.5 Measurement Scales

The following constructs were used in the questionnaire intending to measure the perception of luxury brands (conspicuousness, uniqueness, quality, hedonism and extend-self), the affective attitude and purchase intention. Two different types of scales were used: five-point Likert type scales and semantic differential five-points scales. All the scales used are adopted from previous studies (check table IV and appendix 3 for more detail).

Table IV – Measurement Scales

	Construct	Authors	Number of items	Scale
Non- personal perceptions	Conspicuousness	(Vigneron & Johnson, 2004)	4	
	Uniqueness	(Vigneron & Johnson, 2004)	4	
	Quality	(Vigneron & Johnson, 2004)	5	Semantic differential five-point scale
Personal perceptions	Hedonism	(Vigneron & Johnson, 2004)	3	
	Extended-Self	(Vigneron & Johnson, 2004)	4	
	Affective Attitude	(Bian & Forsythe, 2012)	3	Five-point Likert scale

Purchase Intention	(Bian & Forsythe, 2012)	4	1 = "Strongly Disagree" and 5 = "Strongly Agree"

Source: The author based on the literature

4.6 Data Treatment

Following the data collection, the data analyses proceeded using the IBM SPSS Statistics software. Although 378 responses were collected, only 238 were considered valid: 140 responses were excluded from the sample since the questionnaires were incomplete. As the study used a filter question, it was recoded into a variable "luxury consumer". Nine new variables were created: conspicuousness, uniqueness, quality, hedonism, extended self, affective attitude, purchase intention, non-personal perceptions and personal perceptions of luxury brands, through the calculation of the algebraic mean of the total items of each construct (Marôco, 2018).

5. Analysis of the Results

5.1 Sample Characterization

The sample of this research consists of 238 respondents, of which 73 are luxury consumers (31%) and 165 (69%) are not luxury consumers. Regarding to the sex, 194 (81,5%) respondents are women and 44 (18,5%) are men. Amongst the 238 respondents, 20,2% are between 18 and 24 years old, 36,6% are between 25 and 34 years old, 23,1% are between 35 and 44 years old, 17,6% are between 45 and 54 years old, and 5% are between 55 and 64 years old. The respondents are mostly living in Portugal, 227 individuals (95%), the remaining 5% are distributed by Angola, Brazil, France, Hong Kong, Luxembourg, Switzerland, United Arab Emirates, United Kingdom and other. Concerning the sample education level, the majority, the 109 respondents, already finish a bachelor's degree (46%), 64 have completed the high school (26,9%) and 44 have a master's degree (18,5%). Concerning the employment status, the majority of the respondents, 131 (55%) are employed, 43 individuals are self-employed (18,1%), 25 respondents are students (10,5%) and also 25 respondents are working students (10,5%). Among the sample, 9 respondents have no income (3,8%), 6 have a net monthly income of household up to 500 (2,5%), 53 have a household income above 500€ up to 1 000€

(22%), 79 individuals have a household income above 1 000€ up to 2 000€ (33%), 39 have a household income above 2 000€ up to 3 000€ (6,30), 11 are above 4 000€ up to 5 000€ (4,6%) and 14 have an income superior to 5 000€ (5,9%). As before the income was regarding the household, it is important to know the members of the household, and to 43 respondents have only 1 member (10,1%), to 56 the household is completed by 2 members (23,5%), to 60 the household has 3 members (25,3%) and to 64 the household consists in 4 members (26,9%). Concerning the description that most closely matches to the current household income, the majority says that the current income allows to live (44,1%) and 83 say that the current income allows to live comfortably, also 38 individuals says that it is difficult to live with the current income. In appendix 4 it is well detailed the characterization of the sample.

In order to have a better sample understanding, the respondents were asked about their involvement with luxury and they were asked about the luxury products they have purchased recently (with the aim to analyse if they are luxury consumers or not). Then they were also asked, if they have bought luxury products online and if yes, the frequency. As said earlier, the total responses accounted of 73 luxury consumers (31%) and 165 (69%) non-luxury consumers. Subsequently, 38 of the respondents already had purchased luxury product online (16%) and 11 (28,9%) buy a luxury product once per two or three years, 13 (34,3%) buy once a year, and 8 (21,2%) buy twice a year. More information can be found in appendix 5. Then the respondents were asked about their favourite luxury brand and as the result we accounted 65 different brands: 22 respondents declared Chanel to be their favourite brand, 10 respondents indicated Dior, 18 respondents indicated Gucci, 19 respondents indicated Guess, 25 respondents indicated Louis Vuitton and 15 respondents indicated Michael Kors. In appendix 6 the information is stated with more detail.

In order to analyse the sample, a few questions considering the luxury concept, and the luxury consumer, were made. The purpose of this question was to understand the perspective of the consumers since they have the final decision of whether a brand is luxury or not. The results of these questions are detailed in appendix 7 and 8. It is worth mention that this sample does not connect luxury brands to ancestral heritage ($\overline{X}$=2,69)

Joana Coelho

and attribute a high value to high prices ($\overline{X}$=4,48), the general answer was between 3 and 4 (neither agree nor disagree and somewhat agree). Considering how respondents see luxury consumers, all means are similar and there are no values higher, all above 3 (neither agree nor disagree) and below 4 (somewhat agree), the higher mean is for the following item: the luxury consumer is someone who buys unique and exclusive products ($\overline{X}$=3,7).

Considering to the relation between luxury consumers and household income, the group with a higher percentage of luxury consumers are those who have an income above 5 000€ with 41,70% luxury consumers and the group with less luxury consumers is those who have no income, with 100% non-luxury consumers. More detailed information can be seen in appendix 9.

5.2 Multi-item Scales

This study uses nine multi-item scales: conspicuousness, uniqueness, quality, extended self, hedonism, affective attitude, purchase intention, non-personal perceptions and personal perceptions, which correspond to the variables of this research model and are based on theory (see table IV). Consult the appendix 10 for more detail of all the descriptive statistic of those scales and respective items. It is also important to refer that all of the scales concerning the perception have an average slightly higher than 3 which means the sample perceptions of luxury brands is closer to very luxurious than fairly luxurious. Also, the data deviation is less than 1 except for extended self.

5.3 Reliability and Internal Consistency Analysis

In order to verify the reliability and internal consistency of the constructs, the Alpha Cronbach coefficient was applied into test. This coefficient varies from 0 to 1 and the ideal result is over 0,7 (Pallant, 2016). However, in this research only "affective attitude" and "purchase intention" have an Alpha Cronbach above 0,7. Nevertheless, considering that this coefficient is truly sensitive to the number of items in a scale, in scales with less than ten items (which is the case of this research) it is common to find results below this value. In this case, it is correct to report the mean inter-item correlation for the items and it is recommended to be strong considering the minimum and maximum (Pallant, 2016).

17

Considering the paragraph above, the affective attitude and purchase are considered reliability and internal consistent since the result of Cronbach Alpha is higher than 0,7 and the following values: conspicuousness, uniqueness, quality, hedonism and extended self are also acceptable since the few numbers of scales justify the Cronbach Alpha lesser than 0,7 and all have a good inter-item correlation as it can be seen in table V. A most detailed version is available in appendix 11.

Table V – Summary of Alpha Cronbach and Correlation Inter-Item Statistics

Multi-item	Cronbach Alpha	Correlation Inter-Item Statistics		
		Mean inter-item correlation	Minimum	Maximum
Conspicuousness	0,507	0,205	0,006	0,354
Uniqueness	0,686	0,359	0,262	0,544
Quality	0,667	0,289	0,065	0,403
Hedonism	0,608	0,344	0,269	0,396
Extended self	0,69	0,357	0,217	0,436
Non-personal perceptions	0,734	0,175	-0.173	0,544
Personal perceptions	0,731	0,28	0,072	0,436
Affective attitude	0,804	0,576	0,494	0,708
Purchase Intention	0,786	0,523	0,398	0,724

5.4 Test of Hypotheses

In this chapter it will be discussed the validation of hypotheses previously mentioned in this research in table III, in order to do so, it was used as theoretical foundation the following authors Malhotra *et al*. (2012), Marôco (2018) and Pallant (2016).

5.4.1 Assumptions' Validation

In order to validate the research hypotheses, tree regression analyses were performed. Before conducting the regressions, preliminary analyses were performed to ensure all the assumptions of the normality of variables, linearity, homoscedasticity and multicollinearity.

Joana Coelho

The Kolmogorov-Smirnov (K-S) test the normality of variables - the results show that all the variables have a p-value < 0,05 so the null hypotheses of each test were rejected which mean that none of the variables follows a normal distribution in the population. However, following the central limit law, samples bigger than 30 (n=238 > 30), the variable distribution can be assumed as close to a normal distribution which is the case of this research. It was also made the Durbin-Watson test to verify the correlations of errors, the results show that they do not auto-correlate themselves since all results are close to 2 ($d1$= 2,07; $d2$= 2, 1,907; $d3$= 1,941). The mean of residuals statistics also was confirmed, it is 0 for the three models. Multicollinearity as verified through the tolerance and VIF, all dependent variables have a tolerance value higher than 0,1 and a VIF value lower than 10 which indicates that there is no multicollinearity. Were also tested the normal distribution of a residual statistic (graphic in appendixes 13, 17 and 21) and it exposed that all models have a distribution of error close to the normal line. Lastly, homoscedasticity was verified through the scatterplot graphs and it can be seen that the points are mostly nearby 0 and rectangularly distributed (appendix 14, 18 and 22). More information about the assumptions in appendix 12, 16 and 20).

