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LITHUANIAN CONSUMER
PERCEPTIONS OF LUXURY GOODS,
THEIR ASSOCIATED ATTRIBUTES AND VALUES**

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Abstract

Currently, the world luxury market is undergoing a significant shift: more and more people can afford items that used to be consumed only by the affluent. According to consultants of the famous Boston Consulting Group, another important force shaping the luxury market is middle class consumers who economize on their basic needs in order to buy at least some luxury goods. Therefore, the very notion of luxury is getting blurred. This paper deals with finding what Lithuanian consumers perceive as a luxury good and what attributes and values they associate with luxuries. To implement this, a focus group was organized and its results were later employed in constructing a questionnaire, which was partly based on a list of luxury attributes developed by Vigneron and Johnson. The authors found that although the notion of luxury heavily depends on individual preferences and income, Lithuanian consumers generally tend to associate luxury with traditional prestige items such as expensive automobiles and designer clothing. The attributes that consumers mostly associate with luxury include indulgence, superior quality, high price, and superfluosity, amongst others. Regarding the choice of the attributes of luxury goods, significant differences exist between genders as well as among individuals of different income level, education, and other demographics. Finally, benefit segmentation has been performed and the respondents have been divided into four significantly different consumer clusters.

1 Introduction

“You walk down the street in New York, and every fourth woman is carrying an Hermes Birkin bag.” Investment banker Gail Zauder of Elixir Advisors, referring to a famous handbag with a two-year waiting list (Foroohar and Margolis, 2005).

As the citation above illustrates, the market for luxury goods has been undergoing a significant shift over recent years. Products that only a few could afford are becoming accessible to more and more consumers. In their book published in 2003, consultants of the famous Boston Consulting Group revealed the trend of saving on basic goods in order to purchase at least some kind of luxury goods later on. This phenomenon is related to the emotional attachment that consumers have to certain product categories. Another point to be mentioned is that not only is the market for luxuries expanding in developed countries but it is also prospering in emerging economies (Galbraith, 2005).

However, the concept of luxury is itself changing. The BCG consultants mentioned above separate new and old luxury goods. While brands like Louis-Vuitton or Dolce & Gabbana represent the traditional luxury, the “new luxury” products are not that exquisite and are widely consumed by the middle-class. Nevertheless, in comparison with conventional goods, “new luxury” goods stand out with superior performance and emotional appeal (Silverstein, Fiske, 2005, 5). For instance, while Aston Martin and Ferrari have always been considered as extremely luxurious, the 3-series BMW convertible might be an example of the “new luxury”. The same trends are present in markets such as electronics, fashion clothing, fragrances and cosmetics, and entertainment.

In light of these changes, we would like to point out the very same trends taking place in the rapidly developing Lithuanian market for luxury products. Firstly, the economy of Lithuania is growing at a substantial pace; in 2005, the GDP of Lithuania increased by an impressive 7.3% (Department of Statistics to the Government of the Republic of Lithuania, 2006). The income of the higher-income classes is constantly rising. This implies that wealthy people have more money available to spend on more exquisite purchases ranging from a cup of coffee in a trendy café to a lavish apartment in the centre of Vilnius. Secondly, the rapidly growing credit market shows that consumerism trends have had an impact on the Lithuanian people. According to the

Bank of Lithuania, the credit market grew by 32.8% during the first three quarters of the year 2005 (2005).

The division of old and “new” luxury has created some kind of confusion in understanding what the word “luxury” actually means for Lithuanian consumers. For instance, some might think that luxurious goods are those - such as the famous red Ferrari - unaffordable for an ordinary middle class consumer. Others might consider a professional Thai massage to be quite a luxury. Therefore, our first research question is: **what is perceived as a luxury good by Lithuanian consumers?** Another issue of interest for us is the attributes that consumers associate with these goods. This could help in understanding the underlying motives for purchasing items with a considerable premium that is highly prevalent. Consequently, it would be useful for marketing and advertising professionals in their efforts to promote these products. Therefore, our second research question is: **what are the attributes and values that Lithuanian consumers associate with luxury goods?**

In the second section of the paper, we review literature discussing luxury goods in general and their consumption patterns. First, we go through theoretical readings describing the definition of luxury and its features. Then we mention works by different authors that provide a deeper insight into aspects of consumption of luxury items. At the end of Section 2, we review previous research on related topics. In Section 3, we describe our methodology; the results and analysis can be found in Section 4. Then, we compare our findings with the previous research in the discussion part. The subsequent section contains the conclusions and the last, seventh part of our work provides suggestions for further research.

2 Review of Literature

2.1 *Discussion of Theory*

A luxury good is a good for which demand increases in disproportional pace as income rises, in contrast with an inferior good and a normal good (Varian, 1996, 101). Luxury goods have high income elasticity of demand: as people become wealthier, they buy more and more of these goods at an increasing rate. In fact, some luxury products are considered to be examples of Giffen goods, with a positive price elasticity of demand (Varian, 1996, 104). For instance, making a certain brand of perfume more expensive may increase its perceived value as a luxury good; as a result, sales may go up rather than down.

Naturally, the public understanding of luxury is less scientific: these are expensive goods beyond the plain necessities, almost always associated with the wealthy part of society. Certain goods or brands have become symbols of luxury. Examples might include caviar, high-end cars, and Dolce & Gabbana apparel. Although in economic terms luxury good is unrelated with quality, generally it is considered to be superior in terms of both price and quality.

Social class has a pronounced impact on consumption choices of individuals and the individual's position in society that these choices reflect. Consumer behaviour theory uses the term *status symbols* to refer to products that are purchased and demonstrated as signals of desirable social class (Solomon, 2004, 441). Some class systems have a more significant influence on buying behaviour, while others are not that easily noticeable. In most Western countries, the "lower" classes may engage in buying behaviour similar to that of the "upper" classes. However, in other cultures, where a caste system gives people a more distinctive role, consumer behaviour is more firmly linked to social classes. Upper classes in almost all societies are often more similar to each other than they are to the rest of their own society. When selecting products and services, they make choices that are less culture-bound than those of lower class consumers (Jobber, 1995, 235).

However, it would be a mistake to assume that the more affluent would necessarily splurge on luxury items. Social class involves more than income; wealthy consumers' spending patterns are highly affected by other factors such as where and how they got their money and how long they have had it (Solomon, 2004, 459).

