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LUXURY BRANDS AND E-COMMERCE "TAKE ADVANTAGE OF THE DIGITAL ERA" : A RESEARCH ON CONSUMER INSIGHT AND ATTITUDES ON THE ONLINE SALE OF LUXURY GOODS

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Abstract

Today, the Internet represents one of the greatest growth drivers, essential in all industries. Most of the brands are now starting to be present on the platform: own sales website, web partners sales, social media pages, etc.

However, the adoption of the Internet by luxury brands is a paradox: the true sense of the definition of luxury versus the actual utilization of the Internet. It has been slow to be adopted in the luxury market: luxury must reflect the values of uniqueness, rarity and selectivity with a unique purchasing and consumption experience while the Internet is ordinary, collective, independent, virtual and represents a mass market tool. Therefore, despite their strong need for exclusivity control and even sense of definition, luxury brands are forced to also appropriate this new communication tool and more difficult to use it as a distribution tool.

Indeed, it is questionable whether it is appropriate to use digital as a distribution channel (e-commerce) and not only as a communication channel for luxury brands while at the same time highlighting the core essence of the definition of Luxury.

Accordingly, this research has targeted the online sales of luxury brands and more specifically examines consumer attitudes and insights regarding the sale of luxury goods on the Internet.

The research methodology: based on a quantitative method, data were collected using a questionnaire in an online survey over a two-week period. The analysis was performed using SPSS Statistics software provided by IBM.

Results: The whole sample was very consistent: out of 100 people, 100 have already bought something online, 88 people have already consumed Luxury and 39 people have already bought Luxury online. The results of this survey showed that the most important advantages of buying high-end products online are cheaper products, fast delivery and a larger choice than in-store, while the most cited disadvantages are the impossibility to see, touch or try the products, the lack of interaction with sellers and advice, and the contracts that online shopping makes to the definition of Luxury. While managers are sceptical, consumers are more in agreement and have a good image of e-commerce for luxury brands. The most popular online luxury categories are beauty and accessories, and the target audience for luxury brands on the internet, regardless of age, are occasional luxury consumers.

Acknowledgement

Throughout the writing of this thesis, I received a lot of support and help.

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I would also like to thank the people who participated in the online survey for this research project and who shared my questionnaire with their own networks. Without their insightful participation and contribution, the analysis of the research could not have been completed.

Finally, I must express my deep gratitude to my parents, sisters, friends and boyfriend for their support and encouragement throughout this year of research and writing this thesis. This accomplishment would not have been possible without them.

I would like to notify that all errors and the writing of this master thesis are under my own responsibility.

Thank you from the bottom of my heart for your support and collaboration.

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PART I: STRUCTURE

To begin with, this first part contains the structure of this Master thesis:

- In part II, this dissertation will start with background information, i.e. an introduction to the subject of this master thesis. We also clearly state here the main objective of this thesis, which is to understand how Luxury Brands can benefit from our digital era.

- In part III, we will start the essay with necessary information about the Luxury Goods industry, an extensive study by Bain & Company to better understand the industry. We will also include a more specific study of the Luxury e-commerce industry. A must for a good start to this Master's thesis.

- In part IV, key definitions and a review of the various research that has already been done on the subject will provide a better understanding of the inclusion of the luxury industry in the digital environment and, more specifically, the phenomena of e-commerce in Luxury Goods. There will be two parts: Luxury Brands and Luxury Brands with Internet and E-commerce.

- In Part V, we will expose here the method used to study the use of e-commerce by consumers, respectively in general and, more specifically, in the luxury industry today. We will explain the strategy and objectives of the research by detailing the sample used to understand consumer insights and attitudes towards Luxury e-commerce.

- In Part VI, we will investigate and explain the perceptions and attitudes of the sample regarding the e-commerce of high-end products by analyzing the data collected through an online questionnaire.

- In Part VII, we will end this Master's thesis with a discussion, conclusion, the managerial implications and the limitations of this study.

PART II: INTRODUCTION & THESIS OBJECTIVES

I. Introduction

The emergence of new technologies has changed the daily lives of luxury consumers. E-commerce has now been around for more than 20 years. Nowadays, buying on the Internet has become a real habit, customers are ultra-connected, which allows them to acquire a certain mastery and a higher level of demand. Gone are the days when buying on the web is considered "insecure", customers are in search of a new luxury in line with their values.

Everything can be bought on the internet: clothes, furniture, electronic accessories, travels, or even medicines. In the past, the impulse was to go to the store, today, the move is to consult the offers available on the Internet and often finalize the purchase, in fact around 16.4% of total worldwide sales were made online by the end of 2019, representing $3.460 billion for $21.000 billion in retail sales ("2019 ecommerce in review: top 10 data trends in charts | Digital Commerce 360", 2019).

This does not mean that stores have been abandoned. The idea is that buying in stores or on the Internet is different, we can see a kind of complementary between the two channels.

This uncertain environment has destabilized the major luxury brands and the luxury industry has been slow to understand this. Indeed, luxury brands have long lagged behind in terms of e-commerce. In recent years, they have finally accelerated their process in order to have a real presence on the web. The sector, which was thought to be unchanging, then took risks and experimented with new strategies to meet this new demand. When they discovered that there was a real potential for the world of luxury, they finally dared to take the plunge.

These strategies are mostly digital and aim to create a brand universe with the redefinition of the role of physical points of sale and their presence on the Internet but also the redefinition of the role of the consumer. Luxury Brands have integrated digital into their overall marketing, production, distribution, customer relationship and CSR strategies after many years of lagging behind. In this article, we will review the fearful beginnings of luxury companies on the Internet, how they have had to adapt to e-commerce, and explore how they can take advantage of today's digital age.

II. Thesis Objectives

Luxury has been reluctant to Internet strategies and distribution because of its desire to remain rare and exclusive. The purpose of the thesis is to study how luxury brands can sell online; in the paradox of the definition of luxury and the use of e-commerce for mass distribution, **how can luxury companies benefit from our digital era?**

By likewise deciding why clients purchase or don't purchase Luxury products on the Internet, and by understanding what their attitudes and insights are about buying luxury goods online, Luxury organizations will be able to more likely comprehend their clients and in this manner improve their online stores once they become mindful of what truly catalyzes the choice to purchase on one channel to another. This research aims to identify the main expectations of luxury goods consumers, in order to determine how and what the e-commerce of a luxury brand should look like.

PART III. BACKGROUNDS & MARKET TRENDS

I. Luxury Industry

Bain & Company study, (carried out before the impact of Covid 19) shows that the market of luxury products continues to grow. 1,300 billion, with positive performances in most segments (luxury cars, luxury hotels and personal luxury goods, which represent up to 80% of the total market). (D'Arpizio et al., 2020)

Worldwide luxury market, 2019E (€ billions)

Year-over-year (YOY) growth, 2018–19E	Personal luxury goods	Luxury cars	Luxury hospitality	Fine wines & spirits	Gourmet food & fine dining	High-end furniture & housewares	Fine art	Private jets & yachts	Luxury cruises	Total 2019E
At current exchange rates	+7%	+11%	+8%	+7%	+6%	+5%	−16%	+9%	+13%	+8%
At constant exchange rates	+4%	+7%	+2%	+5%	+6%	+3%	−18%	+5%	+9%	+4%
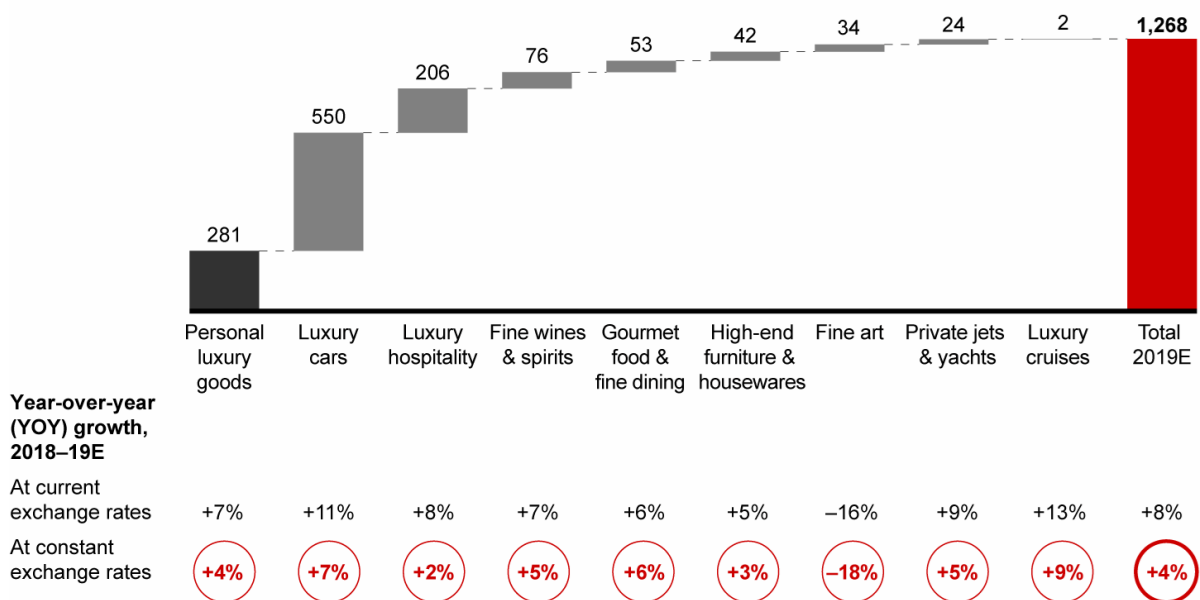
Source: Bain & Company

Figure 1: Worldwide Luxury Market, 2019 (Bain & Company)

According to the study, Personal luxury goods remained positive but grew more moderately than other segments, reaching a record level of 281 billion euros, a 4% growth in 2019 compared to 2018, mainly driven by Asia-Pacific. The study's outlook indicates that by 2025, the customer base for luxury goods will increase and the market will remain favorable for the personal luxury segment. It should be noted that this will depend on the sociopolitical dynamics (**Hic et Nunc (here and now))**, the sustained dynamism of **Chinese** consumption, as well as consumers' desire for new trends and new companies (growth of independent brands) **(open)**. In addition, the **younger** generation (Generation Z) will be inclined to follow new consumer trends and seek a different luxury with a personal and **emotional** approach to brands, there will be strong demand for more **responsible** consumption and brand commitment in this regard.

Finally, the **diversity** of purchases will have to be more personal at the request of consumers, they will be at the heart of brand innovation. By 2025, the global luxury market will grow from two sources: A growing number of very wealthy people, (America and Asia), who are looking for "what money can't buy"; and a new emerging clientele in the luxury sector, (the Asian middle class) who are looking for "entry-level" products that are not just "mini" versions of basic luxury products, but innovative products.

The update of the Bain & Company study, carried out after the covid-19 crisis in May, announces that in light of the global crisis caused by the closure and halt of tourism in all key markets, the luxury industry is facing an unprecedented challenge. After an estimated 25% decline in the first quarter of 2020, the slowdown is expected to accelerate in the second quarter and could lead to an estimated 20-35% contraction for the year as a whole. All categories have suffered declines, with accessories being the most resilient and watches the most in decline due to the lack of online sales platforms to compensate for the closure of physical channels. It will take time for the market to recover. Bain & Company does not expect a recovery to 2019 levels to occur before 2022 or 2023. Market growth will gradually accelerate from then on, reaching an estimated €320-330 billion by 2025.

II. Luxury & E-commerce

To begin with, it is important for Luxury brands to assess the potential of e-commerce from a global perspective before committing to more intensive investment.

Figure 2: Global online spending, Projections, 2019 (Digital Commerce 360)
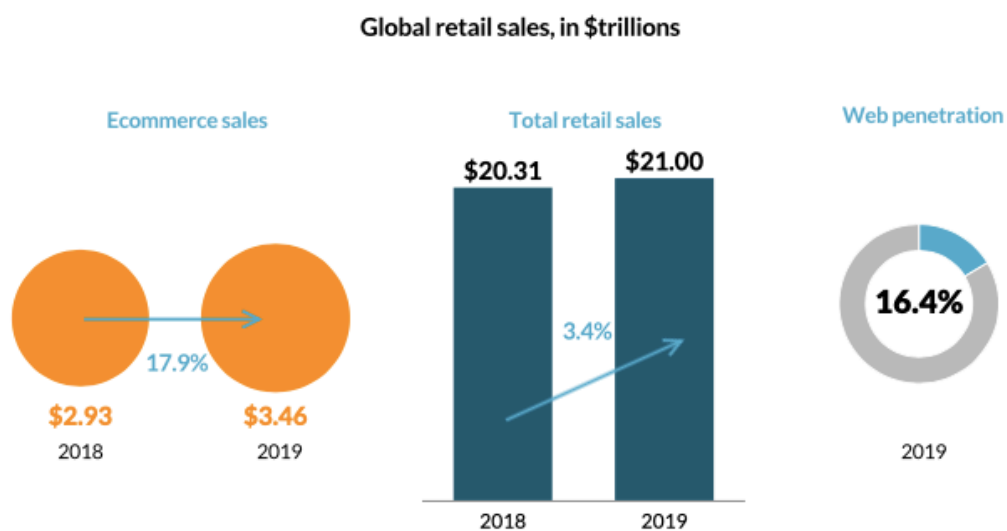
According to the study of Digital Commerce 360, around 16.4% of total worldwide sales were made online by the end of 2019, representing $3.460 billion for $21.000 billion in retail sales (projections November, 2019). ("2019 ecommerce in review: top 10 data trends in charts | Digital Commerce 360", 2019).

We are able to see that this distribution channel is very successful, mainly thanks to the top ten online retailers (accounting for 14.6% of total global e-commerce sales in 2018) which are driving this growth (representing $427.28 billion in online sales in 2018, up 22.5% from $348.91 billion in 2017):

Top 10 global ecommerce leaders*

Ranked by 2018 web sales, in $billions

Global Rank	Retailer	Web Sales Growth	Country	Merchant Type	Merchandise Category
1	Amazon.com Inc.	20.0%	United States	Web Only	Mass Merchant
2	JD.com Inc.	29.8%	China	Web Only	Mass Merchant
3	Suning Commerce Group Co. Ltd.	32.3%	China	Retail Chain	Mass Merchant
4	Apple Inc.	20.0%	United States	Consumer Brand Manufacturer	Consumer Electronics
5	Walmart Inc.	38.8%	United States	Retail Chain	Mass Merchant
6	Dell Technologies Inc.	4.0%	United States	Consumer Brand Manufacturer	Consumer Electronics
7	Vipshop Holdings Ltd.	14.5%	China	Web Only	Mass Merchant
8	Gome Electrical Appliances Holding Ltd.	14.9%	China	Retail Chain	Mass Merchant
9	Macy's Inc.	14.3%	United States	Retail Chain	Apparel/Accessories
10	Otto Group	-0.6%	Germany	Retail Chain	Mass Merchant

Figure 3: Internet Retailer, company reports; November 2019 (Digital Commerce 360)

Indeed, we understand that luxury is not part of this distribution, the biggest online players are the companies Mass Market (Amazon) and Consumer Electronics (Apple). However it can be seen that players in the clothing and accessories sector can join the sales levels of the two players and leave luxury brands the opportunity to focus on these types of products.

According to the Bain & Company report (D'Arpizio et al., 2020), the online channel in the luxury industry remained the most dynamic, with a 22% increase and a 12% penetration of luxury goods sales worldwide. Furthermore, the decision to buy luxury goods is very much influenced by the Internet (75%) (social media, etc.). Something very important and significant to our study is that accessories remain the most dynamic and important category of products sold online, with the "beauty" and "hard luxury" categories (jewelry and watches) also on the rise. The brands' websites have gained market share compared to the websites of retailers and online retailers. In addition, the second-hand market for luxury goods is growing enormously. The market for personal luxury goods has a higher online penetration than most other luxury segments, which is very promising.

As for the evolution of the e-commerce chain, in 2025, branded sites will gain ground on the sites of retailers and online sellers: digital growth continues to disrupt physical distribution networks. The online channel is still booming, while the study predicts that the global network of physical stores will reach its peak this year. (**Phy-gital**).

In addition, the current global situation due to the Covid 19 pandemic has demonstrated the essence of digitalization in our time and e-commerce will be one of the major players in the consumer market. Whether this will be perpetual or whether we will return to a world of physical consumption. A study published by Business Insider Intelligence and eMarketer analysts in March 2020, suggests that e-commerce is likely to grow as consumers avoid physical stores. Their data suggest that 74.6% of US Internet users said they would be likely to avoid shopping malls and galleries if the coronavirus epidemic in the country got worse, and more than half of them would avoid stores in general. Is this a mindset that consumers will adapt in the long-term? ("The Biggest Business Impacts of the Coronavirus Pandemic", 2020). Also, Bain & Company study updated mentioned that the online channel, which is already experiencing double-digit growth in 2019, will continue to gain market share and could account for up to 30% of the market by 2025. This goes hand in hand with the fact that the younger generations (Gen Y and Gen Z) will become the majority of the luxury market.

PART IV. LITERATURE REVIEW & KEY DEFINITION

The literature review is a critical phase of the study, which consists of providing a knowledge base on the topic from different sources related to the research problem. The objective of this part is to analyze and identify inconsistencies, identify the need for further research of concepts and the views of several authors to support the knowledge on the chosen subject. This literature review covers the integration of luxury brands in the digital environment and more in depth on the online sale of luxury goods. This stage of the thesis is divided into two major points:

1. **Luxury Brands**
- What is Luxury? A broad concept and different definitions
- Luxury products, or scalable features
- Business Model (Luxury Brands, Masstige Brands and Premium Brands)

2. **Luxury Brands & E-commerce**
- Internet and e-commerce
- A discrepancy between selectivity and diffusion
- Limitations, risks and cons
- Advantages, opportunities and pros

I. Luxury Brands

1. What is Luxury? A broad concept and different definitions

"Luxury is mind freedom, independence, in other words, political incorrectness."