5.4.2   *Relation Between Luxury Perceptions (BLI) and Affective Attitude*

In order to answer to the first research question of this research and test the hypotheses H1a, H1b, H1c, H1d, H1e, a multiple linear regression was performed (model 1) (more details can be seen in appendix 15). In this regression the "affective attitude" was considered as the dependent variable, and as independent variables were considered the BLI dimensions: conspicuousness, quality, uniqueness, hedonism and extended self. A summary of multiple linear regression of model 1 can be seen in table VI bellow.

19

Joana Coelho

Table VI – Effect of predictors on Affective Attitude

Independent Variables	Standardized coefficients (β)
Conspicuousness	-0,06
Uniqueness	0,149
Quality	0,053
Hedonism	0,047
Extended Self	-0,004

$$\textbf{R}^2 \textbf{ Adjusted} = 0,013$$
$$\textbf{F} = 1,584$$

The results show that the independent variables (conspicuousness, uniqueness, quality, hedonism and extend self) explain about 1,3% of the variation of the affective attitude toward their favourite luxury brand (adjusted R^2=0,013) the F-test also suggests that the model has statistical significance (F(5)=1,584; p= 0,000; α=0,05). The level of affective attitude predicted deviate about 0,76753 of the level of affective attitude observed.

Discerning the standardized coefficients, the highest value is the "uniqueness perception" (β=0,149; t=1,812; p=0,071; α=0,05), which means this is the stronger variable in terms of contribution to explain the dependent variable "affective attitude". Both "conspicuousness" (β=-0,06; t=-0.0846; p=0,398; α=0,05) and "extended self" (β=-0,004; t=-0.047; p=0,963; α=0,05) have a negative result on standardized coefficients, which means that if any of this values increase, the affective attitude decrease. "Quality" (β=0,053; t=0,682; p=0,496; α=0,05 and "hedonism" (β=0,047; t=0,591; *p-value*=0,555; α=0,05) have a positive impact on "affective attitude". However, because there is no p-value under 0,05, none of the variables are statically significant on predicting the dependent variable, therefore, we reject H1a, H1b, H1c, H1d and H1e.

5.4.3   Relation Between Affective Attitude and Purchase Intention

A simple linear regression analysis (model 2) was conducted in order to answer the second research question of this research, also supporting H2. In this analysis, the dependent variable is the "purchase intention" and the predictor is "affective attitude" (more about this analysis can be seen in appendix 19). A summary of this linear regression is bellow in table VII.

Table VII – Effect of predictors on Purchase Intention

Independent Variables	Standardized coefficients (β)
Affective attitude	0,584*
	R^2 **Adjusted = 0,338***
	F = 111,842*

*p-value < 0,001

According to the results, the "affective attitude" explains about 33,8% of the variation of the "purchase intention" (adjusted R^2=0,338) the F-test suggests the model fits the data well and the model is statistically significant (F(1)=111,842; p= 0,000; α=0,05). The std error of estimate demonstrates that the level of "purchase intention" deviates about 0,58708 of the level of "affective attitude" observed. The independent variable, "affective attitude" (β=0,545; t=10,576; p=0,000; α=0,05), is a good predictor of "purchase intention" of the favourite luxury brand and it has statistical significance; therefore, this analysis supports the H2.

5.4.4 Relation Between Personal and Non-Personal Perceptions and Purchase Intention

In order to answer to the last research question of this research and test the hypotheses H3a and H3b, a multiple linear regression was performed (model 3) (see the detailed information in appendix 23). In this regression as dependent variable was considered the "purchase intention" and as independent variables the "non-personal perceptions" and "personal perceptions". A summary of multiple linear regression of model 3 can be seen in table VII bellow.

Table VIII – Effect of predictors on Purchase Intention

Independent Variables	Standardized coefficients (β)
Non-personal perceptions	-0,018
Personal perceptions	0,201**
	R^2 **Adjusted = 0,028****
	F = 4,102**

**p-value < 0,05

The results of the last multiple linear regression display that the independent variables, "non-personal" and "personal perceptions" of luxury brands explain about 2,8% of the variation of the "purchase intention" toward their favourite luxury brand (adjusted R^2=0,028) the F-test also suggests that the model has statistical significance (F(2)=4,102; p= 0,018; α=0,05). The level of "purchase intention" predicted deviate about 0,71151 of the level of "purchase intention" observed.

Concerning to the standardized coefficients, the "personal perceptions" (β=0,201; t=2,548; p=0,012; α=0,05) is a stronger variable in terms of impact on "purchase intention" of the consumer and also have a statistical significance consequently, the H3b is supported. The "non-personal perceptions" construct (β=-0,018; t=-0,228; p=0,082; α=0,05) has a negative relation with "purchase intention" however, it doesn't have statistical significance consequently, the H3a is not supported by this analysis.

5.5. Discussion of the Results

The rapid grown of the luxury market has increased the interest amongst researchers and the number of studies has also increased substantially. As luxury brands have a great emotional attachment, there is a lot of studies searching a better understanding of what influences the consumer to buy these products. Some results show that nowadays, we are facing luxury democratization and even those with less income own some luxury products.

This study provides interesting insights toward the luxury market from the consumers perspective. Concerning the concept of luxury products, almost all the associations previously gave by (Ko *et al.,* 2017) were supported by the respondents. The associations as excellent quality, high prices, exclusiveness, aesthetic, superfluous, extraordinary, impressive performance, and prestige were declared as an association for luxury goods, except for the ancestral heritage association. Which means that nowadays, people do not concern the past nor the history of the brand.

Regarding the inquirers about who is a luxury consumer, the respondents show that all the assertions are confirmed, they see a luxury consumer as someone who likes to

Joana Coelho

impress others, who buys unique and exclusive products, who differentiate themselves from others, who buys luxury goods for their own taste without concerning social influence and who buys products with high quality. This achievement is according to definition previously gave by Vigneron and Johnson (1999).

A useful insight remains on the results of favourite luxury brand of the respondents. It is interesting that the most declared luxury brands were Chanel, Dior, Gucci, Guess, Luis Vuitton and Michael Kors. At the second part of questionnaire, when respondents were asked about the definition of luxury brands, the majority declared "high quality" and "high prices" as a concordant association, however, amongst the most declared favourite brands are Guess and Michael Kors, both have lower princes comparing with high luxury brands. The majority of the respondents affirmed Chanel as the favourite brand, however, in section two, the majority declared the ancestral heritage as a less important association for luxury brands.

Concerning the consumers' perceptions of luxury brands, which is the last decision if a brand is or is not known as a luxury brand (Kapferer & Bastien, 2009b), respondents showed a greater importance to perceptions orientated by extended self, however, all of the perceptions have a good value attributed by consumers.

The main purpose of this research was to understand the impact of consumers perceptions (considering five big dimensions: conspicuousness, quality, uniqueness, hedonism and extended self) on affective attitude and purchase intentions toward luxury brands and the relation between these two variables, the results to the hypotheses are in the table IX below.

Table IX – Hypotheses Validation

Research Hypotheses

H1a	There is a positive relationship between conspicuousness perception of luxury and affective attitude.	Not supported
H1b	There is a positive relationship between uniqueness perception of luxury and affective attitude.	Not supported
H1c	There is a positive relationship between quality perception of luxury and affective attitude.	Not supported

H1d	There is a positive relationship between hedonic perception of luxury and affective attitude.	Not supported
H1e	There is a positive relationship between extended self-perception of luxury and affective attitude.	Not supported
H2	There is a positive relationship between affective attitude and purchase intention	Supported
H3a	There is a positive relationship between non-personal perceptions of luxury and the purchase intention.	Not supported
H3b	There is a positive relationship between personal perceptions of luxury and the purchase intention.	Supported

The first research question concerning the impact of luxury perception on "affective attitude", the hypotheses meant to verify the relation between all dimensions of luxury perceptions (conspicuousness H1a, uniqueness, H1b, quality H1c, hedonic H1d and extended self H1e). The results do not show a significant or positive relation from any dimension of luxury perception to the affective attitude, hence all H1a, H1b, H1c, H1d and H1e were rejected. This conclusion is not in accordance with Bian and Forsythe (2012) since they conclude that there's a positive relation between social-functions attitudes (that includes the need for uniqueness) and affective attitude.

The second research question aims to examine if there is a positive relation between "affective attitude" and "purchase intention" (H2). The result shows that H2 is supported and there is a positive relation between these variables. This test is in harmony with the results of Bian and Forsythe (2012).

Lastly, the final research question intention was to understand if there is relation between "non-personal" (H3a) and "personal" (H3b) perceptions toward the "purchase intention" of luxury brands. The results illustrate that non-personal perceptions (H3a) are not supported, however, personal perceptions (H3b) are supported. In other words, non-personal perceptions do not have a positive relation with purchase intentions, although the personal perceptions of luxury have.

6. Conclusions, Contributions, Limitations and Future Research

6.1 Conclusions

The main purpose of this study is to measure and interpret the dimensions of BLI and understand its impact on affective attitude and purchase intention, and to verify whether there is a relationship between affective attitude and purchase intention. All questions ware analysed through two multiple linear regression and a simple linear regression. The results allow to answer to the three research questions of this research, the research project meet successfully the objectives.