In the book by Solomon, we found the following way of dividing customers into three categories with respect to their attitudes towards luxury (2004, 460):

1. *Luxury is functional.* These consumers buy products that have enduring value after conducting extensive pre-purchase research. They base their purchasing decisions on logic rather than emotion.
2. *Luxury is a reward.* This group tends to be younger than the first one. They desire to be successful and to demonstrate their success to others. These consumers purchase conspicuous luxury items such as high-end cars and lavish homes.
3. *Luxury is indulgence.* This group is the smallest of the three and tends to be the youngest of all. They are willing to pay a premium for items expressing their individuality and

attracting the attention of others. They often base their purchasing decisions on emotions and are more likely to buy impulsively.

One would not be far from the truth in saying that status anxiety bothers the *nouveaux riches* more than any other category of affluent consumers. *Nouveau riche* is a derogatory term describing newcomers to the world of wealth. They “monitor the cultural environment to ensure that they are doing the “right” thing, wearing the “right” clothes, being seen at the “right” places” (Solomon, 2004, 461). Their buying behaviour could be described by the term *conspicuous consumption*, which was first used in 1899 by American economist Thorstein Veblen and refers to buying expensive services and products in order to display one’s wealth (Bagwell, Bernheim, 1996).

2.2 Readings Available

One of the classic readings on conspicuous consumption and the notion of taste is “Distinction” by Pierre Bourdieu (1984). The author analyses differences between social classes and their understanding of aesthetics and tastefulness based on a survey by questionnaire, carried out in 1963 and 1967-68 in France. In his study, Bourdieu shows that particular opinions and choices are less important than an overall aesthetic mindset. In addition, this aesthetic mindset not only supports upper-class prestige but helps keep them at arm’s length from the lower classes. Thus, luxurious and artistic items not only serve as instruments of demonstrating status but carry a certain power.

The most comprehensive recent source on the topic of luxury is a book by Michael Silverstein and Neil Fiske, “Trading Up”, which we have already mentioned in the introduction. Its first edition was published in 2003 and immediately received enormous attention from professional marketers and social researchers. The authors have substantial experience at the famous Boston Consulting Group and give a deep insight into the segment of so called “new luxury” goods that are increasingly chosen by middle market consumers. According to them, the modern middle class is searching for a higher level of quality, taste, and aspiration than ever before.

According to Silverstein and Fiske, successful “new luxury” brands engage people into more than one of the following emotional areas (2005, 35):

- “Taking care of me”. Goods or services provide consolation for disillusionment or distinction for attainments. Examples of such products might include superior price personal care products, spa treatments, and house wares.
- “Questing”. Goods or services enabling new experience and taste. The most common example could be travel, or different sports.
- “Connecting”. Goods and services that enrich rapport with family, friends, colleagues. Examples could be dining out, home theatre.
- “Individual style”. Goods and services that exhibit personal interests and passions. Examples could be lingerie, cars, and spirits.

The willingness to pay more for the luxury goods was highlighted in the preface of the Russian edition of Silverstein and Fiske’s book (2004, 7) by Oleg Tinkov, representative of the board of a company producing superior price beer. Tinkov argues that people from the former Soviet block countries are even more willing to save on basics in order to buy at least some luxury because luxurious Western goods had been dreamed about but not available. As soon as the possibility to acquire these commodities became real, people got motivated to save and buy them. Acquiring them not only means the same as for the Western people in terms of the four emotional areas mentioned above, but also makes their protractedly mature wishes come true.

Another reading we found useful in our pre-research was “Understanding the Consumer” by Isabelle Szmigin. Among many other aspects of modern consumption patterns, the author discusses conspicuous consumption. Szmigin points out that possessions can define consumer self-identity by allowing them to associate with the world around them through the brands they buy. However, she also states that conspicuous consumption may leave customers “on a hamster wheel” (2003, 150). According to the author, an increasing number of consumers are becoming aware of their role in consumption and production as a process and reviewing their buying patterns. This conclusion might be considered as support for Silverstein’s and Fiske’s statement about declining sales of traditional luxury goods and the rise of middle-market luxury, which, in addition to popular brand and premium price, provides emotional importance and superior quality (2005, 69).

2.3 Previous Research

One of the works related to the luxury field was produced by Vigneron and Johnson (2004). In our paper, we discuss how luxury brands are constructed from the theoretical point of view. Then we specify dimensions of luxury applied to brands and develop a scale to measure the dimensions.

In specifying luxury dimensions, we refer to several previous researches such as Dubois, Laurent, and Czellar (2001) and Vigneron and Johnson (1999). As a result, we construct a table of factors describing luxury brands mentioned in these studies (Appendix 1).

One of the works that Vigneron and Johnson referred to in their work mentioned above was their previous research discussing behaviour of prestige-seeking consumers (1999). In this paper, we develop a conceptual framework for analyzing the phenomenon. Firstly, we define five perceived values that lead to the distinction between prestige and non-prestige brands.

1. *Conspicuous value*. The consumption of prestige brands serves as a signal of status and wealth. The higher price of the brands enhances the value of such a signal.
2. *Unique value*. If virtually everyone owns a particular brand, it is considered to be non-prestigious.
3. *Social value*. The role-playing aspects and social value of a brand can affect the decision to buy.
4. *Hedonic value*. A product's subjective intangible benefits clearly determine the brand selection.
5. *Quality value*. Prestige is partly derived from technical superiority.

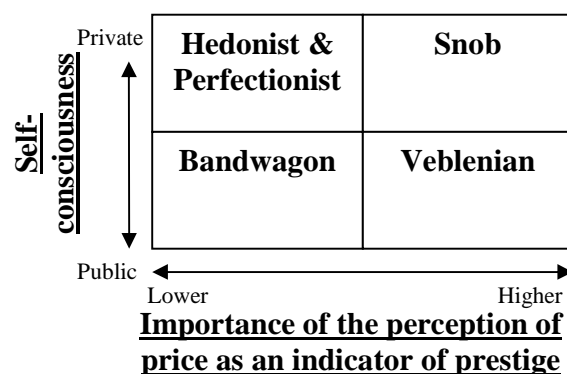


Figure 1: Prestige Seeking Consumer Behaviour

Source: Vigneron, Franck, and Lester Johnson. "A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior." *Academy of Market Science Review*. <<http://www.amsreview.org/articles/vigneron01-1999.pdf>>.

Additionally, prestige-seeking behaviour is a result of multiple motivations that arise from perception of price as an indicator of prestige as well as from self-consciousness (Figure 1). *Veblenian* consumers attach substantial importance to price as a prestige indicator as their primary aim is to impress others. *Snob* consumers see price as an indicator of exclusivity, which they seek; therefore, they avoid popular brands. *Bandwagon* consumers attach lower importance to price as an indicator of prestige; however, they tend to emphasize the impression they make to others by consuming prestige brands. *Hedonist* consumers place less emphasis on price as an indicator of prestige as they care more about their own emotions and experiences.