Karl Lagerfeld (cited by Batat, 2017) [1]

Luxury is a complex concept to define and it is difficult to give a single, precise definition. Indeed, "luxury is not a simple term, a pure semantic creation, but a true sociological and psychological concept" (Bastien & Kapferer, 2012). If the meaning of this notion has not ceased to vary over time, it also depends strongly on the person who wishes to define it. Etymologically, the word luxury comes from the Latin "luxus" which means excess, ostentation or splendor. However, it can also be related to "lux" (light, elegance) or "luxuria" (extreme, flashy) (Chantal, 2014). Researchers commonly define luxury as something which is more than necessary or non-necessary and superfluity (Bearden & Etzel, 1982 and De Barnier et al., 2012). The distinction comes from availability vs exclusivity, necessities are available resources for everyone whereas luxury are exclusive for a few people (Bearden & Etzel, 1982). The increase in the standards of living in the 19th century, develop the definition of luxury which is anything that is more than necessary to anything that is more than necessary and ordinary. Indeed, people can spend their wage on goods that satisfied their need but also basic goods such as food or clothes which are ordinary goods. Another characteristic was added to the definition of Luxury, because not everything that is neither necessary nor ordinary is a luxury. Luxury also means to satisfy human needs but also desires (Geerts & Veg-Sala, 2011). Therefore, the definition of luxury is defined as **anything that is desirable and more than necessary and ordinary.** According to Heine, 2012, there are three main scopes of Luxury: The Philosophical-Sociological Understanding of Luxury: which are resources that are desirable and more than necessary and ordinary, for instance musical talent, time and true love. The Micro-Economic Understanding of Luxury, focus on Luxury Goods: which are goods (product categories) that are more than necessary and ordinary and suitable for the exchange on the market, for instance sport equipment, boats, and wines. The **Managerial Understanding of Luxury**, focus on Luxury Products: which are products that are more necessary and ordinary compared to the

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[1] Batat, W. (2017). *Luxe et expérience client* [Ebook] (p. 5). Dunod. Retrieved 5 July 2020, from https://books.google.fr/books?id=BvlHDgAAQBAJ&printsec=frontcover&hl=fr&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false.

other products of their category, for instance Luxury brands bags (Louis Vuitton, Chanel...) or luxury cars (Rolls-Royce).

Philosophical-sociological Understanding: Luxuries
Resources that are desirable and more than necessary and ordinary,
e.g. musical talent, time, and true love

Microeconomic Understanding: Luxury Goods
Goods (product categories) that are more than necessary and ordinary
and suitable for the exchange on the market,
e.g. air conditioning systems and golf equipment

Managerial Understanding: Luxury Products
Products that are more than necessary and ordinary compared
to the other products of their category,
e.g. Louis Vuitton bags and Rolls-Royce automobiles

Figure 4: The major Understandings of Luxury by Area of Research (K. Heine, 2012)

Indeed, Luxury brands and Luxury products have quite the same definition: Luxury brands are associated with products which exceed what is necessary and ordinary compared to the other products of their category. The business of Luxury product is as Luxury Industry.

Luxury would be a way, a state, an emotion, of all that is desirable and more than necessary and ordinary, it would have the mission to satisfy everyone's dreams. But it is lived and perceived differently according to tastes, standard of living, education or personal origin.

Indeed, the dream of some is not the dream of others, "the luxury of some is not the luxury of others: to each his own luxury" (Bastien & Kapferer, 2012). The limits of luxury are rather unclear, and the many adjectives related to luxury contribute to the confusion. Some consider a designer dress, a castle, a yacht, an expensive bar, a five-star hotel or an exceptional piece of jewelry as a "luxury", while others prefer time for themselves and their relatives, family or, more simply: health (Chantal, 2014). On the other hand, the evolution of our society also implies that yesterday's luxury is not today's luxury and will probably not be tomorrow's (Bastien and Kapferer, 2012). It is therefore up to the consumer to identify the products that make him dream, that distinguish or value him in the eyes of others (Bastien & Kapferer, 2012). Consequently, given its highly symbolic and subjective dimension, luxury cannot be reduced to a single concept. We will continue with the definition of the managerial understanding of

luxury that comes close to the objective of our study and the definition of Luxury through the Brands that distribute it, and therefore the Luxury of personal goods.

2. Luxury products, or scalable features

What is a luxury product? Price, symbol, quality, rarity, non-necessity, aesthetics, heritage, so many features that are instantly associated with luxury by consumers (Bernard et al., 2001). However, it is necessary not to limit ourselves to a too conventional vision of luxury based only on the history of the brand, its design but also the high price of the products, which is not the only reference for a luxury product.

Today, luxury reveals different forms that complement each other and are constantly evolving (Bastien & Kapferer, 2012). Indeed, several authors have identified characteristics specific to luxury in order to understand its concept and also its personality. Roux, 1991, quoted by De Barnier et al, 2008 considers that symbolic, imaginary or social added value makes the difference between luxury brands. Kapferer, 1997, sees luxury as an artistic concept, luxury is "an art that applies to functional objects" (quoted by De Barnier et al., 2008). According to Fionda & Moore, 2009, a journal exploring the anatomy of luxury fashion brands; Phau & Prendergast, 2000, list: the identity of the brand, the quality and rarity of the product and the emotion felt by the consumer. Finally, Allérès believes that "a luxury object contains all the qualities of perfection, at all levels of its existence and evolution, right down to the consumer: design, production, packaging, price, distribution and communication" (Allérès, 2005). Nevertheless, these lists of attributes are not exhaustive, according to the literature and its models, other factors appear to be linked to luxury, such as corporate culture, reinforcing the credibility of the company, the environment (distribution network and visibility) and the exclusive service to the consumer contributing to improving the consumer's purchasing experience, an essential emotional dimension today (Moore & Birtwistle, 2005) and Okonkwo (2007). To go further in defining luxury products, and to understand what "more than necessary and ordinary compared to other products in their category" means, the researchers identified six major characteristics of luxury products. According to Heine & Phan, 2011, (cited by Berghaus et al., 2018), Luxury Products characteristics include: **price, quality, rarity, aesthetic, symbolism and extraordinariness.** These characteristics help understand if a product is part of Luxury Products within its category. Indeed, when adding these characteristics to the definition: "**Luxury products have more than necessary and ordinary characteristics compared to other products of their category, which include their**

relatively high level of price, quality, aesthetics, rarity, extraordinariness, and symbolic meaning."

Major Characteristics	Manufacturing Characteristics	Concrete Product Characteristics	Abstract Product Characteristics
Price		Price	
Quality	Expertise of manufacturer	Material & Components	Durability & Value
	Manufacturing complexity	Construction & Function principle	Comfortability & Usability
		Workmanship	Functionality & Performance
		Features	Safety
		Product size	
		Service	
Aesthetics			Aesthetics
Rarity		Rarity	
Extraordinariness			Extraordinariness
Symbolism			Symbolism

Figure 5: The essential characteristics of Luxury Products and Brands (Heine & Phan, 2011)

However, these characteristics can be attributed to other products that are not luxury goods. Therefore, the six main characteristics should correspond to dimensions ranging from a lower level (non-luxury goods) to a higher level (luxury goods), they should be classified at a relatively high level for all characteristics. According to the prototype theory and Heine, 2012, so-called luxury products must meet a certain degree for the characteristics also according to their category, the six dimensions not being independent of each other. If one dimension is high, it will induce a high level for other dimensions, these characteristics build the Luxury Products. Price is generally an indicator of quality and differentiation for the consumer. According to Dubois et al. 2001, a small production volume (scarcity), a high level of quality, a high aesthetic effort and an extraordinary character will lead to a high price indicating that not everyone can own the product. To define whether a product is a luxury product, the characterization of the products is important, it is different for everyone within the categories. Indeed, within each category, products must be defined as sub-characteristics of the six main definitions above, defined in terms of the prototype, expectations and attributes of the product, and based on consumer judgements. As mentioned, these criteria are not sufficient to define luxury and their weight varies according to the evolution of the list of luxury attributes over time and the

aspirations of the customer. Moreover, depending on the expectations of the target consumer groups (not all six characteristics are maximum levels). Therefore, the characterization will depend on: the luxury industries, the product category, the target group as well as the consumer's perception. Luxury brands compete on the previous drivers for characterized products and size levels, aided by marketing and communication.

3. Business Model (Luxury Brands, Masstige Brands and Premium Brands)

Literature allows the identification of different levels of luxury and can also help to understand the concept of luxury. Still, the authors have established significantly different typologies and the boundaries between the identified levels are tight, as the same brand can be present in all three levels (Barnier, Falcy & Valette- Florence, 2008).

For Dubois & Laurent, 1996 (cited by Chevalier & Mazzalovo, 2015), luxury can be elitist or democratic. Indeed, elitist luxury would be based on the conventional, unaffordable and exceptional character of the product, such as Delvaux or Hermès, whereas democratic luxury would act as a real social marker and present a much more visible and defined dimension, such as Michael Kors or Gucci. Indeed, according to Dubois et al., 2005, the consumers of luxuries as being clustered into three groups: "**Elitist**" (luxury is appropriate for a small elite), "**Democrat**" (the more modern view on luxury as open to a larger audience) and "**Distant**" (not concerned or interested to luxury).

Allérès, 2005 and Castarède, 2010, (cited by Essays. UK., 2018) adds a more societal aspect to his classification and differentiates between different forms of luxury.

The first level, **inaccessible luxury**, refers to exclusive and unique products for a very wealthy and fortunate clientele wishing to "differentiate themselves through inaccessible means". As true social trademarks, these reference products are "confirmed by the history of their Brands", in fact, they are customized products (high fashion, private jets, works of art, ...) and is linked to the heritage and know-how of luxury houses. The second level, **intermediate luxury**, concerns products of lower price and quality (limited series production) and is aimed at a wealthy intermediate social class wishing to "erase its social gap" by defining its identity. In fact, they are products derived from super luxury (ready-to-wear or accessories) and is based on the image of the brand and the added value it can generate. Then, at the third level, **accessible luxury**, which corresponds to recognizable objects, mass-produced or declinations of inaccessible and intermediate products (clothes, accessories, perfumes, beauty, wines and spirits). This type of luxury is designed for a newly enriching middle class easily influenced by

advertising and reproducing the practices of the dominant class, more widely distributed, it relates to sensations, pleasures and well-being. It should be noted that this niche represents a significant share of the global luxury market (98% of the luxury market is said to be accessible luxury (Chevalier & Mazzalovo, 2015) and is therefore subject to strong competition.

According to Bastien & Kapferer (2009), Luxury products and brands stand out from the high-end segment by their characteristics (price, quality, aesthetics, rarity, extraordinariness, and symbolic meaning). As indicated in the luxury products section above, the main characteristics can be considered as dimensions ranging from a minimum to a maximum level corresponding to the highest form of luxury:
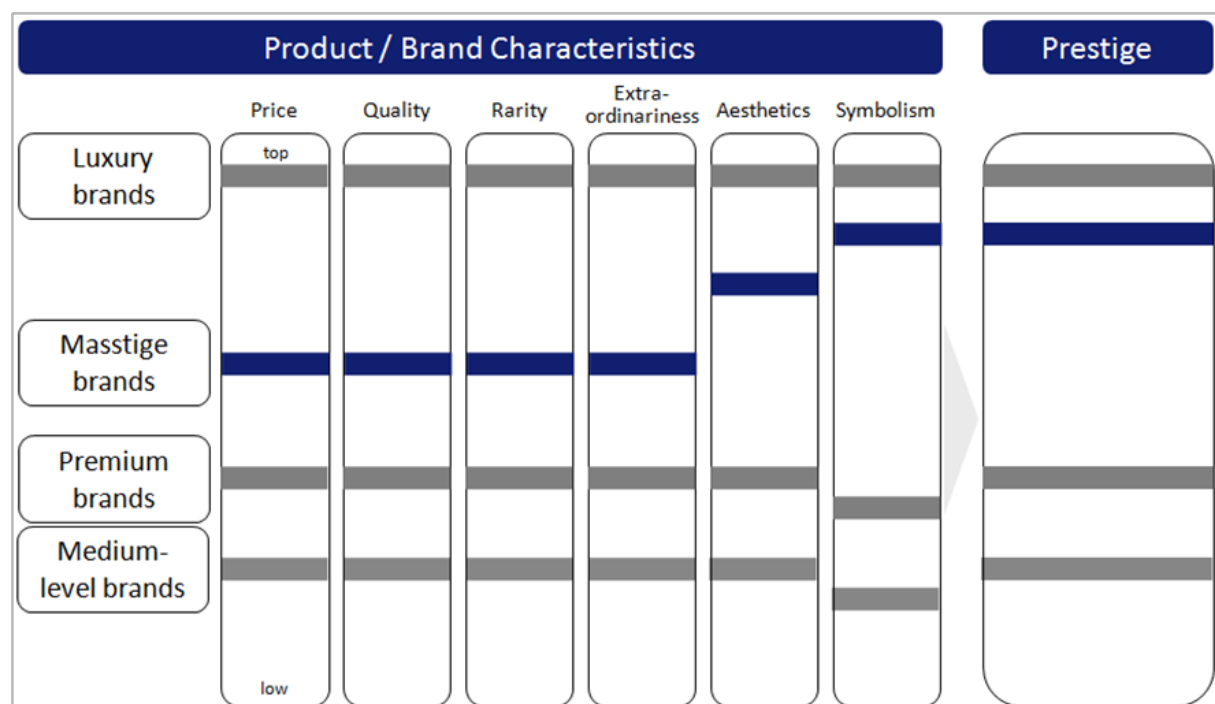
Figure 6: Luxury Brands vs. Premium and Masstige Brands (Kapferer & Bastien 2009)

As shown in the figure above, there is a difference in degree between luxury, premium and masstige brands, and it is difficult to conceive of a linear concept between all brands, especially between high-end and entry-level luxury brands. However, there is an important difference between these types of brands: premium brands focus mainly on technical features, and luxury brands focus much more on creating symbolic meaning.

Traditionally reserved for a small elite, often considered inaccessible and provocative, luxury has evolved over time and is becoming increasingly accessible to the middle class. However, "affordable" and "luxury" are two opposite words. Indeed, according to Mundel et al. 2017, luxury is traditionally associated with unique, expensive and elusive products, with research suggesting that smaller products such as spas, phone cases or beauty products can be considered

affordable luxury goods. Currently, affordable luxury is booming and plays a major role in the dynamism of the sector (Gutsatz & Heine, 2018). In response to changing demand and the potential of the mass market, luxury brands have adapted their business and built a coherent portfolio of complementary and more accessible products capable of attracting this new clientele. Typical masstige brands include Victoria's Secret. By reducing production costs, luxury brands have developed quality products at reasonable prices in order to attract as much as possible a middle-class clientele ready to follow the lifestyle of the upper classes (Atwal & Williams, 2017). There are three different strategies: expanding the product line by offering more affordable versions of their products to reach more customers, choosing to "Premiumise" to move up to a higher luxury category, known as "trading-up", or signing partnerships with popular brands. By choosing the first strategy, Chanel offers highly exclusive haute couture pieces, bags and limited edition collections (luxury) as well as accessories and cosmetics (masstige/affordable luxury). This type of price differentiation is one of the main growth strategies for luxury brands. Other brands choose to develop sub-brands or derivative products (more affordable and aimed at a broader and younger clientele) while retaining the brand universe with the "mother brand" (Okonkwo, 2016). By choosing the second strategy, the accessible luxury brand Lancôme shows its desire to integrate an intermediate level of luxury by launching Lancôme Absolue, an ultra-luxurious skincare range. By choosing the third strategy, Balmain in collaboration with H&M, Balmain is democratizing itself, offering cheaper products in a category to free up resources for more economical behaviour in luxury products (Bastien & Kapferer, 2009). In this way, the brand is able to make as many people as possible dream while offering an exceptional product. Finally, it is essential for brands to ensure that they respect the codes associated with luxury in all product categories and at all levels of luxury if they want to avoid the pitfalls of commodification and "vulgarity" when choosing these expansion strategies. The challenge is to preserve an image of exclusivity for so-called luxury brands (Keller, 2009).

Democratic luxury goods are characterized by Bastien & Kapferer, 2009, as ordinary items for extraordinary people, which are at the same time extraordinary items for ordinary people. In fact, the consumption of luxury goods has evolved because they are now accessible to a broader clientele, for example young people. Thus, luxury brands are focusing their efforts in particular on establishing a strong presence on the web (social networks, online shopping...), targeting the young generation that uses the Internet a lot. The young generation that wishes to live a luxury experience by acquiring products that seem to have the attributes of luxury without being expensive, differentiating themselves from others, are generally HENRY - High Earning, Not

Rich Yet consumers (McNeil & Riello, 2016). Consequently, brands that develop such strategies must also ensure the dissemination of the brand universe. Indeed, it is essential to include all the aesthetic or physical characteristics that allow brand recognition, not just a logo, but elements as subtle as the stitching on a Chanel bag, or the red of Louboutin soles, as well as all the elements that surround the brand universe (Bastien & Kapferer, 2012).

From what we have mentioned, we note that while the authors agree on the distinction between the different types of luxury, the limits, determinants or names still seem imprecise. Let's not forget that everyone lives their luxury as they see fit, that each brand has its own positioning and its own management. On the other hand, in order to avoid any confusion, we have chosen to refer in this study to the levels of luxury identified by Bastien & Kapferer, 2009: Luxury Brands, Masstige Brands and Premium Brands, i.e. **inaccessible, intermediate and accessible luxury.**

II. Luxury Brands & E-commerce

1. Internet and e-commerce

"All I know is that the commercializing of the Internet is transforming the world."
Alfred D. Chandler (cited by Douglas, 2007) [2]

In the 1990s, the Internet became popular with the general public thanks to an easy consultation system: The World Wide Web invented by Tim Berners-Lee and Robert Cailliau. According to Tagg et al, 2012, the Internet underwent a major expansion following the concept of Web 2.0 in the mid-2000s and was used as a commercial tool. Today, the Internet is part of our life and business. It is a communication tool, it brings together the advantages of all networks and offers different possibilities of adaptation (Chevalier & Mazzalovo, 2015). Nyeck & Houde, 1996, mention that because of its speed of access, ease of maintenance and ability to communicate a large amount of information to the masses, the potential of the Internet is very clear and businesses must take advantage of it. As a tool for the mass market, it has radically transformed marketing and has led companies to adopt new competitive methods of distribution, communication and advertising. In particular, digital marketing is an exciting and constantly evolving field that brings new challenges and opportunities. Digital marketing

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[2] Douglas, M. (2007). *Alfred D. Chandler Jr., a Business Historian, Dies at 88*. Nytimes.com. Retrieved 5 July 2020, from https://www.nytimes.com/2007/05/12/business/12chandler.html.

encompasses all practices for promoting products and services using digital distribution channels (Smith, 2011), and must be aligned with business strategy (Chaffey et al., 2014). The Internet is a cost-effective tool for businesses whose costs are lower than those of other channels (organizing events, or broadcasting advertisements). Since the digital era, there has been a steady increase in advertisers' investment in digital media (the Paid Owned and Earned Media (POEM) system (Chaffey et al., 2014)). In addition, online communities have emerged, providing brands with new opportunities to engage with their consumers. (Miller et al., 2009). The management of customer data collected on the web (also called Big Data) is one of the major challenges of digital marketing (Leeflang et al., 2014). The challenge is to be able to collect the data, store and process it, make it visible and share it. This data is an opportunity to follow the consumer on his journey. According to McAfee & Brynjolfsson, 2012, data are a source of innovation and enable business improvement (based on data collected from consumers). The Internet allows a faster and more personalized exchange with consumers (they are no longer just spectators (Kapferer et al., 2017)) with more advantageous communication and interaction costs, but the Internet can also be risky because consumers can take control of the communication / denunciation of certain brand practices and influence its image.