Firstly, it is important to understand the consumers perceptions of luxury brands. Regarding to the perceptions orientated by conspicuousness, respondents tend to see luxury brands more as conspicuous, elitists, extremely expensive and for wealthy. In terms of perceptions orientated by uniqueness, respondents see luxury brand closer to very exclusive, precious, rare and unique. Regarding to perceptions orientated by quality, respondents tend to see luxury as manufactured, luxurious, best quality, sophisticated and superior. The perceptions with hedonism orientation show that respondents tend to see luxury brands as exquisite, glamorous and stunning. Concerning the perceptions orientated by extended self, respondents tend to see luxury brands as influential, very powerful, pleasing and successful. This allows to conclude that consumers tend to attribute more luxurious associations to these high-end brands. Additionally, even knowing that the concept of luxury is unclear, only a few respondents when asked about their favourite luxury brand responded non-luxury brands.

The research enlightens us about two important topics: what is a luxury brand and who is the luxury consumer. Despites of the concept of luxury is blurred, authors developed associations for the brands. In this research, respondents affirm that high quality, high prices, exclusiveness, aesthetic, superfluous, extraordinary, impressive performance and prestige were those that are more valuable in consumers perspective. Respondents see a luxury consumer as someone who likes to impress other, who distinguish themselves from others, who buys luxury goods for their own taste and who buys products with high quality. These respondents show a quite impressive perception about luxury goods, which can explain why so many people from all income groups own at least one luxury products.

25

The first research question is related to the impact of the consumers' perceptions toward the affective attitude. This included all dimensions of BLI: conspicuousness, uniqueness, quality, hedonism and extended self - and none of the dimensions showed a positive relation with the affective attitude. Therefore, the respondents' affective attitude is not explained by the perceptions.

The second research question was related to the affective attitude towards purchase intention. In this question, we can observe a positive relationship between the variables. This means that a higher affective attitude toward a luxury brand will impact on a greater purchase intention for that luxury brand. For this question it is important to keep in mind the definition of affective attitude. It is connected to the emotional feelings that a brand pass to consumers. Accordingly, the emotional involvement can result on purchase intention. Luxury brands that touch on consumers' emotions are more likely to be preferred by consumers. Here remains the importance of being known, even by non-luxury consumers, since even these consumers own at least one entry-level luxury product.

Lastly, the third research question regarding the positive impact of both personal and non-personal luxury consumers toward the purchase intentions of luxury brands. We can conclude that only personal perceptions are shown to have a positive connection toward the purchase intention of luxury brands. While non-personal perceptions do not show a positive connection to with purchase intentions. This outcome strengthens the importance of emotional bonds, since the personal perceptions consist in extended self and hedonism dimensions. Both related to the personal traits. Consumers have a higher purchase intention when they perceived a brand as exquisite, glamorous or very powerful it turns to be a delight and an accomplishment for them.

6.2 Theoretical Implications

Different authors had previously studied the consumer perception of luxury brands (Vigneron & Johnson, 2004; Wiedmann *et al*., 2009) and elucidate for the importance of

controlling it (Kapferer & Bastien, 2009b). However, no study connects the perception to the affective attitude or purchase intention toward a luxury brand.

This research contributes to a better understanding of the luxury perception, for both luxury consumer and non-luxury consumer, since it analyses the perceptions with personal orientations and non-personal orientations and correlates it with the affective attitude and purchase intention. It is also worth mention that the affective attitude with a luxury brand is the variable that most impacts positively the purchase intention toward a luxury brand, and it was also determined by Bian and Forsythein 2012.

This research also displays a satisfactory level of consistency on inter-correlation between variables and it is confirmed the suitability of the scaled to measure the constructs.

6.3 Managerial Implications

The luxury market is in straight growing all over the globe, this enhances the need that brands have to understand the consumer and how consumers feel toward a brand. This research can enlighten the managers and marketeers about the way people percept the luxury brands and how it impacts the affective attitude and purchase intention, so they can make decisions based on real statistics.

This research grouped different perception dimensions and conclude that brands should have attention to personal perceptions of luxury because it impacts positively the purchase intention. Also, consumers tend to have a higher purchase intention when they have a good affective attitude toward a brand, and for this last dimension is not crucial to pay attention to the consumer perceptions. Also, it is important to note that people from every range of income own a luxury product (entry-level) except for those who do not have income at all, that contributes to increasing the value of a luxury brand. Summarily, if a manager wants to increase the consumers' purchase intention toward the brand, they should implement strategies based on personal orientation perceptions since it is what impacts on this variable. However, in the study, none of the dimensions impacts significantly on affective attitude.

Joana Coelho

6.4 Research Limitations

This study also has some limitations, as any research. In this particular case, the first limitation to point is the sample is not probabilistic and was collected by convenience, hence does not represent correctly the population of this study. In addition, the sample is small since a limited resource of time. The methodology of this study, mono-method quantitative allows some misinterpretations, so a mixed-method would enrich the research and would allow better judgment of the events.

6.5 Suggestions for Future Research

There are other topics in this scope that could allow a better understanding of this thematic. It could be interesting to study the additional dimensions of consumer perceptions, for example, Wiedmann *et al.*, (2009) defend that it should be more dimensions to analyse, such as price, usability, materialistic and prestige value. And probably, this could enrich the knowledge of this market and its consumers.

Following this research line, it could be interesting to analyse separately luxury consumers and non-luxury consumers to have better insights on their differences because it is important to understand the non-luxury consumer as well since they combine value to luxury brands. Also, it could be an improvement if more research like this were made since there are different results on other papers. Therefore, more works would reinforce the conclusions.

On a different perspective, it could be led a study focused on the involvement of consumers with luxury brands and realising how consumers develop those perceptions and brand associations. Additionally, this study does not support the positive impact of perceptions on affective attitude toward a luxury brand, so it could be interesting to study what can develop the affective attitude and affect it positively.

Joana Coelho

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. doi:10.1016/0749-5978(91)90020-t

Atwal, G., & Williams, A. (2009). Luxury brand marketing - The experience is everything! *Journal of Brand Management*, *16*(5–6), 338–346. doi:10.1057/bm.2008.48

BCG, Altagama. (2019). True-luxury global consumer insight (PDF Document). Retriened from:http://media-publications.bcg.com/france/True-Luxury%20Global%20Consumer%20Insight%202019%20-%20Plenary%20-%20vMedia.pdf

Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, *65*(10), 1443–1451. doi:10.1016/j.jbusres.2011.10.010

Dubois, B., Laurent, G., & Czellar, S. (2001). Consumer rapport to luxury: Analyzing complex and ambivalent attitudes. *Consumer research working paper no.73*. Jouy-en-Josas, France: HEC.

Escobar, A. (2016). The impact of the digital revolution in the development of market and communication strategies for the luxury sector (fashion luxury). *Central European Business Review*, *5*(2), 17–36. doi:10.18267/j.cebr.149

Hagtvedt, H., & Patrick, V. M. (2009). The broad embrace of luxury: Hedonic potencial as a driver of brsnd extendibility. *Journal of Consumer Psychology, 19 (4), 608-618.* doi: 10.1016/j.jcps.2009.05.007

Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, *74*, 15–30.

Husic, M., & Cicic, M. (2009). Luxury consumption factors. *Journal of Fashion Marketing and Management*, *13*(2), 231–245. doi:10.1108/13612020910957734

Kapferer, J.-N. (1997). Managing luxury brands. *Journal of Brand Management*, *4*(4), 251–259. doi:10.1057/bm.1997.4

Kapferer, J.-N., & Bastien, V. (2009a). *The luxury strategy break the rules of marketing.* London: Kogan Page.

Kapferer, J.-N., & Bastien, V. (2009b). The specificity of luxury management: Turning marketing upside down. *Journal of Brand Management*, *16*(5–6), 311–322. doi:10.1057/bm.2008.51

Keller, K. L. (2009). Managing the growth tradeoff: Challenges and opportunities in

29

luxury branding. *Journal of Brand Management,* 16(5), 290-301. doi:10.1057/bm.2008.47

Ko, E., Costello, J. P., & Taylor, C. R. (2017). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, (August), 0–1. doi:10.1016/j.jbusres.2017.08.023

Malhotra, N. K., Birks, D. F., & Wills, P. (2012). *Marketing research : An applied approach* (6ᵗʰ ed.) Prentice Hall.

Marôco, J. (2018). *Análise estatística com o SPSS Statistics* (7th ed.). Pêro Pinheiro: ReportNumber.

Nueno, J. L.& Quelch, J. A. (1998). The mass marketing of luxury. *Business Horizons,* 41, 61-68.

Pianon, N., Abtan, O., & Bonelli, F., BCG, Altagama (2017). *The true-luxury global consumer insight PDF Document). Retrieved from: https://altagamma.it/media/source/BCG%20Altagamma%20True-Luxury%20Global%20Cons%20Insight%202017%20-%20presentata.pdf*

Pallant, J. (2016). *SPSS survival mannua: A step guide to data analysis using SPSS.* London: McGraw-Hill Education .

Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research Methods for Business Students*. *Research methods for business students* (6th ed.). Harlow, England: Prentice Hall. https://doi.org/10.1007/s13398-014-0173-7.2

Shao, W., Grace, D., & Ross, M. (2019). Consumer motivation and luxury consumption: Testing moderating effects. *Journal of Retailing and Consumer Services*, *46*(October 2018), 33–44. doi:10.1016/j.jretconser.2018.10.003

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale, *77*, 203–220 doi:10.1016/s0022-4359(01)00041-0.

Tynan, C., Mckenchie, S., & Chuon, C. (2010). Co-creating value for luxury brands. *Jounal of Business Research*, 63(11), 1156-1163.