Finally, the authors combine the five values of prestige with the five relevant motivations (Table 1).

Values	Motivations
Conspicuous	Veblenian
Unique	Snob
Social	Bandwagon
Emotional	Hedonist
Quality	Perfectionist

Table 1: Prestige values and motivations of prestige-seeking behaviour

Source: Vigneron, Franck, and Lester Johnson. "A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior." *Academy of Market Science Review*.
<<http://www.amsreview.org/articles/vigneron01-1999.pdf>>.

Another author worth mentioning is Dubois, who has written several papers on luxury. In one of them, he analyzes the phenomenon of excursionism (Dubois, Laurent, 1996), a process of buying and consuming luxury goods only occasionally. The authors explain this by stating that each luxury item fulfils certain functions, while each situation requires certain functions to be fulfilled. As a result, some luxury goods are more appropriate in certain situations than others. Dubois and Laurent specify four situations (social vs. individual, planned vs. impulse) and carry out interviews seeking to find out how individuals act in each of the situations given. The analysis results in confirming the initial hypothesis: certain products correspond more than others to specific situations.

One more research conducted by Dubois and Paternault (1995) discusses the status of international luxury brands in the USA. The research was triggered after the authors had realized that it was extremely difficult to explain and predict the conditions for emergence of "dreams" of luxury and their materialization. In their research, Dubois and Paternault measure 34 well-known

international brands on the basis of three factors: aided awareness, recent purchase, and dream value. The latter was constructed using this question: “Imagine that you are given the possibility of choosing a beautiful present because you won a contest. Which are the five brands you would like the best?” The result of the research was “the dream formula”:

$$\text{DREAM} = 0.58 * \text{AWARENESS} - 0.59 * \text{PURCHASE} - 8.6$$

Here, we see a paradox: it seems like awareness encourages the dream but actual purchase makes it come true, thus contributing to destroying it. The authors conclude that although marketing is about increasing demand for many product categories, this is not the case in the category of luxury goods. Here, the challenge is to develop the brand without losing its appeal, which is to a large extent based on its limited diffusion level.

In another work, Dubois cooperates with Laurent and Czellar (2001) to capture implicit and ambiguous consumer attitudes towards luxury. The research is based on content analysis of in-depth interviews and a large-scale international survey. As a result of the first part of the research, six basic dimensions are drawn from the many comments on luxury features offered by the respondents. These include excellent quality, very high price, scarcity and uniqueness, aesthetics and polysensuality, ancestral heritage and personal history, and superfluousness. Additionally, the authors attempt to capture psychological aspects of consumer attitudes towards luxury. This resulted in four general dimensions: mental reservations and excessive conspicuousness, personal distance and uneasiness, pleasure and deep interest, and sign value.

In the second part of the study, the authors employ the mixture clustering model allowing a particular consumer to be split between two or more clusters. This model was chosen based on the need to recognize that some consumers may have contradictory attitudes towards luxury, which emerged in the first part of the study. As a result, three types of attitudes were revealed: elitism, democratization, and distance.

In the concluding part of the work, the authors point out several new directions for more focused enquiry on specific dimensions of luxury, namely personal history, polysensuality, and scarcity, which seem to play essential roles in consumer attitudes.

3 Methodology

We based the methodology of the research on a blend of qualitative and quantitative market research techniques: focus group and survey. The focus group was organized in order to get an insight into what different opinions a fairly homogeneous group of people might have about luxury goods and what attributes they associate with luxury. The results of the session were later used to construct a questionnaire survey, which was needed to show wider tendencies as well as to provide statistical significance. Figure 2 clearly shows the successive stages of the thesis-writing process.

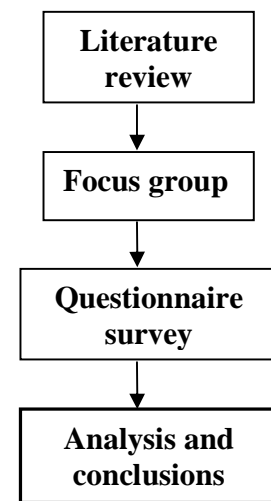


Figure 2: Methodology
Source: Self-developed

3.1 Focus Group

Firstly, a focus group session was conducted. Its purpose was to get an insight into what Lithuanian consumers think is luxury, what brands in particular they associate with luxury, and what attributes they consider make brands luxurious. The most important reason for us to employ this method was that it gave the opportunity to study the ways in which people collectively discuss what luxury is, then construct its attributes, and give examples. The focus group interview was also chosen because it enables and encourages interaction between participants. As “consumption is not something done in glorious isolation but is contextualized by place, time and social comparison” (Szmigin, 2003, 134), it was crucial to include the factor of interaction in research concerning consumption. The possibility of being challenged by other participants reduces the probability of participants giving inconsistent potentially wrong claims. Another reason for applying this technique was that it gives more control than a survey but still provides more flexibility than a structured interview (Krueger, 1994, 25).

The sample for the focus group session was drawn using convenience sampling and consisted of 6 members (4 females and 2 males). In total, 17 people were contacted and ten of them were supposed to turn up during the focus group session (5 male and 5 female). However, due to personal reasons, four respondents could not attend the session and only six people turned up. The literature suggests that an optimal number of participants varies from four to twelve;

therefore, we believe that six is reasonable. Krueger (1994, 57) suggests that the people selected should be as homogeneous as possible in terms of race, ethnicity, language, literacy level, and income. Thus, we chose young professionals from Vilnius who have recently graduated from universities and who occupy job positions of a fairly similar level in several different fields: telecommunications, consulting, law, and retail. We had an opportunity of capturing different opinions about both current consumption of the respondents and visions they have about “the affluent life”.

Although market research literature (Krueger, 1994, 53) recommends organizing a series of focus groups, we limited ourselves to only one session due to constraints of time and resources. We had not rejected the possibility of organizing a repeat session in case the first one had not provided results of expected quality. However, the discussion went smoothly as all participants expressed their opinions eagerly as well as criticizing statements of their colleagues. Both authors acted as mediators during the session.

All discussion was tape-recorded so that no important information would be missed or forgotten. Next day, the recording was transcribed and later analysis was carried out using the transcribed materials as well as notes made during the session by the authors including all the relevant observations made.

3.2 Survey

Dillman suggests that electronic survey methodologies help to reduce the time required for survey implementation from weeks to days or even hours, as well as the cost associated with survey implementation (2000, 352). However, electronic surveys imply a bias of all the respondents being computer literate and in our case having internet connection. Although over 650,000 inhabitants of Lithuania were reported to be using internet at least once a week in spring of the year 2005 (Ad.net, 2005), it still implies bias on the research sample. In order to avoid this bias and include more diverse people into our sample, we decided to conduct our research in the following ways: to use the snowball sampling method and get one hundred respondents for electronic survey, as well as to sample fifty people in shopping centres in Vilnius and Kaunas at random and distribute paper copies of the same questionnaire.