E-commerce emerged in the 1990s; the first transaction took place in 1994, this transaction went down in history and let the world know that the "Internet is open" for online sales transactions, which was the starting point for the development of e-commerce. As a result, many companies have invested. The Internet has evolved very rapidly and new business models have emerged, thanks to technology. (Tian & Stewart, 2007). Indeed, in the beginning, only a few domains were present on the web, and the way of doing business online was a copy/paste of the traditional way, as the first sellers on the Internet were also traditional sellers (Damanpour & Damanpour, 2001). Moriset, 2018, mentions that new forms of commercial activities opened up their operations online, such as niche markets, and traditional commercial sales, but also to all sales of goods and services to consumers, thus obtaining additional sales and increasing their profits. E-commerce has many advantages: first, sales have increased significantly geographically; second, non-commercial online stores such as Amazon were available; and third, e-commerce has saved time, including through an increasingly efficient and less complex payment system. Indeed, the development of online sales has enabled the emergence of e-money as a means of payment and new business developments (in the product and service sectors) (Tian & Stewart, 2007). The prospects for e-commerce are very promising; this new sphere makes almost anything possible, in line with current trends and with the aim of meeting customer needs quickly, according to several business leaders interviewed at the e-commerce

fair in Berlin in 2019. With the current economic situation, e-commerce is evolving and requires alternative business models, through the effective design and integration of new business models and practices into organizations. It allows reaching new markets and creating new sales opportunities. While online presence is common in the mass market, the presence of luxury brands on the Internet remains more controversial. While luxury brands can use the Internet as a great communication platform, they have to sell their products carefully, without this being democratized (Bastien & Kapferer, 2012).

2. A discrepancy between selectivity and diffusion

Luxury is born from imagination, from dreams for the sublimation of the present and from reality to better contrast banality. It stands out for its past, its traditions and its positioning focused on four core values: authenticity, rarity, exception and elegance. Internet, by its creation advocates ease of access and speed of transmission, it confronts tradition and represents technology to satisfy everyone. Internet by definition is a mass tool. We are in a hyper-connected global consumer economy, where digital technology has revolutionized the rules of communication and the relationship between brands and consumers. Luxury companies should no longer perceive the virtual world as a constraint to their evolution but as an asset to build customer loyalty and to target an increasingly emerging market. It can be assumed that a real and faster acceptance of the Internet could lead the luxury industry to move more and more towards the implementation of e-commerce. However, the literature has shown a disparity between the definition of e-commerce and that of luxury: "the Internet dilemma" (Baker et al. 2018) (cited by Bastien & Kapferer, 2012) highlight the great discrepancies between the world of luxury and the digital world, which we have partially mentioned: First, Luxury is based on a very personal relationship between the client and the brand, this proximity cannot be found on the Internet, where it is difficult to get to know one's buyer well. Secondly, Luxury is perceived and lived as a multi-sensory experience, as the Internet does not allow to appeal to all the senses. Finally, Luxury is synonymous with mystery and finesse, it is far from transparency. Transparency is crucial on the Internet, with numerous sites comparing price offers from several hundred online shops and the sharing of positive or negative information about brands and/or their products. Nonetheless, there seems to be a gap between theory and reality. Indeed, in recent years, many luxury brands have disregarded these contradictions and have begun to view the Internet as a distinct distribution network (Okonkwo, 2009).

3. Limitations, risks and cons

Many luxury brands have long been slow to adopt the Internet, showing strong unwillingness to use it, such as Chanel or Hermès. This doubt is mainly the outcome of the risks associated with this method of communication. (Holmqvist et al., 2020)

The limits, risks and contraindications are well-defined, according to Okonkwo, 2009, the Internet is a means of communication considered to be risky because Internet users could take control of this tool and be an actor of its image (forums or blogs), users are no longer just passive towards brand communication but can be the authors of it. For Internet consumers, the Internet is a complex and not very personalized platform, they feel a lack of consideration in front of this mass resource, as the Internet would not enable the diffusion of an image of products with a utopian dimension which is the purpose of their existence. The consumption of luxury goods on the Internet is also said to be influenced by age. Luxury consumption is contrary to the Internet for older people, and the users and knowledgeable users of this channel, i.e. the younger ones, do not see any barriers. Indeed, according to Nyeck & Roux, 1997, (cited by Kapferer et al., 2017) consumer attitudes towards e-commerce in luxury goods also vary by age; at the time of the study, those over 45 years of age were the most sceptical about online sales. According to Bastien & Kapferer, 2012, businesses fear a cannibalization of e-commerce to the benefit of their traditional shops, luxury brands present on the Internet may also be threatened by counterfeits and Luxury consumers buying on the Internet could lose the impulse buying dimension due to an over-thoughtful decision-making process (Dall'Olmo Riley & Lacroix, 2003). Also, luxury companies have to disclose their prices, which makes it easier to compare them with competitors; and this is contrary to the definition of luxury, it is a matter of experience and not of comparison (Bastien & Kapferer, 2012). Thus, in particular, it would appear that lack of experience is a major obstacle to any use of luxury brands in e-commerce (Chevalier & Mazzalovo, 2008; Okonkwo, 2009, & 2010). Also, it would not be possible to communicate emotions and sensory experiences, and consumers always enjoy the in-store experience (Nyeck & Houde, 1996; Kapferer & Bastien, 2012, and Dall'Olmo Riley & Lacroix, 2003) The risk associated with the unreliability of online transactions reinforces brands' fear of implementing e-commerce (Nyeck & Roux, 1997, (cited by Kapferer et al., 2017) and Dall'Olmo Riley & Lacroix, 2003).

It is also important to know that the satisfaction of online luxury consumers is to be taken into consideration: efficiency, design, process, personalization and trust in the site. (Kim, 2019). However, these various risks and concerns should be put into perspective by taking into account

the types of products. For example, fashion accessories, wines or alcoholic products can be found on the net, as well as luxury hotels that are very successful, but luxury jewelry would not be suitable for this type of online sale.

4. Advantages, opportunities and pros

Despite these rather negative aspects for luxury companies to invest in e-commerce, it should also be noted that the views of leaders are mitigated. According to the categorization defined Nyeck & Roux, 1997, (cited by Kapferer et al., 2017) there are three groups of leaders: conservatives, sceptics and open-minded managers. The most conservative believe that the consumption of luxury goods via the Internet and e-commerce is risky, they strongly believe in the importance of offering unique communication and dedicated distribution. Sceptics believe that the Internet is the future, but their concerns are at the root of their current policy to make their luxury products more elitist. Finally, the most open-minded managers see it as a real opportunity to bring dynamism via e-commerce and an innovative brand image to luxury brands. According to them, the possibility of distribution through e-commerce is feasible in the luxury industry, allowing customers to facilitate their shopping experience while adding additional benefits to their purchasing behavior. Internet is an economical tool in terms of communication, it offers the possibility to broadcast messages that are accessible to everyone quickly and efficiently allowing users to discover what a brand really is (marketing communication strategies on social media). (Liu et al., 2019) In addition, buyers of luxury goods are hyper-connected and use the Web like everyone else, or even more frequently, they do not hesitate to share, influence and above all, buy online (Okonkwo, 2009).

The Internet also allows luxury consumers to buy luxury goods if they do not have easy access to existing luxury brands at the physical point of sale. Thus, these virtual stores may be suitable for consumers who feel embarrassed when entering luxury brand stores. Luxury virtual stores attempt to offer their customers an online shopping experience, to inspire and seduce them by integrating them into unique universes, and by using their creativity to express themselves online. Dior's virtual boutique attempts to offer it. And, in the short term, if in-store traffic is weak given the current situation, it would also allow brands to quickly make their stores accessible "remotely".

Also, it is possible to offer many services to consumers (product personalization, electronic payment and online delivery) which can easily compensate for the customer experience and the lack of contact (Peretti & Sawhney, 2016). In reality, it is important to know that luxury brands

first appeared on the Internet via multi-brand sales platforms. For example, e-luxury, launched by LVMH in 2000, was closed in 2009 to leave the site open to multi-brand distributors such as Saks Fifth Avenue or Neiman Marcus. (Chevalier & Mazzalovo, 2015). In 2017, LVMH is starting the digital adventure again. LVMH has reviewed its digital strategy and the site's performance will provide 2 billion of its 37.6 billion euros in sales at the time. Today you can find 24S and Farfetch as multi-brands Luxury websites. Finally, it can be noted that online consumption also varies according to the type of luxury demanded, as consumers of inaccessible, intermediate or accessible luxury do not have the same expectations online. It is important that brands are classified according to luxury and that they adapt by proposing new products, perhaps more intermediate or accessible, which would be suitable for sale on the internet. Accessible luxury brands have an intensive presence on the Internet by being accessible to the greatest number of people - they are less sensitive to rarity.

PART V. STUDY

I. Research Strategy & Objectives

The previous study highlighted the possibility for Luxury Brands to use e-commerce as a distribution channel, on the one hand because of the dynamism of the market and consumer demand, but also because of the need for them to remain competitive. However, this needs to be well executed and companies need to remain vigilant, on the one hand through the recognition that not everything can be sold on the Internet, it is necessary to choose products that correspond to this distribution channel, but also to properly target consumers. Our academic study has highlighted the factors likely to generate a positive attitude among young consumers for the purchase of luxury products on the Internet and thus, to constitute a driver of attractiveness for this category of consumers. Beyond the ease of the choice to target young people who are hyper-connected on the Internet, it is a question of determining whether it is possible to target other consumers, and this through a study of the perception of all consumers on the online sale of luxury products. We want to target what luxury companies can put in place to maximize their profit on online sales, by determining the needs of the three categories of consumers (elitist, democrats and distant) in terms of luxury, in order to demonstrate to companies that e-commerce is a good investment if it is well executed. We highlighted the needs of consumers: to consume responsibly, to buy products that reflect their personality (customization), to participate in companies' innovations and to have an emotional connection with the brand. We have highlighted the growth of the second-hand market but also the development of luxury e-commerce on specific product categories (beauty, clothing and accessories). Our study will also be open to the point of view of Luxury company managers in order to understand if this reticence is still relevant with the current health situation, we keep in mind that we have identified in the literature review three categories of managers (conservative, sceptical and open-minded). Finally, we will study consumer attitudes and perceptions on the definition of Luxury in order to understand whether it is possible for Luxury brands to offer more accessible products on the Internet, such as Masstige or Premium Brands, and therefore inaccessible, intermediate, or accessible luxury.

II. Methodology – Data Collection

The questionnaire was drawn up before the data collection, and thought about for two weeks, which allowed us to highlight certain biases and a real approach to the questions in order to target the answers related to the survey. A questionnaire was used to collect data in an online survey (Google Form) for two weeks to get about 100 responses.

In this respect, this survey provides objective and detailed descriptions of the attitudes of Luxury consumers, non-consumers and managers, the survey was shared on Facebook and LinkedIn, as well as by email, to my network. Indeed, we approached the target group online in order to more easily reach a wider audience of customers and thus obtain the most insightful and detailed information on the subject at no cost and in a short period of time. The fact that the survey was conducted online means that only respondents who want to respond can do so, and therefore the responses are more focused and comprehensive.

As a first step, participants read an introduction on the subject, reminding them that the survey was open to anyone who wished to respond, without much knowledge of the industry, that it was anonymous and that the results would remain confidential. The survey was structured in four sections to evaluate: online shopping, the definition of Luxury as seen by the respondents, online purchase of luxury products and the profile of the respondents. The questionnaire was written in English and French in order to obtain as many different points of view as possible. The survey consists of 30 questions aimed at understanding consumers' perceptions of online purchases of luxury goods and 5 questions on the respondents' profile (gender, age, occupation, income, nationality). Respondents responded to several questions and more specifically to closed-ended questions with specific answers to ensure clear and precise answers. The 6 satisfaction questions were asked using the Likert scale (1-5), which provides good qualitative data by assigning quantitative values. A frequency scale was used (1-4) to evaluate the regularity of online purchases. The questionnaire consisted of 4 closed-ended questions (Yes/No), the remainder of the closed-ended questions were multiple-choice and single-choice.

III. Study - Data Analysis

The analysis was based on completed questionnaires only, a consolidation of data was made allowing to group and combine all the data, which would have been entered from several places or at different times (answers "Other…:" and nationality) in order to offer a synthesized view, Excel was used. To conduct the survey part, the SPSS Statistics software provided by IBM was used. This is a data analysis and processing tool that allows for an accurate overview of the results as well as a wide variety of different types of basic, econometric and data analysis. (cross-tabulations, correlation, variables...). Finally, this program allows to create graphs, tables, but also statistical tests.

IV. Research Questions

Based on the determinants of the Literature Review, we will formulate our three research questions and attempt to answer how can luxury companies benefit from our digital era?

- Do managers (conservative, sceptical, open-minded) and consumers (elitist, democrat, distant) have a positive perception of e-commerce and a desire to buy luxury goods online?
- Does the type of luxury offer (accessible, intermediate, inaccessible) impact the online sale of luxury products?
- Does the type of luxury depend on the product category?

PART VI. DATA ANALYSIS & RESULTS

I. Profile of the respondents - Socio demographic

Gender
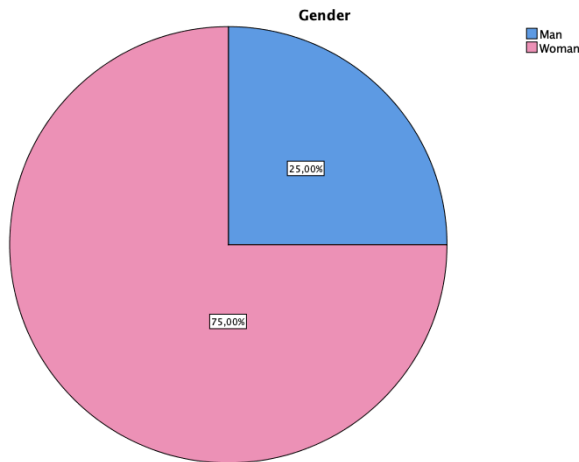
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	25	25,0	25,0	25,0
	Woman	75	75,0	75,0	100,0
	Total	100	100,0	100,0	

During the given period, 100 people responded to the survey. Of these 100 people, **75% are women** and 25% are men, which means that three quarters of the respondents are women.

Figure 7: Gender

Age
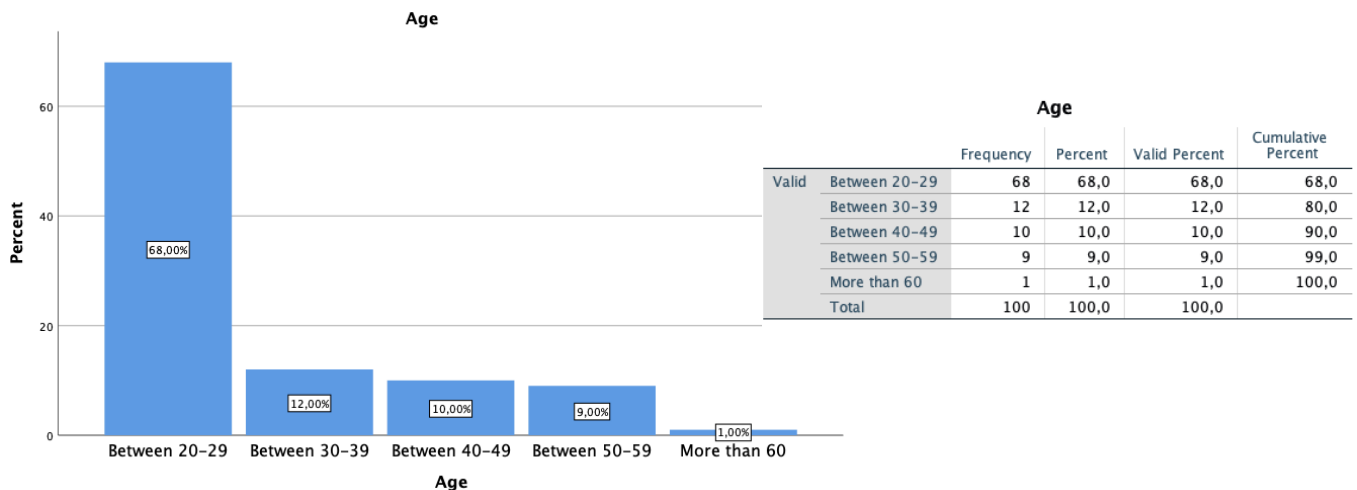
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 20-29	68	68,0	68,0	68,0
	Between 30-39	12	12,0	12,0	80,0
	Between 40-49	10	10,0	10,0	90,0
	Between 50-59	9	9,0	9,0	99,0
	More than 60	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

Figure 8: Age

The age of the sample ranges from " less than 20 years old" to "more than 60 years old". In this regard, **most respondents are between 20 and 29 years old (68%)** and almost a quarter of the sample is between 30 and 49 years old (22%). In addition, 9% of the respondents are between 50 and 59 years old, and just one person (1%) is over 60 years old.

Profession

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	32	32,0	32,0	32,0
	Employee	45	45,0	45,0	77,0
	Manager	12	12,0	12,0	89,0
	Manager in Luxury	5	5,0	5,0	94,0
	Unemployed	6	6,0	6,0	100,0
	Total	100	100,0	100,0	
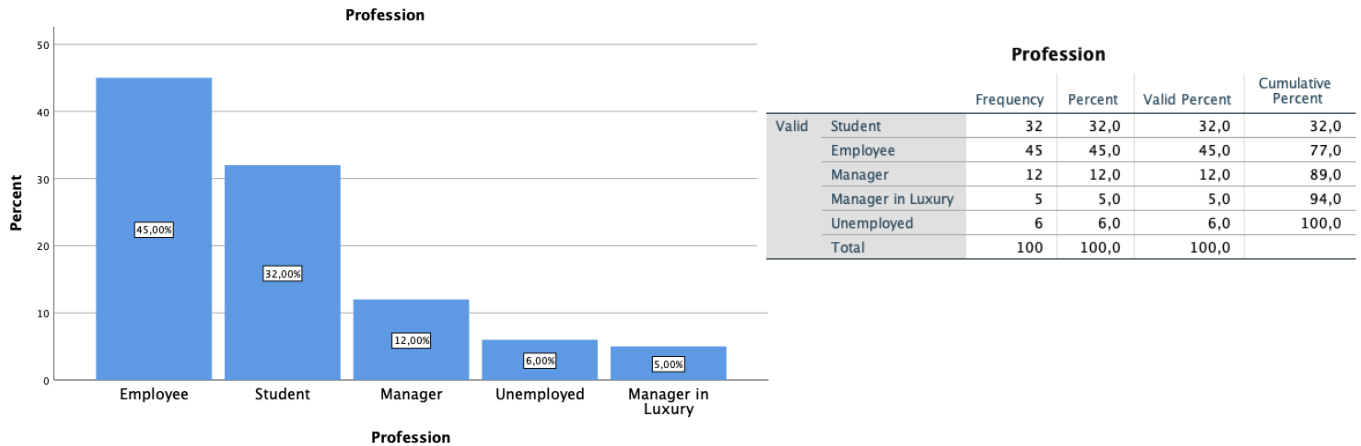
Figure 9: Profession

Regarding the employment status of the respondents, **most of the sample are employed (45%),** followed by students (35%), 17% are managers of which 5% are in the Luxury Goods industry. Finally, 6% are unemployed.

