**Luxury Brands: What They Mean to Society**

**Introduction**

When it comes to a luxury brand it is a thing that equals wealth. If a brand is called a luxury brand it is one that is of amazing quality, and cost more than other brands. There is also a reputation that people have that the brand is also a status symbol. When a brand enters into the category of luxury, it allows the person who has the item to feel more powerful and more beautiful than those around them (Veblen, 2000). This essay is going to look at the ways that luxury brands effect the people and why there is such a desire for them.

When it comes to luxury brands they are generally more important to women than men. According to the authors Alessandro Brun and Cecilia Castelli, it is clear that the luxury brand represents an elite lifestyle that everyone wants (Brun, & Castelli, 2013). The luxury brands drive the lives of many of the men and women, and they are a way that they feel more dominant than other people around them. Luxury brands also eat up savings and mean that many people are in debt and living out of their lifestyles.

According to Kapferer and Pierre, the number of products on the market continues to grow but they still are very desirable. The highest price is the most sought after brand by many (Farrell, & Tammy, 2013). Most of the people who are seeking these brands are seeking the lifestyles that are associated with them (Kapferer, & Florence, 2016).

There are many women who buy the brands to fulfill their dreams. Owning these brands but not having the means to have them every day can have negative psychological effects on people who own them (Hieke, 2010).

According to Melica Husic and Muris Cicic, people who buy these brands are looking to define their lives and to show their own prestige (Husic, & Cicic, 2009). Using and consuming luxury brands is about the feeling that it leaves on others and not on the individuals themselves, the culture that it promotes is one of materialism and also of emptiness (Husic, & Cicic, 2009)

Arab women are very focused on the experiences that they have when using certain brands, this has led to many women feeling diminished when they are not having the experience that these brands produce (Alserhan, Halkias, Boulanouar, Dayan, & Alserhan, 2012).

The personality of the consumer also plays a huge role in brand loyalty and means that certain people will buy a brand more (Liu, F., Dick, & Soh, 2012). Personality conformity also means that people are users of imagery to look at the use of the brand the use of the items. There are also many stereotypes that are associated with some people as well as classifications of personality. Brands also specify what kind of clothing that needs to be worn to certain occasions (Yang, & Mattila, 2014).

Celso de Matos, Cristiana Ituassu, and Carlos Rossi know that there are also many funding factors that are a part of the brands. They also think about the way that consumers feel about knock off brands as well as the counterfeit material that is used, the price as well is an issue (Matos, Trinidade, Carlos, & Rossi, 2007). Most people believe that counterfeit and knock off brands are bad, these should only be consumed when they are the real thing.

Women who have negative personal images are generally ready to purchase illegal goods according to Nancy D. and Albers-Miller, that also means that they do not have the ability to purchase the brands that they want often and instead they will shoplift.

According to (Heine, 2011) many women decide that they should purchase luxury brands to validate themselves and also their lifestyles. The brands are a way to ensure that there will be an improvement in self-esteem and personal value. In addition to that there is a positive effect and also there is a false sense of beauty with other people in their lives. The benefits of the purchase of such objects are not entirely beneficial.

**Conclusion**

When it comes to luxury brands, they have a very large effect on the daily lives of most people. The brands are able to give a person without much self-worth a sense of dominance as well as a sense of power over other people. While many of these brands represent a lifestyle that is unattainable to most people, having a small part of that life by enjoying a brand brings a sense of empowerment to the individual. Luxury brands are very expensive however and are difficult for most people to purchase. Those who invest in these brands are sometimes in debt in a way that becomes almost impossible for them to be able to maintain. Debt that goes along with luxury purchases can lead to personal issues such as bankruptcy and divorce. When an individual is not able to afford these brands it is very important to make sure that they understand the risk that is associated with the buying of these brands. Many individuals equate their own self-worth with the purchase and indulgence in these brands which is an ongoing personal issue. The findings throughout the articles are very clear that luxury brands appeal to people from all social statuses and education levels as well as international cultures. There is no specific group that is more likely to invest and pay more for brands because of cultural factors. The culture of materialism that has been created by these kinds of factors is prevalent everywhere in society and it can be seen in just a few moments by simply looking at the commercials that are on television on a regular basis. Commercials depict beautiful models doing things that normal people would never be able to do. In a world where all people are constantly barraged with these images it is very easy to see why people are going after these items. Luxury will continue to be something that all people chase for the future. Media will continue to depict the lifestyle that all people chase and yet so few people attain. Luxury brands are here to stay and will not be going anywhere soon.

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| **Author** | **Hieke Sophie** | **Alessandro & Cecilia** | **Kapferer & Pierre** | **Melika & Muris** |
| **Research question** | Discusses the fake brands. | The definition of Luxury | How do luxury brands grow in number and stay popular? | Consumption of goods. |
| **Major idea** | People who cannot have the originals get fakes. | Luxury brands cover all kinds of items. | Luxury is attached to status. | Owning brands works for social as well as personal validation. |
| **Similarities-differences** | Women who cannot buy the originals buy fakes. | Luxury brands ensure that people feel that life is better with these brands. | People buy the luxury goods because of how they feel. | Luxury goods make people feel powerful. |

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| **Author** | **Alserhan, Daphne, Aisha & Ahmad** | **Fang, Li, Dick& Soh** | **Fang, Li, Dick& Soh** | **Nancy** |
| **Research question** | Arab perspective of brand loyalty. | Brand loyalty and ideas about buying. | Attitudes towards fakes | Decisions to purchase fakes |
| **Major findings** | Arab women focus on the brand and its stature. | A brand’s effectiveness drives its loyalty level | Depended on financial means | Price and risks associated with the brand. |
| **Similarities/ differences** | Women express themselves and their value through brands. | Brands are based on quality and not on the label that is on the side of the product. | Many people prefer fakes to the quality of the luxury brand because of the cheap prices. | Fakes are always preferred to the luxury brands due to the price. |

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| **Author** | **Heine** | **Farrell & Tammy** | **Yang & Mattila** | **Veblem** |
| **Research question** | What is a luxury brand? | Information on the perception of consumers and what they look for. | The effects of luxury goods and the way that they think about the items. | Buying and using these items are a sign of status and consumption. |
| **Major findings** | People choose some luxury brands with a sense of power and with others it is not the same. | Perceptions of luxury goods ensure that there are many reasons people are willing to pay a higher price for these brands. | Many people simply prefer luxury brands. | Luxury products determine the quality of the lives of the individuals. |
| **Similarities-differences** | Same as in other articles. | Same as in other articles. | Same as in other articles. | Same as in other articles. |

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Conclusion