The research question implies that the target population of our study are all the people currently living in Lithuania. Due to lack of time and resources, we delimited our sample to

people living in the three biggest cities of Lithuania: Vilnius, Kaunas, and Klaipėda. We think that the three biggest cities in Lithuania represent the most significant consumption patterns. Snowball sampling is recommended in cases when a list of names of sample would be both difficult and impractical to obtain (Fink, 1995, 19). This was the major reason for us to use snowball sampling for distributing the electronic survey. E-mails with a link to the questionnaire were sent to people working and studying in different institutions and cities with a request to forward the same email to a few of their colleagues. The recipients' email addresses were randomly chosen from wide contact lists of two Lithuanian companies and included people working in banking, consulting, retail, manufacturing, travel, education, telecommunications, governmental institutions as well as to students from universities in Vilnius, Kaunas, and Klaipėda. A car rental company and a tourism company agreed to let us use their mailing lists which are used for distribution of newsletters with special seasonal offers for their clients in various Lithuanian and foreign companies and institutions; randomly chosen emails from the Lithuanian part of the list were used. The paper copies of the questionnaire were distributed in shopping centres "Akropolis" in Vilnius and "Maxima Bazė" in Kaunas. "Akropolis" in Vilnius is one of the biggest shopping malls and entertainment centres in Lithuania. It attracts thousands of people of diverse social backgrounds, which is why we decided to distribute paper copies of the questionnaire there. As at the time when the research was conducted, there was no place of this kind in Kaunas, we chose "Maxima Bazė". It is a big shopping centre and although its popularity is of a much smaller dimension, it is still widely visited by citizens of the city.

The questionnaire (Appendix 2) consisted of seven questions, two of which were open-ended questions asking for a product which is associated with the word "luxury" and an example of a luxury good trademark or trademarks (question number 5 "What is the first product that comes to your mind when you hear the word "luxury"?") and question number 6 "What is (are) brand name (names) that you mostly associate with luxury?"). The answers to the fifth question were clustered into thirteen different product categories, whereas the answers to the sixth question were analyzed on their own. Question number seven asked the respondents to evaluate on an interval scale how important the different attributes of luxury goods are; in total, sixteen attributes were given for evaluation. The list of attributes was constructed based on the work of Vigneron and Johnson (2004) and later adapted according to the results of the focus group session. The results were analysed using statistical SPSS software.

4 Results and Analysis

4.1 Results of the Focus Group

A luxury good was described as a quality product having a considerable price margin. It might be used by famous people, which in a way would increase its value. Another point was that it should provide some kind of comfort relative to other products of the same range. Here, two different opinions appeared. One participant stated that the quality of a luxury good must match its price, while another claimed that sometimes the margin simply stands for a well-known brand name.

After being asked to point out some examples of luxury goods, the participants mostly focused on clothing, automobiles, and accessories. However, as the discussion proceeded involving more diverse aspects, more original variations appeared. For instance, a flat in the Old Town, an opening night of a theatre play, and a relatively expensive brand of yogurt were mentioned throughout the session.

The respondents agreed that expensive brand names can assure a higher status in society and therefore are often used to parade one's wealth or taste. Mercedes, Rolex, Escada, and Dolce & Gabbana were among the brands mentioned most frequently. Besides, according to the participants, people who use brand names to show off usually choose products containing an explicitly stated logo.

One of the topics that raised hot discussion was whether luxury is more related to fashion and aesthetics or to functionality and convenience. Here, we should note that female and male participants supported different sides. One of the female respondents stated: "As far as I understand, it is all about fashion. <...> If I purchase a Mercedes when it's not fashionable, everyone will think I need it only for convenience purposes. No one will see it as an item of luxury." The main argument that females were basing their opinion on was that luxury is something that is acquired after all the basic needs, such as convenience, are satisfied.

Another dilemma that came up during the session was whether luxury is always related to price. However, in short the participants agreed that cheap items can never be considered as luxurious. Rather, luxury is something expensive that can only be afforded by the affluent classes.

When the authors raised the phenomenon of economizing on some products and trading up on others, several participants claimed it to be absolutely normal and admitted practicing it. They stated that purchasing a more expensive and, hopefully, higher-quality product can be considered as economizing as well. For instance, when buying jeans in Vero Moda (a moderately-priced European fashion clothing chain), one takes the risk of having them unstitched after the first laundry. Meanwhile, jeans in Aprangos Galerija (a fashion clothing chain selling more expensive brands) would cost several times more but they would definitely be high-quality and could be worn for a much longer period. This estimation was approved as quite reasonable. The participants agreed that “the luxury starts” when expensive items are bought to show off rather than simply to get higher quality.

One of the participants noted that purchasing luxury items can deteriorate into tastelessness. For instance, sometimes wealthy people upholster their homes in a really “wild” manner: one of the participants mentioned seeing a TV programme about the flat of Lithuanian “pop king” Rytis Cicinas, where many expensive interior details such as marble and antique furniture have been used. However, afterwards the participants agreed that luxury as such does not lead to bad taste.

After we asked what luxury goods in the respondent’s consumption are, everyone with one voice answered that they do not purchase luxury items. After a short discussion, the participants agreed that they consider luxury to be something that they do not own and basically cannot afford. When we introduced the idea of the “new luxury”, the participants claimed that their perceptions of luxury are totally different. According to the “new luxury” theory, all of them live quite luxurious lives. However, the participants did not feel like that. If they had a constant income of 10,000 Litas (~ €2,850) or above, all of the participants would travel more or enhance their leisure time in other ways.

4.2 Analysis of the Focus Group

From the focus group discussion, it became evident that the participants consider high price to be the key feature of luxury goods. The items might also be of remarkable quality, match the latest fashion trends, or provide different experiences. However, price is what turns them into a luxury.

Another point worth mentioning is that nearly all participants agreed on luxury being something inaccessible. In fact, this was explicitly stated many times: “For me, luxury is not

something that I have”, “Luxury is what you only see in the distance”, “It is a vision; it is more than you can afford”. This point of view remained the same even after we attempted to introduce the idea of lower-range luxury: according to the participants, luxury cannot be something that can be purchased easily. After such a firm opinion was expressed collectively, we decided to add inaccessibility to the list of luxury attributes in the questionnaire.