Income

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No revenue	18	18,0	18,0	18,0
	Less than 1000€	13	13,0	13,0	31,0
	Between 1000–2000€	15	15,0	15,0	46,0
	Between 2000–3000€	17	17,0	17,0	63,0
	Between 3000–4000€	11	11,0	11,0	74,0
	More than 4000€	26	26,0	26,0	100,0
	Total	100	100,0	100,0	
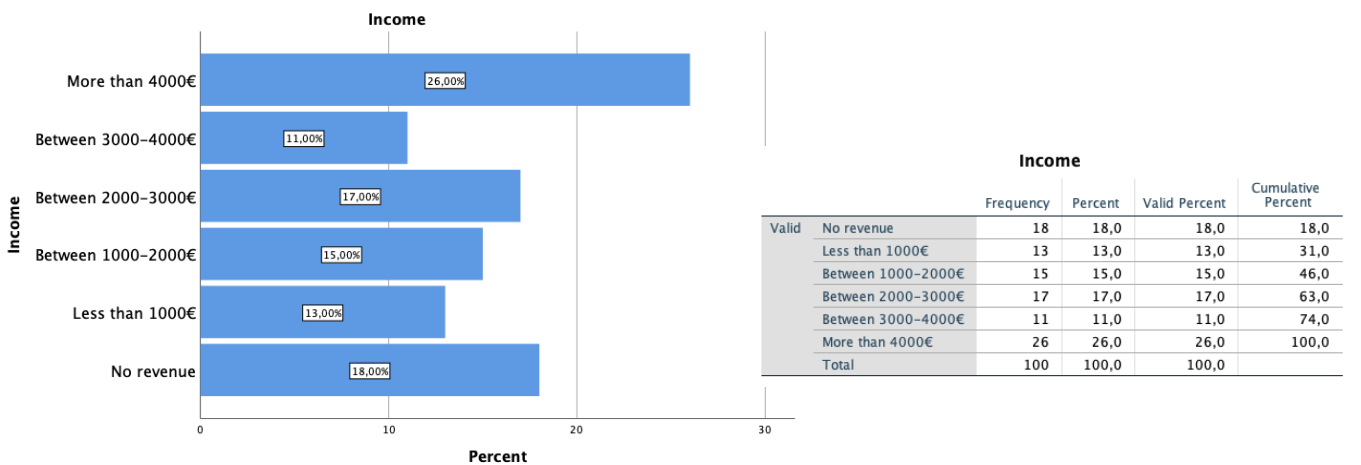
Figure 10: Income

As far as monthly income is concerned, **28% earn more than €4,000,** which seems to be consistent with the positions they hold (17% managers and 45% employees). Moreover, some people I interviewed works in Switzerland, the average monthly gross Swiss salary, all sectors combined, including cross-border workers in Switzerland is just over €5,495. 43% of respondents earn between €1,000 and €4,000, 13% earn less than €1,000 and finally 18% have no income.
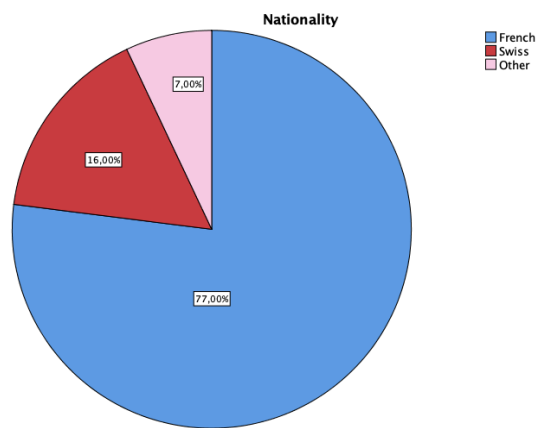
Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	French	77	77,0	77,0	77,0
	Swiss	16	16,0	16,0	93,0
	Other	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Finally, for nationality, **most respondents are French (77%)**, 16% are Swiss, and 7% are of another nationality (2 Argentinians, and the rest Canadian, Indonesian, Lebanese, Portuguese and Togolese).

Figure 11: Nationality

II. Online Shopping Behavior

1. Online attitudes and perceptions

Online purchase and frequency

Online Purchase Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	36	36,0	36,0	36,0
	Often	55	55,0	55,0	91,0
	Always	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Of the 100 respondents, **100 have already purchased a product on the Internet.** The sample was very homogeneous on the matter of online purchasing. In terms of the extent of their online purchasing habits, **55% buy often online**, 36% buy rarely online and 9% buy always online. It is important to note that none of the participants have ever purchased anything online.

Figure 12: Online purchase frequency

Feeling towards e-commerce
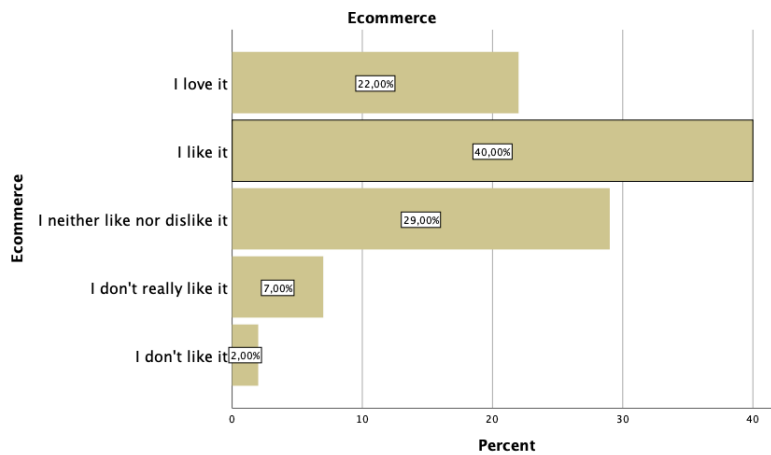
Figure 13: Feeling towards e-commerce

Image towards e-commerce
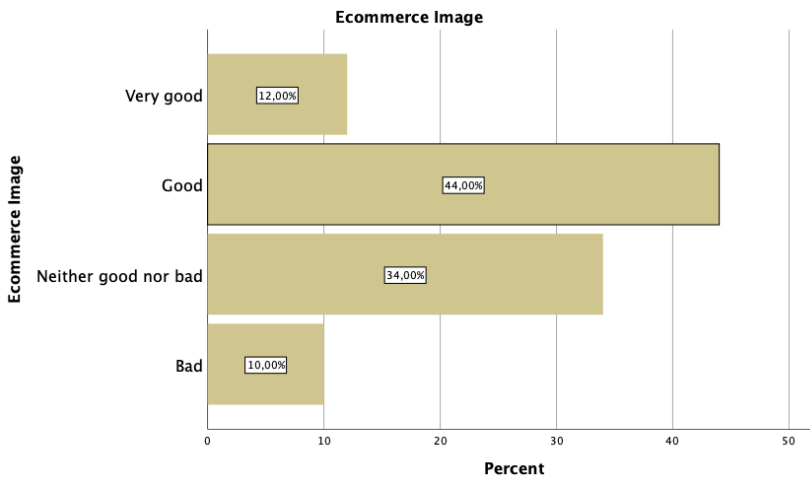
Figure 14: Image towards e-commerce

Reasons impacting bad feelings and image of online purchase
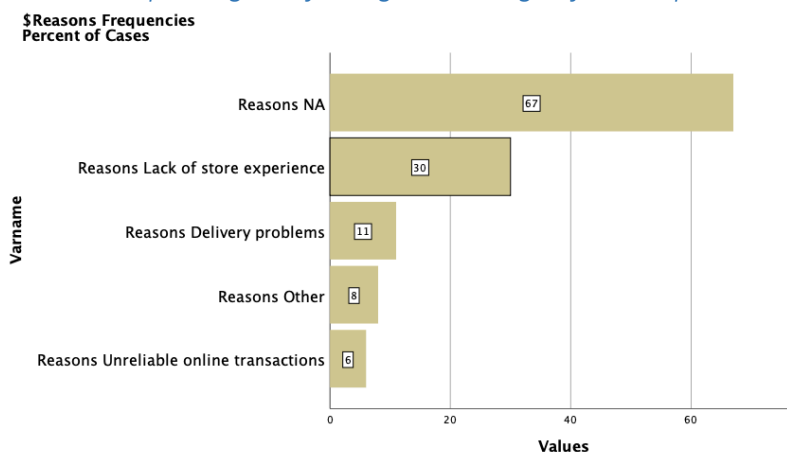
Figure 15: Reasons impacting bad feelings and image of online purchase

Of the 100 people surveyed, **62% like or love shopping online**. 29% neither like nor dislike e-commerce, indifferent opinion, it should be noted that 9% do not really like it or do not like it.

Regarding the image that the respondents have of e-commerce, scale from "very good" to "very bad", **56% have a good to very good image of e-commerce**, 34% have neither a bad nor a good image, the opinion is rather indifferent, and 10% have a bad image of e-commerce, it should be noted here that nobody has a very bad image.

Of the 100 respondents, 67% did not give answers equal or inferior to neither I don't like or I like e-commerce or neither bad nor good image of e-commerce, **30% due to lack of experience in store, 11% due to delivery problems, and 6% due to unreliability of online transactions.** 8% gave a response "other" which are mentioned in the appendix.

Most respondents consume **fashion and clothing (80%), travel and tourism (75%), sports and leisure (53%).** According to the study, the beauty and health category (46%) is moderately consumed online. Accessories are purchased online for 38% of participants.

Figure 16: Online consumption categories

2. Does the socio demographic situation have an impact on the image towards e-commerce?

Gender

We test the image of online shopping according to the gender of respondents to determine if gender has an impact on the image of online shopping.

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Ecommerce Image	Man	25	39,38	984,50
	Woman	75	54,21	4065,50
	Total	100		

*Figure 17: Ranks: What image do you have of e-commerce? * Gender*

This table shows the average rankings of the variable image on online shopping for both groups. According to this table, the **highest average rank is for women (54.21)**. This means that they have a better image of e-commerce than the other group. I performed a Mann-Whitney test, to test the equality of two distributions. The test table, the assumptions and the decision are presented in the appendix. I can conclude that the distribution of **the image on online shopping is different for the two gender** defined populations. We therefore consider that **gender changes the image of online shopping**.

Age

Of the 44 people who have a good image of e-commerce, **70.5% are between 20 and 29 years** old and **15.9% are between 30 and 39 years old**. On another interpretation, out of 68 respondents aged 20 to 29, 45.6% have a good image of buying online, and out of 12 respondents aged 30 to 39, 58.3% have a good image of buying online.

Ecommerce Image * Age Crosstabulation

			Between 20–29	Between 30–39	Between 40–49	Between 50–59	More than 60	Total
Ecommerce Image	Bad	Count	6	1	2	1	0	10
		% within Ecommerce Image	60,0%	10,0%	20,0%	10,0%	0,0%	100,0%
		% within Age	8,8%	8,3%	20,0%	11,1%	0,0%	10,0%
		% of Total	6,0%	1,0%	2,0%	1,0%	0,0%	10,0%
	Neither good nor bad	Count	22	2	3	6	1	34
		% within Ecommerce Image	64,7%	5,9%	8,8%	17,6%	2,9%	100,0%
		% within Age	32,4%	16,7%	30,0%	66,7%	100,0%	34,0%
		% of Total	22,0%	2,0%	3,0%	6,0%	1,0%	34,0%
	Good	Count	31	7	4	2	0	44
		% within Ecommerce Image	70,5%	15,9%	9,1%	4,5%	0,0%	100,0%
		% within Age	45,6%	58,3%	40,0%	22,2%	0,0%	44,0%
		% of Total	31,0%	7,0%	4,0%	2,0%	0,0%	44,0%
	Very good	Count	9	2	1	0	0	12
		% within Ecommerce Image	75,0%	16,7%	8,3%	0,0%	0,0%	100,0%
		% within Age	13,2%	16,7%	10,0%	0,0%	0,0%	12,0%
		% of Total	9,0%	2,0%	1,0%	0,0%	0,0%	12,0%
Total		Count	68	12	10	9	1	100
		% within Ecommerce Image	68,0%	12,0%	10,0%	9,0%	1,0%	100,0%
		% within Age	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	68,0%	12,0%	10,0%	9,0%	1,0%	100,0%

*Figure 18: Cross Tabulation: E-commerce image * Age*

It can also be noted that out of 10 respondents aged 40 to 49, 40% also have a good image. This is why I would like to see if there is a relationship between age and image of online shopping and to see what we found in the review literature. I have a Pearson chi-square test to assess the independence of these two categorical variables. The table relating to the Pearson chi-square test, the hypotheses and the conditions required to apply this test to the independence of two categorical variables as well as the decision are presented in the appendix. I can conclude that there **is no significant relationship between age and the image of online shopping.**

Age, Gender, Profession, Income

Correlations

		Ecommerce Image	Gender	Age	Profession	Income	Ecommerce Luxury Brands Image	Online Purchase of Luxury wish	Recommandation
Ecommerce Image	Pearson Correlation	1	,237[*]	−,180	−,107	−,082	,571[**]	,273[**]	,589[**]
	Sig. (2−tailed)		,017	,073	,289	,415	,000	,006	,000
	N	100	100	100	100	100	100	100	100
Gender	Pearson Correlation	,237[*]	1	,083	−,028	−,063	,269[**]	,104	,100
	Sig. (2−tailed)	,017		,413	,786	,532	,007	,303	,324
	N	100	100	100	100	100	100	100	100
Age	Pearson Correlation	−,180	,083	1	,252[*]	,477[**]	−,132	,108	−,144
	Sig. (2−tailed)	,073	,413		,011	,000	,190	,287	,153
	N	100	100	100	100	100	100	100	100
Profession	Pearson Correlation	−,107	−,028	,252[*]	1	,359[**]	−,107	,248[*]	−,012
	Sig. (2−tailed)	,289	,786	,011		,000	,290	,013	,904
	N	100	100	100	100	100	100	100	100
Income	Pearson Correlation	−,082	−,063	,477[**]	,359[**]	1	,052	,241[*]	−,043
	Sig. (2−tailed)	,415	,532	,000	,000		,610	,016	,671
	N	100	100	100	100	100	100	100	100
Ecommerce Luxury Brands Image	Pearson Correlation	,571[**]	,269[**]	−,132	−,107	,052	1	,480[**]	,713[**]
	Sig. (2−tailed)	,000	,007	,190	,290	,610		,000	,000
	N	100	100	100	100	100	100	100	100
Online Purchase of Luxury wish	Pearson Correlation	,273[**]	,104	,108	,248[*]	,241[*]	,480[**]	1	,505[**]
	Sig. (2−tailed)	,006	,303	,287	,013	,016	,000		,000
	N	100	100	100	100	100	100	100	100
Recommandation	Pearson Correlation	,589[**]	,100	−,144	−,012	−,043	,713[**]	,505[**]	1
	Sig. (2−tailed)	,000	,324	,153	,904	,671	,000	,000	
	N	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2−tailed).
**. Correlation is significant at the 0.01 level (2−tailed).

*Figure 19: Correlations Matrix: E-commerce Image * Explanatory Variables*

I chose to analyze if there is a relationship between the dependent variable: image on e-commerce and the explanatory variables: age, gender, profession, income, the image of e-commerce of Luxury brands, the wish to buy Luxury goods online, and the recommendation of respondents to their relatives to buy Luxury goods on the Internet. Indeed, I am interested to know if there is a link between the image of online shopping and these 7 variables.

- The **image of e-commerce** is **significantly positively correlated with gender** (+0.237: moderate/low), **the image of e-commerce for luxury brands** (+0.571: medium), **the desire to buy luxury online** (+0.273; moderate/low), and the r**ecommendation to relatives to buy luxury online** (+0.589: medium/high).

We can also see several other significant correlations between these 8 variables:

- The **gender** is positively linked with the image of **e-commerce** as mentioned and the image of **e-commerce for luxury brands** (+0.269). The more the sample is female, the more positive the image is.

- Age is positively related to profession (+0.252) and income (+0.477). The older we are, the more we advance in our professional status (student, employee, manager, etc.), the older we are, the more money we earn.

- The **profession** is positively linked with age as mentioned, income (+0.359) and **the desire to buy Luxury Goods online** (+0.248), the more advanced your professional status is, the more money you earn and the more you would like to buy Luxury Goods online, to be verified in future analyses.

- The **income** is positively related to age, profession as mentioned, and **the desire to buy luxury online** (+0.241), to be verified in future analysis.

- The **image of e-commerce for luxury brands** is positively related to the image of e-commerce in general, gender as mentioned**, the desire to buy luxury online** (+0,480) and strongly **recommending to these relatives to buy luxury online** (0,713). The more we like online shopping for Luxury brands, the more we want to buy it and also recommend it to our relatives.

- **The desire to buy luxury online** is positively related to the image of **e-commerce** in general, the profession, the desire to buy luxury online as mentioned, and **recommend the purchase of luxury online to your friends and family** (+0.505). In fact, the more we want to buy luxury online the more we will recommend it.

- The recommendation to buy Luxury online is positively related to the image of **e-commerce** in general and for Luxury brands, and the desire to buy Luxury online as mentioned.

A transition question between the two parties was formulated to **determine the inclination of people to buy everything on the Internet**. Responses are widely dispersed, with **a majority of respondents leaning towards negativity. Indeed, 42% do not agree**, against 35% who agree, and 23% who neither agree nor disagree.