Vickers, J. S., & Renand, F. (2003). The marketing of luxury goods: An exploratory study - Three conceptual dimensions. *The Marketing Review, 3(4), 459-478. doi:10.1362/146934703771910071*

Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review*, 1999(1).

Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal*

Joana Coelho

of Brand Management, *11*(6), 484–506. doi:10.1057/palgrave.bm.2540194

Wiedmann, K., Hennigs, N., & Siebels, A. (2009). Value-based segmentation behavior. *Psycology & Marketing*, *26*(7), 625–651. doi:10.1002/mar

Zhang, B., & Kim, J. (2013). Luxury fashion consumption in China : Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, *20*(1), 68–79. doi:10.1016/j.jretconser.2012.10.007

Zhang, L., & Cude, B. (2018). Chinese Consumers' Purchase Intentions for Luxury Clothing: A Comparison between Luxury Consumers and Non-Luxury Consumers.pdf. *Journal of International Consumer Marketing*, *30*(5). doi:10.1080/08961530.2018.1466225

Appendixes

Appendix 1 - Major definitions of luxury brands

Authors	Definition
(Berthon et al., 2009)	Luxury is more than a characteristic or set of attributes. Rather than define a luxury brand in terms of its attributes, the authors conceptualize it in terms of what it does in three spheres: the objective (material), the subjective (individual), and the collective (social). The material consists of exquisite material and craftsmanship, high functionality, and impressive performance. The subjective dimension relates to the consumers personal hedonic value of a brand. The collective element is the value a brand signals to others and the value of that signal to the signaller.
(Keller, 2009)	Luxury brands have ten defining characteristics: (1) maintaining a premium image, (2) creation of intangible brand associations, (3) aligned with quality, (4) logos, symbols, packaging are drivers of brand equity, (5) secondary associations from linked personalities, events, countries, and other entities, (6) controlled distribution, (7) premium pricing strategy, (8) carefully managed brand architecture, (9) broadly defined competition, and (10) legal protection of trademarks
(Dubois *et al.*, 2001)	Six facets define and structure the concept of luxury (1) excellent quality (2) high price (3) scarcity and uniqueness (4) aesthetics and polysensuality (5) ancestral heritage and personal history (6) superfluousness.
(Tynan, Mckenchie & Chuon, 2010)	Key identifiers of luxury brands are high quality, expensive and non-essential products and services that appear to be rare, exclusive, prestigious, and authentic and offer high levels of symbolic and emotional/hedonic values through customer experiences.
(Vickers & Renand, 2003)	Luxury goods are different than non-luxury goods by the extent to which they exhibit a distinctive mix of three important dimensions of instrumental performance: functionalism, experientialism, and symbolic interactionism.
(Heine, 2012)	Luxury brands are associated with consumer perceptions of a high level of price, quality, aesthetics, rarity, extraordinariness, and a high degree of non-functional associations.
(Nueno & Quelche, 1998)	Luxury brands are those whose ratios of functional utility to price is low and ratio of intangible and situational utility to price is high (ten more specific characteristics of luxury brands are also provided)
(Hagtvedt & Patrick, 2009)	Luxury brands offer premium products, provide pleasure as a central benefit, and connect with consumers emotionally.

Appendix 2 - Questionnaire

Português ⬍

O questionário que se segue insere-se no âmbito de uma investigação para dissertação de mestrado em Marketing do ISEG - Lisbon School of Economics and Management. O objetivo desta investigação passa por analisar a perceção de luxo dos consumidores e o seu impacto na atitude afetiva e na intenção de compra de marcas de luxo.

Todos os dados recolhidos são anónimos e confidenciais e serão tratados de forma agregada, sendo este estudo realizado exclusivamente para fins académicos. O preenchimento do questionário tem a duração média de 10 minutos.

A sua participação é de extrema importância para a realização deste estudo, pelo que gostaria de apelar à sua conclusão. Neste questionário pretendo apurar a sua opinião pessoal, pelo que não existem respostas corretas nem erradas.

Obrigada!

Nos últimos dois anos, comprou algum dos seguintes produtos?

Caso tenha comprado algum dos seguintes produtos, selecione o espaço correspondente. Pode selecionar mais que uma opção

- ☐ Uma garrafa de champanhe de valor superior a 20€.
- ☐ Um perfume de valor superior a 40€.
- ☐ Um lenço ou gravata de valor superior a 40€.
- ☐ Uma caneta ou isqueiro de valor superior a 100€.
- ☐ Uma peça de joalharia de valor entre 100€ a 500€.
- ☐ Um bem de pele verdadeira de valor superior a 200€.
- ☐ Um relógio de valor superior a 400€.
- ☐ Uma peça de roupa de valor superior a 500€.
- ☐ Nenhum dos produtos anteriormente mencionados.

Já efetuou alguma compra de bens de luxo online?

[⬍]

Com que frequência compra produtos de luxo online?

Escolha apenas uma opção, com base na sua experiência.

- ○ Uma vez a cada dois ou três anos
- ○ Uma vez por ano
- ○ Duas vezes por ano
- ○ Três a quatro vezes por ano
- ○ Cinco ou mais vezes por ano

Português ⬍

Relativamente às características de bens de luxo, numa escala compreendida entre 1 (discordo totalmente) e 5 (concordo totalmente), diga o seu grau de concordância com as seguintes afirmações.

Deve escolher apenas uma opção por linha, com base na sua opinião pessoal.

	Discordo totalmente	Discordo parcialmente	Não concordo, nem discordo	Concordo parcialmente	Concordo totalmente
1 - Bens de luxo são bens com excelente qualidade.	○	○	○	○	○
2 - Bens de luxo são bens com um preço elevado.	○	○	○	○	○
3 - Bens de luxo são bens exclusivos.	○	○	○	○	○
4 - Bens de luxo são bens esteticamente apelativos.	○	○	○	○	○
5 - Bens de luxo são bens que possuem herança histórica.	○	○	○	○	○
6 - Bens de luxo são bens supérfluos.	○	○	○	○	○
7 - Bens de luxo são bens extraordinários.	○	○	○	○	○
8 - Bens de luxo são bens com uma performance impressionante.	○	○	○	○	○
9 - Bens de luxo são bens com grande prestígio.	○	○	○	○	○

Relativamente à sua opinião quanto aos consumidores de luxo, numa escala compreendida entre 1 (discordo totalmente) e 5 (concordo totalmente), diga o seu grau de concordância com as seguintes afirmações.

Deve escolher apenas uma opção por linha, com base na sua opinião pessoal.

	Discordo totalmente	Discordo parcialmente	Não concordo, nem discordo	Concordo parcialmente	Concordo totalmente
1 - Um consumidor de luxo é alguém que gosta de impressionar os outros.	○	○	○	○	○
2 - Um consumidor de luxo é alguém que compra produtos exclusivos.	○	○	○	○	○
3 - Um consumidor de luxo é alguém que se diferencia dos outros.	○	○	○	○	○
4 - Um consumidor de luxo é alguém que compra bens de luxo pelos seus próprios gostos sem considerar a influencia social.	○	○	○	○	○
5 - Um consumidor de luxo é alguém que compra bens de alta qualidade.	○	○	○	○	○

Português ⬍

Esta secção do questionário pretende perceber a sua perceção de luxo, através de escalas semânticas de 1 a 5, onde 1 e 5 são opostos.

Para cada conceito queira, por favor, marcar o espaço em branco que mais se aproxima da sua opinião em relação ao que melhor define as marcas de luxo.

Por favor, certifique-se de que responde a todas as linhas, o mais objetivo possível.

Relativamente à visibilidade, eu vejo as marcas de luxo como:

Deve marcar apenas um espaço por linha, que mais se aproxime da sua opinião pessoal.

Notáveis	○	○	○	○	○	Distintas
Populares	○	○	○	○	○	Elitistas
Acessíveis	○	○	○	○	○	Muito caras
Para pessoas financeiramente estáveis	○	○	○	○	○	Para pessoas com abundância financeira

Relativamente à singularidade, eu vejo as marcas de luxo como:

Deve marcar apenas um espaço por linha, que mais se aproxime da sua opinião pessoal.

	○ ○ ○ ○ ○	
Razoavelmente exclusivas	○ ○ ○ ○ ○	Bastante exclusivas
Valiosas	○ ○ ○ ○ ○	Preciosas
Incomuns	○ ○ ○ ○ ○	Raras
Invulgares	○ ○ ○ ○ ○	Únicas

Relativamente à qualidade, eu vejo as marcas de luxo como:

Deve marcar apenas um espaço por linha, que mais se aproxime da sua opinião pessoal.

Manufacturadas	○ ○ ○ ○ ○	Artesanais
Gama alta	○ ○ ○ ○ ○	Luxuosas
Boa qualidade	○ ○ ○ ○ ○	Melhor qualidade
Originais	○ ○ ○ ○ ○	Sofisticadas
Melhores	○ ○ ○ ○ ○	Superiores

Relativamente à sua satisfação pessoal, eu vejo as marcas de luxo como:

Deve marcar apenas um espaço por linha, que mais se aproxime da sua opinião pessoal.

De bom gosto	○ ○ ○ ○ ○	Requintadas
Atrativas	○ ○ ○ ○ ○	Glamorosas
Memoráveis	○ ○ ○ ○ ○	Impressionantes

Relativamente à sua identidade, eu vejo as marcas de luxo como:

Deve marcar apenas um espaço por linha, que mais se aproxime da sua opinião pessoal.

