

Innovations

Influence of Demographics on Luxury Buying Behaviour: A Systematic Review and Research Agenda

¹Charu Sarin Arora; ²Prof. Nawal Kishor

Research Scholar, SOMS, IGNOU & Assistant Professor,
Dept. of Commerce, Jesus and Mary College, University of Delhi, India

² Professor, SOMS, Indira Gandhi National Open University, India

Corresponding Author: **Charu Sarin Arora**

Abstract: *Luxury goods often involve discretionary spending and the decision-making process is quite complex and time-consuming. Despite the global recessionary trends, there is an increase in demand for luxury goods. Several factors influence the consumer's preferences, motivations, & desires, and demographics is one of them. This paper aims to conduct a systematic literature review focused on the role of demographics on luxury buying behaviour (LBB). The review was conducted following the TCCM framework, covering 146 research articles extracted via scientific databases such as Scopus, Web of Science, and Emerald studying the relationship between demographics and luxury, published between 2000 to 2024. This paper identifies the factors affecting LBB and the role of demographics in influencing the association. Furthermore, an overview of frequently used keywords based on publication trends, and the journal overview has also been incorporated. The study also provides strategic insights to the researchers for further exploration of the domain and to the marketers in crafting tailored marketing approaches and enhanced customer experiences, leading to long-term success in the luxury sector.*

Keywords: *Demographics, luxury buying behaviour, purchase intention, systematic literature review, TCCM*

1. Introduction

Luxury can be defined as a 'great comfort, especially provided by expensive and beautiful things' (Cambridge University Press). "It's the consumption of

prestigious and unique items to satisfy pleasure-seeking and status needs (Das & Jebarajakirthy, 2020a).” As a result, studying consumer buying behaviour, especially concerning luxury, where the decision-making is complex and time-consuming, becomes even more prominent. Many factors influence this decision-making, however, the influence of demographic variables on luxury buying behaviour (LBB) is a consistently demanding topic. As the dynamics of demography change, so is the nature of decision-making. Every year luxury consumption increases worldwide (Deloitte Global, 2022) and despite the recessionary trends in major world economies, the luxury market is growing and a shift can be seen toward Southeast Asian & African countries (Bain & Company, 2022). According to a report by (Fortune Business Insights, 2023) in 2022, “the global luxury goods market was valued at USD 272.44 bn and is expected to grow to USD 392.41 bn by 2030 with a CAGR of 4.7% from 2023-2030.” The advancement of the luxury market is evident from the above-mentioned facts.

Luxury goods consumption has taken a significant place in modern lifestyles both in developed and emerging economies, consequently, the research studies surrounding luxury goods consumption are increasing (Zhang et al., 2020). The studies attempt to explore the consumption patterns and purchase intentions of luxury consumers through different perspectives. Some studies have attempted to evaluate the role of gender associated with luxury brand consumption (Roux et al., 2017); (Veg-Sala & Roux, 2018); (Latter et al., 2012); (B. Kim et al., 2018); (Ding et al., 2020), etc. whereas many others have investigated the geography of the buyers (D. Kim & Jang, 2017); (Fredman & Wikström, 2018); (Zhang et al., 2020); (Hung et al., 2021); (X. Wang et al., 2023) from exploring the concept of luxury from a product-specific perspective (Higgins & Wolf, 2016); (Fredman & Wikström, 2018); (Straker & Wrigley, 2016); (Ratnasari et al., 2023) to the numerous integrated studies (Adomaitis & Saiki, 2019); (D. Yu & Sapp, 2019); (F. Li et al., 2022); (S. Yu & Hudders, 2022); (Bakir et al., 2020).

The literature offers an overview of how different factors along with demographics have occupied a major role in luxury buying behaviour (LBB) (Eastman & Liu, 2012); (Sharif et al., 2019); (Das & Jebarajakirthy, 2020a); (Amatulli et al., 2015); (Dekhil et al., 2017) and there are reviews and syntheses which has been undertaken to show the influence of socio-psychological factors, cultural factors, the overall consumer behaviour of luxury buyers, luxury fashion, counterfeit luxury products, etc. (Bharti et al., 2022); (Dhaliwal et al., 2020); (Aleem et al., 2022); (Khan et al., 2021); (Fuentes et al., 2022) and others. However, the research still lacks a comprehensive review of different antecedents that can map the existing literature, aggregate and synthesise it and provide a future research agenda. The current study aims to bridge that gap.

The most effective way to synthesize the existing literature, identify the latent variables and propose the future research direction is by doing a Systematic Literature Review (SLR) (Paul & Criado, 2020). The present study provides a systematic review of 146 papers bridging the relation between different

demographic variables, and luxury buying behaviour (LBB) published over the last 24 years and identifies the major factors affecting the purchase of luxury goods. Recent SLR studies have used one of the frameworks, viz., 'TCM (Theory, Context, Methodology) or ADO (Antecedents, Decisions, Outcomes) or TCCM (Theory, Context, Characteristics, Methodology) framework (Paul et al., 2021).' This study also adopts the most widely used TCCM review framework (K. Sharma et al., 2022); (Shimul, 2022) given by (Paul & Rosado-Serrano, 2019)

The objectives of this paper are as:

- To provide a comprehensive systematic review of the existing literature on the role of demographics and LBB;
- To identify the key trends in the area;
- To highlight the gaps and offer the research direction

This systematic review is expected to shed light on the evolution of demographic variables and sub-variables over time about luxury behaviour and shall outline the potential avenues to study the construct further. Hence, the research question aims to examine:

RQ1: What is the information offered by the existing state-of-the-art literature addressing demographical variables and luxury buying behaviour?

RQ2: How has the literature on demographical variables and LBB progressed in terms of theories, research context, characteristics, and methodology?

RQ3: What further investigation can be done in the field of study?

Section 2 discusses the relevant studies, the search strategy, selection, and evaluation criteria. The following section gives a general overview concerning publication trends, the journal overview, and the ten most cited studies in this domain. Sections 4 to 7 discuss the literature synthesis in detail, revolving around the TCCM framework. Section 8 is devoted specifically to the discussion of the association between demographic variables and LBB. The latter sections deliberate upon the future directions and the implications of the review article.

2. Review Structure and Methodology

To ensure benchmark protocols for future research, a systematic review has been followed involving several procedures. The guidelines extended by erstwhile researchers (Linnenluecke et al., 2020); (Paul & Criado, 2020) were adopted. Hence, it is considered as the better method to synthesise the extant literature.

Search Strategy

To clinch the extensive search of literature over a long period, the two leading databases were used, viz., Scopus, and Web of Science. For locating the studies, the following keyword was used; Search Term: TITLE-ABS-KEY ("age" OR "income" OR "gender" OR "demographic" AND "luxury*"). Search criteria was made limited to journal articles published in English from 2000 to 2024 in the subject area; Business, Management and Accounting, Economics, Econometrics

and Finance, Social Sciences, Arts and Humanities, Psychology & Neuroscience. The initial search retrieved 889 articles, after title screening and removing duplicates, we were left with 632 papers.

Selection Criteria and Data Extraction

The further screening of articles were conducted using the PRISMA framework considering the classic reviews (Paul et al., 2021); (Paul & Criado, 2020); (Bharti et al., 2022); (K. Sharma et al., 2022); (Swain et al., 2023); (Shimul, 2022); (Dhaliwal et al., 2020); (Paul & Rosado-Serrano, 2019); (Khan et al., 2021). The extraction criteria included the studies identifying the relationship between demographic variable(s) and LBB. There were 334 records that were screened and the rest of them were excluded as they were not adequately capturing the core and conceptual boundaries of demographics and luxury. For an instance, there were studies that investigated the role of demographics but not with respect to luxury behaviour or vice-versa. There were a few others, which were relating healthcare to luxury or discussed brand attachment/brand ethics but then one of the factors was absent.

Following the suggestions given by (Shimul, 2022) and (Keupp & Gassmann, 2009), the journals which are ranked in ABDC (Australian Business Deans Council) with an Impact Factor of at least 1.0 were selected for the advanced review to ensure high-quality papers for the review process. Accordingly, the ABDC Journal Quality List, 2022 was referred. Lastly, 146 articles were included in the final analysis; the steps for the same can be seen in Figure 1

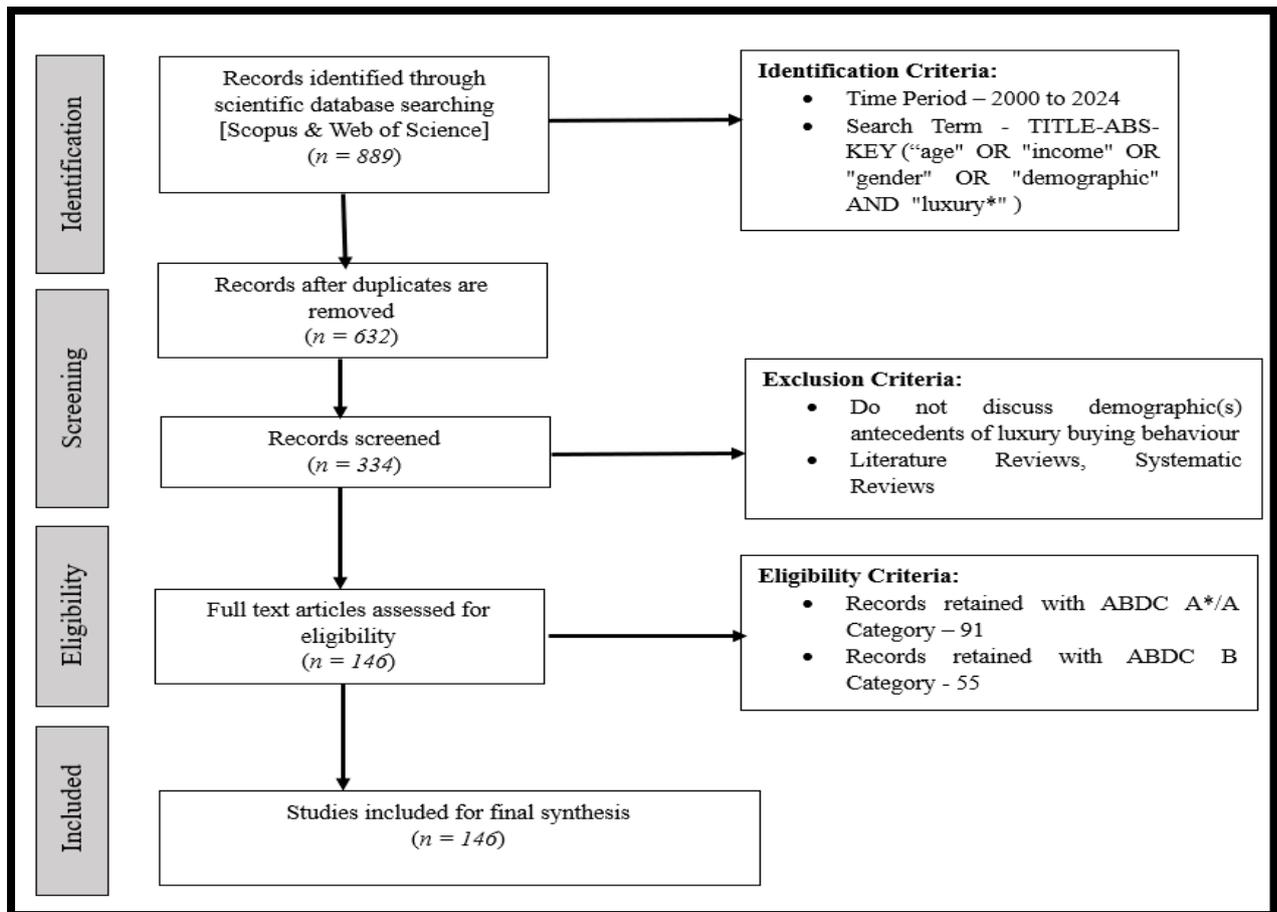


Figure 1: Selection of Relevant Studies

Source: Author

Method

The paper used the TCCM framework by (Paul & Rosado-Serrano, 2019) for the holistic review process based upon T(Theoretical Perspectives), C(Contexts), C(Characteristics), M(Methodology) of the existing literature.