Online purchase possibility
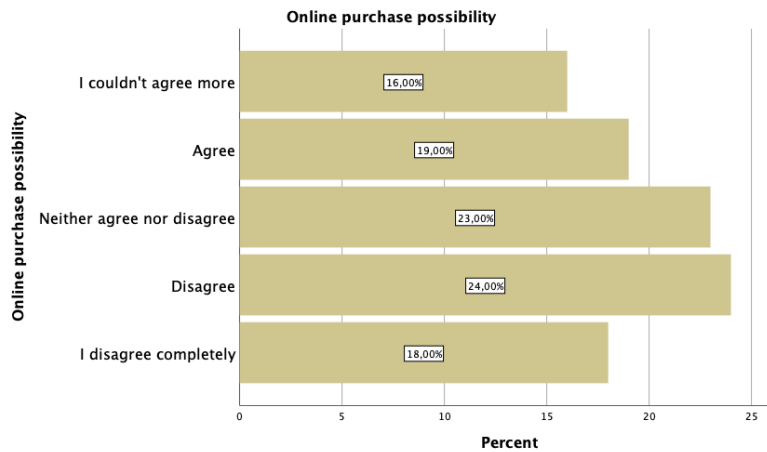
Figure 20: Extent of online sales

III. Definition of Luxury as seen by the respondents

1. Definition of Luxury

Definition of Luxury

Luxury Definition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Something that is more than necessary and ordinary	20	20,0	20,0	20,0
	The state of being very comfortable, pleasurable, and often expensive	46	46,0	46,0	66,0
	A lifestyle characterized by high spending on the unnecessary	34	34,0	34,0	100,0
	Total	100	100,0	100,0	
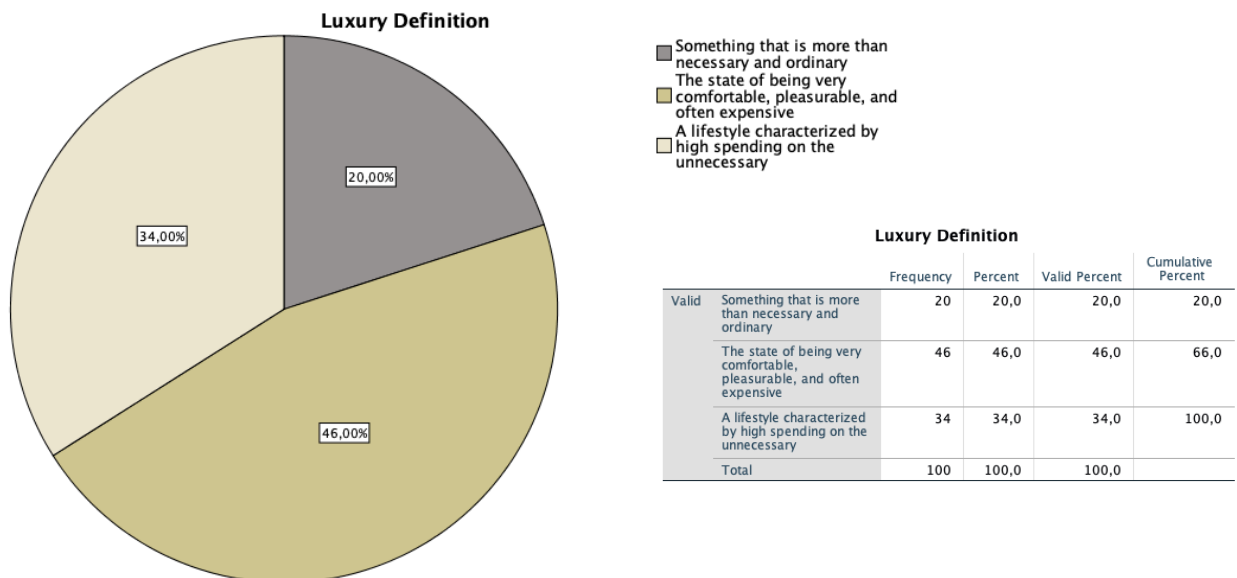
Figure 21: Definition of Luxury

According to the literary review, and the **definition of Luxury as *something more than necessary and ordinary*, only 20% of respondents agree with this definition**. 34% define luxury as *the state of being very comfortable, pleasant, and often expensive* (UK dictionary Cambridge dictionary). **46% define luxury as a *lifestyle characterized by high spending on***

the unnecessary (French dictionary Le petit Robert), which is consistent because the majority of respondents are French.

Product categories of Luxury

Figure 22: Luxury Product Categories
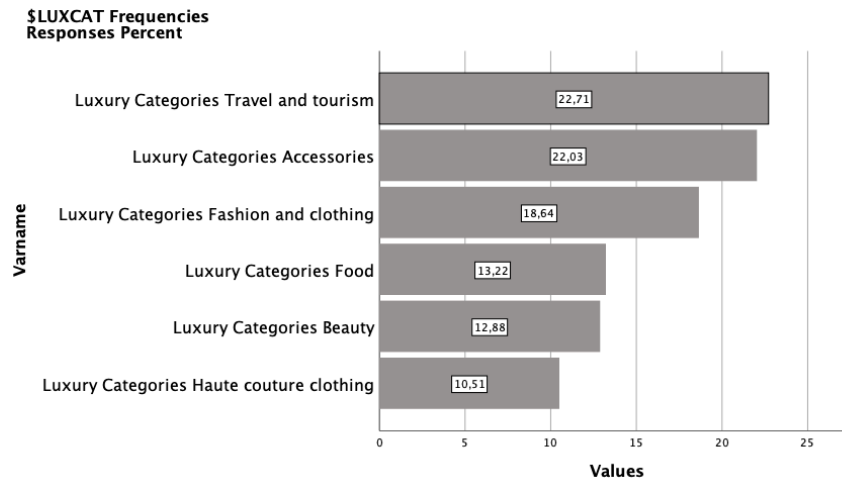
Asking respondents what their **top 3 Luxury categories** are, **most prefer travel and tourism (22.7%), followed closely by accessories (22%), and fashion and clothing (18.6%)**. Beauty is in second to last position with 12.8% and surprisingly Haute Couture is in last position with 10.5% preference in this category.

Association of all product categories to Luxury

Categories and Luxury association

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	8,0	8,0	8,0
	Yes	92	92,0	92,0	100,0
	Total	100	100,0	100,0	

Figure 23: Association of Luxury with selected product categories

92% of respondents associate the above categories with Luxury, 8% do not, and the answers are presented in the appendix.

Luxury brands characteristics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	100	1	5	4,04	1,325
Quality	100	1	5	3,64	1,314
Rarity	100	1	5	3,68	1,262
Aesthetic	100	1	5	3,33	1,173
Symbolism	100	1	5	3,84	1,195
Extraordinariness	100	1	5	3,27	1,230
Valid N (listwise)	100				
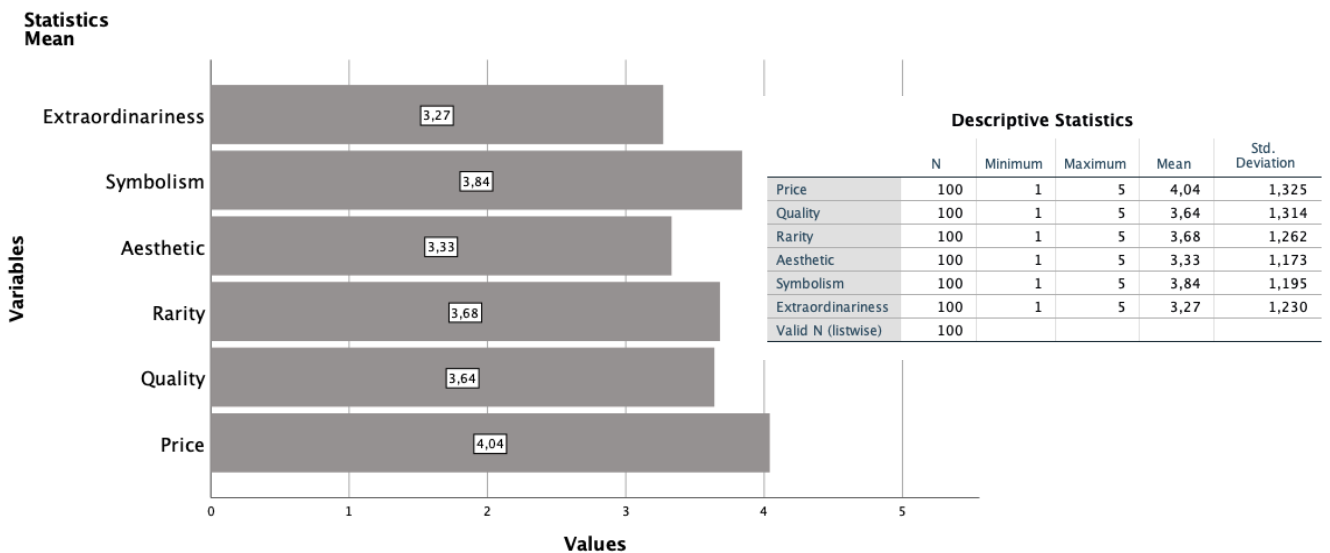
Figure 24: Luxury Brand characteristics – Means

Out of the 100 responses collected, **the respondents are rather in agreement in associating the characteristics Price, Quality, Rarity, Aesthetics, Symbolism and Extraordinary with Luxury (average of 3.6/5).** Likert scale from 1 to 5, I completely disagree to I couldn't agree more. We see that, on average, **Price is the characteristic most associated with Luxury** (4.04), followed by Symbolism (3.84), Rarity (3.68), Quality (3.64), Aesthetics (3.33) and Extraordinary (3.27).

Luxury types

In order to determine whether the Type of Luxury depends on the product category, the questionnaire asked respondents what were the dominant characteristics of 3 luxury brands associated with a product, and then what type of luxury they associated these brands with for that product. The frequency tables are presented in the appendix.

- For Hermes and their handbag, **price** is the dominant characteristic, followed by **quality** and **symbolism (then aesthetic)**. They classify Hermes for the product "handbag" as **inaccessible** luxury.

- For Lancel and their handbag, **quality** is the dominant feature, followed by **price** and **aesthetic (then symbolism)**. They classify Lancel for the "handbag" product as **intermediate** Luxury.

- For Furla and their handbag, **price** is the dominant feature, followed by **quality** and **aesthetic (then rarity)**. They classify Furla for the "handbag" product as **accessible** Luxury.

- For Chanel and beauty, **price** is the dominant characteristic, followed by **symbolism** and **quality (then aesthetic)**. They classify Chanel in the Beauty category as an **intermediate** luxury.

- For YSL and beauty, **price** is the dominant characteristic, followed by **quality** and **aesthetic (then symbolism)**. They classify YSL for Beauty as an **intermediate** luxury.

- For Dior and beauty, **price** is the dominant characteristic, followed by **quality** and **symbolism (then aesthetic)**. They classify Dior in the Beauty category as an **intermediate** luxury.

2. Does the type of luxury depend on the product category?

By analyzing the means of the responses on the **Type of Luxury associated with the brands and product categories**, we see that for handbags the difference is more marked between

inaccessible (1,36), intermediate (2,29) and accessible (2,39). For beauty, the three brands are almost at the same level intermediate (2,15; 2,21 and 2,26).
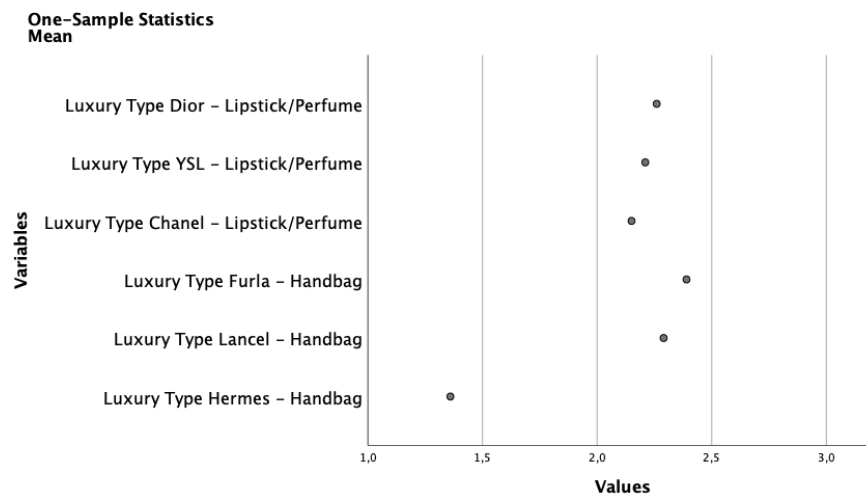
According to the previous analysis of the type of luxury and the product category, we can partially highlight that the **type of luxury offered depends on the product category proposed**.

Figure 25: Luxury Type and Product Category

Indeed, for handbags: Hermès (7,600 and 2,370 euros) has been defined as Inaccessible Luxury, Lancel (890 and 470 euros) as Intermediate Luxury and Furla (459 and 350 euros) as Accessible Luxury. Taking the same product (handbag) and the same price ranges, Chanel (9,700 and 2,400 euros) can be defined as Inaccessible Luxury, Yves Saint Laurent (5,500 and 950 euros) as Intermediate Luxury, and Dior (4,800 and 550 euros) as Accessible Luxury. However, **when respondents were asked to determine the Type of Luxury of the last 3 brands for a beauty product (perfume or lipstick), the majority determined the Type of Luxury as intermediate**. (Lipstick: Chanel lipstick 41 and 37 euros; YSL 37.5 and 36 euros, Dior: 39 to 36 euros).

Luxury consumption

Have you ever bought a luxury product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	12,0	12,0	12,0
	Yes	88	88,0	88,0	100,0
	Total	100	100,0	100,0	
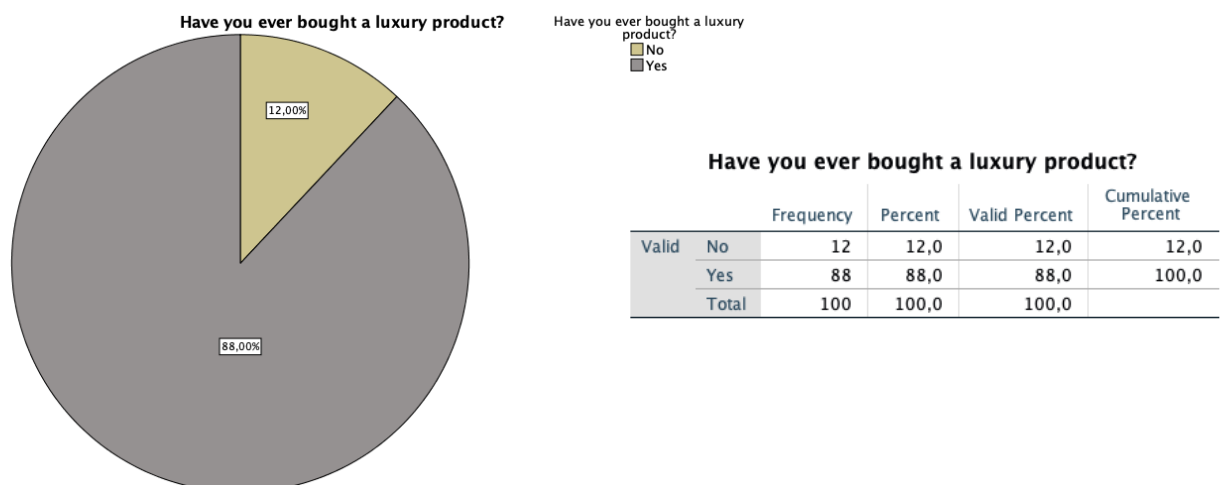
$CLUXCAT Frequencies
Responses Percent
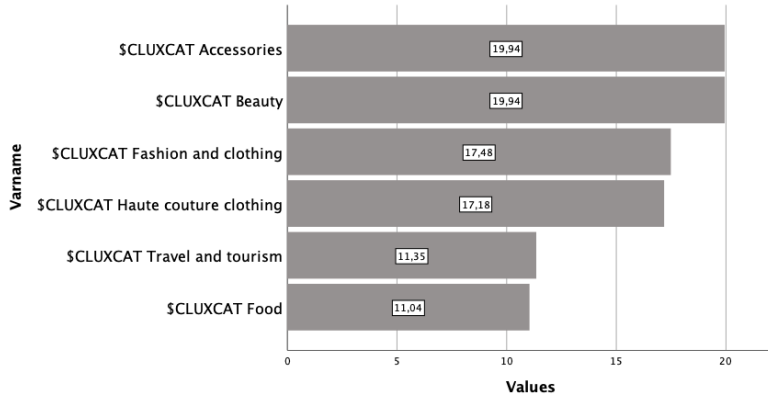
Figure 26: Luxury consumption

Out of the 100 respondents, **88 have already purchased a luxury product**. Regarding the categories of products already purchased, **40% have already bought Accessories or Beauty,** 17.5% fashion and clothing, followed by 17.2% Haute Couture clothing.

Luxury Consumer

Figure 27: Luxury Consumer Type

6% of respondents define themselves as consumers (elitist), 64% occasional consumers (democrats) and 30% are non-consumers (distant).

IV. Online purchase of Luxury Brands

1. Attitudes and perceptions of purchasing Luxury Brands online

Feeling towards e-commerce and Luxury Brands

Figure 28: Feeling towards e-commerce for Luxury Brands

Of the 100 respondents, 34% like or love e-commerce for luxury brands. **The majority 35% neither like nor dislike e-commerce for Luxury brands**, indifferent opinion, it should be noted that 31% do not really like or dislike it.

Image towards e-commerce and Luxury Brands

Ecommerce Luxury Brands Image

Ecommerce Luxury Brands Image	Percent
Very good	10,00%
Good	22,00%
Neither good nor bad	42,00%
Bad	21,00%
Very bad	5,00%

Regarding the image that the respondents have of e-commerce for Luxury brands, which ranges from "very good" to "very bad", 32% have a good to very good image, **the majority 42% have neither good nor bad image**, the opinion is rather indifferent, and 26% have a bad to very bad image of e-commerce for Luxury brands.

Figure 29: Image towards e-commerce for Luxury Brands

Reasons impacting bad feelings and image of online purchase of Luxury Brands

$LREASONS Frequencies
Responses Percent

	Values
$LREASONS NA	20,69
$LREASONS Lack of store experience or ability to touch/test products	18,10
$LREASONS Lack of consideration and no interaction with vendors	13,36
$LREASONS It doesn't meet the definition of luxury	10,34
$LREASONS Fear of counterfeiting	9,914
$LREASONS Lack of customization	9,052
$LREASONS Make comparisons with other brands and consider my purchase	5,172
$LREASONS High price	4,741
$LREASONS Delivery problems	4,310
$LREASONS Unreliable online transactions	3,879
$LREASONS Other	0,431

Figure 30: Reasons impacting bad feelings and image of online purchase of Luxury Products

Of the 100 respondents, 21% did not give answers equal or inferior to neither I don't like or I like e-commerce or neither bad nor good image of e-commerce, **18% due to lack of store experience or ability to touch/test products, 13% due to lack of consideration and no interaction with vendors, and 10% because it doesn't meet the definition of Luxury**. Less than 1% gave a response "other" which is mentioned in the appendix.

Online Purchase of Luxuxy * Online Purchase of Luxury wish Crosstabulation

| | | | Online Purchase of Luxury wish | | |
			No	Yes	Total
Online Purchase of Luxuxy	No	Count	45	16	61
		% within Online Purchase of Luxuxy	73,8%	26,2%	100,0%
		% within Online Purchase of Luxury wish	95,7%	30,2%	61,0%
	Yes	Count	2	37	39
		% within Online Purchase of Luxuxy	5,1%	94,9%	100,0%
		% within Online Purchase of Luxury wish	4,3%	69,8%	39,0%
Total		Count	47	53	100
		% within Online Purchase of Luxuxy	47,0%	53,0%	100,0%
		% within Online Purchase of Luxury wish	100,0%	100,0%	100,0%

This table helps us understand whether the two variables are related and whether there is an association between the variables.