Influentes	○ ○ ○ ○ ○	Líderes
Muito poderosas	○ ○ ○ ○ ○	Bastante poderosas
Prazerozas	○ ○ ○ ○ ○	Recompensadoras
Bem consideradas	○ ○ ○ ○ ○	Bem-sucedidas

[Português ⬍]

Indique, por favor, a sua marca de luxo favorita.

[   ]

[Português ⬍]

Em relação à atitude afetiva com a sua marca de luxo favorita, numa escala compreendida entre 1 (Discordo totalmente) e 5 (Concordo totalmente), diga o seu grau de concordância com as seguintes afirmações.

Deve escolher apenas uma opção por linha, com base na sua opinião pessoal.

	Discordo totalmente	Discordo parcialmente	Não concordo, nem discordo	Concordo parcialmente	Concordo totalmente
Esta marca de luxo () dar-me ia satisfação.	○	○	○	○	○
Esta marca de luxo () fazer-me-ia sentir bem.	○	○	○	○	○
Esta marca de luxo () é a que eu apreciaria ter.	○	○	○	○	○

Em relação à intenção de compra da sua marca de luxo favorita, numa escala compreendida entre 1 (Discordo totalmente) e 5 (Concordo totalmente), diga o seu grau de concordância com as seguintes afirmações.

Deve escolher apenas uma opção por linha, com base na sua opinião pessoal.

	Discordo totalmente	Discordo parcialmente	Não concordo, nem discordo	Concordo parcialmente	Concordo totalmete
Se eu fosse comprar um produto de luxo, eu consideraria comprar desta marca ().	○	○	○	○	○
Se eu estivesse a comprar uma marca de luxo, a possibilidade de comprar esta marca () seria alta.	○	○	○	○	○
A minha disposição para comprar esta marca de luxo () seria alta, se eu estivesse a comprar uma marca de luxo.	○	○	○	○	○
A probabilidade de considerar comprar esta marca de luxo é alta ().	○	○	○	○	○

[Português ⬍]

Indique, por favor, os seus dados sociodemográficos.

Sexo

Escolha apenas uma opção.

○ Feminino
○ Masculino

Idade

○ Menos de 18 anos
○ Entre 18 e 24 anos
○ Entre 25 e 34 anos
○ Entre 35 e 44 anos
○ Entre 45 e 54 anos
○ Entre 55 e 64 anos
○ 65 anos ou mais

País de residência

Selecione o país onde reside atualmente.

[⬍]

Habilitações Literárias

Indique, por favor, o grau que já completou.

○ Inferior ao 9º ano
○ 9º ano ou equivalente
○ 12º ano ou equivalente
○ Licenciatura
○ Pós-Graduação
○ Mestrado
○ Doutoramento
○ Outro

Ocupação

Escolha apenas uma opção.

○ Estudante
○ Trabalhador/Estudante
○ Trabalhador por conta própria
○ Trabalhador por conta de outrem
○ Doméstico/a
○ Desempregado/a
○ Reformado/a
○ Outro

Rendimento mensal líquido do seu agregado familiar

Escolha apenas uma opção.

○ Não tenho rendimentos
○ Até 500€
○ Mais de 500€ até 1 000€
○ Mais de 1 000€ até 2 000€
○ Mais de 2 000€ até 3 000€
○ Mais de 3 000€ até 4 000€
○ Mais de 4 000€ até 5 000€
○ Mais de 5 000€
○ Não sei/Não respondo

Quantas pessoas constitui o seu agregado familiar?

○ 1
○ 2
○ 3
○ 4
○ 5
○ 6 ou mais

Qual das seguintes descrições se aproxima mais do que sente relativamente ao rendimento atual do seu agregado familiar?

Escolha apenas uma opção.

○ O rendimento atual permite viver confortavelmente.
○ O rendimento atual dá para viver.
○ É difícil viver com o rendimento atual.
○ É muito difícil viver com o rendimento atual.
○ O rendimento atual não dá para viver.

Caso pretenda receber as conclusões deste estudo, pode deixar o endereço de e-mail para onde pretende que as mesmas sejam enviadas.

Este campo é de preenchimento opcional.

[_____]

Agradecemos a sua participação neste inquérito.
A sua resposta foi registada.

35

Appendix 3 - Summary of measurements

Construct	Definition	Authors	Original Items	Adapted Items	Items in Portuguese	Scale	Hypotheses	Question
Luxury Perception								
Non-personal orientation								
Conspicuousness	Consumers tend to consider the influence of their reference group when they are buying publicly luxury products. The consumption of luxury products is also important to people in hunt of social representation and position. Which means consumers classified the social status as a significant factor of conspicuous consumption.	(Vigneron & Johnson, 2004)	Conspicuous – Noticeable	I see luxury brands as noticeable - conspicuous.	Eu vejo as marcas de luxo como notáveis – distintas.	Semantic differential five-point scale 1 = "Noticeable" and 5 = "Conspicuous"	H1a; H3a	Q7
			*Popular – Elitist	I see luxury brands as popular - elitist.	Eu vejo as marcas de luxo como populares – elitistas.	Semantic differential five-point scale 1 = "Popular" and 5 = "Elitist"		
			*Affordable – Extremely expensive	I see luxury brands affordable - expensive.	Eu vejo as marcas de luxo como acessíveis - muito caras.	Semantic differential five-point scale 1 = "Affordable" and 5 = "Extremely expensive"		
			For wealthy – For well-of	I see luxury brands as for well-of - for wealthy.	Eu vejo as marcas de luxo como sendo para pessoas financeiramente estáveis - para pessoas com abundância financeira.	Semantic differential five-point scale 1 = "For well-of" and 5 = "For wealthy"		
Uniqueness	Consumer expresses this need when they are seeking for some product that is difficult to obtain. The scarcity is also an important factor to stimulate the preference toward a brand. Uniqueness is required to intensify one's self-image and social image. This dimension is based on the premise that the perception of exclusivity and rarity improves de desire for a brand, and it is also improved if the brand is perceived as expensive and difficult to find.	(Vigneron & Johnson, 2004)	*Fairly exclusive – Very exclusive	I see luxury brands as fairly exclusive - very exclusive.	Eu vejo as marcas de luxo como razoavelmente exclusivas - bastante exclusivas.	Semantic differential five-point scale 1 = "Fairly exclusive" and 5 = "Very exclusive"	H1b; H3a	Q8
			Precious – Valuable	I see luxury brands as valuable - precious.	Eu vejo as marcas de luxo como valiosas – preciosas.	Semantic differential five-point scale 1 = "Valuable" and 5 = "Precious"		
			Rare - Uncommon	I see luxury brands as uncommon - rare.	Eu vejo as marcas de luxo como incomuns - Raras.	Semantic differential five-point scale 1 = "Uncommon" and 5 = "Rare"		
			Unique - Unusual	I see luxury brands as unusual - unique.	Eu vejo as marcas de luxo como invulgares - únicas.	Semantic differential five-point scale 1 = "Unusual" and 5 = "Unique"		
Quality	Is assumed that luxury brands provide superior quality and high-performance products than non-luxury brands. Consumers normally perceive the price as a sign of quality, therefore the higher the price, the greater the quality and the desire for the brand or product.	(Vigneron & Johnson, 2004)	Crafted - Manufactured	I see luxury brands as manufactured - crafted.	Eu vejo as marcas de luxo como manufaturadas – artesanais.	Semantic differential five-point scale 1 = "Manufactured" and 5 = "Crafted"	H1c; H3a	Q9
			*Upmarket - Luxurious	I see luxury brands as upmarket - luxurious.	Eu vejo as marcas de luxo como gama alta - luxuosas.	Semantic differential five-point scale 1 = "Upmarket" and 5 = "Luxurious"		
			Best quality – Good quality	I see luxury brands as good quality - best quality.	Eu vejo as marcas de luxo como boa qualidade - melhor qualidade.	Semantic differential five-point scale 1 = "Good quality" and 5 = "Best quality"		
			Sophisticated - Original	I see luxury brands as original - sophisticated.	Eu vejo as marcas de luxo como originais – sofisticadas.	Semantic differential five-point scale 1 = "Original" and 5 = "Sophisticated"		
			Superior - Better	I see luxury brands as better - superior.	Eu vejo as marcas de luxo como melhores – superiores.	Semantic differential five-point scale 1 = "Better" and 5 = "Superior"		