3. General Overview

The period chosen is from 2000 onwards, where there has been a rise in the no. of published studies. From 2000 to 2010, one or two papers are published on a yearly basis except no papers in five out of ten years. However, pertaining to the theme, the increase is witnessed mainly after 2003 with an exponential growth post 2011 though there is a period between 2013-15 and 2020 where a drop can be seen as shown by Figure 2. From the statistics, it can be observed that more than 80% of the articles were published from 2016-2024 (Nov'24). Based on the frequency distribution, we can infer that the theme under study gained momentum in 2016 and onwards, the period before that witnessed nearly 25% of the total publications.

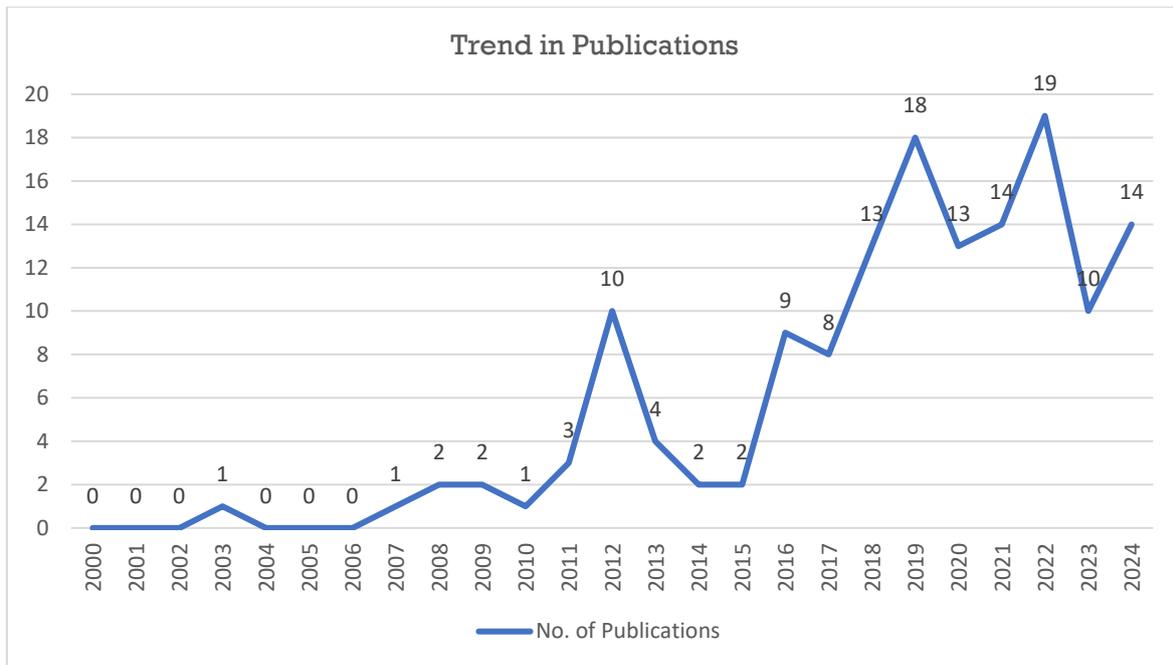


Figure 2: Trend in Publications

Source: Author

Furthermore, more than half of the papers (nearly 53%) were published in eight journals. The statistics are visible in the Table 1 The Journal of Retailing and Consumer Studies published the most articles, nineteen, followed by the Journal of Fashion Marketing and Management, which published sixteen articles, and the Journal of Business Research, which published thirteen articles. All the top-listed journals cover Marketing and Consumer Behaviour as their subject area.

Name of the Journal	No. of Articles
Journal of Retailing and Consumer Services	19
Journal of Fashion Marketing and Management	16
Journal of Business Research	13
Asia Pacific Journal of Marketing and Logistics	8
Journal of Global Fashion Marketing	7
International Journal of Wine Business Research	5
Journal of Islamic Marketing	5
Young Consumers	5

Table 1: Overview of articles published in journals

The Theory-Context-Characteristics-Methodology Framework

4. Theories

Table 2, presents the principal theoretical frameworks applied to investigate luxury buying behaviour within various contexts, including but not limited to demographics, individual and social values, brand attributes and luxury drivers.

It can be seen that a wide array of theories are being used in the literature. There are forty-two different theories used in various papers. Among 146 research studies, the Theory of Planned Behaviour (TPB) is used the most followed by Social Identity Theory and the Theory of Conspicuous Consumption. This shows that luxury buying behavior is a broadly studied subject with various dimensions to it. These frameworks explained LBB at cognitive, emotional, social-psychological, sustainable, ethical, and demographical levels.

The theories provide deeper insights and draw attention to variables like self-consciousness, self-construal, the need for uniqueness, and various functional and social attributes. However, with the use of varied theories, a comprehensive and holistic view of luxury buying behaviour is difficult to develop.

S. No	Theory	Articles	Studies
1	Theory of Planned Behaviour	6	(Zhang et al., 2020), (F. Li et al., 2022), (Thomas et al., 2022), (Cunningham & Petzer, 2022), (Canguende-Valentim & Vale, 2022), (Samaddar et al., 2024)
2	Social Identity Theory	4	(Rambocas & Mahabir, 2021), (Ratnasari et al., 2023), (Swimberghe et al., 2018), (Islam et al., 2024)
3	Theory of Conspicuous Consumption	3	(K. O. Lee & Mori, 2016), (Saruchera & Mthombeni, 2023), (Gunter & Netto, 2016)
4	Theory of Reasoned Action	3	(Aksoy & Abdulfatai, 2019), (Shankar & Jain, 2022), (Ananda et al., 2024)
5	Dual Process Theory	2	(Ryu, 2020), (Thomas et al., 2022)
6	Costly Signaling Theory	2	(D. H. Kim & Jang, 2014), (Balabanis & Stathopoulou, 2021)
7	Functional Theory of Attitude	2	(Kauppinen-Räsänen et al., 2018), (Ajitha & Sivakumar, 2019)
8	Social Cognitive Theory	2	(Davari et al., 2022), (Das & Jebarajakirthy, 2020a)
9	S-O-R Model	2	(Adomaitis & Saiki, 2019), (Moon et al., 2018)
10	Theory of Leisure Class	2	(Ramazani & Kermani, 2022), (Jihyun Kim & Lee, 2015)
11	Social Role Theory	2	(Bakir et al., 2020), (Semaan et

			al., 2019)
12	Social Structure Theory of Gender	1	(Roux et al., 2017)
13	Somatic Feedback Theory	1	(Straker & Wrigley, 2016)
14	Theory of Uniqueness	1	(Latter et al., 2012)
15	Terror Management Theory	1	(Rezaee Vessal & Partouche-Sebban, 2022)
16	Complexity Theory	1	(F. Li et al., 2022)
17	Self-Concept Theory	1	(Gil et al., 2017)
18	Social Exchange Theory	1	(Islam et al., 2019)
19	Gender Schema Theory	1	(Islam et al., 2019)
20	Self-Reference Theory	1	(Yin et al., 2020)
21	Spillover Theory	1	(X. Wang et al., 2023)
22	Theory of Status Consumption	1	(Latter et al., 2012)
23	Self-Construal Theory	1	(Bakir et al., 2020)
24	Social Rank Hypothesis	1	(Walasek et al., 2018)
25	Self-Congruity Theory	1	(Kumagai, 2022b)
26	Consumer Culture Theory	1	(Chen et al., 2021)
27	Racial Formation Theory	1	(Saruchera & Mthombeni, 2023)
28	Bourdieu theory of Social Structure	1	(Nagel & Lemel, 2019)
29	Schwartz value theory	1	(Varma et al., 2022)
30	Spiritual Transcendence	1	(Varma et al., 2022)
31	Reference Group Theory	1	(Thomas et al., 2022)
32	Technology Acceptance Model (TAM)	1	(Shankar & Jain, 2022)
33	Shopping Preferences Theory	1	(Sanguanpiyapan & Jasper, 2010)
34	Commitment Trust Theory	1	(Pangarkar et al., 2022)
35	Social Distinction Theory	1	(Mo, 2021)
36	Self Determination Theory	1	(Jin et al., 2021)
37	Duesenberry's Theory of Consumption	1	(Jaikumar et al., 2018)
38	Theory of Perceived Risk	2	(Canguende-Valentim & Vale, 2022), (Samaddar et al., 2024)
39	Gender Identity Theory	1	(Al-Mutawa, 2016)

40	Masstige Marketing Theory	1	(Bae & Jo, 2022)
41	Utility Theory	1	(Samaddar et al., 2024)
42	Theory of Consumption Values	1	(Essiz & Senyuz, 2024)

Table2: Theories employed**Source: Author**

The paper has attempted to segregate the theories into different domains Figure 3. This gives readers better clarity and a structural framework to follow and understand. This segregation has made it easy to know how different theories have been applied in different specific domains and how they can be used to understand the behavior of luxury buyers, enabling us to dig deeper into the field. The segregation also assists in understanding the theories more helpful for different research questions and helps in identifying interdisciplinary research opportunities.