*Figure 31: Cross Tabulation: Luxury Online consumption * Luxury Online consumption wish*

Of the 61 people who have never consumed luxury products online, 73.8% do not want to do so and 26.2% want to do so. Of the 39 people who have already consumed luxury goods online, 94.9% want to do it again and 5.1% do not want to do it again. I perform a Pearson Chi-Square test to assess the independence of these two categorical variables. The table relating to the Pearson Chi-Square test, the hypotheses and conditions required to apply this test to the independence of the two categorical variables and the decision are presented in the appendix. Thanks to this test, I can conclude that **there is a significant relationship between having already consumed Luxury online and wanting to repeat it and the opposite**. In short, the two variables are related in the population. In this respect, within this sample, I can use the variable of the wish to buy online luxury for further conclusions.
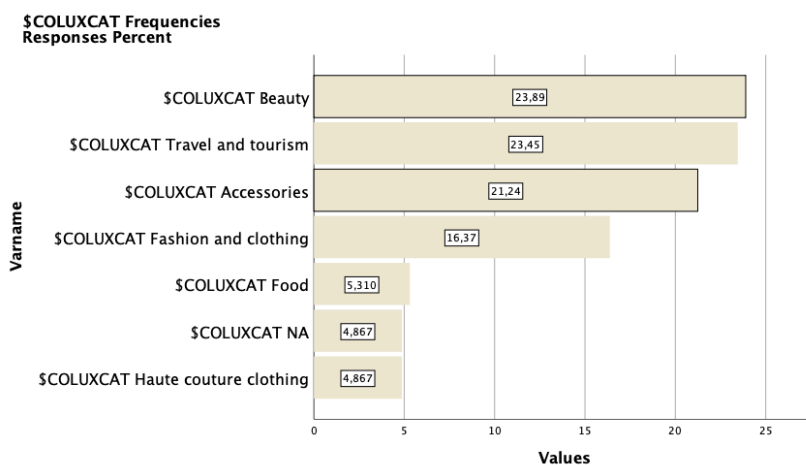
According to the results, respondents are most likely to buy **Beauty at 23.8%**, followed by Tourism and Travel at 23.4% and **Accessories** at 21.2%.

Figure 32: Online consumption of Luxury goods

Type of Luxury online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	5	5,0	5,0	5,0
	Intermediate	46	46,0	46,0	51,0
	Accessible	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

Figure 33: Type of Luxury online

According to the results, respondents are most likely to buy **accessible Luxury** at 49%, followed by **intermediate Luxury** at 46%.

2. Does the type of luxury offer impact the online sale of luxury products?

Type of Luxury online * Online Purchase of Luxury wish

Crosstab

			Online Purchase of Luxury wish		Total
			No	Yes	
Type of Luxury online	Inaccessible	Count	2	3	5
		% within Type of Luxury online	40,0%	60,0%	100,0%
		% within Online Purchase of Luxury wish	4,3%	5,7%	5,0%
	Intermediate	Count	19	27	46
		% within Type of Luxury online	41,3%	58,7%	100,0%
		% within Online Purchase of Luxury wish	40,4%	50,9%	46,0%
	Accessible	Count	26	23	49
		% within Type of Luxury online	53,1%	46,9%	100,0%
		% within Online Purchase of Luxury wish	55,3%	43,4%	49,0%
Total		Count	47	53	100
		% within Type of Luxury online	47,0%	53,0%	100,0%
		% within Online Purchase of Luxury wish	100,0%	100,0%	100,0%

*Figure 34: Cross Tabulation: Luxury Online consumption wish * Type of Luxury*

This table helps us understand whether the two variables are related and whether there is an association between the variables. **Of the 47 people who do not want to consume Luxury online, 4.3% would prefer inaccessible Luxury, 40.4% would prefer intermediate Luxury and 55.3% would prefer accessible Luxury.**

Of the 53 people who want to consume luxury online, 5.7% would prefer inaccessible luxury, 50.9% would prefer intermediate luxury and 43.4% would prefer accessible luxury. The desire to consume Luxury online does not seem to be linked to the type of luxury offered. Thus, I perform a Pearson chi-square test to evaluate the independence of these two categorical variables. The table relating to the Pearson Chi-square test, the assumptions and conditions required to apply this test to the independence of the two categorical variables and the decision are presented in the appendix. Thanks to this test, I can conclude that **there is no significant relationship between wanting to consume Luxury online and the Type of Luxury offered.** In short, the two variables are not related in the population. In this respect, within this sample, I cannot say that the type of Luxury sold online will increase the online sales of Luxury brands.

3. Does the income impact the desire to buy Luxury goods online?

This table shows the average rankings of the desire to buy luxury goods online variable for six monthly income groups, as we saw a possible correlation between the two variables.

Kruskal-Wallis Test

Ranks

Income		N	Mean Rank
Online Purchase of Luxury wish	No revenue	18	46,22
	Less than 1000€	13	35,54
	Between 1000-2000€	15	47,33
	Between 2000-3000€	17	53,41
	Between 3000-4000€	11	60,36
	More than 4000€	26	56,69
	Total	100	

According to this table, the **highest average rank is between €3,000 and €4,000 (60.36)**, these respondents would be more willing to buy luxury goods online than the other five groups.

*Figure 35: Ranks: Income * Online purchase of Luxury wish*

In comparison, the lowest average rank is less than $1,000 (35.54), respondents in this group would be less willing to buy luxury goods online than the other five groups. This is why I would like to see if the average number concerning the desire to buy luxury products online is the same for more than two groups, I perform a Kruskal-Wallis test to verify the equality of three or more distributions. The table of the Kruskal-Wallis test, the assumptions and the decision are presented in the appendix. Thanks to this test, I can conclude that the **distribution of the desire to buy luxury goods online is the same for the six populations defined by monthly income**. In fact, the average desire to buy luxury goods online is almost the same for all six groups. Therefore, according to this sample of individuals, it is advisable to say that monthly income does not influence willingness to buy luxury goods online.

Online distribution of luxury products

Figure 36: Online distribution of luxury products

Regarding the distribution of Luxury products online, scale from 1 to 5, not at all likely - extremely likely, it is observed that respondents would be more inclined to **buy luxury products directly from the brands' websites** (YSL, Dior...) (3,26), followed by Private sales of discount sites (2,9).

Characteristics, conditions and considerations before buying Luxury online

In order to determine how luxury goods should be sold online, the questionnaire asked respondents what were the dominant characteristics that motivated or would lead them to consider buying luxury goods online, what would be the most important requirements for

making a luxury purchase on a website, and what they consider or would consider before purchasing luxury goods online. Statistical and frequency tables are presented in the appendix.

- People are looking for online sales: **cheaper products (3,85), fast delivery (3,57) and more choice (3,42)**, the possibility to access to the store remotely (3,38) and Time saving (3,36).

- People are looking for online sales: a majority **trust in the site (4,55), efficiency (4,02), and a good ordering process (3,92),** then design (3,71) and Personalization (last ranked at 3,7).

- People consider for online sales: **Advices from relatives at 34% and Brand websites at 28%.**

Recommendations
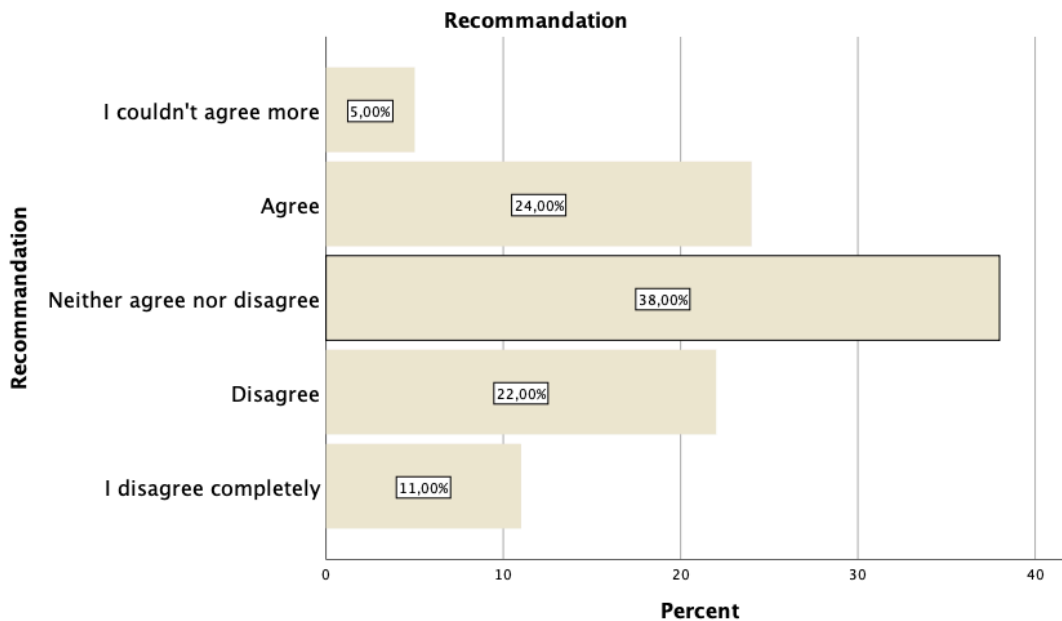
Figure 37: Recommendations to buy Luxury online

Regarding the recommendation to buy luxury products online, on a scale of 1 to 5, completely disagree to couldn't agree more, we observe that respondents would be more inclined not to recommend it (33%), 38% don't really know, and 29% would recommend it.

4. Do managers have a positive perception of e-commerce and a desire to buy luxury goods online?

Profession * Ecommerce Luxury Brands Image Crosstabulation

|			Very bad	Bad	Neither good nor bad	Good	Very good	Total
Profession	Student	Count	1	10	10	8	3	32
		% within Profession	3,1%	31,3%	31,3%	25,0%	9,4%	100,0%
		% within Ecommerce Luxury Brands Image	20,0%	47,6%	23,8%	36,4%	30,0%	32,0%
	Employee	Count	1	4	25	9	6	45
		% within Profession	2,2%	8,9%	55,6%	20,0%	13,3%	100,0%
		% within Ecommerce Luxury Brands Image	20,0%	19,0%	59,5%	40,9%	60,0%	45,0%
	Manager	Count	1	4	4	2	1	12
		% within Profession	8,3%	33,3%	33,3%	16,7%	8,3%	100,0%
		% within Ecommerce Luxury Brands Image	20,0%	19,0%	9,5%	9,1%	10,0%	12,0%
	Manager in Luxury	Count	2	1	1	1	0	5
		% within Profession	40,0%	20,0%	20,0%	20,0%	0,0%	100,0%
		% within Ecommerce Luxury Brands Image	40,0%	4,8%	2,4%	4,5%	0,0%	5,0%
	Unemployed	Count	0	2	2	2	0	6
		% within Profession	0,0%	33,3%	33,3%	33,3%	0,0%	100,0%
		% within Ecommerce Luxury Brands Image	0,0%	9,5%	4,8%	9,1%	0,0%	6,0%
Total		Count	5	21	42	22	10	100
		% within Profession	5,0%	21,0%	42,0%	22,0%	10,0%	100,0%
		% within Ecommerce Luxury Brands Image	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

In this sample, **managers are more likely to have a bad image of e-commerce for luxury brands than the opposite** (41.6% of managers have a good image and 33.3% have neither a bad nor a good image; and 60% of managers in Luxury have a bad image).

*Figure 38: Cross Tabulation: E-commerce image Luxury * Profession*

This table helps us understand whether the two variables are related and whether there is an association between the variables. Out of the **12 managers, 25% of them have a good to very good image of e-commerce for Luxury brands (against 41,6% of them have a bad image and 33,3% neither good nor bad)**. Out of the **5 managers in Luxury, 20% of them have a good image of e-commerce for Luxury brands (against 60% of them have a bad image and 20% neither good nor bad)**. Of the 22 people who have a good image of e-commerce for luxury brands, 40.9% of them are employees and 13.6% are managers. Of the 10 people who have a very good image of e-commerce for luxury brands, 60% are employees and 10% are managers. I perform a Pearson Chi-square test to assess the independence of these two categorical variables. The table relating to the Pearson Chi-square test, the assumptions and conditions required to apply this test to the independence of the two categorical variables and the decision are presented in the appendix. Thanks to this test, I can conclude that **there is no significant relationship between the profession and the image of e-commerce for Luxury Goods**. In short, the two variables are not related in the population. In this respect, within this sample, **I can deduce that managers do not like e-commerce for Luxury brands more or less than other populations**.

Profession * Online Purchase of Luxury wish Crosstabulation

			Online Purchase of Luxury wish		Total
			No	Yes	
Profession	Student	Count	21	11	32
		% within Profession	65,6%	34,4%	100,0%
		% within Online Purchase of Luxury wish	44,7%	20,8%	32,0%
	Employee	Count	19	26	45
		% within Profession	42,2%	57,8%	100,0%
		% within Online Purchase of Luxury wish	40,4%	49,1%	45,0%
	Manager	Count	4	8	12
		% within Profession	33,3%	66,7%	100,0%
		% within Online Purchase of Luxury wish	8,5%	15,1%	12,0%
	Manager in Luxury	Count	2	3	5
		% within Profession	40,0%	60,0%	100,0%
		% within Online Purchase of Luxury wish	4,3%	5,7%	5,0%
	Unemployed	Count	1	5	6
		% within Profession	16,7%	83,3%	100,0%
		% within Online Purchase of Luxury wish	2,1%	9,4%	6,0%
Total		Count	47	53	100
		% within Profession	47,0%	53,0%	100,0%
		% within Online Purchase of Luxury wish	100,0%	100,0%	100,0%

*Figure 39: Cross Tabulation: Online purchase of Luxury wish * Profession*

In this sample, **managers are more likely to buy luxury products online than the opposite** (66.7% of managers and 60% of managers in Luxury are willing).

Out of the **12 managers, 67% of them want to buy luxury products online**. Out of the **5 managers in the luxury sector, 60% of them would like to buy luxury products online**. Of the 53 people who would like to buy luxury products online, 20.8% are managers and 49.1% are employees. Of the 47 people who do not wish to buy luxury goods online, 12.8% are managers and 44.7% are students. I perform a Pearson Chi-Square test to assess the independence of these two categorical variables. The table for the Pearson Chi-square test, the assumptions and conditions required to apply this test to the independence of the two categorical variables and the decision are presented in the appendix. Using this test, I can conclude that **there is no significant relationship between occupation and the desire to purchase luxury goods online**. In short, the two variables are not related in the population. In this respect, within this sample, **I can deduce that managers do not wish to buy luxury brands online more or less than other populations**.

PROFESSION = 3 | PROFESSION = 4 (FILTER) * Ecommerce Luxury Brands Image * Online Purchase of Luxury wish Crosstabulation

Online Purchase of Luxury wish				Very bad	Bad	Neither good nor bad	Good	Very good	Total
No	PROFESSION = 3 | PROFESSION = 4 (FILTER)	Selected	Count	2	2	2			6
			% within PROFESSION = 3 | PROFESSION = 4 (FILTER)	33,3%	33,3%	33,3%			100,0%
			% within Ecommerce Luxury Brands Image	100,0%	100,0%	100,0%			100,0%
			% of Total	33,3%	33,3%	33,3%			100,0%
	Total		Count	2	2	2			6
			% within PROFESSION = 3 | PROFESSION = 4 (FILTER)	33,3%	33,3%	33,3%			100,0%
			% within Ecommerce Luxury Brands Image	100,0%	100,0%	100,0%			100,0%
			% of Total	33,3%	33,3%	33,3%			100,0%
Yes	PROFESSION = 3 | PROFESSION = 4 (FILTER)	Selected	Count	1	3	3	3	1	11
			% within PROFESSION = 3 | PROFESSION = 4 (FILTER)	9,1%	27,3%	27,3%	27,3%	9,1%	100,0%
			% within Ecommerce Luxury Brands Image	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
			% of Total	9,1%	27,3%	27,3%	27,3%	9,1%	100,0%
	Total		Count	1	3	3	3	1	11
			% within PROFESSION = 3 | PROFESSION = 4 (FILTER)	9,1%	27,3%	27,3%	27,3%	9,1%	100,0%
			% within Ecommerce Luxury Brands Image	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
			% of Total	9,1%	27,3%	27,3%	27,3%	9,1%	100,0%

Figure 40: Type of managers

In our sample, we have **6 conservative managers** (35% do not want to buy luxury online and have a rather bad image of it), **4 open-minded managers** (24% want to buy online and have a rather good image of it) and **7 sceptical managers** (41% want to buy luxury online but have a rather bad image of it).

5. Do consumers have a positive perception of e-commerce and a desire to buy luxury goods online?

Luxury Consumer * Ecommerce Luxury Brands Image Crosstabulation

Luxury Consumer			Very bad	Bad	Neither good nor bad	Good	Very good	Total
Luxury Consumer	Consumer	Count	0	1	2	3	0	6
		% within Luxury Consumer	0,0%	16,7%	33,3%	50,0%	0,0%	100,0%
		% within Ecommerce Luxury Brands Image	0,0%	4,8%	4,8%	13,6%	0,0%	6,0%
	Occasional consumer	Count	2	12	30	12	8	64
		% within Luxury Consumer	3,1%	18,8%	46,9%	18,8%	12,5%	100,0%
		% within Ecommerce Luxury Brands Image	40,0%	57,1%	71,4%	54,5%	80,0%	64,0%
	Non consumer	Count	3	8	10	7	2	30
		% within Luxury Consumer	10,0%	26,7%	33,3%	23,3%	6,7%	100,0%
		% within Ecommerce Luxury Brands Image	60,0%	38,1%	23,8%	31,8%	20,0%	30,0%
Total		Count	5	21	42	22	10	100
		% within Luxury Consumer	5,0%	21,0%	42,0%	22,0%	10,0%	100,0%
		% within Ecommerce Luxury Brands Image	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

*Figure 41: Cross Tabulation: E-commerce image Luxury * Consumers*

In this sample, **consumers are more likely to have a neither good nor bad with a positive good trend image of e-commerce for luxury brands than the opposite** (42% of consumers have a neither good nor bad image and 32% have a good image).

Out of the **6 consumers (elitists), 50% of them have a good image of e-commerce for luxury brands** (against 16.76% who have a bad image and 33.3% neither good nor bad). Of the **64 occasional consumers (Democrats), 31.3% of them have a good or very good image of e-commerce for luxury brands** (against 21.9% of them with a bad image and 46.9% neither good nor bad). Of the **30 non-consumers (distant), 32% of them have a good to very good view of e-commerce for luxury brands** (against 26% of them have a bad image and 42% neither good nor bad). Of the **22 people who have a good image of e-commerce for luxury brands, 54.5% are Democrats consumers**. Of the 10 people who have a very good image of

e-commerce for luxury brands, 80% are democrats' consumers. I perform a Pearson Chi-square test to evaluate the independence of these two categorical variables. The table relating to the Pearson Chi-square test, the assumptions and conditions required to apply this test to the independence of the two categorical variables and the decision are presented in the appendix. Thanks to this test, I can conclude that **there is no significant relationship between the type of consumers and the image of e-commerce for luxury goods**. In short, the two variables are not related in the population. In this respect, within this sample, **I can deduce that consumers, whether they are elitist, democratic or distant, do not like more or less e-commerce for luxury brands.**

Luxury Consumer * Online Purchase of Luxury wish Crosstabulation

| | | | Online Purchase of Luxury wish | | |
			No	Yes	Total
Luxury Consumer	Consumer	Count	3	3	6
		% within Luxury Consumer	50,0%	50,0%	100,0%
		% within Online Purchase of Luxury wish	6,4%	5,7%	6,0%
	Occasional consumer	Count	21	43	64
		% within Luxury Consumer	32,8%	67,2%	100,0%
		% within Online Purchase of Luxury wish	44,7%	81,1%	64,0%
	Non consumer	Count	23	7	30
		% within Luxury Consumer	76,7%	23,3%	100,0%
		% within Online Purchase of Luxury wish	48,9%	13,2%	30,0%
Total		Count	47	53	100
		% within Luxury Consumer	47,0%	53,0%	100,0%
		% within Online Purchase of Luxury wish	100,0%	100,0%	100,0%

In this sample, **democrats' consumers are more likely to buy luxury products online than the other types of consumers** (67,2% against 50% of elitists consumers and 23,3% of distant consumers).

