Luxury Value Pyramid: What Are the Dimensions of Luxury (25:30)

Junko Kimura, Hosei University, Japan
Hiroshi Tanaka, Hosei University, Japan

This study aims to investigate the meaning of luxury to consumers. Luxury goods tend to be interpreted synonymous to excessive or conspicuous consumption. Solomon (2007) argued for a division of consumers into three groups based on their attitudes toward luxury: (1) Luxury is functional. (2) Luxury is a reward. (3) Luxury is indulgence. He claimed that as consumers’ age, the more they required functional dimensions to luxury items. Although we agree with his theory as far as it goes, we believe that it does not go far enough. After conducting extensive in-depth interviews with female consumers in the United States and Japan, in which we explored the meaning of luxury, we created a luxury value pyramid consisting of luxury’s dimensions.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/13650/volumes/v35/NA-35

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
References

“Luxury Value Pyramid: What are the Dimensions of Luxury”
Junko Kimura, Hosei University, Japan
Hiroshi Tanaka, Hosei University, Japan

This study aims to investigate the meaning of luxury to consumers. Luxury goods tend to be interpreted synonymous to excessive or conspicuous consumption. Solomon (2007) argued for a division of consumers into three groups based on their attitudes toward luxury: (1) Luxury is functional. (2) Luxury is a reward. (3) Luxury is indulgence. He claimed that as consumers’ age, the more they required functional dimensions to luxury items. Although we agree with his theory as far as it goes, we believe that it does not go far enough. After conducting extensive in-depth interviews with female consumers in the United States and Japan, in which we explored the meaning of luxury, we created a luxury value pyramid consisting of luxury’s dimensions.

“Consumer Innovation in Online Computer Tuning Communities”
Johannes Gebauer, University of Innsbruck, Austria
Johann Füller, University of Innsbruck, Austria

This movie introduces joint innovation creation activities in computer case molding and over clocking communities. Our documentary aims to provide in-depth insights into creative consumer behavior in online communities -beyond pure cognitive understanding -capturing emotions, gestures, and impressions of computer tuning valuable to get a deep understanding of online consumer innovation. The film explores why consumers modify and even create new computers. Further, it sheds light on the role of online communities during innovation creations and in the meaning and relevance of self-created computers for their builders. Our findings are based on 12 in-depth interviews conducted at the Games Convention in Leipzig, Germany in August 2006.