Psychology	Sociology	Marketing and Consumer Behaviour	Social-Psychology
<ul style="list-style-type: none"> • Dual Process Theory by Daniel Kahneman and Amos Tversky in 1974 • Social Cognitive Theory by Albert Bandura in 1986 • Theory of Uniqueness by Harry C. Traindis in 1989 • Terror Management Theory by Ernest Becker, Jeff Greenberg and Sheldon Solomon in 1986 • Self-Concept Theory by Carl R. Rogers in 1959 • Gender Schema Theory by Sandra Bem in 1981 • Schwartz Value Theory by Shalom Shwartz in 1992 • Spiritual Transcendence Theory by Ralph Wood Jr. & Raymond Paloutzian in 1999 • Self-Determination Theory by Edward L. Deci & Richard M. Ryan in 1985 • Gender Identity Theory by John Money in 1955 • Utility Theory by Daniel Bernoulli in 1738 • Social Rank Hypothesis by Paul Gilbert in 1992 	<ul style="list-style-type: none"> • Theory of Conspicuous Consumption by Thorstein Veblen in 1899 • Theory of Leisure Class by Thorstein Veblen in 1899 • Social Structure Theory of Gender by Barbara A.L. Wootton in 1976 • Social Exchange Theory by George Homans and Peter Blau in 1958 • Racial Formation Theory by Michael Ormi & Howard Winant in 1986 • Bourdieu's Theory of Social Structure by Pierre Bourdieu in 1979 • Reference Group Theory by Robert K. Merton in 1950 • Social Distinction Theory by Pierre Bourdieu in 1984 	<ul style="list-style-type: none"> • Theory of Reasoned Action by Marton Fishbein and Icek Ajzen in 1975 • Social Identity Theory by Henri Tajfel and John Turner in 1979 • The Functional Theory of Attitude by Daniel Katz in 1960 • S-O-R Model by Mehrabian and Russell in 1974 • Theory of Status Consumption by Jacquelin Eastman, Ronald Goldsmith & Leisa Flynn in 1999 • Self-Congruity Theory by Donal G. Sirgy in 1982 • Consumer Culture Theory consolidated by Eric J. Arnould & Craig J. Thompson in 2005 • Shopping References Theory by John Howard & Jagdish Sheth in 1969 • Commitment-Trust Theory by Robert M. Morgan & Shelby D. Hunt in 1994 • Duesenberry's Theory of Consumption by James Duesenberry in 1949 • Theory of Perceived Risk by Raymond A. Bauer in 1960 • Masstige Marketing Theory by Michael Silverstein & Neil Fiske in 2003 • Theory of Consumption Values by Sheth, Newman & Gross in 1991 	<ul style="list-style-type: none"> • Theory of Planned Behaviour (TPB) by Icek Ajzen in 1985 • Social Identity Theory by Henri Tajfel and John Turner in 1979 • Costly Signaling Theory by Amotz Zahavi in 1975 and then extended by others • Social Role Theory by Alice Eagly in 1987 • Self-Reference Theory by George Spencer-Brown in 1969 • Self-Construal Theory by Hazel Markus in 1991
			<p style="text-align: center;">Heterogeneous Group</p> <ul style="list-style-type: none"> • Somatic Feedback Theory by Antonio Domasio in 1994 • Complexity Theory contributed by multiple authors and started evolving from 1940's • Spillover Theory by Wilensky, H.L. in 1960 • Technology Acceptance Model by Fred Davis in 1989

Figure 3: Domain-wise Segregation of Theories
Source: Author

5. Context

An extensive review of research articles on LBB and role of demographics reveals that these studies were carried out globally covering a wide array of themes from consumer attitudes to brand positioning, from identifying antecedents of luxury consumption to exploring relationships between the constructs. Few researches have conducted study at the level of a particular sector and a product.

Country

The studies on luxury buying behaviour can be found to be more popular in Western and Asian countries. Table 4 below shows that out of 146 studies, maximum has been conducted in USA (30) followed by China (17) and India (16). Other countries have less than 10 studies and there are 20 studies which have

been carried out in more than one nation and hence mentioned as Multi Country study. However, there are 18 countries with one study each including Belgium, Italy, Indonesia, Greece, Pakistan and few others. Since, the purchasing power and lifestyle of the people in non-western countries are rising, luxury brands are marking their presence in such countries hence we can see more future studies will be conducted in the non-western countries. The country-wise distribution of publications is shown in Table 2.

Country	2000-2008	2009-2016	2017-2024	Total	Studies
Multi-Country	1	2	17	20	(Fredman & Wikström, 2018), (Kauppinen-Räsänen et al., 2018), (Kassim et al., 2016), (S. Yu & Hudders, 2022), (D. Yu & Sapp, 2019), (Rözer et al., 2022), (Semaan et al., 2019), (Tascioglu et al., 2017), (Bakir et al., 2020), (Stanforth & Lee, 2011), (Romaniuk & Huang, 2020), (J. J. Li & Su, 2007), (Kapferer & Valette-Florence, 2022), (Iqani, 2023), (Boisvert & Ashill, 2018), (Al-Abdallah et al., 2021), (Tafani et al., 2024), (Cei & Rossetto, 2024), (P. Sharma et al., 2024), (Azemi & Ozuem, 2023)
USA	2	8	20	30	(Ding et al., 2020), (Shin et al., 2017), (Currid-Halkett et al., 2018), (Silverstein J Michael & Fiske Neil, 2003), (Higgins & Wolf, 2016), (B. Kim et al., 2018), (Adomaitis & Saiki, 2019), (Mayer et al., 2017), (Jihyun Kim & Lee, 2015), (K. O. Lee & Mori, 2016), (J. H. Kim & Kim, 2020), (Eastman & Liu, 2012), (Walasek et al., 2018), (H. Y. Kim et al., 2011), (Hwang & Lyu, 2018), (J. H. Lee & Hwang, 2011), (J. H. Kim, 2020), (Shapiro et al., 2012), (Sanguanpiyapan & Jasper, 2010), (J. Park et al., 2021), (Jaber & Hoogerhyde, 2019), (Greenberg et al., 2020), (Byun et al., 2020), (Ahn et al., 2018), (Balabanis &

					Stathopoulou, 2021), (J. Liu et al., 2024), (Essiz & Senyuz, 2024), (Di & Su, 2024), (Eastman & Case, 2024)
China	1	2	14	17	(Ki et al., 2024), (Yao, 2023), (Zhang et al., 2020), (Ngai & Cho, 2012), (F. Li et al., 2022), (Yin et al., 2020), (C. S. Li et al., 2021), (Jiang et al., 2020), (Chen et al., 2021), (Kaigler-Walker & Gilbert, 2009), (O. Wang et al., 2018), (Sun et al., 2021), (Mo, 2021), (O. Wang et al., 2021), (Jin et al., 2021), (Hung et al., 2021), (Grier et al., 2016)
India	--	--	16	16	(Das et al., 2021), (Ajitha & Sivakumar, 2019), (Jain & Mishra, 2018), (Jain, 2019), (Islam et al., 2019), (Husain et al., 2022), (Varma et al., 2022), (Thomas et al., 2022), (Sondhi & Basu, 2023), (Shankar & Jain, 2022), (Shahid et al., 2021), (Pangarkar et al., 2022), (Jaikumar et al., 2018), (Das & Jebarajakirthy, 2020b), (Samaddar et al., 2024), (Sukumaran & Majhi, 2024)
South Korea	1	4	4	9	(D. Kim & Jang, 2017), (Ryu, 2020), (H. J. Park et al., 2008), (S. Y. Park & Yang, 2012), (D. H. Kim & Jang, 2014), (K. H. Kim et al., 2012), (Jieun Kim et al., 2012), (Bae & Jo, 2022), (S. Kim & Chang, 2023)
France	--	--	6	6	(Roux et al., 2017), (Rezaee Vessal & Partouche-Sebban, 2022), (Loussaïef et al., 2019), (Ben Lahouel & Montargot, 2020), (Veg-Sala & Roux, 2018), (Atwal et al., 2019)
Germany	--	3	2	5	(Stokburger-Sauer & Teichmann, 2013), (Pawlowski & Breuer, 2012), (Bernauer et al., 2022), (Schade et al., 2016), (Swimberghe et al., 2018)
UK	--	1	3	4	(Emmanuel-Stephen & Gbadamosi, 2022), (Aagerup, 2018), (Roper et al., 2013), (Al-Issa et al., 2024)
Australia	1	2	--	3	(Latter et al., 2012), (Phau & Cheong,

					2009), (Phau & Leng, 2008)
Brazil	--	2	1	3	(Gil et al., 2017), (Gunter & Netto, 2016), (Gil et al., 2012)
South Africa	--	--	3	3	(Saruchera & Mthombeni, 2023), (de Klerk et al., 2019), (Cunningham & Petzer, 2022)
Macau	--	1	1	2	(X. Wang et al., 2023), (Qi et al., 2013)
Morocco	--	2	--	2	(Nwankwo et al., 2014), (Hamelin & Thaichon, 2016)
Qatar	--	--	2	2	(Farrag, 2017), (Sharif et al., 2019)s
Indonesia	--	--	2	2	(Ratnasari et al., 2023), (Ananda et al., 2024)

Table 2: Countries and Number of Publications

Note: The Conceptual Papers are not included in the list

List of Countries with one study each:

2009-2015: 3;Belgium (Hudders, 2012), Italy (Amatulli et al., 2015) and Kuwait(Al-Mutawa, 2016)

2017-2024: 15; Angola (Canguende-Valentim & Vale, 2022), Chile (Bakir et al., 2020), Czech Republic (Olšanová et al., 2022), Greece (Davari et al., 2022), Hongkong (Lai & Prendergast, 2019), Iran (Ramazani & Kermani, 2022), Japan (Kumagai, 2023), Netherlands (Nagel & Lemel, 2019), Nigeria (Aksoy & Abdulfatai, 2019), Pakistan (Moon et al., 2018), Saudi Arabia (Islam et al., 2024), Taiwan (Karatzas et al., 2019), Trinidad & Tobago (Rambocas & Mahabir, 2021), Tunisia (Dekhil et al., 2017) and Vietnam (Sinh My et al., 2024)

Industry

The industry-wise analysis (Figure 4) shows that fifteen research studies conducted under this domain were primarily conducted in the luxury fashion accessories such as bags, wallets, watches, perfumes and jewellery; like (Stokburger-Sauer & Teichmann, 2013); (Ryu, 2020); (Ajitha & Sivakumar, 2019); (Rambocas & Mahabir, 2021); (Roux et al., 2017). Eleven studies relating to travel and hospitality industry focused on luxury services like luxury suites, leisure tourism, luxury cruise; (Mayer et al., 2017); (Pawlowski & Breuer, 2012); (Ben Lahouel & Montargot, 2020). Nine studies looked after food and beverage industry like (Higgins & Wolf, 2016); (D. Kim & Jang, 2017); (X. Wang et al., 2023)(O. Wang et al., 2021), whereas seven studies worked on clothing and apparel industry such as (Aagerup, 2018); (Sondhi & Basu, 2023); (Phau & Cheong, 2009). Five studies targeted luxury automobile industry such as (Ratnasari et al., 2023); (Al-Abdallah et al., 2021); (Ahn et al., 2018).