*Figure 42: Cross Tabulation: Online purchase of Luxury wish * Consumers*

Of the **6 consumers (elitists), 50% of them want to buy luxury products online**. Out of the **64 occasional consumers (democrats), 67.2% of them want to buy luxury products online**. Out of the **30 non-consumers (distant), only 23.3% of them want to buy luxury products online**. Of the 54 people who would like to buy luxury goods online, 81.1% are Democrats. Of the 47 people who do not wish to buy luxury goods online, 48.9% are non-consumers (remote). I perform a Pearson chi-square test to assess the independence of these two categorical variables. The table of the Pearson Chi-square test, the assumptions and conditions required to apply this test to the independence of the two categorical variables and the decision are presented in the appendix. According to this test, I can conclude that **there is a significant relationship between the type of consumer and the desire to purchase luxury goods online**. In short, the two variables are related in the population. In this respect, within this sample, **I can deduce that consumers have different desires depending on their type.**

PART VII. DISCUSSION & CONCLUSION

I. Discussion

This research led us to the question: how can luxury brands take advantage of our digital era? To answer this question, in addition to the research findings, we formulated three research questions arising from the literature review. These questions allow us to better understand and highlight the point of view of managers with regard to e-commerce for luxury brands but also the point of view of consumers, in order to understand whether companies are rather positive about this new business model and this new strategy with regard to luxury but also to evaluate the potential of this investment with regard to consumers. In addition, we would like to know what luxury companies can or cannot offer on the Internet, i.e. what type of luxury would be more or less profitable and attractive to the consumer. Thus, we would also like to know and understand how to define the type of luxury, and for this reason we consider that the type of luxury can be defined and depends on the category of the product offered.

- *Do managers (conservative, sceptical, open-minded) and consumers (elitist, democratic, distant) have a positive perception of e-commerce and a desire to purchase luxury goods online?*

According to our study, managers are rather septical and conservative towards e-commerce for luxury brands. They have a bad image of e-commerce for luxury brands, but they are rather willing to buy luxury goods on the Internet. According to the test carried out, it cannot be said that managers have a worse image or more willingness to buy luxury goods on the Internet than other professional categories.

As far as consumers (elitists, democrats and distant) are concerned, they have rather a positive image of e-commerce for luxury brands, and they are rather willing to buy luxury on the Internet, on the other hand we see that non-consumers (distant) are rather unwilling to buy luxury on the Internet. In fact, according to the test conducted, we can say that distant consumers have less desire to buy luxury on the Internet than other groups, so the type of consumers has an impact on the desire to buy luxury online but no impact on the image they have of luxury and e-commerce.

- *Does the type of luxury offer (accessible, intermediate, inaccessible) impact the online sale of luxury goods?*

According to the results of the study, people who are reluctant to buy luxury online would still prefer a so-called accessible luxury. On the other hand, those inclined to purchase luxury online would prefer an intermediate luxury. Based on the test conducted, we cannot conclude that one type of luxury or the other will be more profitable for luxury brands selling on the Internet. In fact, anyone wishing to buy Luxury on the Internet can buy it regardless of the classification we bring to Luxury. It is important for companies to understand that indeed, an accessible Luxury could potentially attract distant Luxury consumers, however other types of consumers (elitist, democrat), whatever their desire, will buy the product regardless of its Luxury classification.

- *Does the type of luxury depend on the product category?*

Based on the research results, there appears to be a difference in the association between the type of luxury and a product category. Indeed, we see that for the category "accessories", taking here as an example a handbag according to three different Luxury brands (and a subjectively different level of Luxury: Furla - accessible, Lancel - intermediate and Hermes - inaccessible), we see that the type of Luxury associated with the brand taking into consideration the handbag is different (Furla - accessible, Lancel - intermediate and Hermes - inaccessible). On the other hand, for the "beauty" category, taking here as an example a lipstick or a perfume, according to three different Luxury brands (and a subjectively different level of Luxury: Dior - accessible, Yves Saint Laurent - intermediate and Chanel - inaccessible), we see that the type of Luxury associated with the brand taking into consideration the lipstick or perfume has no or few differences in association (Chanel, YSL and Dior classified as intermediate Luxury).

However, the study should be pushed to a larger scale in order to mark this difference, besides the limit of SPSS did not allow us to perform a significant test.

The important point to remember is that whatever the type of Luxury offered (and therefore the product category, whether it is Haute Couture, accessories, or beauty), consumers wishing to buy Luxury are not sensitive to look for accessible Luxury exclusively on the Internet, they are open to the purchase of all types of products and Luxury.

II. Conclusion

The objective of this study was to understand consumer attitudes and insights towards the e-commerce of high-end products. Indeed, the literature suggests few researches on this subject, this master thesis allows understanding more deeply what consumers and non-consumers think about the approach of Luxury brands to sell on the Internet and what are their main expectations, thus providing new ideas and thoughts to the Luxury industry to sell on the Internet. Indeed, the Internet is one of the most widely requested tools in our society, moreover the major health impact of this year pushes many sectors to take advantage of this tool. While knowing that the definition of the Internet and that of Luxury are diametrically opposite, this report highlights how Luxury companies could benefit from our digital era.

First of all, it was found that feelings and images about high-end brands that sell on the Internet were fairly neutral with a positive trend in the sample. Indeed, the majority, 35%, neither like nor dislike e-commerce for Luxury brands, and 42% have neither a good or bad image of e-commerce for Luxury brands. It should also be noted that respectively 34% and 32% like or love and have a good to very good image of e-commerce for Luxury brands. When directly asked if they have ever consumed Luxury products online and whether or not they would like to do so, among 61% of people who have never consumed Luxury products online, 26% of the participants would be willing to buy luxury products on the Internet while 39% have already purchased Luxury products online, 95% would be willing to do it again.

In addition, the most important factors that prompted participants to buy high-end items online were cheaper products, fast delivery and a larger choice than in-store. They also need to trust the site and prefer to make the purchase directly on the brand's site rather than on private sales, multi-brand, multi-brand Luxury, or second-hand sites. In addition, beauty (cosmetics, perfumes, make-up) and accessories (jewelry, watches, bags, sunglasses) remain the preferred luxury product categories for e-commerce, even if the type of luxury offered has no impact on whether a consumer will buy online or not. Today, consumers are ready to buy Haute Couture, fashion or clothing online, but for Luxury, they focus more on accessories or beauty. Nevertheless, while e-commerce in the luxury sector is on the rise, findings from this research have shown that customers still prefer to buy at physical points of sale. Indeed, the shopping experience and the desire to visit the stores is necessary, they need to touch or try the products, and also have interaction with the salespeople and advice. Also, most respondents believe that

the very meaning of the definition of e-commerce and Luxury are at the very opposite of each other, and selling on the Internet does not meet the definition of Luxury.

Finally, it is obvious that people have different attitudes and insights about buying luxury items online, as it does not only depend on social-demographic profile but also on the person itself, its tastes and opinions. Indeed, they can depend on several variables such as the relationship one has with Luxury (consumers or not), age, gender, profession, income, etc. According to similar and less recent studies, depending on age, young people were more likely to buy Luxury goods online than older people, this is no longer the case today, age has no impact. Luxury brands can also target older people on the Internet because they are as connected as young people. Income is also not a significant factor in the desire to purchase luxury goods online according to this study, regardless of their income, consumers who want to buy luxury goods online are not restrained by their monthly income. This study shows that women have a more positive opinion than men about e-commerce in general but also about the e-commerce of luxury brands. In addition, we also see that the opinion of managers is rather sceptical about the idea of selling Luxury Goods on the Internet, unlike consumers who are rather open to this proposition. There is a difference in the desire to buy Luxury goods online depending on the type of consumers, we will say that occasional consumers are more likely to make a purchase on the Internet than consumers or non-consumers, they should be the target of Luxury brands for additional sales online.

In summary, despite the fact that some consumers and managers are still sceptical about the compatibility of the definition of luxury and digital, today most customers tend to agree and have a rather good image of the use of the Internet for high-end brands. Indeed, they would not substitute traditional point-of-sale purchases for e-shops because there is a strong need for in-store experience, but for occasional purchases, consumers would be tempted to do so.

III. Managerial implications

This study allows managers and companies to understand the attitudes and insights of different types of luxury consumers towards e-commerce. Indeed, we reveal in this research what consumers are looking for from online luxury stores, including who to target, which products to offer, and the requirements for a successful online sale. The consumers' perspective on online luxury reflects the consumer's expectation of a real experience and an exclusive relationship with the brand. The strong need for connection with the sellers and experience in the store therefore propose to the marketing of Luxury brands to improve their e-shops in this sense. In this respect, brands belonging to the luxury sector can succeed in creating a strong bond with their customers by offering them a unique shopping experience that arises from emotions and sensations in order to offer the best online environment. Knowing that the Internet and e-commerce is now part of our lives, luxury brands no longer have the choice to take into consideration what customers expect from online luxury stores in order to include them in the overall brand strategy. In short, e-commerce can be perfectly implemented in the strategies of Luxury brands as long as it is in line with the global brand identity and consumer expectations.

IV. Limits

This study was conducted in order to recover as many perspectives as possible of Luxury Goods customers with respect to the e-commerce of Luxury brands, however this research has several limitations.

Firstly, this quantitative study was conducted among a relatively small sample of 100 people, most of whom are occasional luxury consumers. Also, the sample contains 30 people who consider themselves non-consumers, which is interesting for luxury brands to know if there is a possibility to target this category, but which is a limitation in understanding the real needs of the other two groups. It is obvious that using a much larger scale should be conducted in order to obtain more accurate results with respect to the three groups. In addition to this research, a qualitative study would be necessary to better understand the needs of the consumers, even if some answers were open-ended in order to retrieve the maximum amount of information, the analysis of these answers requires a lot of time. In addition to the study, the attitudes and insights of the respondents' online Luxury Goods remain predominantly French and Swiss, it also seems necessary here to extend the sample to a more cross-cultural research in order to put into perspective the different points of view due to cultural differences. Moreover, this study strongly pronounces the women's point of view of this research question, and we even detected a significant difference between the two populations, which would probably not be the case on a larger sample including gender at 50% of the study's size. In addition to the gender distribution, the age and occupation distribution is also overly skewed towards young people and female employees, which may also bias the research, since here too we were looking for the perspective of a sample of all ages. Also, more managers' perspectives would have been very interesting in order to also understand managers' insights into the e-commerce of luxury brands. Finally, we offered this survey exclusively online, which suggests from the very beginning of the quantitative research that the respondents are more connected and therefore showed more positive attitudes and insights towards buying luxury products online than offline customers. As a result, others who may not be particularly digitally inclined have been left out.

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PART IX: ANNEXES

I. Survey

"Hello!

In order to finalize my studies, and as part of my Master's thesis in Management, I am currently studying the relationship between Luxury brands and e-commerce. More precisely, I am investigating and analyzing consumer, non-consumer and Manager's insights and attitudes towards the online sale of Luxury Products. Therefore, I would like to ask you a few questions on this subject, even if you are not familiar with it. Answers to the questions will remain strictly anonymous and the results will be confidential, and will only be read by the school's teachers! The questionnaire lasts 5 minutes.

Many thanks for your help :)

Charlotte"

ONLINE SHOPPING

This first section will allow me to evaluate your online consumption.

What do you think of e-commerce?

          I don't like it   1   2   3   4   5   I love it

What image do you have of e-commerce?

          Very Bad   1   2   3   4   5   Very Good

If you answered that you don't like e-commerce or that you have a rather bad image of it, could you tell me why? (3 or less) (MCQ – opened)

- I didn't give an answer of less than 3 to the previous two questions
- Lack of store experience or ability to touch/test products
- Unreliable online transactions
- Delivery problems (delays, costs, damage)
- Other: …

Do you buy online?

          No, never – 1   Rarely - 2   Often - 3   Yes, always – 4

If so, can you tell me what you bought on the internet? (MCQ – opened)

- Accessories (jewelry, watches, bags, sunglasses)
- Food (applications, delivery service, wine)
- Beauty and health (cosmetics, food supplements, baby products)
- Culture (books, dvd, cd, music, games, ticketing)
- Electronics and computing (computer, speakers, software, games, accessories)
- Furniture and household products (furniture, decorations, appliances)
- Fashion and clothing (clothes, shoes)
- Services (telephone, subscription, sports, photos)
- Sports and leisure (equipment, clothing)
- Travel and tourism (hotels, flights, excursions)
- I don't buy online
- Other: …

Do you think everything can be bought on the Internet?

I disagree completely   1   2   3   4   5   I couldn't agree more

YOUR DEFINITION OF LUXURY

This second section will allow me to understand your perception of Luxury.

How would you define luxury? (MCQ – closed)

- Something that is more than necessary and ordinary
- The state of being very comfortable, pleasurable, and often expensive
- A lifestyle characterized by high spending on the unnecessary

If you had to choose your 3 favorite luxury product categories, which ones would you choose? (MCQ – 3 opened)

- Haute couture clothing
- Fashion and clothing (clothes, shoes)
- Beauty (cosmetics, perfumes, make-up)
- Accessories (jewelry, watches, bags, sunglasses)
- Travel and tourism (cars, hotels)

- Food (wine and Spirits)
- Other: …

For you, can all these categories be associated with luxury?

- Yes
- No

If not, please explain briefly

…

In your opinion, what are the dominant characteristics of Luxury brands? (MCQ – closed)

1 I disagree completely   2 Disagree   3 Neither agree nor disagree   4 Agree
        5 I couldn't agree more

- Price
- Quality
- Rarity
- Aesthetics
- Symbolism
- Extraordinariness

In your opinion, what are the dominant characteristics of the following brands? (for a handbag) (MCQ – opened)

1 Price   2 Quality   3 Rarity   4 Aesthetics   5 Symbolism 6 Extraordinariness

- Hermes
- Lancel
- Furla

How would you associate these brands with luxury? (for a handbag) (MCQ – closed)

1 Inaccessible Luxury   2 Intermediate Luxury   3 Accessible Luxury

- Hermes
- Lancel
- Furla

In your opinion, what are the dominant characteristics of the following brands? (for a handbag) (MCQ – opened)

1 Price   2 Quality   3 Rarity   4 Aesthetics   5 Symbolism   6 Extraordinariness

- Chanel
- YSL
- Dior

How would you associate these brands with luxury? (for a handbag) (MCQ – closed)

1 Inaccessible Luxury   2 Intermediate Luxury   3 Accessible Luxury

- Chanel
- YSL
- Dior

Have you ever bought a luxury product?

- Yes
- No

What categories of luxury products have you already purchased? (MCQ – opened)

- Haute couture clothing
- Fashion and clothing (clothes, shoes)
- Beauty (cosmetics, perfumes, make-up)
- Accessories (jewelry, watches, bags, sunglasses)
- Travel and tourism (cars, hotels)
- Food (wine and Spirits)
- I've never bought a Luxury product
- Other: …

How do you define yourself in terms of luxury? (MCQ – closed)

- Consumer
- Occasional Consumer
- Non Consumer

ONLINE PURCHASE OF LUXURY GOODS

This third section will allow me to understand your perception of buying Luxury online.

What do you think of e-commerce for Luxury Brands?

        I don't like it   1   2   3   4   5   I love it

What image do you have of e-commerce for Luxury Brands?

        Very Bad   1   2   3   4   5   Very Good

If you answered that you don't like e-commerce for Luxury Brands or that you have a rather bad image of it, could you tell me why? (3 or less) (MCQ – opened)

- I didn't give an answer of less than 3 to the previous two questions
- Lack of customization
- Lack of consideration and no interaction with vendors
- Lack of store experience or ability to touch/test products
- High price
- Make comparisons with other brands and consider my purchase
- Fear of counterfeiting
- Unreliable online transactions
- Delivery problems (delays, costs, damage)
- It doesn't meet the definition of luxury
- Other: …

Have you ever bought luxury goods online?

- Yes
- No

If not, would you like to buy luxury online? If yes, would you be willing to buy luxury goods online again?

- Yes
- No

What categories of luxury products have you already bought online or would you be willing to buy? (MCQ – opened)

- Haute couture clothing
- Fashion and clothing (clothes, shoes)
- Beauty (cosmetics, perfumes, make-up)
- Accessories (jewelry, watches, bags, sunglasses)
- Travel and tourism (cars, hotels)
- Food (wine and Spirits)
- Other: …

How would you describe the type of luxury you have purchased online or are targeting to purchase? (MCQ – closed)

- Inaccessible luxury
- Intermediate luxury
- Accessible luxury

Where do you or would you consider buying your luxury goods online? (MCQ – closed)

1 Not at all likely   2 Unlikely   3 Fairly likely   4 Very likely   5 Extremely likely

- Brand websites (YSL, Dior...)
- Luxury Multi-brand websites (24S, Farfetch...)
- Multi-brand websites (Amazon, Zalando, Sephora...)
- Private sales or discount sites (Veepee, Secret Sales, Fashion Friends, Privalia
- Second-hand websites (Dessert Fox Collective, Vinted, Vintage Rags, Mil Anuncios)

What are the dominant characteristics that made you buy or would make you consider buying your luxury products online? (MCQ – closed)

1 Not important at all   2 Not important   3 Slightly important   4 Very important
      5 Extremely important

- More choices
- Cheaper
- Fast delivery
- Access to the store "remotely"
- Avoid showing the purchase
- Time saving
- Make other online purchases

- Online experience to share to my community

- More services (multi-payment, customization...)

What would be the most important conditions for making a luxury purchase on a website?
(MCQ – closed)

1 Not important at all   2 Not important   3 Slightly important   4 Very important
        5 Extremely important

- Efficiency

- Design

- Order Process

- Personalization

- Trust in the site

What do you consider or would you consider before buying luxury online? (MCQ – opened)

- Advice from relatives (family, friends)

- Sellers' advice (online or in stores)

- Brand websites

- Social networks and blogs

- Other: …

Finally, do you advise or would you advise your relatives to buy luxury goods online?

    I disagree completely   1   2   3   4   5   I couldn't agree more

WE'RE ALMOST DONE! TELL ME A LITTLE MORE ABOUT YOURSELF...

This last section will allow me to know who you are in order to finalize my study.

Are you... (MCQ – closed)

- A man

- A woman

- Other: …

How old are you? (MCQ – closed)

- Less than 20 years old

- Between 20 - 29 years old
- Between 30 - 39 years old
- Between 40 - 49 years old
- Between 50 - 59 years old
- More than 60 years old

What is your current situation? (MCQ – closed)

- Student
- Employee
- Manager
- Manager in Luxury
- Retired
- Unemployed

What is your monthly earnings? (MCQ – closed)

- No revenue
- Less than 1000 €
- Between 1000 – 2000 €
- Between 2000 – 3000 €
- Between 3000 – 4000 €
- More than 4000 €

What is your nationality?