As luxury was decided to be something unattainable, another conclusion emerged: the very notion of luxury depends on individual understanding, values, and income level. For instance, if one person owns a flat in the Old Town of the capital, it seems natural to that individual. However, for a person living in a multi-storey house in a less prestigious part of the city, it is luxury indeed, especially if that individual works in the centre. As a result, the concept of luxury becomes blurred. In fact, even the idea of luxury provided by consumer behaviour theory (something above plain necessities) loses its comprehensibility as each consumer has their own understanding of necessities.

One more point is that four out of six participants saw luxury as something negative and mostly associated it with vanity. They provided examples that could be seen both as luxury and vain arrogance, such as purchasing superfluous items or going to an opening night of a play by a fashionable director just to be noticed there.

4.3 Results of the Survey

Appendix 3 contains descriptive statistics of the sample. The total sample consisted of 150 people aged from fifteen to sixty years old. Fifty-five percent of the respondents were female and forty-five percent male. Fifty-three percent of the respondents had a university education. Forty-three percent of the respondents have a monthly income of up to 1200 Litass (~ €350) per month, while the other fifty-seven percent have a higher monthly income. The average after-tax salary during the last quarter of 2004 was 1030.1 Litass (~ €300) (Department of Statistics of the Government of the Republic of Lithuania, 2005). A bias towards higher income of respondents is the fact that most respondents are from urban (rather than rural) areas of the country where the income is higher. Therefore, we consider our sample to truly reflect the population with regard to monthly income.

The most widely claimed luxury good turned out to be a car (27% of respondents) followed by a house or a flat (11.3% of respondents) and jewellery products (10.7% of

respondents). This turned out after analysis of thirteen groups that were formed as a result of coding the 5th question. If we analyze the brands mentioned in question number 6, we find that respondents gave 176 examples in total, out of which 87 (49%) were fashion brands and 50 (28%) were car brands. The significantly higher number of responses related to fashion items in the sixth question (to compare with the fifth question, where cars were mentioned most frequently) arises because male respondents tended to give one answer whereas female respondents more frequently gave several. Despite being mentioned second or third, all the brand names mentioned were entered into our database for question six. The most frequently mentioned brand names were Gucci (9%), Dolce & Gabbana (8%), Mercedes (7%), and Ferrari (7%). The authors tried to code the brand names as well and entered them into the SPSS database; however, due to the high number of brand names being mentioned and the high concordance between the answers to questions number five and six, only the answers to question number five have been used for later data analysis in SPSS. The most important attributes associated with luxury goods on the whole are indulgence, high price, best quality, preciousness, sophistication, fashion, and beauty. These attributes were assigned the highest assessment around the whole sample. Factor analysis was carried out in order to group some of the attributes into single variables. However, the results revealed that no significant factors can be compounded.

4.4 Analysis of the Survey

The more educated the respondent, the less indulgent luxury goods seem to be and the more relevant becomes the value of the history they carry (correlation coefficients -0.145 and .151 respectively; both significant at 8% significance level). A similar correlation can be seen between level of income and historical value: the greater the income of the respondent, the more the historical attribute of luxury goods is valued (correlation coefficient .259; significant at 1% level of significance). Besides, the wealthier the respondents the less they tend to consider luxury goods being above necessity or unobtainable (correlation coefficient -.259; significant at 2% significance level). The better the quality of the good and the more functional it is, the more precious it is to respondents (correlation coefficients .257 and .187 respectively; 5% significance level).

If female attitude is analyzed, the most frequently mentioned luxury products are jewellery products (18% of all products), cars (13%), and clothing (12%). The older the female

respondent, the less beautiful and less fashionable luxury items seem to her (3% level of significance). Other correlations were noticed concerning level of education. The less educated the female respondents, the more they value luxury goods for being indicators of wealth and status (correlation coefficient $-.247$; significant at 3% significance level). On the other hand, the more educated females are, the more they value the historical attribute of luxury goods (correlation coefficient $.324$; significant at 3% significance level). An interesting point to be mentioned is that female respondents who emphasize the high price of luxury goods tend to pay less attention to the esthetical aspect of items (correlation coefficient $-.205$; significant at 7% level of significance).

The most popular luxury products among male respondents are cars (43%), house or flat (16%), and travel (10%). The older the male respondents, the less indulgence they associate with luxury goods (correlation coefficient $-.205$; significant at 10% level of significance). A correlation also exists between functionality and uniqueness of luxury goods from the point of view of male respondents (correlation coefficient $.225$; significant at 10% significance level). Overall, male respondents associate the value of luxury items with high quality rather than with fashion (coefficient of correlation between value and high quality $.362$, coefficient of correlation between high quality and fashion $-.243$; both significant at 5% level of significance), which supports one of the conclusions we drew after the focus group session. Female respondents tend to relate luxury goods with fashion trends more often than males (mean difference $.41$ at 3% significance level). Meanwhile, male respondents connect luxury goods with high functionality (mean difference $.63$ at 1% significance level).

4.5 Consumer Clusters

In order to understand behaviour and values that respondents attribute to luxury goods, benefit segmentation has been performed. As suggested by Malhotra, this method helps to find clusters of homogenous people with regards to the benefits they seek (2003, 597). In this case, we have formed four significantly different consumer clusters representing various attitudes towards luxury goods and the attributes associated with them. Table 2 shows the main characteristics of the four clusters. Appendix 4 contains descriptive statistics for all the clusters.

	Fashion Slaves	Sophisticated Experts	Pragmatic Drivers	Young Individualists
Size	30 % of sample	16 % of sample	38% of sample	16% of sample
Gender	38% male 62% female	33% male 67% female	56% male 44% female	42% male 58% female
Mean age	26 years	32 years	28 years	24 years
Higher education	58%	75%	56.1%	12.5%
Income above 1,200 Litas (~ €350)	62.2%	91.7%	59.6%	4.2%
Products mentioned most frequently	Jewellery	Travel Experience products	Cars	Cars Apparel
Brands mentioned most frequently	Dolce&Gabbana Gucci Versace	Ferrari	Mercedes BMW Ferrari	Versace BMW
Most important attributes	Expensive Beautiful Indulging	Refined Indulging Carrying history	Valuable Expensive Functional	Indulging Expensive Expressing individuality

Table 2: Cluster Comparison
Source: Self-developed

4.5.1 Fashion Slaves

The cluster embraces 30% of the sample, out of which 38% are male and 62% female respondents. This predominantly female cluster puts the most emphasis on aesthetics and at the same time pays the least attention to the value of luxury items. In comparison with other clusters, the representatives of this group care the least about functionality. The respondents ascribed to this cluster see luxury as fantasy or vision relatively more often. The most frequently mentioned luxury products for this sector are jewellery products (20%), cars (15.6%), and a flat or a house (11.1%). The most frequently mentioned brand names are Dolce & Gabbana (12.3%), Gucci (12.3%), Versace (11%), and Chanel (7%). Male members of the cluster point out that luxury goods are only for the affluent (coefficient of correlation between gender and “for wealthy only” is .367; significant at 5% significance level). The older the respondents from the cluster, the less they associate functionality with luxury items and the more they consider luxury goods as being related with fantasy and vision (correlation coefficients -.257 and .26; both significant at 10% significance level). The more sophisticated luxury goods are, the more people from this cluster associate them with the rich (correlation coefficient .257; significant at 10% significance level).