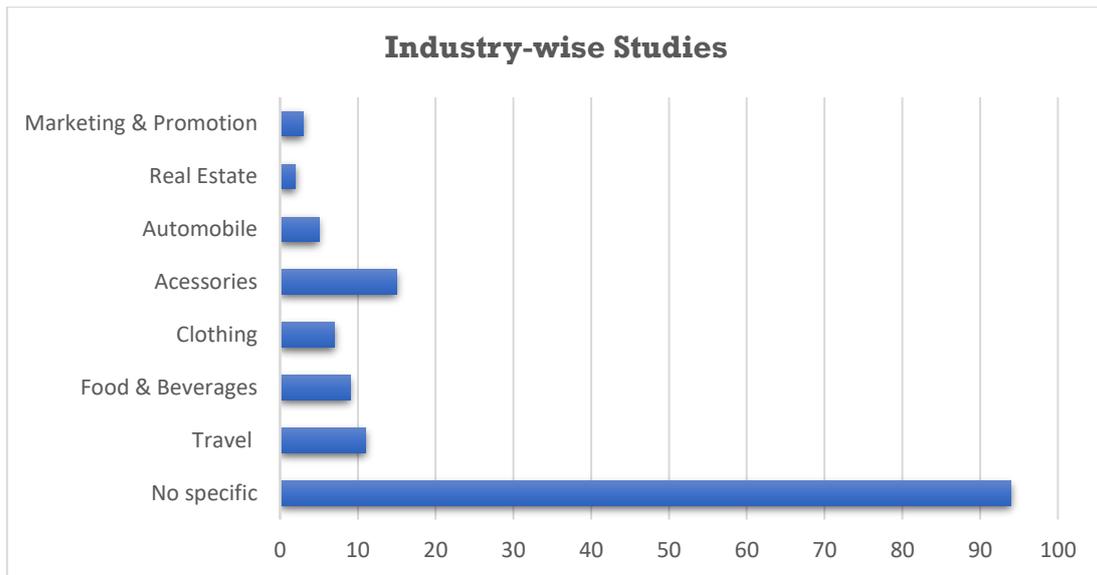


Figure 4: Industry-wise Studies

6. Characteristics

A diverse array of demographic antecedents has been identified from the articles studied and the following categories have been created where demographic variables have been used and analyzed to study their influence on LBB. The following key areas have been identified and the discussions there of have been summarized below in a table:

Characteristic	Discussion	Discussed By
Age	<ul style="list-style-type: none"> Late Adolescents/Teenagers: Motivated by social-adjustive function, believe in self-gifting & self-identity, more status-seeking Young Adults: Motivated by value-expressive function Middle-aged Adults: Shows less concern for social identity Elderly: More likely to engage in brand advocacy and brand evangelism 	(Schade et al., 2016); (Stanforth & Lee, 2011); (H.-S. Kim et al., 2011); (Hwang & Lyu, 2018); (Phau & Leng, 2008); (Gil et al., 2012); (Amatulli et al., 2015); (Swimberghe et al., 2018); (Eastman & Case, 2024)
Gender	<ul style="list-style-type: none"> Women: Prioritize refinement, attach higher importance to quality and sensory experiences, positive advertisement messages are rated more, and their satisfaction is influenced by service quality, personalization, trust, and entertainment. 	(Hwang & Lyu, 2018); (Veg-Sala & Roux, 2018); (Roux et al., 2017); (D. H. Kim & Jang, 2014); (Jain & Mishra, 2018); (Jain, 2019); (Ajitha & Sivakumar, 2019); (Hudders, 2012);

	<ul style="list-style-type: none"> Men: Give importance to functional value, exclusivity, and elitism, motivated to consume more in the presence of an opposite-gender partner, driven by expressive motives, their satisfaction is more influenced by order and delivery management. 	(Grier et al., 2016); (Adomaitis & Saiki, 2019); (Chen et al., 2021); (Jaber & Hoogerhyde, 2019); (Stokburger-Sauer & Teichmann, 2013); (Islam et al., 2019)
Income	<ul style="list-style-type: none"> High-Income Group: They are the more frequent buyers, purchase to signal wealth, satisfaction is influenced by product-presentation dimensions, exhibit greater sensitivity to prestige Middle-Income Group: Purchase selectively on occasions, buy for intrinsic value, satisfaction is influenced by transactional dimension Low-Income Group: Aspirational buyers 	(Walasek & Brown, 2015); (K. O. Lee & Mori, 2016)(J. H. Kim & Kim, 2020); (D. H. Kim & Jang, 2014); (Ahn et al., 2018); (Yao, 2023); (Walasek et al., 2018); (Mo, 2021)
Religion	<ul style="list-style-type: none"> Religiosity positively influences consumer attitudes and personal orientation towards luxury brands esp. in an Islamic context 	(Dekhil et al., 2017); (Al-Mutawa, 2016); (Ananda et al., 2024)
Generational Cohorts	<ul style="list-style-type: none"> Gen Z: Prefers hyper-personalization, mobile social media retargeting influences their expectations and evaluations during early purchase decisions. Gen Y: Highly focused on experiences, status consumption is positively influenced by 'easy money' (gifted or pocket money), preference for innovative packaging Gen X: Prefer personalization Baby Boomers: Associate luxury as a symbol of upward mobility and achievement Traditionalists: Presume status through legacy 	(Jihyun Kim & Lee, 2015); (Eastman & Liu, 2012); (Kaigler-Walker & Gilbert, 2009); (D. H. Kim & Jang, 2014); (Higgins & Wolf, 2016); (Azemi & Ozuem, 2023)
Region Specific	<ul style="list-style-type: none"> China: People prefer their regional 	(Yin et al., 2020); (O. Wang et al., 2021); (C.

	<p>authenticity, influenced by the concept of extended self, signifying culture is becoming more individualistic, demand luxury goods to uphold their face value, and prioritize good service, experiences, and prestige associated with luxury goods.</p> <ul style="list-style-type: none"> • Korea: high preference for luxury electronic and personal care services, consumption is driven by frequency, social recognition, and conformity. • USA: Prioritize entertainment and dining out with self-directed pleasure, self-gifting, and self-identity. • Malaysia and Saudi Arabia: Consume luxury products to signal their social status, family values positively influence materialism in Malaysia, while in Saudi Arabia this influence is negative. • Gulf Countries: SNSs significantly influence the LPI. • India: Influenced by the conspicuous value of luxury brands followed by hedonic and social values, consumer involvement in luxury consumption is highly influenced by brand experience, resonance, and trust. • Europe: Focuses more on experiential and symbolic attributes of a luxury product 	<p>S. Li et al., 2021); (J. J. Li & Su, 2007); (Hung et al., 2021); (Jin et al., 2021); (Jiang et al., 2020); (Stanforth & Lee, 2011); (H. J. Park et al., 2008); (D. H. Kim & Jang, 2014); (H.-S. Kim et al., 2011); (Kassim et al., 2016); (Jain, 2019); (Jain & Mishra, 2018); (Hamelin & Thaichon, 2016); (Canguende-Valentim & Vale, 2022); (Husain et al., 2022); (Sukumaran & Majhi, 2024); (Ceï & Rossetto, 2024); (Al-Abdallah et al., 2021); (Sharif et al., 2019)</p>
<p>Ethnicity</p>	<ul style="list-style-type: none"> • Indian: Acculturation to Western culture significantly influences Western fashion luxury items • Chinese: More positive attitude towards smart local Chinese endorsers as compared to sexy Western endorsers • Black Women in the UK: Motivated by hedonism, societal pressures, and 	<p>(Das & Jebarajakirthy, 2020b); (Yin et al., 2020); (Emmanuel-Stephen & Gbadamosi, 2022)</p>

	cultural connections	
Family Size/Structure	<ul style="list-style-type: none"> Parents significantly influence their children's adult lifestyles through their own choices. 	(Nagel & Lemel, 2019); (Ben Lahouel & Montargot, 2020)
Education & Occupation	<ul style="list-style-type: none"> Education levels do not significantly influence Chinese luxury consumption however in US it was found. 	(Hwang & Lyu, 2018); (Mo, 2021)

Table 3: Influence of different Demographic Variables
Compilation By: Author

7. Methodology

Table 4, explicates the kind of approaches used in the previous studies and the various statistical methods used. Clearly, quantitative approaches dominated the qualitative approaches. 76% of the total studies used a quantitative approach whereas qualitative approach was used in only 14% of the studies. There were two conceptual papers and eleven studies that went for the mixed method approach such as studies by (Farrag, 2017); (Walasek et al., 2018) and others.

As witnessed, SEM is the most widely used data analysis technique in the quantitative papers and interviews in the qualitative papers.

Research Methods		No. of Studies	Percentage of Total
Quantitative	Structural Equation Modeling	40	31
	Regression	26	20.15
	Factor Analysis	14	10.84
	ANOVA	08	6.20
	MANOVA	04	3.1
	Correlation	02	1.56
	T-test	01	0.77
	Z-Test	01	0.77
	Scale Based	01	0.77
	Experimental Analysis	01	0.77
Qualitative	Interviews	06	4.66
	Focus Group Discussion	03	2.32
	Content Analysis	04	3.1
	Semantic Analysis	01	0.77
	Semiotic Analysis	01	0.77

	Interpretative Phenomenological Analysis	02	1.56
	Netnography	01	0.77
Conceptual Papers		02	1.56
Mixed Methods		11	8.56
Total		129	100

Table 4: Research Approach and Methods

8. Discussion on demographics as a determinant of LBB

The primary aim of this systematic review was to understand the role of different demographic variables in the process of luxury buying behaviour. The review of extant literature revealed that only in quite a few studies, demographics are used as an independent variable, however, the role of demographics as a moderating variable is quite common in several studies. Various factors fall under this category from age, gender, and income to acculturation and country of origin. Many studies were conducted on the young consumers esp. on Gen Z. If gender division is considered, then a few women-specific studies have been made in the literature.

As far as religion is concerned, we can see quite a few Islamic studies. The recent trend has been seen in using religiosity as a variable impacting conspicuous consumption. For instance, the study by (Ramazani & Kermani, 2022) found a positive relationship between Islamic religious commitments and luxury consumption, and the extent of consumption is explained by age, gender & income, the study challenges the conventional understanding. In another study by (Sharif et al., 2019) portrayed that the consumption of luxury products has become a socially accepted norm for affluent Qatari Muslims.

The other set of studies that have evaluated the role of demographics has compared the luxury buying behaviour of people of different nations. In a study undertaken by (Stanforth & Lee, 2011) they showcased that compared to American customers, Korean consumers were more likely to choose to buy items based on their status, as a self-gift, on an impulse, or for emotional fulfilment. Their study proved that culture and age group play a significant role in choosing luxury. (Kapferer & Valette-Florence, 2022) presented a contrasting picture among the millennials in six countries, viz., USA, China, Japan, Germany, France, and Brazil, exhibiting strong cross-national differences yet a lot less variation within nations. There are other general studies which revealed that the value of luxury varied significantly depending on demographic factors such as age, gender, education, occupation, and income level (Hwang & Lyu, 2018), (B. Kim et al., 2018), (J. H. Lee & Hwang, 2011), (Jin et al., 2021).

Several studies have examined the role of one or more demographic factors as moderators between luxury buying behaviour and other constructs. It has been

found that gender and age have been affecting the relationship between luxury drivers such as conspicuous consumption, status consumption, consumer need for uniqueness & public self-consciousness) and luxury values (elitism, exclusivity and refinement) as stated by (Roux et al., 2017). Furthermore, these factors have been identified as influencing the association between ethnocentrism, cultural sensitivity, parent brand awareness & perceived quality and attitude towards luxury products (Rambocas & Mahabir, 2021), (Ahn et al., 2018). There are various other studies which have displayed the strength of demographic factors impacting purchase intention. A study by (Adomaitis & Saiki, 2019) shows how gender affects sexuality in an advertisement of luxury goods and the perceived personality of brands. Similarly, in another study, it is shown to affect the association between value perception and luxury purchase intention (Jain & Mishra, 2018). Gender along with income is seen influencing the strength of relationship religiosity and luxury purchase intention in the Tunisian context (Dekhil et al., 2017). (Kumagai, 2022a) tested the moderating influence of brand types, gender, age and income between brand sustainability and self-congruence on purchase intention. "Gender, Generation and Geographic location also strengthened the impact of brand experience, brand resonance, consumer involvement and brand trust on luxury consumption (Husain et al., 2022)."