Joana Coelho

Construct	Definition	Authors	Original Items	Adapted Items	Items in Portuguese	Scale	Hypotheses	Question
	Personal orientation							
Hedonism	Hedonic consumers are those who search for personal rewards and accomplishment through the acquisition and consumption of products appraised for their personal emotional benefits and intrinsically delightful properties rather than functional benefits	(Vigneron & Johnson, 2004)	Exquisite – Tasteful	I see luxury brands as tasteful - exquisite.	Eu vejo as marcas de luxo como e bom gosto – requintadas.	Semantic differential five-point scale 1 = "Tasteful" and 5 = "Exquisite"	H1d; H3b	Q10
			*Attractive - Glamorous	I see luxury brands as attractive - glamorous.	Eu vejo as marcas de luxo como atrativas – glamorosas.	Semantic differential five-point scale 1 = "Attractive" and 5 = "Glamorous"		
			Stunning - Memorable	I see luxury brands as memorable - stunning.	Eu vejo as marcas de luxo como memoráveis – impressionantes.	Semantic differential five-point scale 1 = "Memorable" and 5 = "Stunning"		
Extended Self	It is possible that frequently consumers use a luxury brand to distinguish themselves from significant others. However, they also integrate the symbolic sense into their individuality. The social referencing and the development of one's self seem to be crucial in luxury consumption since consumers perceive their possessions as an element of their identity. This dimension is directly related to materialistic and sensitive to interpersonal influence type of consumers.	(Vigneron & Johnson, 2004)	Leading – Influential	I see luxury brands as influential - leading.	Eu vejo as marcas de luxo como influentes – líderes.	Semantic differential five-point scale 1 = "Influential" and 5 = "Leading"	H1e; H3b	Q11
			Very powerful – Fairly powerful	I see luxury brands as fairly powerful - very powerful.	Eu vejo as marcas de luxo como muito poderosas bastante poderosas.	Semantic differential five-point scale 1 = "Fairly powerful" and 5 = "Very powerful"		
			Rewarding – Pleasing	I see luxury brands as pleasing - rewarding.	Eu vejo as marcas de luxo como prazerosas - recompensadoras	Semantic differential five-point scale 1 = "Pleasing" and 5 = "Rewarding"		
			Successful – Well regarded	I see luxury brands as well regarded - successful.	Eu vejo as marcas de luxo como bem consideradas - bem-sucedidas"	Semantic differential five-point scale 1 = "Well regarded" and 5 = "Successful"		
Affective Attitude	Indicates emotional results and is obtained from feelings or experience such as joy and pleasure. Consumers often behave favourably to luxury brands that they perceived as harmonious with their own values and ends since they are conducted by their ambition to maximize the harmony among the brands they choose and their attitudes.	(Bian & Forsythe, 2012)	This luxury brand would give me pleasure	This luxury brand would give me pleasure	Esta marca de luxo dar-me-ia satisfação.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"	H1a-H1e; H2	Q13
			This luxury brand would make me feel good.	This luxury brand would make me feel good.	Esta marca de luxo fazer-me-ia sentir bem.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"		
			This luxury brand is one that I would enjoy.	This luxury brand is one that I would enjoy.	Esta marca de luxo é a que eu apreciaria ter.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"		
Purchase Intention	This construct is related to the intention to purchase the brands in the future	(Bian & Forsythe, 2012)	If I were going to purchase a luxury product, I would consider buying this brand.	If I were going to purchase a luxury product, I would consider buying this brand.	Se eu fosse comprar um produto de luxo, eu consideraria comprar desta marca.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"	H3a; H3b	Q14
			If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	Se eu estivesse a comprar uma marca de luxo, a possibilidade de comprar esta marca seria alta.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"		
			My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.	My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.	A minha disposição para comprar esta marca de luxo seria alta, se eu estivesse a comprar uma marca de luxo.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"		
			The probability I would consider buying this luxury brand is high.	The probability I would consider buying this luxury brand is high.	A probabilidade de considerar comprar esta marca de luxo é alta.	Five-point Likert scale 1 = "Strongly Disagree" and 5 = "Strongly Agree"		

Joana Coelho

Appendix 4 - Sample characteristics

Characteristics	Options	N	%
Sex	Female	194	81,50%
	Male	44	18,50%
Age	Under 18 years old	0	0,00%
	Between 18 and 24 years old	48	20,20%
	Between 25 and 34 years old	80	33,60%
	Between 35 and 44 years old	55	23,10%
	Between 45 and 54 years old	42	17,60%
	Between 55 and 64 years old	12	5,00%
	65 years or older	1	0,40%
Country of residence	Angola	1	0,40%
	Brazil	1	0,40%
	France	3	1,30%
	Hong Kong	1	0,40%
	Luxembourg	1	0,40%
	Portugal	227	95,40%
	Switzerland	1	0,40%
	United Arab Emirates	1	0,40%
	United Kingdom	1	0,40%
	Other	1	0,40%
Education	Less than middle school	6	2,50%
	Middle school	11	4,60%
	High School	64	26,90%
	Bachelor's degree	109	45,80%
	Master's degree	44	18,50%
	Doctorate degree	3	1,30%
	Other	1	0,40%

Characteristics	Options	N	%
Employment status	Student	25	10,50%
	Student worker	25	10,50%
	Self employed	43	18,10%
	Employed	131	55,00%
	Homemaker	2	0,80%
	Unemployed	6	2,50%
	Retired	3	1,30%
	Other	3	1,30%
Net monthly income of household	I have no income	9	3,80%
	Up to 500€	6	2,50%
	More than 500€ up to 1 000€	53	22,30%
	More than 1 000€ up to 2 000€	79	33,20%
	More than 2 000€ up to 3 000€	39	16,40%
	More than 3 000€ up to 4 000€	15	6,30%
	More than 4 000€ up to 5 000€	11	4,60%
	More than 5 000€	14	5,90%
	Don't know/Don't want to answer	12	5,00%
Members of household	1	43	18,10%
	2	56	23,50%
	3	60	25,20%
	4	64	26,90%
	5	12	5,00%
	6 or more	3	1,30%
Description that most closely match to the current household income	The current income allows to live comfortably.	83	34,90%
	The current income allows to live.	105	44,10%
	It is difficult to live with current income.	38	16,00%
	It is very difficult to live with the current income.	8	3,40%
	The current income doesn't allow to live.	4	1,70%

Appendix 5 - Consumers' involvement with luxury

Question		N	%
Luxury consumer?	Yes	73	30,70%
	No	165	69,30%
Have you ever purchased luxury goods online?	Yes	38	16,00%
	No	200	84,00%
How frequently do you purchase luxury goods online?	Once in two or three years	11	28,90%
	Once a year	13	34,20%
	Twice a year	8	21,10%
	Three or four times a year	5	13,20%
	Five or more times a year	1	2,60%

Joana Coelho

Appendix 6 - Respondents' favourite brands

Favourite Brand	N	%	Favourite Brand	N	%	Favourite Brand	N	%
Adidas	2	0,8	Ferrari	8	3,4	Mont Blanc	1	0,4
Apple	5	2,1	Filorga	1	0,4	Omega	1	0,4
Armani	1	0,4	Furla	2	0,8	Pagani	1	0,4
Aston Martin	1	0,4	Gucci	18	7,6	Pandora	1	0,4
Audemars Piguet	1	0,4	Guess	10	4,2	Patek Philippe	2	0,8
Balenciaga	1	0,4	Hermes	1	0,4	Porsche	6	2,5
Balmain	1	0,4	Hugo Boss	6	2,5	Prada	5	2,1
Bimba y lola	1	0,4	Hummer	1	0,4	Ralph Lauren	3	1,3
BMW	1	0,4	Jaguar	1	0,4	Rolex	8	3,4
Bugatti	2	0,8	Lancôme	1	0,4	Swarovski	1	0,4
Bulgari	2	0,8	Land Rover	1	0,4	Ted Baker	1	0,4
Burberry	1	0,4	Leica	1	0,4	The Row	2	0,8
Carolina Herrera	8	3,4	Loewe	1	0,4	Timberland	1	0,4
Cartier	2	0,8	Longchamp	1	0,4	Tissot	2	0,8
Cavalinho	1	0,4	Louis Vuitton	25	10,5	Tommy Hilfiger	2	0,8
Chanel	22	9,2	Love Moschino	1	0,4	Tous	2	0,8
Chloé	1	0,4	Maserati	1	0,4	Versace	1	0,4
Christian Louboutin	2	0,8	McLaren	1	0,4	Vista Alegre	1	0,4
Dior	10	4,2	Mercedes-Benz	2	0,8	Volvo	1	0,4
Dolce & Gabbana	5	2,1	Maserati	1	0,4	YSL	3	1,3
Escada	1	0,4	Michael Kors	15	6,3	Zadig & Voltaire	1	0,4
Fenty	1	0,4	Miu Miu	1	0,4			

Appendix 7 – Descriptive statistic of luxury concept for respondents

	N	Minimum	Maximum	Mean
Luxury goods have an excellent quality.	238	1	5	3,66
Luxury goods have high prices.	238	1	5	4,48
Luxury goods are exclusive.	238	1	5	3,57
Luxury goods are aesthetic.	238	1	5	3,61
Luxury goods have ancestral heritage.	238	1	5	2,69
Luxury goods are superfluous.	238	1	5	3,47
Luxury goods are extraordinary.	238	1	5	3,22
Luxury goods have an impressive performance.	238	1	5	3,19
Luxury goods are very prestigious.	238	1	5	3,71

Code: 1: Strongly disagree; 2: Somewhat disagree; 3: Neither agree nor disagree; 4: Somewhat agree; 5: Strongly

Appendix 8 - Descriptive statistic of who is a luxury consumer to respondents

	N	Minimum	Maximum	Mean
The luxury consumer is someone who likes to impress others.	238	1	5	3,57
The luxury consumer is someone who buys unique and exclusive products.	238	1	5	3,7
The luxury consumer is someone who differentiate themselves from others.	238	1	5	3,5
The luxury consumer is someone who buys luxury goods for their own taste without considering social influence.	238	1	5	3,06
The luxury consumer is someone who buys products with high quality.	238	1	5	3,76

Code: 1: Strongly disagree; 2: Somewhat disagree; 3: Neither agree nor disagree; 4: Somewhat agree; 5: Strongly