In addition, lower quality is attributed to luxuries that are employed to show off (correlation coefficient $-.339$; significant at 5% significance level).

According to the views expressed during the focus group session, the majority of the participants belong to this cluster. They mostly emphasized the fashion brands and related luxury to the wealthy part of society. This can explain why nearly all the focus group members agreed that luxury is something unattainable: the “fashion slaves” (as we have dubbed them) tend to view luxury as fantasy or vision rather than something that can be purchased by ordinary people.

4.5.2 Sophisticated Experts

The cluster embraces 16% of the sample out of which 67% are female and only 33% are male respondents. Representatives of the cluster are on average the oldest and the most educated and have the highest income (significant at 1% significance level). The representatives consider luxury goods as being not only for the rich and deny their inaccessibility more than the other clusters. This can easily be explained by the higher level of income that they have.

The mostly recognized luxury products for this cluster are travel (16.7%), experience products (16.7%), jewellery products (12.5%), and products belonging to the “unclassified” category (12.5%). Here, a clear difference is apparent when compared to the first cluster, which frequently mentioned cars and housing. Respondents from this cluster gave various examples of luxury brands with only Ferrari being repeated twice; all the others are single entries, among which one can find exclusive brands such as Vertu, Faberge, Moet & Chandon, Illi, and London Business School. This group puts more emphasis on sophistication of luxuries than other clusters. They also tend to associate luxury with the history that it carries more often in comparison with other clusters (significant at 3% significance level).

Males from this cluster consider a luxury good as being functional and high-quality rather than unique (correlation coefficients $.486$, $.346$ and $-.368$ respectively; significant at 10% significance level). The older the respondents from this cluster, the less they think that luxury goods are only for the rich, the less unique and having less history of their own the luxury things are and less indulgence they give (correlation coefficients $-.445$, $-.523$, $-.48$, and $-.488$; all significant at 10% significance level). As we have found a significant positive correlation between the age and income of the respondents, we might say that the older “sophisticated

experts” can afford more. Following the logic provided in the focus group discussion, people who can afford precious items do not value them as much as those who cannot.

75% of the cluster members have higher education. However, the bachelors and masters of this cluster tend to see luxuries as less valuable and less beautiful. Besides, they deny that luxuries are meant for showing off and do not associate them with fantasy or vision (coefficients of correlation -0.459 and -0.543 respectively; significant at 10% significance level). However, the wealthier members of the cluster admit that luxury goods are actually used to demonstrate wealth or taste (correlation coefficient 0.439 ; significant at 5% significance level). There is also a correlation between income and fashion that luxuries are perceived to represent as well as their beauty (correlation coefficients 0.481 and 0.438 respectively; significant at 5% significance level).

4.5.3 Pragmatic Drivers

This is the biggest cluster, embracing 38% of the sample, out of which 56% are male and 44% female respondents. The representatives generally associate luxury goods with the rich. In comparison with the other clusters, “pragmatic drivers” score the lowest in associating luxury with indulgence and reflection of individuality (significant at 5% significance level). Overall, luxury goods in this cluster are considered as being functional. Besides, this cluster is similar to the “fashion slaves” in the sense that its members see luxury as something unobtainable.

Products most frequently associated with luxury among the respondents from this cluster include cars (45.6%) and a flat or a house (17.5%). The most frequently mentioned luxury brands include Mercedes (14%), BMW (9.4%), and Ferrari (9.4%).

Male respondents from this cluster consider luxury goods as reflecting individuality and being more functional (coefficients of correlation 0.344 and 0.275 respectively; both significant at 10% significance level). The younger the respondents from the cluster, the more indulgence they associate with luxury goods (correlation coefficient -0.307 ; significant at 5% significance level). However, this tendency is noticed not only in this cluster: throughout the sample, younger people tend to emphasize indulgence more. The higher income of “pragmatic drivers” positively correlates with the high price attributed to luxuries (correlation coefficient 0.257 , significant at 10% significance level). On the other hand, the higher the price attributed, the less sophisticated and beautiful luxuries seem to appear to respondents from the group (correlation coefficients -0.239 and -0.231 respectively; both significant at 10% significance level). Association with

showing off correlates with the value and history attributes of luxury items (correlation coefficients .236 and .249 respectively; both significant at 10% significance level).

4.5.4 Young Individualists

This cluster involves 16% of the sample, out of which 42% are male and 58% female respondents. Representatives of this cluster are on average the youngest and the least educated as well as having the smallest income (significant at 1% significance level). Most of them are still students. In general, the representatives seem to appreciate luxury goods for being functional. Products which are indicated to be luxury goods by the people from this cluster include cars (25%), apparel (16.7%), perfumes (12.5%), and products belonging to the unclassified category (12.5%). The most widely mentioned luxury brand names were Versace (9%), and BMW (7%).

The less educated the respondent belonging to this cluster, the less he or she values luxury goods' beauty (coefficient of correlation $-.486$; significant at 5% significance level). The lower the income of the respondent from the cluster, the more showing off is important and the more unique luxury goods appear to be (coefficients of correlation $-.491$ and $.371$; both significant at 5% significance level). A significant correlation between reflection of individuality and the value of luxuries can be found (correlation coefficient $.484$; significant at 5% significance level). However, reflection of individuality negatively correlates with uniqueness of luxury items (correlation coefficient $-.438$; significant at 10% significance level).

5 Discussion

After performing our research, we found it useful to compare our findings with the results of previous research. In the same way as Vigneron and Johnson (1999), we clearly noticed different underlying values that affect respondents' attitudes towards luxury goods. Although our respondents were not primary luxury consumers, the attributes they found to be important show diverse patterns, which could be related to different values and motivations from the framework developed by Vigneron and Johnson. For instance, our cluster termed "fashion slaves" primarily focused on intangible benefits provided by prestige item consumption such as beauty and indulgence. An obvious relation exists between this group and the consumers that Vigneron and Johnson call hedonists, putting high emphasis on emotional value. Meanwhile, our third cluster dubbed "pragmatic drivers" find functionality and individuality to be important features of

luxury items. These attributes relate to the values of uniqueness and quality mentioned by Vigneron and Johnson as well as motivating factors of perfectionism and snobbery. Among all the clusters, the “sophisticated experts” put relatively more emphasis on the suitability of luxury items for showing off. However, they also focus less on the price of luxuries. Therefore, this group would be likely to consume prestige brands just as bandwagon consumers, emphasizing the social value. “Young individualists” see luxuries similarly to “fashion slaves”, paying substantial attention to emotional value.