9. Conclusion

This systematic review is based on 146 selected studies. The main purpose of this study was to provide an integrated view of the existing literature addressing demographic variables and luxury buying behaviour. For the same, the paper was built using the TCCM framework, showing the research area has vastly progressed in the last ten years. To meet the objectives, the progress of literature has been presented in the trend in publications for over two decades, and the publication outlets. The analysis has revealed how the field of luxury consumption has grown from convention to the inclusion of concepts like social, gender, and sustainability. From the theoretical perspective, the Theory of Planned Behaviour is the most commonly used theory followed by the Social Identity Theory and the Theory of Conspicuous Consumption in this domain. The paper has shown that luxury consumer behaviour is a dynamic and evolving field through the use of base theories from varied fields of study. In the earlier times, the literature predominantly concentrated on Western countries but in recent times, the developing countries and multi-country studies are gaining importance. For ease of understanding, the set of demographic variables has been distinguished individually and their prominence to study the luxury consumer behaviour has been listed in a tabular form for the quick bite of the available literature. The synthesis exhibits that more than two-thirds of the studies undertaken are quantitative, although luxury buying is more emotional, and there are intrinsic motives too affecting decision making, hence qualitative or mixed studies will

follow a leap to the future. Therefore, to highlight the current status of the field and suggest future directions, this SLR provides a thorough synthesis of the body of existing LBB literature.

10. Implications

This SLR paper allow the researchers and practitioners to gain insights into the theoretical underpinnings, contextual influences, characteristic distinctions and methodological considerations in the subject matter defining and exploring the role of various demographic variables on luxury buying behaviour. Luxury brands and marketers can use these results as recommendations to effectively fulfil the specific needs of existing and potential luxury customers.

Academic Implications - The literature synthesis has revealed that exponential growth is evident in the studies conducted in developing countries such as China, India, South Africa and others, hence signifying the growing purchasing power and desire to own and showcase luxury as a part of their lifestyle among the citizens. Moreover, when brands target these nations, they make themselves visible as luxury-premium brands which fits the Masstige theory well in the current scenario. Another tangent drawn in articles is to study the impact of spiritualism and materialism on luxury consumption. The women-centric studies are a proliferating field and luxury purchase decisions can be learned from the point of view of gifting, both by self and by close ones.

Managerial Implications – This paper can help luxury brands to know their customers better, esp. in developing nations as they tap to expand markets, understand cultural differences and build brand equity. With the emerging middle class in these countries, marketers can understand the aspirations and lifestyle-dominant factors of the consumers.

11. Future Research Directions

This study has attempted to answer three research questions after the thorough and systematic study of the existing literature. The answer to the third question, as to the future directions in this dynamic field of research, calls for:

- Evaluating the impact of generational shifts on luxury consumption and perhaps also investigating the cross-generational influences.
- Further researchers can work on building a model on culturally personalised luxury experiences, keeping in mind the local cultural values and economic conditions of the emerging markets.
- Future studies could explore how environment-conscious luxury consumers are redefining the production processes and their brand love.
- Research could focus on the growing importance of exclusive luxury experiences, events, etc.

However, in addition, a precise attempt has been made to explore the future research avenue in-line with the framework followed in the paper (i.e., the TCCM framework):

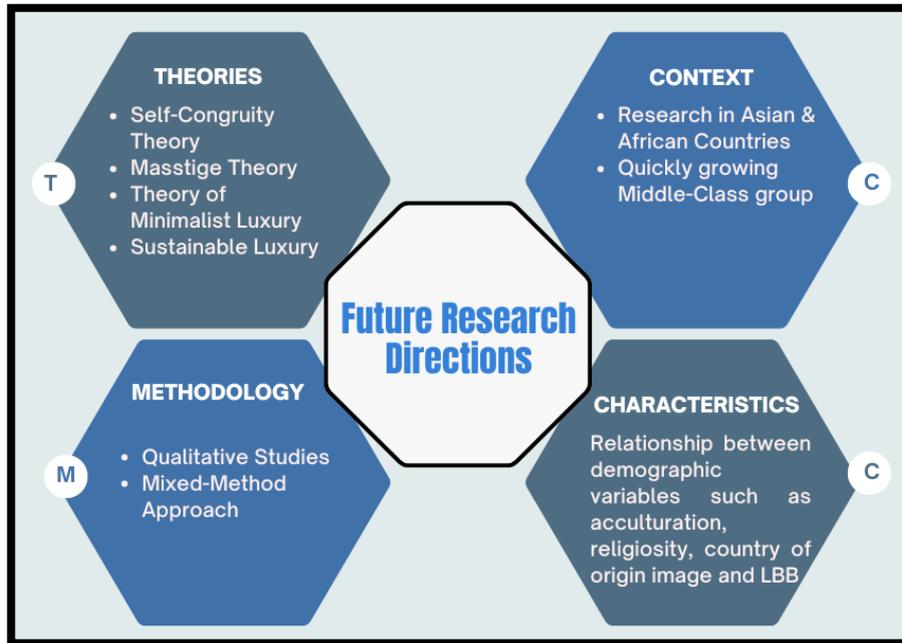


Figure 5: Future Research Directions

Compiled by the Author

Theories

The review of the existing literature showed the use of various theories in the domain of research; however, researchers can use the following mentioned theories in future studies:

Self-Congruity Theory

“The psychological gap between one's self-concept and the perceived qualities of objects that are being evaluated, such as a brand, is known as self-congruity (Sirgy, 1982), (Sirgy, 1985) and (Sirgy, 2018).” The theory showed that customers' purchases tend to reflect their self-concept, therefore the closer the gap between their self-concept and brand image, the higher the self-congruity level and so is the higher the brand evaluation. Hence, the theory can be used further to demonstrate the closeness of the brand to the personality of the purchaser resulting in increased self-esteem and a positive influence of buying behaviour.

Masstige Theory

The term “Masstige” was first given (Silverstein J Michael & Fiske Neil, 2003) by in their article on “Luxury for the Masses” and later on the Masstige theory and model was developed by (Paul, 2018). The theory suggests how premium brands can maximise their sales revenue by following the appropriate product, promotion and place strategies. The theory verified and extended how the luxury or premium brands in the US automobile market have been able to generate

maximum revenue by creating a niche and higher brand equity. The theory can further be extended to several luxury/premium brands that wish to enter developing countries and target their middle class.

Theory of Minimalist Luxury

The theory signifies that “minimalist luxury can be a signal of wealth” which contradicts Veblen’s conspicuous consumption theory. As per the minimalist luxury theory, with the presence of low-price, high-quality counterfeits in the market, consumers can signal wealth by purposefully refraining from luxury consumption (Z. J. Liu et al., 2023). This theory can give a new direction to the researchers studying luxury consumption and can pose interesting challenges for marketers as to how they will maintain exclusivity in these times.

Sustainable Luxury

Sustainable consumption is defined as “the consumption of goods and services that meet basic needs and quality of life without jeopardizing the needs of future generations” (OECD, 2002). Sustainability and Luxury used to be two antipodes; however, the mindset has changed these days and many luxury/premium brands have started looking over it critically. A dearth of research is there in this area, hence required more attention (Kaur et al., 2022)

Context

Luxury consumption has been a focal point of extensive research in Western countries (mainly the United States)(Ding et al., 2020), (Eastman & Liu, 2012), (Greenberg et al., 2020), (Shin et al., 2017), where researchers have delved into various aspects including consumer behaviour, purchase intention, brand equity, etc. However recent years have seen a noticeable shift in studies on luxury consumption in Asian nations (Ryu, 2020), (Ajitha & Sivakumar, 2019), (Jin et al., 2021),(Bae & Jo, 2022) which is indicative of the region's rising economic prominence and changing consumer preferences. Asian economies provide unique insights into trends in the market and patterns of luxury purchasing because of their various cultures and quickly growing middle-class groups. Moreover, research that crosses conventional boundaries and takes into account the viewpoints of these expanding consumer bases is desperately needed given the rise of new markets in areas like Latin America, and Africa. To fully comprehend the intricacies of luxury consumption in a fast-changing global context, future research endeavours must have a global approach, taking into account both established Western markets and rising economies.

Characteristics

Despite the several constructs that have gone under study, future studies in the context of luxury consumption could benefit greatly from an intensified focus on exploring the intricate relationship between demographic variables such as acculturation, religiosity, the impact of country of origin, nation's image and luxury buying behaviour. Moreover, with the rise of Generation Z and Millennials as

significant consumer cohorts, examining their attitudes, values, and preferences towards luxury brands can unveil valuable trends shaping the future of luxury markets.

Methodology

The research designs are evolving and qualitative studies offer better insights into the subject matter. Hence, the mixed method approach should be employed to capture better consumer insights (Paul, 2024) and experimental designs should be used along with advanced data analysis techniques such as machine learning and structural equation modelling to understand complex relationships.

12. References

- Aagerup, U. (2018). Accessible luxury fashion brand building via fat discrimination. *Journal of Fashion Marketing and Management*, 22(1), 2–16.
- Adomaitis, A. D., & Saiki, D. (2019). Brand personality and sexuality levels of luxury advertisements. *Journal of Fashion Marketing and Management*, 23(4), 572–586.
- Ahn, J., Park, J. K., & Hyun, H. (2018). Luxury product to service brand extension and brand equity transfer. *Journal of Retailing and Consumer Services*, 42(January), 22–28.
- Ajitha, S., & Sivakumar, V. J. (2019). The moderating role of age and gender on the attitude towards new luxury fashion brands. *Journal of Fashion Marketing and Management*, 23(4), 440–465.
- Aksoy, H., & Abdulfatai, O. Y. (2019). Exploring the impact of religiousness and culture on luxury fashion goods purchasing intention: A behavioural study on Nigerian Muslim consumers. *Journal of Islamic Marketing*, 10(3), 768–789.
- Al-Abdallah, G., Khair, N., & Elmarakby, R. (2021). The Impact of Social Networking Sites on Luxury Vehicles Purchase Decision Process in Gulf Cooperation Council Countries. *Journal of International Consumer Marketing*, 33(5), 559–577.
- Al-Issa, N., Kwiatek, P., & Dens, N. (2024). Masstige buyers: Profile, perceived luxury values and purchase intentions. *International Journal of Consumer Studies*, 48(1), 1–18.
- Al-Mutawa, F. S. (2016). Negotiating Muslim masculinity: androgynous spaces within feminized fashion. *Journal of Fashion Marketing and Management*, 20(1), 19–33.
- Aleem, A., Loureiro, S. M. C., & Bilro, R. G. (2022). Luxury fashion consumption: a review, synthesis and research agenda. *Spanish Journal of Marketing - ESIC*.
- Amatulli, C., Guido, G., & Natarajan, R. (2015). Luxury purchasing among older consumers: Exploring inferences about cognitive Age, status, and style motivations. *Journal of Business Research*, 68(9), 1945–1952.
- Ananda, H. R., Indraswari, K. D., Azizon, A., Muzayanah, I. F. U., Arundina, T.,