Appendix 9 - Summary of income vs luxury consumers

				Count	Column N %
Net monthly income of household	I have no income	Luxury consumer?	Yes	0	0,00%
			No	9	100,00%
	Up to 500€	Luxury consumer?	Yes	2	33,30%
			No	4	66,70%
	More than 500€ up to 1 000€	Luxury consumer?	Yes	13	24,50%
			No	40	75,50%
	More than 1 000€ up to 2 000€	Luxury consumer?	Yes	17	21,50%
			No	62	78,50%
	More than 2 000€ up to 3 000€	Luxury consumer?	Yes	17	43,60%
			No	22	56,40%
	More than 3 000€ up to 4 000€	Luxury consumer?	Yes	4	26,70%
			No	11	73,30%
	More than 4 000€ up to 5 000€	Luxury consumer?	Yes	5	45,50%
			No	6	54,50%
	More than 5 000€	Luxury consumer?	Yes	10	71,40%
			No	4	28,60%
	Don't know/Don't want to answer	Luxury consumer?	Yes	5	41,70%
			No	7	58,30%

Appendix 10 - Descriptive statistic of constructs and items

Construct	Item	N	Mean Item	Mean Construct	Median	Mode	Std deviation Item	Std deviation Construct	Minimum	Maximum
Conspicuousness	I see luxury brands as... 1) Noticeable – 5) Conspicuous	238	3,42		3	3	1,204		1	5
	I see luxury brands as... 1) Popular – 5) Elitist	238	3,74		4	4	1,229		1	5
	I see luxury brands as... 1) Affordable – 5) Extremely expensive	238	4,23	3,8445	5	5	1,163	0,75752	1	5
	I see luxury brands as... 1) For well-off – 5) For wealthy	238	3,99		4	5	1,173		1	5
Uniqueness	I see luxury brands as... 1) Fairly exclusive – 5) Very exclusive	238	3,65		4	4	1,158		1	5
	I see luxury brands as... 1) Valuable – 5) Precious	238	3,06	3,3004	3	3	1,166	0,79594	1	5
	I see luxury brands as... 1) Uncommon – 5) Rare	238	3,11		3	3	1,063		1	5
	I see luxury brands as... 1) Unusual – 5) Unique	238	3,37		3	3	1,043		1	5
Quality	I see luxury brands as... 1) Manufactured – 5) Crafted	238	2,89		3	3	1,224		1	5
	I see luxury brands as... 1) Upmarket – 5) Luxurious	238	3,69		4	4	1,234		1	5
	I see luxury brands as... 1) Good quality – 5) Best quality	238	3,59	3,4672	4	4	1,143	0,76606	1	5
	I see luxury brands as... 1) Original – 5) Sophisticated	238	3,63		4	4	1,143		1	5
	I see luxury brands as... 1) Better – 5) Superior	238	3,54		4	4	1,097		1	5
Hedonism	I see luxury brands as... 1) Tasteful – 5) Exquisite	238	3,65		4	3	1,052		1	5
	I see luxury brands as... 1) Attractive – 5) Glamorous	238	3,5	3,5602	4	4	1,168	0,82782	1	5
	I see luxury brands as... 1) Memorable – 5) Stunning	238	3,53		4	3	1,093		1	5
Extended self	I see luxury brands as... 1) Influential – 5) Leading	238	2,89		3	3	1,257		1	5
	I see luxury brands as... 1) Fairly powerful – 5) Very powerful	238	3,28	4,1933	3	3	1,102	1,11251	1	5
	I see luxury brands as... 1) Pleasing – 5) Rewarding	238	2,99		3	3	1,142		1	5
	I see luxury brands as... 1) Well regarded – 5) Successful	238	3,42		3,5	4	1,129		1	5
Affective attitude	This luxury brand X would give me pleasure.	218	4,01		4	4	0,988		1	5
	This luxury brand X would make me feel good.	218	3,97	4,0749	4	4	0,962	0,77267	1	5
	This luxury brand X is one that I would enjoy.	218	4,25		4	4	0,77		2	5
Purchase intention	If I were going to purchase a luxury product, I would consider buying this brand X.	218	4,27		4	4	0,783		1	5
	If I were shopping for luxury brand, the likelihood I would purchase this luxury brand X is high.	218	4,3	4,1376	4	5	0,802	0,72161	1	5
	My willingness to buy this luxury brand X would be high if I were shopping for a luxury brand.	218	4,27		4	5	0,838		1	5
	The probability I would consider buying this luxury brand X is high.	218	3,72		4	4	1,207		1	5

Appendix 11 - Reliability and internal consistency analysis

Construct	Item	Item-Total Statistics			
		N of Items	Alfa Cronbach	Corrected item-total correlation	Cronbach's alpha if item deleted
Conspicuousness	I see luxury brands as... Noticeable - Conspicuous	4	0,507	0,193	0,529
	I see luxury brands as... Popular - Elitist			0,338	0,399
	I see luxury brands as... Affordable - Extremely expensive			0,276	0,456
	I see luxury brands as... For well-off - For wealthy			0,4	0,343
Uniqueness	I see luxury brands as... Fairly exclusive - Very exclusive	4	0,686	0,35	0,699
	I see luxury brands as... Valuable - Precious			0,464	0,625
	I see luxury brands as... Uncommon - Rare			0,54	0,577
	I see luxury brands as... Unusual - Unique			0,54	0,578
Quality	I see luxury brands as... Manufactured - Crafted	5	0,667	0,225	0,705
	I see luxury brands as... Upmarket - Luxurious			0,503	0,576
	I see luxury brands as... Good quality - Best quality			0,533	0,564
	I see luxury brands as... Original - Sophisticated			0,427	0,613
	I see luxury brands as... Better - Superior			0,442	0,607
Hedonism	I see luxury brands as... Tasteful - Exquisite	3	0,608	0,478	0,424
	I see luxury brands as... Attractive - Glamorous			0,38	0,567
	I see luxury brands as... Memorable - Stunning			0,398	0,535
Extended self	I see luxury brands as... Influential - Leading	4	0,69	0,547	0,575
	I see luxury brands as... Fairly powerful - Very powerful			0,446	0,643
	I see luxury brands as... Pleasing - Rewarding			0,397	0,672
	I see luxury brands as... Well regarded - Successful			0,51	0,603
Affective attitude	This luxury brand X would give me pleasure.	3	0,804	0,7	0,679
	This luxury brand X would make me feel good.			0,726	0,647
	This luxury brand X is one that I would enjoy.			0,552	0,829
Purchase intention	If I were going to purchase a luxury product, I would consider buying this brand X.	4	0,786	0,643	0,718
	If I were shopping for luxury brand, the likelihood I would purchase this luxury brand X is high.			0,692	0,695
	My willingness to buy this luxury brand X would be high if I were shopping for a luxury brand.			0,656	0,707
	The probability I would consider buying this luxury brand X is high.			0,489	0,831

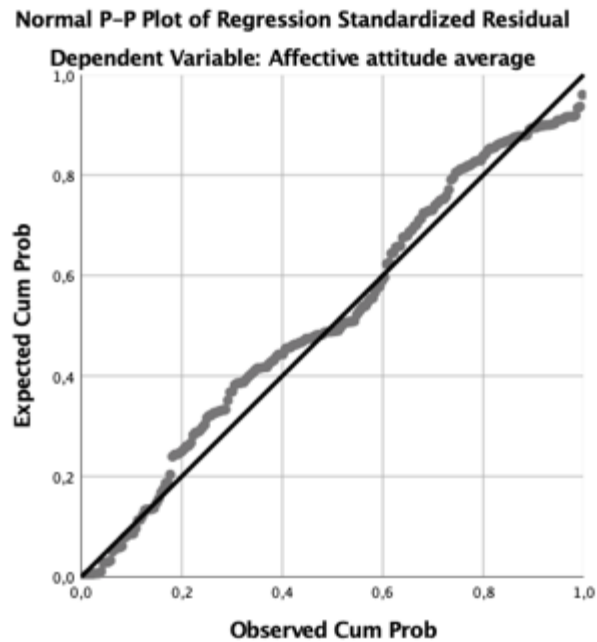*Appendix 12 - Assumption of linear regression - Model 1*

Model	Variables	Normal			Residuals Statistics	Independent Errors	Collinearity Statistics	
		N	K-S	Sig.	Residual Mean	Durbin-Watson (d)	Tolerance	VIF
1	Conspicuousness	218	0,132	0,000	0,000	2,07	0,894	1,119
	Uniqueness	218	0,08	0,001			0,672	1,487
	Quality	218	0,09	0,000			0,74	1,352
	Hedonism	218	0,133	0,000			0,733	1,364
	Extended self	218	0,12	0,000			0,661	1,513
	Affective attitude	218	0,145	0,000				

Dependent Variable: Affective attitude
Predictors: (Constant), Extended-self, Conspicuousness, Quality, Hedonism, Uniqueness
Significance level: $\alpha = 0,05$