Another work by Dubois, Laurent, and Czellar (2001) deals with quite similar topics as our paper. The authors try to identify attributes that consumers relate to luxury. Our respondents found all of the six dimensions defined by Dubois, Laurent, and Czellar important. However, four out of seven attributes that had the highest importance attached by our respondents could be classified as related to “aesthetics and polysensuality”, namely indulgence, sophistication, fashion, and beauty. This supports the statement made by the authors about importance of polysensuality in the consumer mindset. Meanwhile, the participants of the focus group mostly focused on high price and superfluosity, expressing the attitude that Dubois, Laurent, and Czellar would call mental reservations and excessive conspicuousness.

6 Conclusions

The main purpose of our research was to investigate Lithuanian consumer perceptions about luxury goods, and the attributes that they associate with luxury items.

After the first part of the fieldwork, we came to the conclusion that the notion of luxury heavily depends on individual preferences, values, and income levels. Lower-income consumers see luxury differently than wealthy individuals, who can afford much more. This conclusion has been partly supported by the results of the survey, as the examples of luxury items provided by respondents often correlated with their income or education. However, in both parts of the fieldwork, we noticed some common trends: traditional luxuries such as expensive automobiles, designer clothing, and prestigious accessories are widely recognized.

Although Silverstein and Fiske’s theory about the “new luxury” goods is receiving increasing attention in the older market economies, Lithuanian consumers are not yet inclined to perceive a cup of coffee in a trendy café to be a sort of luxury. Nevertheless, nearly one half of

the survey sample strongly disagreed with the statement that luxury is something unobtainable. Therefore, one might expect some changes in consumer attitudes in a few years time.

Considering the attributes attached to luxury goods, a significant difference between genders as well as different age and income groups was noticed. While females tend to focus on aesthetics and fashion, males consider luxury to be functional. Younger respondents, who usually have a lower income and cannot afford much, were mostly inclined to think that luxury provides indulgence. Naturally, wealthier individuals consider luxury to be closer than something unobtainable. Besides, they tend to see more sophistication and history in luxuries.

The sample was divided into four clusters according to the survey results. They present significantly different attitudes towards luxuries as well as their attributes. Therefore, they are likely to react differently towards promotional campaigns and should be targeted separately by marketers.

7 Suggestions for Further Research

As almost no social research has so far been implemented in Lithuania with regard to perceptions and consumption of luxury goods, substantial room exists for further research. One suggestion could be to investigate the target market of conventional luxury products, namely the affluent class, and its attitudes towards premium-priced items. Moreover, as most of our respondents were not able to afford traditional luxury products such as extremely expensive automobiles or designer clothing, interviewing the affluent would allow an insight into actual consumption of these.

Another suggestion is to investigate more deeply factors affecting the differences among various attitudes towards luxury goods. While this paper is mostly focused on attitudes and only briefly mentions factors such as gender, income, and education, it would be interesting to capture a more explicit view of how different opinions are actually affected by factors such as area of living (urban vs. rural), family status, or even background of the respondents' parents (as in the survey analyzed in the classic work by Bourdieu (1984)).

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9 Appendices

9.1 Appendix 1

Table 1 Review of factors describing luxury brands across three studies

	Vigneron & Johnson (1999)	Items developed in this study	Kapferer (1998)	Dubois, Laurent and Czellar (2001)
Non-personal-oriented perceptions	Conspicuousness	Conspicuous Elitist Extremely expensive For wealthy	Belonging to a minority Its price	Conspicuous Elitist Very high price Differentiate from others
	Uniqueness	Very exclusive Precious Rare Unique	Exclusiveness Its uniqueness	Scarcity Uniqueness
	Quality	Crafted Luxurious Best quality Sophisticated Superior	Craftsman Its quality Beauty of object Excellence of product	Not mass-produced Rather like luxury Excellent quality Good taste
Personal-oriented-perceptions	Hedonism	Exquisite Glamorous Stunning	Its great creativity Its sensuality Its magic	Pleasure Aesthetics and polysensuality Makes life beautiful
	Extended self	Leading Very powerful Rewarding Successful	 Knowing that few have one	Refined people Reveal who you are Pleasing Few people own
Items without apparent communalities			Savoir faire and tradition International reputation Long history Grown out of a creative genius Never out of fashion Forefront of fashion	Ancestral heritage and personal history Superfluous and non-functional Makes dream

Source: Vigneron, Franck, Lester Johnson. "Measuring Perceptions of Brand Luxury". *Journal of Brand Management* July. 2004: 484-506. 26 Oct 2005.

<<http://search.epnet.com/login.aspx?direct=true&db=buh&an=14072219>>.

9.2 Appendix 2

Sample Questionnaire: Luxury Goods and Their Attributes

1. Your gender: male female
2. Your age: years
3. Your monthly income:

<input type="checkbox"/> up to 500 LT	<input type="checkbox"/> 1201 – 1500 LT
<input type="checkbox"/> 501 – 900 LT	<input type="checkbox"/> 1501 – 2000 LT
<input type="checkbox"/> 901 – 1200 LT	<input type="checkbox"/> 2000 LT and more
4. What is the first product that comes to your mind when you hear word “luxury”?
.....
5. Name five brands that you mostly associate with luxury:
 1.
 2.
 3.
 4.
 5.
6. Do you think luxury goods are ... (please, circle the most appropriate answer)?

	Strongly disagree			Strongly agree	
Extremely expensive	1	2	3	4	5
Elitist	1	2	3	4	5
For wealthy only	1	2	3	4	5
For showing-off	1	2	3	4	5
Precious	1	2	3	4	5
Unique	1	2	3	4	5
Best quality	1	2	3	4	5
Sophisticated	1	2	3	4	5
Glamorous	1	2	3	4	5
Expressing one’s personality	1	2	3	4	5
Rewarding	1	2	3	4	5
Fashionable	1	2	3	4	5
Functional	1	2	3	4	5
Carrying history in them	1	2	3	4	5

Thank you for filling this questionnaire!