- & Damayati, A. (2024). *You are what you wear: the effect of religiosity, self-esteem and materialism toward conspicuous consumption of luxury fashion products among Gen Z*. *Journal of Islamic Marketing*, 15(9), 2378–2398.
- Atwal, G., Bryson, D., & Tavilla, V. (2019). *Posting photos of luxury cuisine online: an exploratory study*. *British Food Journal*, 121(2), 454–465.
 - Azemi, Y., & Ozuem, W. (2023). *How Does Retargeting Work For Different Gen Z Mobile Users? Customer Expectations and Evaluations of Retargeting via the Expectancy-Theory Lens*. *Journal of Advertising Research*, 63(4), 384–401.
 - Bae, H., & Jo, S. H. (2022). *The impact of age stereotype threats on older consumers' intention to buy masstige brand products*. *International Journal of Consumer Studies*, August, 1–14.
 - Bain & Company. (2022). *Renaissance in Uncertainty: Luxury Builds on Its Rebound*. www.bain.com.
 - Bakir, A., Gentina, E., & de Araújo Gil, L. (2020). *What shapes adolescents' attitudes toward luxury brands? The role of self-worth, self-construal, gender and national culture*. *Journal of Retailing and Consumer Services*, 57(July), 102208.
 - Balabanis, G., & Stathopoulou, A. (2021). *The price of social status desire and public self-consciousness in luxury consumption*. *Journal of Business Research*, 123(October 2020), 463–475.
 - Ben Lahouel, B., & Montargot, N. (2020). *Children as customers in luxury hotels: What are Parisian hotel managers doing to create a memorable experience for children?* *International Journal of Contemporary Hospitality Management*, 32(5), 1813–1835.
 - Bernauer, V. S., Sieben, B., & Haunschild, A. (2022). *“You can call me Susan!” Doing gendered class work in luxury service encounters*. *Equality, Diversity and Inclusion*, 42(4), 494–511.
 - Bharti, M., Suneja, V., & Chauhan, A. K. (2022). *The role of socio-psychological and personality antecedents in luxury consumption: a meta-analytic review*. *International Marketing Review*, 39(2), 269–308.
 - Boisvert, J., & Ashill, N. J. (2018). *The impact of branding strategies on horizontal and downward line extension of luxury brands: A cross-national study*. *International Marketing Review*, 35(6), 1033–1052.
 - Byun, S. E., Long, S., & Mann, M. (2020). *Drivers and dynamics of brand prominence preferences among the Chinese little emperors residing in the US*. *Journal of Fashion Marketing and Management*, 24(1), 66–82.
 - Canguende-Valentim, C. F., & Vale, V. T. (2022). *The Effect of Value Perceptions on Luxury Purchase Intentions: An Angolan Market Perspective*. *Journal of Global Marketing*, 36(2), 112–126.
 - Cei, L., & Rossetto, L. (2024). *The demand for sparkling wine: insights on a diversified European market*. *International Journal of Wine Business Research*, 36(4), 505–527.

- Chen, H., Wang, Y., & Qiao, F. (2021). *Informing, Reinforcing, and Referencing: Chinese Male Consumers' Interpretation of Luxury Advertising and Luxury Brands' Presence on Chinese Social Media*. *Journal of Global Marketing*, 34(1), 38–55.
- Cunningham, N., & Petzer, D. J. (2022). *Examining the luxury apparel behavioural intentions of middle-class consumers: The case of the South African market*. *Journal of Consumer Behaviour*, 21(5), 955–972.
- Currid-Halkett, E., Lee, H., & Painter, G. D. (2018). *Veblen goods and urban distinction: The economic geography of conspicuous consumption*. *Journal of Regional Science*, 59(1), 83–117.
- Das, M., Habib, M., Saha, V., & Jebarajakirthy, C. (2021). *Bandwagon vs snob luxuries: Targeting consumers based on uniqueness dominance*. *Journal of Retailing and Consumer Services*, 61(January), 102582.
- Das, M., & Jebarajakirthy, D. C. (2020a). *Impact of acculturation to western culture (AWC) on western fashion luxury consumption among Gen-Y consumers in the Asia-Pacific region*. *Journal of Retailing and Consumer Services*, 56(April), 102179.
- Das, M., & Jebarajakirthy, D. C. (2020b). *Impact of acculturation to western culture (AWC) on western fashion luxury consumption among Gen-Y consumers in the Asia-Pacific region*. *Journal of Retailing and Consumer Services*, 56(June 2019), 102179.
- Davari, A., Iyer, P., Guzmán, F., & Veloutsou, C. (2022). *The determinants of personal luxury purchase intentions in a recessionary environment*. *Journal of Marketing Management*, 38(13–14), 1401–1432.
- de Klerk, H. M., Kearns, M., & Redwood, M. (2019). *Controversial fashion, ethical concerns and environmentally significant behaviour: The case of the leather industry*. *International Journal of Retail and Distribution Management*, 47(1), 19–38.
- Dekhil, F., Boulebech, H., & Bouslama, N. (2017). *Effect of religiosity on luxury consumer behavior: the case of the Tunisian Muslim*. *Journal of Islamic Marketing*, 8(1), 74–94.
- Dhaliwal, A., Singh, D. P., & Paul, J. (2020). *The consumer behavior of luxury goods: a review and research agenda*. *Journal of Strategic Marketing*, 00(00), 1–27.
- Di, W., & Su, Y. (2024). *Conspicuous consumption: Vehicle purchases by non-prime consumers*. *Journal of Economic Behavior and Organization*, 224(September 2022), 895–914.
- Ding, W., Pandelaere, M., Slabbinck, H., & Sprott, D. E. (2020). *Conspicuous gifting: When and why women (do not) appreciate men's romantic luxury gifts*. *Journal of Experimental Social Psychology*, 87(June 2019), 103945.
- Eastman, J. K., & Case, F. M. (2024). *the Luxury To Complain: Seniors' Perceptions of Luxury Fine Dining*. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 37(1), 141–166.

- Eastman, J. K., & Liu, J. (2012). *The impact of generational cohorts on status consumption: An exploratory look at generational cohort and demographics on status consumption. Journal of Consumer Marketing, 29(2), 93–102.*
- Emmanuel-Stephen, C. M., & Gbadamosi, A. (2022). *Hedonism and luxury fashion consumption among Black African women in the UK: an empirical study. Journal of Fashion Marketing and Management, 26(1), 126–140.*
- Essiz, O., & Senyuz, A. (2024). *Predicting the value-based determinants of sustainable luxury consumption: A multi-analytical approach and pathway to sustainable development in the luxury industry. Business Strategy and the Environment, 33(3), 1721–1758.*
- Farrag, D. A. (2017). *The young luxury consumer in Qatar. Young Consumers, 18(4), 393–407.*
- Fredman, P., & Wikström, D. (2018). *Income elasticity of demand for tourism at Fulufjället National Park. Tourism Economics, 24(1), 51–63.*
- Fuentes, H., Vera-martinez, J., & Kolbe, D. (2022). *The role of intangible attributes of luxury brands for signalling status: A systematic literature review. August 2021, 1–20.*
- Gil, L. A., Dwivedi, A., & Johnson, L. W. (2017). *Effect of Popularity and Peer Pressure on Attitudes toward Luxury among Teens. Young Consumers, 18(1), 84–93. ci.nii.ac.jp.*
- Gil, L. A., Kwon, K. N., Good, L. K., & Johnson, L. W. (2012). *Impact of self on attitudes toward luxury brands among teens. Journal of Business Research, 65(10), 1425–1433.*
- Greenberg, D., Ehrensperger, E., Schulte-Mecklenbeck, M., Hoyer, W. D., Zhang, Z. J., & Krohmer, H. (2020). *The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury? Journal of Brand Management, 27(2), 195–210.*
- Grier, K. B., Hicks, D. L., & Yuan, W. (2016). *Marriage market matching and conspicuous consumption in China. Economic Inquiry, 54(2), 1251–1262.*
- Griskevicius, V., Tybur, J. M., Sundie, J. M., Cialdini, R. B., Miller, G. F., & Kenrick, D. T. (2007). *Blatant Benevolence and Conspicuous Consumption: When Romantic Motives Elicit Strategic Costly Signals. Journal of Personality and Social Psychology, 93(1), 85–102.*
- Gunter, U., & Netto, A. P. (2016). *International travel to and from Brazil - Overseas tourism as a luxury good and a status symbol. Tourism Economics, 22(5), 1151–1160.*
- Hamelin, N., & Thaichon, P. (2016). *Consumer motives and impact of western media on the Moroccan luxury buyer. Journal of Retailing and Consumer Services, 32, 164–170.*
- Higgins, L., & Wolf, M. W. (2016). *Millennials as luxury wine buyers of the United States. International Journal of Wine Business Research, 28(3), 190–205.*

- Hudders, L. (2012). *Why the devil wears Prada: Consumers' purchase motives for luxuries*. *Journal of Brand Management*, 19(7), 609–622.
- Hung, K., Ren, L., & Qiu, H. (2021). *Luxury shopping abroad: What do Chinese tourists look for?* *Tourism Management*, 82(May 2020), 104182.
- Husain, R., Paul, J., & Koles, B. (2022). *The role of brand experience, brand resonance and brand trust in luxury consumption*. *Journal of Retailing and Consumer Services*, 66(August 2021), 102895.
- Hwang, J., & Lyu, S. O. (2018). *Understanding first-class passengers' luxury value perceptions in the US airline industry*. *Tourism Management Perspectives*, 28(March), 29–40.
- Iqani, M. (2023). *The Crooked Codes of the Luxury Handbag: Narratives of Empowered Feminine Consumption in Africa*. *Feminist Economics*.
- Islam, J. U., Hollebeek, L. D., Rahman, Z., Khan, I., & Rasool, A. (2019). *Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences*. *Journal of Retailing and Consumer Services*, 50(May), 277–285.
- Islam, J. U., Thomas, G., & Albishri, N. A. (2024). *From status to sustainability: How social influence and sustainability consciousness drive green purchase intentions in luxury restaurants*. *Acta Psychologica*, 251(July).
- Jaber, M., & Hoogerhyde, M. (2019). *Mood and luxury perception: A tale of two genders*. *Journal of Global Fashion Marketing*, 10(2), 194–209.
- Jaikumar, S., Singh, R., & Sarin, A. (2018). *'I show off, so I am well off': Subjective economic well-being and conspicuous consumption in an emerging economy*. *Journal of Business Research*, 86(May), 386–393.
- Jain, S. (2019). *Exploring relationship between value perception and luxury purchase intention: A case of Indian millennials*. *Journal of Fashion Marketing and Management*, 23(4), 414–439.
- Jain, S., & Mishra, S. (2018). *Effect of value perceptions on luxury purchase intentions: an Indian market perspective*. *International Review of Retail, Distribution and Consumer Research*, 28(4), 414–435.
- Jiang, J., Huhmann, B. A., & Hyman, M. R. (2020). *Emerging masculinities in Chinese luxury social media marketing*. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 721–745.
- Jin, T., Prentice, C., & Shao, W. (2021). *Identifying antecedent conditions for luxury brand purchase*. *Journal of Retailing and Consumer Services*, 60 (November 2020), 102466.
- Kaigler-Walker, K., & Gilbert, Z. L. (2009). *Perception of appearance and use of appearance products among Chinese women*. *Journal of Fashion Marketing and Management*, 13(4), 553–565.
- Kapferer, J. N., & Valette-Florence, P. (2022). *The myth of the universal millennial: comparing millennials' perceptions of luxury across six countries*. *International Marketing Review*, 39(2), 149–165.
- Karatzas, S., Kapoulas, A., & Priporas, C. V. (2019). *Consumers' perceptions*