Appendix 13 - Assumption of normality distribution of residual/error - Model 1

Normal P–P Plot of Regression Standardized Residual

Dependent Variable: Affective attitude average

Appendix 14 - Assumption of homoscedasticity - Model 1

Scatterplot

Dependent Variable: Affective attitude average
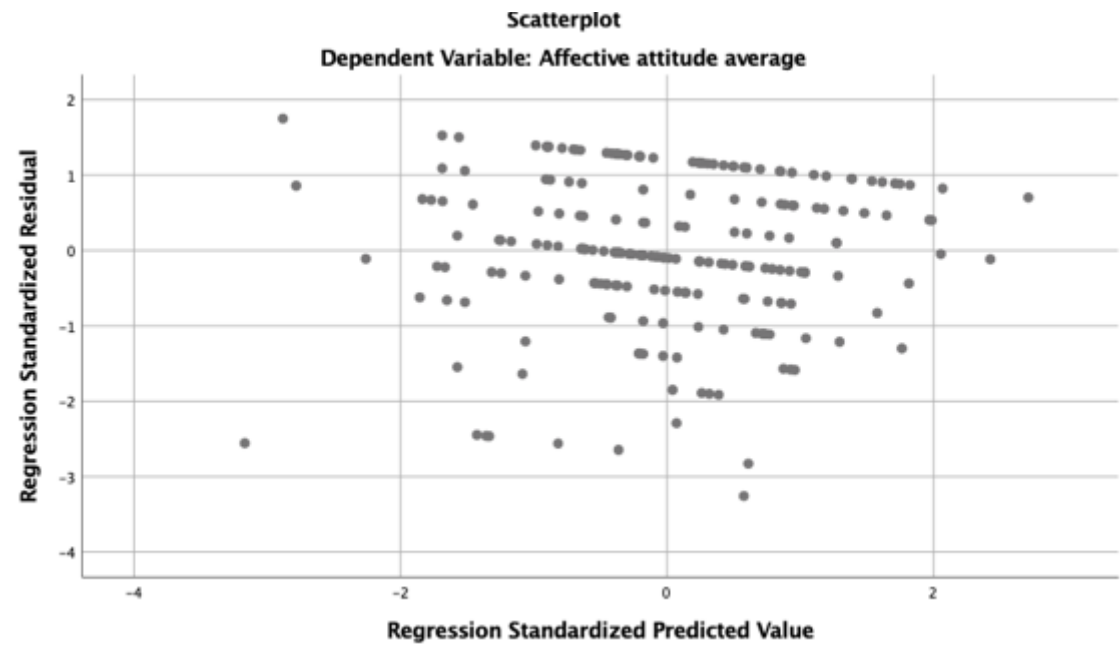
Appendix 15 - Summary of multiple linear regression - Model 1

Variables Model 1	R² Adjusted	ANOVA			Std. Error of the Estimate	Coefficients			
		F	df	Sig.		Unstandardized (β)	Standardized (β)	t	Sig.
Constant						3,515		9,909	0,000
Conspicuousness						-0,062	-0,06	-0,846	0,398
Uniqueness						0,144	0,149	1,812	0,071
Quality	0,013	1,584	5	0,166	0,76753	0,053	0,053	0,682	0,496
Hedonism						0,043	0,047	0,591	0,555
Extended self						-0,003	-0,004	-0,047	0,963
Affective attitude									

Dependent Variable: Affective attitude
Predictors: (Constant), Extended-self, Conspicuousness, Quality, Hedonism, Uniqueness
Significance level: $\alpha = 0,05$

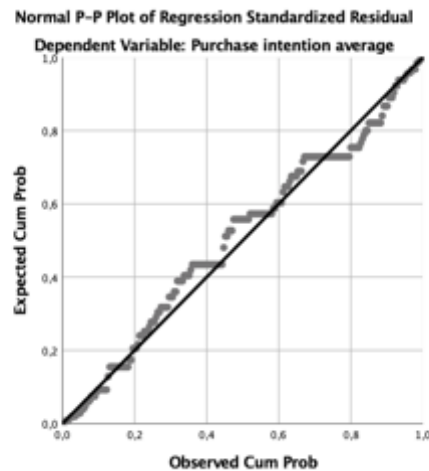*Appendix 16 - Assumption of simple linear regression - Model 2*

Model	Variables	N	Normal		Residuals Statistics	Independent Errors	Collinearity Statistics	
			K-S	Sig.	Residual Mean	Durbin-Watson (d)	Tolerance	VIF
2	Affective attitude	218	0,145	0,000	0,000	1,907	1	1
	Purchase intention	218	0,141	0,000				

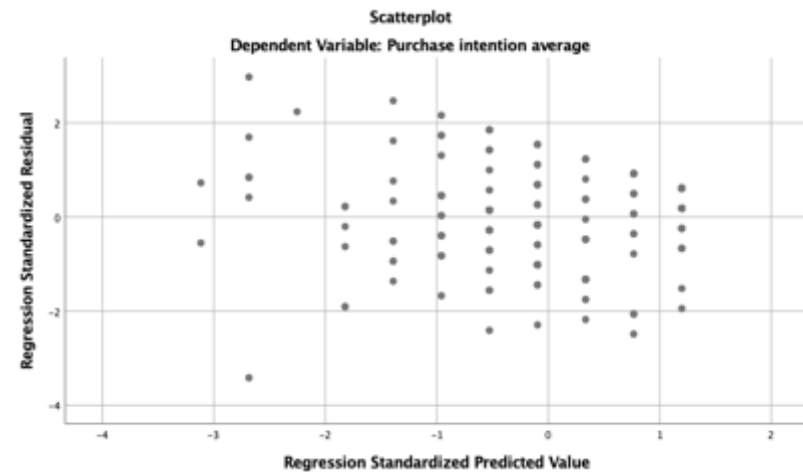Dependent Variable: Purchase Intention
Predictors: (Constant) Affective attitude
Significance level: $\alpha = 0,05$

Appendix 17 - Assumption of normality distribution of residual/error - Model 2

Appendix 18 - Assumption of homoscedasticity - Model 2

43

Appendix 19 - Summary of simple linear regression - Model 2

Variables Model 2	R2 Adjusted	ANOVA			Std. error of the Estimate	Coefficients			
		F	df	Sig.		Unstandardized (β)	Standardized Coefficients (β)	t	Sig.
Constant						1,915		8,952	0,000
Affective attitude	0,338	111,842	1	0,000	0,58708	0,545	0,584	10,576	0,000
Purchase intention									

Dependent Variable: Purchase Intention
Predictors: (Constant) Affective attitude
Significance level: α = 0,05

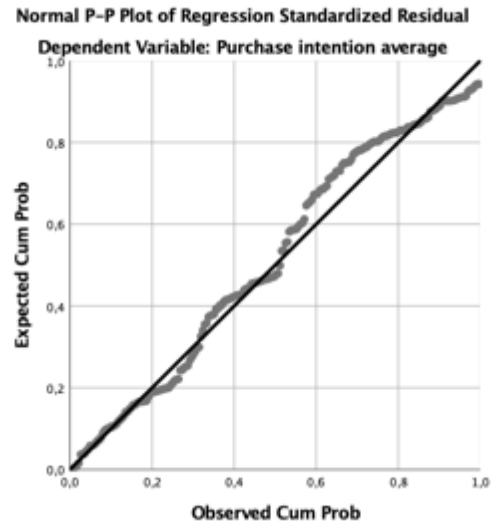*Appendix 20 - Assumptions of multiple linear regression – Model 3*

| Model	Variables	N	Normal		Residuals Statistics	Independent Errors	Collinearity Statistics	
			K-S	Sig.	Residual Mean	Durbin-Watson (d)	Tolerance	VIF
3	Non-personal perceptions	238	0,06	,036c			0,724	1,382
	Personal perceptions	238	0,096	,000c	0	1,928	0,724	1,382
	Purchase intention	218	0,141	,000c				

Dependent Variable: Purchase Intention
Predictors: (Constant) Personal perceptions, non-personal perceptions
Significance level: α = 0,05

44

Appendix 21 - Assumption of normality distribution of residual/error - Model 3

Normal P–P Plot of Regression Standardized Residual

Dependent Variable: Purchase intention average

Appendix 22 - Assumption of homoscedasticity - Model 3

Scatterplot

Dependent Variable: Purchase intention average
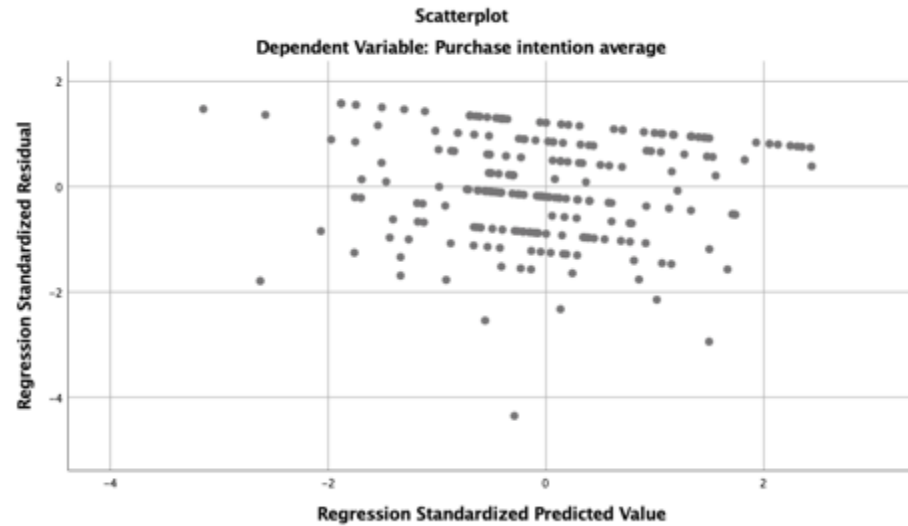
Appendix 23 - Summary of multiple linear regression - Model 3

Variables	R2	ANOVA			Std. error of the Estimate	Coefficients			
Model 3	Adjusted	F	df	Sig.		Unstandardized (β)	Standardized Coefficients (β)	t	Sig.
Constant						3,538		11,191	0
Non-personal perceptions	0,028	4,102	2	0,018	0,71151	-0,023	-0,018	-0,228	0,82
Personal perceptions						0,175	0,201	2,548	0,012
Purchase intention									

Dependent Variable: Purchase Intention
Predictors: (Constant) Personal perceptions, non-personal perceptions
Significance level: α = 0,05