Questionnaire Used in the Survey (Adapted after the Focus Group Session)**Prabangos prekės ir jų savybės**

1. Jūs esate: vyras moteri
2. Jūsų amžius: metų
3. Jūsų išsilavinimas:
- | | |
|------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> vidurinis | <input type="checkbox"/> nebaigtas aukštasis |
| <input type="checkbox"/> spec. vidurinis | <input type="checkbox"/> aukštasis |
| <input type="checkbox"/> aukštesnysis | |
4. Jūsų mėnesio pajamos:
- | | |
|----------------------------------------|---------------------------------------------|
| <input type="checkbox"/> iki 500 LT | <input type="checkbox"/> 1201 – 2000 LT |
| <input type="checkbox"/> 501 – 900 LT | <input type="checkbox"/> 2000 – 5000 LT |
| <input type="checkbox"/> 901 – 1200 LT | <input type="checkbox"/> 5000 LT ir daugiau |
5. Koks yra pirmas produktas, ateinantis Jums į galvą, išgirdus žodį “prabanga”??
.....
6. Koks (-ie) prekinis (-iai) ženklas (-ai) Jums labiausiai asocijuojasi su prabanga?:
.....
7. Jūsų manymu, prabangos prekės yra ... (apibraukite tinkamiausią atsakymo variantą)?
- | | Visiškai nesutinku | | | | | Visiškai sutinku | | | | |
|--------------------------------------------------|--------------------|---|---|---|---|------------------|--|--|--|--|
| Labai brangios | 1 | 2 | 3 | 4 | 5 | | | | | |
| Tik turtingiesiems | 1 | 2 | 3 | 4 | 5 | | | | | |
| Skirtos pademonstruoti savo turta, skonį ir t.t. | 1 | 2 | 3 | 4 | 5 | | | | | |
| Vertingos | 1 | 2 | 3 | 4 | 5 | | | | | |
| Unikalios | 1 | 2 | 3 | 4 | 5 | | | | | |
| Geriausios kokybės | 1 | 2 | 3 | 4 | 5 | | | | | |
| Rafinuotos | 1 | 2 | 3 | 4 | 5 | | | | | |
| Gražios | 1 | 2 | 3 | 4 | 5 | | | | | |
| Išreiškiančios individualumą | 1 | 2 | 3 | 4 | 5 | | | | | |
| Teikiančios malonumą | 1 | 2 | 3 | 4 | 5 | | | | | |
| Madingos | 1 | 2 | 3 | 4 | 5 | | | | | |
| Funkcionalios | 1 | 2 | 3 | 4 | 5 | | | | | |
| Turinčios savo istoriją | 1 | 2 | 3 | 4 | 5 | | | | | |
| Aukščiau būtinybės | 1 | 2 | 3 | 4 | 5 | | | | | |
| Fantazija, vizija ir pan. | 1 | 2 | 3 | 4 | 5 | | | | | |
| Kažkas nepasiekiamo | 1 | 2 | 3 | 4 | 5 | | | | | |

Dėkojame, kad užpildėte anketą!

Questionnaire Used in the Survey

Luxury Goods and Their Attributes

1. Your gender: male female

2. Your age: years

3. Your education:

- | | |
|--------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> secondary | <input type="checkbox"/> university in progress |
| <input type="checkbox"/> special secondary | <input type="checkbox"/> university |
| <input type="checkbox"/> college | |

4. Your monthly income:

- | | |
|----------------------------------------|-------------------------------------------|
| <input type="checkbox"/> up to 500 LT | <input type="checkbox"/> 1201 – 1500 LT |
| <input type="checkbox"/> 501 – 900 LT | <input type="checkbox"/> 1501 – 2000 LT |
| <input type="checkbox"/> 901 – 1200 LT | <input type="checkbox"/> 2000 LT and more |

5. What is the first product that comes to your mind when you hear word “luxury”?

.....

6. What is (are) brand names (names) that you mostly associate with luxury?

.....

7. Do you think luxury goods are... (please, circle the most suitable option)?

	Strongly disagree			Strongly agree	
Extremely expensive	1	2	3	4	5
For wealthy only	1	2	3	4	5
For showing-off	1	2	3	4	5
Valuable	1	2	3	4	5
Unique	1	2	3	4	5
Best quality	1	2	3	4	5
Sophisticated	1	2	3	4	5
Beautiful	1	2	3	4	5
Expressing individuality	1	2	3	4	5
Indulging	1	2	3	4	5
Fashionable	1	2	3	4	5
Functional	1	2	3	4	5
Carrying history in them	1	2	3	4	5
Above necessity	1	2	3	4	5
Fantasy, vision etc.	1	2	3	4	5
Something unobtainable	1	2	3	4	5

Thank you for filling this questionnaire!

Pragmatic Drivers Statistics

	Gender	Age	Education	Income	Product	Expensive	For wealthy	Showing-off	Valuable	Unique	Quality	Sophisticated	Beautiful
N Valid	57	57	57	57	57	57	57	57	57	57	57	57	57
N Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	0.56	27.95	4.28	3.72	4.53	3.88	3.46	2.75	3.91	3.12	3.75	3.40	3.05
Std. Deviation	0.50	7.00	1.01	1.13	3.89	1.28	1.10	1.21	0.93	1.18	1.11	0.94	1.25
Minimum	0	20	1	1	1	1	1	1	2	1	2	1	1
Maximum	1	60	5	6	13	5	5	5	5	5	5	5	5

	Individuality	Indulging	Fashionable	Functional	History	>Necessity	Fantasy	Unobtainable
N Valid	57	57	57	57	57	57	57	57
N Missing	0	0	0	0	0	0	0	0
Mean	2.75	3.63	3.25	3.35	2.91	2.53	2.72	1.89
Std. Deviation	1.23	1.26	1.21	1.01	1.17	1.32	1.28	1.01
Minimum	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5

Young Individualists Statistics

	Gender	Age	Education	Income	Product	Expensive	For wealthy	Showing-off	Valuable	Unique	Quality	Sophisticated	Beautiful
N Valid	24	24	24	24	24	24	24	24	24	24	24	24	24
N Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	0.42	24.29	2.08	1.33	5.17	3.83	2.79	2.79	3.50	3.54	3.17	3.58	3.21
Std. Deviation	0.50	9.79	1.61	0.76	4.21	1.20	1.28	1.32	0.93	1.18	1.17	1.02	1.02
Minimum	0	15	1	1	1	1	1	1	1	2	1	2	1
Maximum	1	51	5	4	13	5	5	5	5	5	5	5	5

	Individuality	Indulging	Fashionable	Functional	History	>Necessity	Fantasy	Unobtainable
N Valid	24	24	24	24	24	24	24	24
N Missing	0	0	0	0	0	0	0	0
Mean	3.58	4.38	3.63	3.38	2.96	3.96	2.92	3.67
Std. Deviation	1.06	0.82	1.10	1.06	1.40	1.08	1.02	1.34
Minimum	1	2	1	1	1	2	1	1