- on complexity and prospects of ethical luxury: Qualitative insights from Taiwan. *Australasian Marketing Journal*, 27(4), 224–232.
- Kassim, N., Bogari, N., Salamah, N., & Zain, M. (2016). *The Relationships between Collective Oriented Values and Materialism, Product Status Signaling and Product Satisfaction: A Two-City Study*. *Asia Pacific Journal of Marketing and Logistics*, 28(5), 1–5.
 - Katz, D. (1960). *The functional approach to the study of attitudes*. *Public Opinion Quarterly*, 24(2), 163–204.
 - Kauppinen-Räsänen, H., Björk, P., Lönnström, A., & Jauffret, M. N. (2018). *How consumers' need for uniqueness, self-monitoring, and social identity affect their choices when luxury brands visually shout versus whisper*. *Journal of Business Research*, 84(November 2017), 72–81.
 - Kaur, J., Parida, R., Ghosh, S., & Lavuri, R. (2022). *Impact of materialism on purchase intention of sustainable luxury goods: An empirical study in India*. *Society and Business Review*, 17(1), 22–44.
 - Keupp, M. M., & Gassmann, O. (2009). *The past and the future of international entrepreneurship: A review and suggestions for developing the field*. *Journal of Management*, 35(3), 600–633.
 - Khan, S., Fazili, A. I., & Bashir, I. (2021). *Counterfeit luxury consumption: A review and research agenda*. In *Journal of Consumer Behaviour* (Vol. 20, Issue 2, pp. 337–367). John Wiley and Sons Ltd.
 - Ki, C. W. (Chloe), Li, C., Chenn, A. S., Chong, S. M., & Cho, E. (2024). *Wise consumer choices in online secondhand luxury (OSHL) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption*. *Journal of Retailing and Consumer Services*, 76(August 2023).
 - Kim, B., Kim, S. (Sam), King, B., & Heo, C. Y. (2018). *Luxurious or economical? An identification of tourists' preferred hotel attributes using best-worst scaling (BWS)*. *Journal of Vacation Marketing*, 25(2), 162–175.
 - Kim, D. H., & Jang, S. C. (2014). *Motivational drivers for status consumption: A study of Generation Y consumers*. *International Journal of Hospitality Management*, 38, 39–47.
 - Kim, D., & Jang, S. (Shawn). (2017). *Symbolic Consumption in Upscale Cafés: Examining Korean Gen Y Consumers' Materialism, Conformity, Conspicuous Tendencies, and Functional Qualities*. *Journal of Hospitality and Tourism Research*, 41(2), 154–179.
 - Kim, H.-S., Moon, H.-K., Choo, H.-J., & Yoon, N.-H. (2011). *The Effect of Fashion Luxury Consumption Values on the Intention to Maintain Brand Relationships -Differences among Segmented Markets Based on Purchasing Patterns*. In *Journal of the Korean Society of Clothing and Textiles* (Vol. 35, Issue 4, pp. 408–420).
 - Kim, H. Y., Yoo, J. J., Choi, D., Kim, J., & Johnson, K. K. P. (2011). *Personal luxury values associated with fashion brand consumption: An exploratory*

- analysis of demographic variations in the United States. Journal of Global Fashion Marketing, 2(3), 130–138.*
- Kim, J. H. (2020). *Luxury brands in the digital age: perceived quality and gender difference. International Review of Retail, Distribution and Consumer Research, 30(1), 68–85.*
 - Kim, J. H., & Kim, M. (2020). *Conceptualization and assessment of E-service quality for luxury brands. Service Industries Journal, 40(5), 436–470.*
 - Kim, Jieun, Kim, J. E., & Johnson, K. K. P. (2012). *The customer-salesperson relationship and sales effectiveness in luxury fashion stores: The role of self monitoring. Journal of Global Fashion Marketing, 1(4), 230–239.*
 - Kim, Jihyun, & Lee, H.-H. (2015). *Impacts of U.S. affluent consumers' luxury goods consumption beliefs on repeat purchases of luxury goods: Generational and gender comparison analyses. Journal of Global Fashion Marketing, 6(3), 207–221.*
 - Kim, K. H., Ko, E., Xu, B., & Han, Y. (2012). *Increasing customer equity of luxury fashion brands through nurturing consumer attitude. Journal of Business Research, 65(10), 1495–1499.*
 - Kim, S., & Chang, H. J. (Julie). (2023). *Mechanism of retail therapy during stressful life events: The psychological compensation of revenge consumption toward luxury brands. Journal of Retailing and Consumer Services, 75(March), 103508.*
 - Kumagai, K. (2022a). *Exploring the role of brand–sustainability–self-congruence on consumers' evaluation of luxury brands. Asia Pacific Journal of Marketing and Logistics.*
 - Kumagai, K. (2022b). *Exploring the role of brand–sustainability–self-congruence on consumers' evaluation of luxury brands. Asia Pacific Journal of Marketing and Logistics, ahead-of-p(ahead-of-print).*
 - Kumagai, K. (2023). *Exploring the role of brand–sustainability–self-congruence on consumers' evaluation of luxury brands. Asia Pacific Journal of Marketing and Logistics, 35(8), 1951–1969.*
 - Lai, S. M., & Prendergast, G. (2019). *How men interpret women's luxury brand signals. Journal of Fashion Marketing and Management, 23(2), 209–223.*
 - Latter, C., Phau, I., & Marchegiani, C. (2012). *The roles of consumers need for uniqueness and status consumption in haute couture luxury brands. Journal of Global Fashion Marketing, 1(4), 206–214.*
 - Lee, J. H., & Hwang, J. (2011). *Luxury marketing: The influences of psychological and demographic characteristics on attitudes toward luxury restaurants. International Journal of Hospitality Management, 30(3), 658–669.*
 - Lee, K. O., & Mori, M. (2016). *Do Conspicuous Consumers Pay Higher Housing Premiums? Spatial and Temporal Variation in the United States. Real Estate Economics, 44(3), 726–763.*
 - Li, C. S., Zhang, C. X., Chen, X., & Wu, M. S. S. (2021). *Luxury shopping*

tourism: views from Chinese post-1990s female tourists. *Tourism Review*, 76(2), 427–438.

- Li, F., Cheng-Xi Aw, E., Wei-Han Tan, G., Cham, T. H., & Ooi, K. B. (2022). The Eureka moment in understanding luxury brand purchases! A non-linear fsQCA-ANN approach. *Journal of Retailing and Consumer Services*, 68(May), 103039.
- Li, J. J., & Su, C. (2007). How face influences consumption A comparative study of American and Chinese consumers. *International Journal of Market Research*, 49(2), 237–256.
- Linnenluecke, M. K., Marrone, M., & Singh, A. K. (2020). Conducting systematic literature reviews and bibliometric analyses. *Australian Journal of Management*, 45(2), 175–194.
- Liu, J., Wakeman, S. W., & Norton, M. I. (2024). The egalitarian value of counterfeit goods: Purchasing counterfeit luxury goods to address income inequality. *Journal of Consumer Psychology*, May 2023, 1–12.
- Liu, Z. J., Yildirim, P., & Zhang, Z. J. (2023). Less is more: A theory of minimalist luxury. *Journal of Economics and Management Strategy*, 33(1), 78–110.
- Loussaïef, L., Ulrich, I., & Damay, C. (2019). How does access to luxury fashion challenge self-identity? Exploring women's practices of joint and non-ownership. *Journal of Business Research*, 102(May 2018), 263–272.
- Mayer, K. C., Morse, A. L., & DeSchraver, T. (2017). Intercollegiate football and luxury suites: An investigation of factors related to price. *Sport Marketing Quarterly*, 26(2), 75–86.
- Mo, T. (2021). “Income vs. education” revisited – the roles of “family face” and gender in Chinese consumers' luxury consumption. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1052–1070.
- Moon, M. A., Javaid, B., Kiran, M., Awan, H. M., & Farooq, A. (2018). Consumer perceptions of counterfeit clothing and apparel products attributes. *Marketing Intelligence and Planning*, 36(7), 794–808.
- Nagel, I., & Lemel, Y. (2019). The effects of parents' lifestyle on their children's status attainment and lifestyle in the Netherlands. *Poetics*, 74(April), 101357.
- Ngai, J., & Cho, E. (2012). The young luxury consumers in China. *Young Consumers*, 13(3), 255–266.
- Nwankwo, S., Hamelin, N., & Khaled, M. (2014). Consumer values, motivation and purchase intention for luxury goods. *Journal of Retailing and Consumer Services*, 21(5), 735–744.
- OECD. (2002). *Towards Sustainable Household Consumption? Trends and Policies in OECD Countries*. OECD Observer, 12. www.oecd.org.
- Olšanová, K., Escobar Ríos, A., Cook, G., Král, P., & Zlatic, M. (2022). Impact of the awareness of brand-related CSR activities on purchase intention for luxury brands. *Social Responsibility Journal*, 18(3), 597–618.

- Pangarkar, A., Arora, V., & Shukla, Y. (2022). *Exploring phygital omnichannel luxury retailing for immersive customer experience: The role of rapport and social engagement*. *Journal of Retailing and Consumer Services*, 68(March), 103001.
- Park, H. J., Rabolt, N. J., & Sook, K. J. (2008). *Purchasing global luxury brands among young Korean consumers*. *Journal of Fashion Marketing and Management*, 12(2), 244–259.
- Park, J., Hyun, H., & Thavisay, T. (2021). *A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention*. *Journal of Retailing and Consumer Services*, 58(September 2020), 1–12.
- Park, S. Y., & Yang, Y. (2012). *The effect of celebrity conformity on the purchase intention of celebrity sponsorship brand: The moderating effects of symbolic consumption and face-saving*. *Journal of Global Fashion Marketing*, 1(4), 215–229.
- Paul, J. (2018). *Toward a ‘masstige’ theory and strategy for marketing*. 12, 722–745.
- Paul, J. (2024). *Publishing in premier journals with high impact factor and Q1 journals: Dos and Don'ts*. *International Journal of Consumer Studies*, 48(3), 1–9.
- Paul, J., & Criado, A. R. (2020). *The art of writing literature review: What do we know and what do we need to know?* *International Business Review*, 29(4), 101717.
- Paul, J., Merchant, A., Dwivedi, Y. K., & Rose, G. (2021). *Writing an impactful review article: What do we know and what do we need to know?* *Journal of Business Research*, 133, 337–340.
- Paul, J., & Rosado-Serrano, A. (2019). *Gradual Internationalization vs Born-Global/International new venture models: A review and research agenda*. *International Marketing Review*, 36(6), 830–858.
- Pawlowski, T., & Breuer, C. (2012). *Expenditure elasticities of the demand for leisure services*. *Applied Economics*, 44(26), 3461–3477.
- Phau, I., & Cheong, E. (2009). *Young consumers' evaluations of diffusion brands*. *Young Consumers*, 10(3), 210–224.
- Phau, I., & Leng, Y. S. (2008). *Attitudes toward domestic and foreign luxury brand apparel: A comparison between status and non status seeking teenagers*. *Journal of Fashion Marketing and Management*, 12(1), 68–89.
- Qi, S., Law, R., & Buhalis, D. (2013). *Who booked five-star hotels in Macau? A study of hotel guests' online booking intention*. *Journal of Hospitality and Tourism Management*, 20, 76–83.
- Ramazani, A., & Kermani, M. (2022). *Spiritualism versus materialism: can religiosity reduce conspicuous consumption?* *Journal of Islamic Marketing*, 13(8), 1639–1655.
- Rambocas, M., & Mahabir, J. M. (2021). *The effects of consumers' cultural sensitivity, ethnocentrism and demographical characteristics on attitude*

toward luxury fashion brands in Trinidad and Tobago. *Journal of Fashion Marketing and Management*, 25(4), 644–664.

- Ratnasari, R. T., Prajasari, A. C., & Kassim, S. (2023). Does religious knowledge level affect brand association and purchase intention of luxury cars? Case of the Lexus cars in Indonesia. *Journal of Islamic Marketing*, 14(4), 988–1006.
- Rezaee Vessal, S., & Partouche-Sebban, J. (2022). The effect of mortality salience on status consumption among elderly individuals: the moderating role of chronological age and subjective age. *Journal of Organizational Change Management*, 35(1), 209–223.
- Romaniuk, J., & Huang, A. (2020). Understanding consumer perceptions of luxury brands. *International Journal of Market Research*, 62(5), 546–560.
- Roper, S., Caruana, R., Medway, D., & Murphy, P. (2013). Constructing luxury brands: Exploring the role of consumer discourse. *European Journal of Marketing*, 47(3), 375–400.
- Roux, E., Tafani, E., & Vigneron, F. (2017). Values associated with luxury brand consumption and the role of gender. *Journal of Business Research*, 71, 102–113.
- Rözer, J., Lancee, B., & Volker, B. (2022). Keeping Up or Giving Up? Income Inequality and Materialism in Europe and the United States. *Social Indicators Research*, 159(2), 647–666.
- Ryu, S. (2020). Online luxury goods with price discount or onsite luxury goods with luxury services: Role of situation-specific thinking styles and socio-demographics. *Journal of Retailing and Consumer Services*, 57(August), 102253.
- Samaddar, K., Mondal, S., & Gandhi, A. (2024). Online counterfeit purchase behaviour: moderating effect of perceived anonymity and moral disengagement. *Young Consumers*, 25(1), 84–108.
- Sanguanpiyapan, T., & Jasper, C. (2010). Consumer insights into luxury goods: Why they shop where they do in a jewelry shopping setting. *Journal of Retailing and Consumer Services*, 17(2), 152–160.
- Saruchera, F., & Mthombeni, L. (2023). Antecedents to the conspicuous consumption of luxury fashion brands by middle-income black South Africans. *Journal of Fashion Marketing and Management*, 1–21.
- Schade, M., Hegner, S., Horstmann, F., & Brinkmann, N. (2016). The impact of attitude functions on luxury brand consumption: An age-based group comparison. *Journal of Business Research*, 69(1), 314–322.
- Semaan, R. W., Lindsay, V., Williams, P., & Ashill, N. (2019). The influence of gender roles in the drivers of luxury consumption for women: Insights from the gulf region. *Journal of Retailing and Consumer Services*, 51(June), 165–175.
- Shahid, S., Islam, J. U., Farooqi, R., & Thomas, G. (2021). Affordable luxury consumption: an emerging market's perspective. *International Journal of*

Emerging Markets, May.

- Shankar, A., & Jain, S. (2022). Investigating webrooming behavior: a case of Indian luxury consumers. *Journal of Fashion Marketing and Management*, 27(2), 241–261.
- Shapiro, S. L., DeSchriver, T., & Rascher, D. A. (2012). Factors affecting the price of luxury suites in major north american sports facilities. *Journal of Sport Management*, 26(3), 249–257.
- Sharif, K., Kassim, N., & Faisal, M. N. (2019). Domains of Living and key demographics: Their impact on luxury consumption behavior of affluent Qataris. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 359–377.
- Sharma, K., Aswal, C., & Paul, J. (2022). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, September.
- Sharma, P., Srivastava, A., Sharma, V., Singh, N., & Nijjer, S. (2024). Understanding consumer repurchase intentions towards luxury retail brands: Evidence from an emerging market. *Journal of Retailing and Consumer Services*, 76(June 2023), 103570.
- Shimul, A. S. (2022). Brand attachment: a review and future research. *Journal of Brand Management*, 29(4), 400–419.
- Shin, H., Eastman, J. K., & Mothersbaugh, D. (2017). The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand. *Journal of Retailing and Consumer Services*, 38(May), 59–70.
- Silverstein J Michael, & Fiske Neil. (2003). *Luxury for the Masses*. *Harvard Business Review*, 81(4), 48–59. www.hbsp.orghttp.
- Sinh My, N., Nguyen, L. T. V., & Pham, H. C. (2024). An integrated model of social media brand engagement: an empirical study of the Vietnamese luxury residential property market. *Asia Pacific Journal of Marketing and Logistics*, 36(5), 1270–1295.
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9(3), 287.
- Sirgy, M. J. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, 13(3), 195–206.
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 28(2), 197–207.
- Smith, M. B., Bruner, J. S., & White, R. W. (1956). *Opinions and personality*. In *Opinions and personality*. John Wiley & Sons.
- Sondhi, N., & Basu, R. (2023). Profiling the online premium brand consumers based on their fashion orientation. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 380–397.
- Stanforth, N., & Lee, S. H. (2011). Luxury perceptions: A comparison of Korean and American consumers. *Journal of Global Fashion Marketing*, 2(2), 95–103.
- Stokburger-Sauer, N. E., & Teichmann, K. (2013). Is luxury just a female thing?

- The role of gender in luxury brand consumption. Journal of Business Research, 66(7), 889–896.*
- *Straker, K., & Wrigley, C. (2016). Emotionally engaging customers in the digital age: the case study of 'Burberry love.' Journal of Fashion Marketing and Management, 20(3), 193–215.*
 - *Sukumaran, L., & Majhi, R. (2024). Uncorking the delights: deciphering Indian wine consumers' tastes with a multi-method approach and consumer insights. International Journal of Wine Business Research.*
 - *Sun, G., Li, J., Cheng, Z., D'Alessandro, S., & Johnson, L. (2021). Consumer personality factors and iPhone consumption in China. Journal of Consumer Behaviour, 20(4), 862–870.*
 - *Swain, S., Jebarajakirthy, C., Sharma, B. K., Maseeh, H. I., Agrawal, A., Shah, J., & Saha, R. (2023). Place Branding: A Systematic Literature Review and Future Research Agenda. Journal of Travel Research.*
 - *Swimberghe, K., Darrat, M. A., Beal, B. D., & Astakhova, M. (2018). Examining a psychological sense of brand community in elderly consumers. Journal of Business Research, 82(January 2016), 171–178.*
 - *Tafari, E., Vigneron, F., Azoulay, A., Crener, S., & Zahid, A. (2024). The Influence of Culture and Gender in Luxury Brand Consumption: A Comparison Across Western and Eastern Culture Consumers. Journal of International Marketing.*
 - *Tascioglu, M., Eastman, J. K., & Iyer, R. (2017). The impact of the motivation for status on consumers' perceptions of retailer sustainability: the moderating impact of collectivism and materialism. Journal of Consumer Marketing, 34(4), 292–305.*
 - *Thomas, S., Bhatt, V., & Patel, R. (2022). Impact of skepticism on CRM luxury campaign participation intention of Generation Z. International Journal of Emerging Markets.*
 - *Varma, I. G., Chanana, B., Lavuri, R., & Kaur, J. (2022). Impact of spirituality on the conspicuous consumption of fashion consumers of generation Z: moderating role of dispositional positive emotions. International Journal of Emerging Markets.*
 - *Veg-Sala, N., & Roux, E. (2018). Cross-gender extension potential of luxury brands: a semiotic analysis. Journal of Brand Management, 25(5), 436–448.*
 - *Walasek, L., Bhatia, S., & Brown, G. D. A. (2018). Positional goods and the social rank hypothesis: Income inequality affects online chatter about high- and low-status brands on twitter. Journal of Consumer Psychology, 28(1), 138–148.*
 - *Walasek, L., & Brown, G. D. A. (2015). Income Inequality and Status Seeking: Searching for Positional Goods in Unequal U.S. States. Psychological Science, 26(4), 527–533.*
 - *Wang, O., Somogyi, S., & Ablett, R. (2018). General image, perceptions and consumer segments of luxury seafood in China: A case study for lobster.*

British Food Journal, 120(5), 969–983.

- Wang, O., Somogyi, S., & Ablett, R. (2021). *The influences of quality attributes and socio-demographics on Chinese consumers' general and online consumptions of Canadian, US and Australian lobsters*. *British Food Journal*, 123(7), 2289–2306.
- Wang, X., Lai, I. K. W., & Wang, X. (2023). *The influence of girlfriend getaway luxury travel experiences on women's subjective well-being through travel satisfaction: A case study in Macau*. *Journal of Hospitality and Tourism Management*, 55(August 2022), 91–100.
- Yao, A. (2023). *Uncovering heterogeneous prestige effect in luxury consumption: Insights from the Chinese luxury market*. *Journal of Business Research*, 168(July 2022), 114235.
- Yin, C. Y., Bi, N., Poon, P., & Sun, Y. (2020). *Sexy or smart? The impact of endorser ethnicity and portrayal on Chinese women's attitudes toward luxury advertising*. *Asia Pacific Journal of Marketing and Logistics*, 32(2), 406–427.
- Yu, D., & Sapp, S. (2019). *Motivations of Luxury Clothing Consumption in the U.S. vs. China*. *Journal of International Consumer Marketing*, 31(2), 115–129.
- Yu, S., & Hudders, L. (2022). *Measurement invariance of the modified brand luxury index scale across gender, age and countries*. *Journal of Fashion Marketing and Management*, 26(5), 870–889.
- Zhang, L., Cude, B. J., & Zhao, H. (2020). *Determinants of Chinese consumers' purchase intentions for luxury goods*. *International Journal of Market Research*, 62(3), 369–385.