…

II. Answers to open-ended questions

If you answered that you don't like e-commerce or that you have a rather bad image of it, could you tell me why? (3 or less)

- Competition between local shops and local consumers
- I don't like to buy clothes online because you are never sure about the size and I like to try on clothes before I buy them.

- Practical but generally very many fast fashion products, imported Chinese products are popular, transport pollution, poor working conditions, precarious jobs, etc.
- Lack of advice
- The dubious working conditions in some warehouses (pay, security etc...), the destruction of small businesses ...
- It is damaging for the shops
- A lot of effort to return clothing if I don't like it.
- Ecological cost (transport), social cost (invisible work), culture of obsolescence (everything has the same value), culture of image (we buy the image of a product) etc.

For you, can all these categories be associated with luxury?

- food is not necessarily a luxury but rather a commodity
- For me, travel/tourism is not a luxury because you can find cheap trips. Food is a basic necessity.
- The category "fashion and clothing" in the luxury version, this corresponds for me to haute couture. So the category "haute couture" can be associated with luxury, but the category "fashion and clothing" cannot be associated with luxury (except, precisely, under the name "haute couture").
- Value scale in luxury
- make-up, even made by luxury brands is today very/too much democratized to be considered as luxury. We can also talk about the "basic" lines of luxury clothes/accessories that are now bought by a large public.
- It is also necessary on a daily basis
- Food is not a luxury but a product of primary necessity.
- Beauty is democratized

If you answered that you don't like e-commerce for Luxury Brands or that you have a rather bad image of it, could you tell me why? (3 or less)

- On-line we have access to organic (bio) cosmetics of much higher quality then "recognized" luxury cosmetics. I used to by luxury cosmetics and clothes. But cosmetics I do not do anymore because it doesn't make any sense from cosmetics quatity standpoint, and if I buy luxury clothes - I will do it in physical shop

What is your nationality?

- Argentinian   2
- Canadian   1
- French   77
- Indonesian   1
- Lebanese   1
- Portuguese   1
- Swiss   16
- Togolese   1

III. Data Analysis Tables

Mann-Whitney test to the equality of two distributions

Test Statistics^a

	Ecommerce Image
Mann–Whitney U	659,500
Wilcoxon W	984,500
Z	−2,369
Asymp. Sig. (2–tailed)	,018

a. Grouping Variable: Gender

Figure 43: Mann-Whitney test to the equality of two distributions

H0: The distribution of the image about the online purchase is the same for the two populations defined by the gender.

H1: **The distribution of the image about the online purchase is different for the two populations defined by the gender.**

Decision: Sig=0,018 < α=0,05 I do reject H0.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10,089[a]	12	,608
Likelihood Ratio	10,931	12	,535
Linear-by-Linear Association	3,199	1	,074
N of Valid Cases	100		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,10.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	10,089[a]	12	,608	,605		
Likelihood Ratio	10,931	12	,535	,642		
Fisher's Exact Test	10,821			,528		
Linear-by-Linear Association	3,199[b]	1	,074	,074	,042	,009
N of Valid Cases	100					

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,10.

b. The standardized statistic is -1,789.

Figure 44: Chi-Square test to the independence of two categorical variables and Fisher exact test

H0: **The variable "E-commerce Image" and "Age" are not related.**

H1: The variable "E-commerce Image" and "Age" are related.

Conditions: A maximum of 20% of the cells can have expected counts < 5, 75% of the cells have expected count less than 5, which is higher than 20%. Therefore, the first condition is not validated. Also, no expected count should be < 1. The minimum expected count is 0,10 which is lower than 1. Therefore, the second condition is not validated. Indeed, we cannot apply a Chi-Square test.

Decision: Sig=0,528 > α=0,05 I do not reject H0.

Luxury Characteristics and Type according to product categories

$HERMESCARACT Frequencies

		Responses		Percent of Cases
		N	Percent	
Caracteristic[a]	Hermes Price – Handbag	68	24,4%	68,0%
	Hermes Quality – Handbag	57	20,4%	57,0%
	Hermes Rarity – Handbag	39	14,0%	39,0%
	Hermes Aesthetic – Handbag	43	15,4%	43,0%
	Hermes Symbolism – Handbag	52	18,6%	52,0%
	Hermes Extraordinariness – Handbag	20	7,2%	20,0%
Total		279	100,0%	279,0%

a. Dichotomy group tabulated at value 1.

Luxury Type Hermes – Handbag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	72	72,0	72,0	72,0
	Intermediate	20	20,0	20,0	92,0
	Accessible	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

$LANCELCARACT Frequencies

		Responses		Percent of Cases
		N	Percent	
Caracteristic[a]	Lancel Price – Handbag	44	26,0%	44,0%
	Lancel Quality – Handbag	53	31,4%	53,0%
	Lancel Rarity – Handbag	10	5,9%	10,0%
	Lancel Aesthetic – Handbag	44	26,0%	44,0%
	Lancel Symbolism – Handbag	14	8,3%	14,0%
	Lancel Extraordinariness – Handbag	4	2,4%	4,0%
Total		169	100,0%	169,0%

a. Dichotomy group tabulated at value 1.

Luxury Type Lancel – Handbag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	8	8,0	8,0	8,0
	Intermediate	55	55,0	55,0	63,0
	Accessible	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

$FURLACARACT Frequencies

		Responses		Percent of Cases
		N	Percent	
Caracteristic[a]	Furla Price – Handbag	48	34,3%	48,0%
	Furla Quality – Handbag	34	24,3%	34,0%
	Furla Rarity – Handbag	11	7,9%	11,0%
	Furla Aesthetic – Handbag	34	24,3%	34,0%
	Furla Symbolism – Handbag	10	7,1%	10,0%
	Furla Extraordinariness – Handbag	3	2,1%	3,0%
Total		140	100,0%	140,0%

a. Dichotomy group tabulated at value 1.

Luxury Type Furla – Handbag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	11	11,0	11,0	11,0
	Intermediate	39	39,0	39,0	50,0
	Accessible	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

*Figure 45: Luxury characteristics and type * Handbag*

$CHANELCARACT Frequencies

		Responses N	Responses Percent	Percent of Cases
Characteristic[a]	Chanel Price – Lipstick/Perfume	65	27,7%	65,0%
	Chanel Quality – Lipstick/Perfume	53	22,6%	53,0%
	Chanel Rarity – Lipstick/Perfume	7	3,0%	7,0%
	Chanel Aesthetic – Lipstick/Perfume	42	17,9%	42,0%
	Chanel Symbolism – Lipstick/Perfume	57	24,3%	57,0%
	Chanel Extraordinariness – Lipstick/Perfume	11	4,7%	11,0%
Total		235	100,0%	235,0%

a. Dichotomy group tabulated at value 1.

Luxury Type Chanel – Lipstick/Perfume

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	20	20,0	20,0	20,0
	Intermediate	45	45,0	45,0	65,0
	Accessible	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

$YSLCARACT Frequencies

		Responses N	Responses Percent	Percent of Cases
Characteristic[a]	YSL Price – Lipstick/Perfume	54	26,3%	54,0%
	YSL Quality – Lipstick/Perfume	49	23,9%	49,0%
	YSL Rarity – Lipstick/Perfume	11	5,4%	11,0%
	YSL Aesthetic – Lipstick/Perfume	46	22,4%	46,0%
	YSL Symbolism – Lipstick/Perfume	40	19,5%	40,0%
	YSL Extraordinariness – Lipstick/Perfume	5	2,4%	5,0%
Total		205	100,0%	205,0%

a. Dichotomy group tabulated at value 1.

Luxury Type YSL – Lipstick/Perfume

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	18	18,0	18,0	18,0
	Intermediate	43	43,0	43,0	61,0
	Accessible	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

$DIORCARACT Frequencies

		Responses N	Responses Percent	Percent of Cases
Characteristic[a]	Dior Price – Lipstick/Perfume	64	29,5%	64,0%
	Dior Quality – Lipstick/Perfume	50	23,0%	50,0%
	Dior Rarity – Lipstick/Perfume	3	1,4%	3,0%
	Dior Aesthetic – Lipstick/Perfume	44	20,3%	44,0%
	Dior Symbolism – Lipstick/Perfume	47	21,7%	47,0%
	Dior Extraordinariness – Lipstick/Perfume	9	4,1%	9,0%
Total		217	100,0%	217,0%

a. Dichotomy group tabulated at value 1.

Luxury Type Dior – Lipstick/Perfume

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inaccessible	15	15,0	15,0	15,0
	Intermediate	44	44,0	44,0	59,0
	Accessible	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

*Figure 46: Luxury characteristics and type * Beauty*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	44,999ᵃ	1	,000		
Continuity Correctionᵇ	42,286	1	,000		
Likelihood Ratio	52,288	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	44,549	1	,000		
N of Valid Cases	100				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,33.
b. Computed only for a 2x2 table

Figure 47: Chi-Square test to the independence of two categorical variables

H0: Online purchase of Luxury and Online purchase of Luxury wish are not related.

H1: **Online purchase of Luxury and Online purchase of Luxury wish are related.**

Conditions: A maximum of 20% of the cells can have expected counts < 5 0% of the cells have expected count less than 5, which is lower than 20%. Therefore, the first condition is validated. Also, no expected count should be < 1. The minimum expected count is 18,33 which is higher than 1. Therefore, the second condition is validated.

Decision: Sig=0,00 < α=0,05 I do reject H0.

Pearson Chi-Square test to the independence of two categorical variables

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,420ᵃ	2	,492
Likelihood Ratio	1,423	2	,491
Linear-by-Linear Association	1,265	1	,261
N of Valid Cases	100		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,35.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	1,420ᵃ	2	,492	,561		
Likelihood Ratio	1,423	2	,491	,561		
Fisher's Exact Test	1,480			,531		
Linear-by-Linear Association	1,265ᵇ	1	,261	,310	,170	,072
N of Valid Cases	100					

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,35.
b. The standardized statistic is -1,125.

Figure 48: Chi-Square test to the independence of two categorical variables and - Fisher exact test

H0: **The variable "Online purchase of Luxury wish" and "Type of Luxury" are not related**.

H1: The variable "Online purchase of Luxury wish" and "Type of Luxury" are related.

Conditions: A maximum of 20% of the cells can have expected counts < 5, 33,3% of the cells have expected count less than 5, which is lower than 20%. Therefore, the first condition is not validated. Also, no expected count should be < 1. The minimum expected count is 2,35 which is higher than 1. Therefore, the second condition is validated. Indeed, we cannot apply a Chi-Square test.

Decision: Sig=0,531 > α=0,05 I do not reject H0.

Kruskal-Wallis test to the equality of several distributions

Test Statistics[a,b]

	Online Purchase of Luxury wish
Kruskal–Wallis H	8,904
df	5
Asymp. Sig.	,113

a. Kruskal Wallis Test
b. Grouping Variable: Income

Figure 49: Kruskal-Wallis equality of several distributions

H0: **The distribution of the desire to buy luxury products online is the same for the five populations defined by the income.**

H1: The distribution of the desire to buy luxury products online is the same for the five populations defined by the income.

Decision: Sig=0,113 > α=0,05 I do not reject H0.

Characteristics, conditions and considerations before buying Luxury online

Descriptive Statistics
Mean

Variables	Value
Cheaper	3,85
Fast delivery	3,57
More choices	3,42
Access to the store "remotely"	3,38
Time saving	3,36
More services	2,68
Make other online purchases	2,68
Avoid showing the purchase	2,25
Online experience to share to my community	1,64
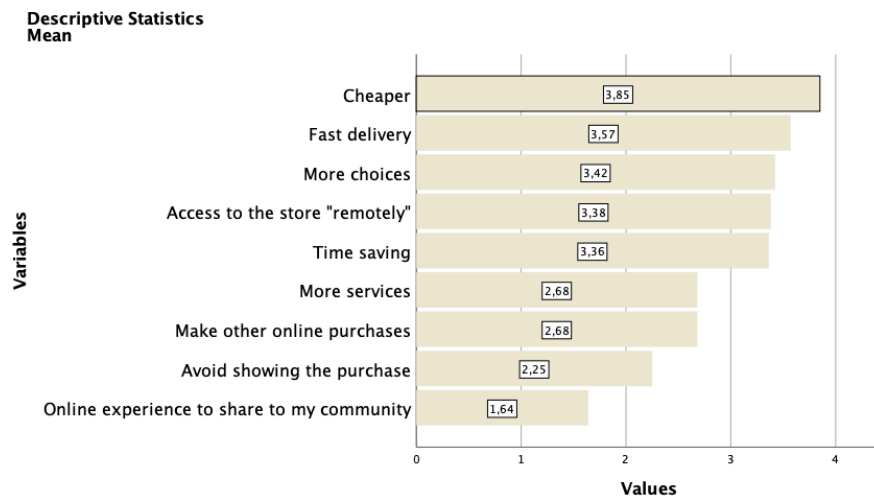
Figure 50: Characteristics to consider before buying a luxury product online

Descriptive Statistics
Mean

Variables	Value
Trust in the site	4,55
Efficiency	4,02
Order process	3,92
Design	3,71
Personalization	3,7
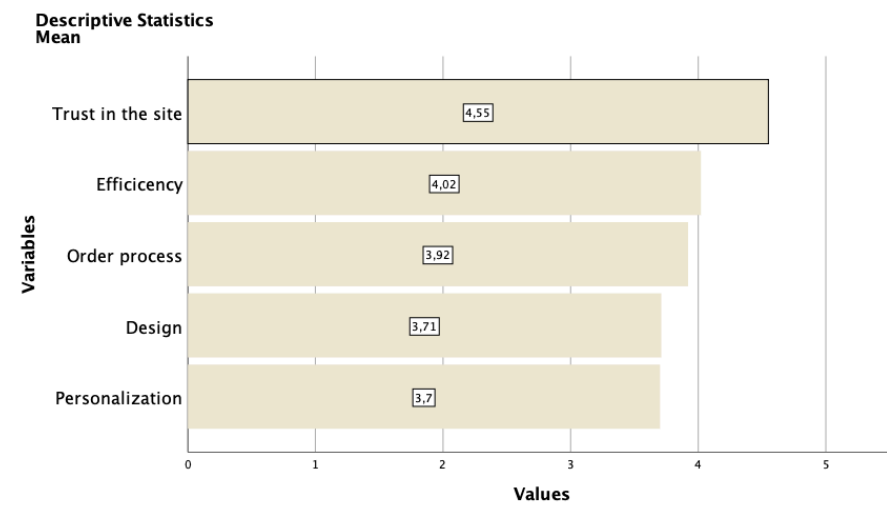
Figure 51: Conditions to consider before buying a luxury product online

$CONSID Frequencies
Responses Percent

Varname	Value
$CONSID Advice from relatives	34,22
$CONSID Brand website	28,44
$CONSID Sellers' advice	20,44
$CONSID Social networks and blogs	15,56
$CONSID NA	1,333
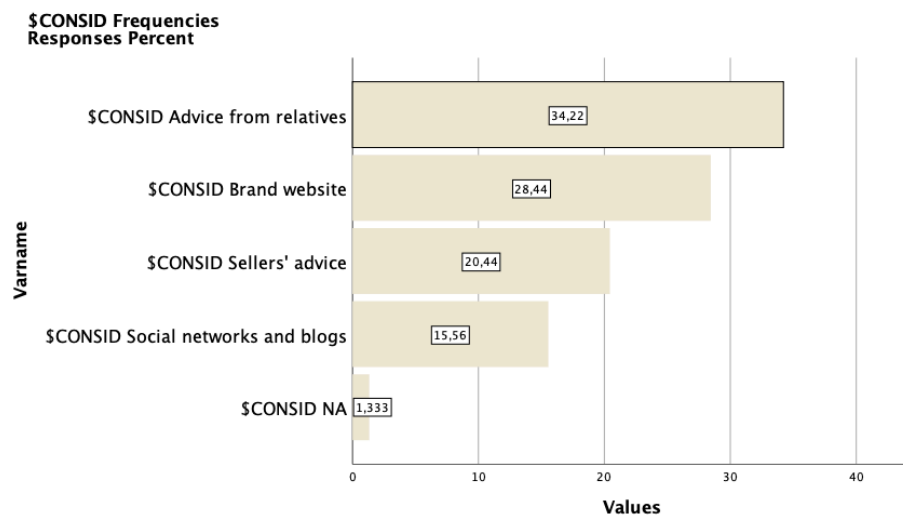
Figure 52: Considerations before buying a luxury product online

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25,907[a]	16	,055
Likelihood Ratio	20,503	16	,198
Linear-by-Linear Association	1,128	1	,288
N of Valid Cases	100		

a. 18 cells (72,0%) have expected count less than 5. The minimum expected count is ,25.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	25,907[a]	16	,055	.[b]	
Likelihood Ratio	20,503	16	,198	,289	
Fisher's Exact Test	19,699			,120	
Linear-by-Linear Association	1,128	1	,288	.[b]	.[b]
N of Valid Cases	100				

a. 18 cells (72,0%) have expected count less than 5. The minimum expected count is ,25.

b. Cannot be computed because there is insufficient memory.

Figure 53: Chi-Square test to the independence of two categorical variables and Fisher exact test

H0: **The variable "E-commerce Image for Luxury Brands" and "Profession" are not related.**

H1: The variable "**E-commerce** Image for Luxury Brands" and "Profession" are related.

Conditions: A maximum of 20% of the cells can have expected counts < 5, 72% of the cells have expected count less than 5, which is higher than 20%. Therefore, the first condition is not validated. Also, no expected count should be < 1. The minimum expected count is 0,25 which is lower than 1. Therefore, the second condition is not validated. Indeed, we cannot apply a Chi-Square test.

Decision: Sig=0,120 > α=0,05 I do not reject H0.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,083[a]	4	,089
Likelihood Ratio	8,383	4	,079
Linear-by-Linear Association	6,104	1	,013
N of Valid Cases	100		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 2,35.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	8,083[a]	4	,089	,087		
Likelihood Ratio	8,383	4	,079	,115		
Fisher's Exact Test	7,872			,089		
Linear-by-Linear Association	6,104[b]	1	,013	,012	,007	,003
N of Valid Cases	100					

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 2,35.

b. The standardized statistic is 2,471.

Figure 54: Chi-Square test to the independence of two categorical variables and Fisher exact test

H0: The variable "Online purchase of Luxury wish" and "Profession" are not related.

H1: The variable "Online purchase of Luxury wish" and "Profession" are related.

Conditions: A maximum of 20% of the cells can have expected counts < 5, 40% of the cells have expected count less than 5, which is higher than 20%. Therefore, the first condition is not validated. Also, no expected count should be < 1. The minimum expected count is 2,35 which is higher than 1. Therefore, the second condition is not validated. Indeed, we cannot apply a Chi-Square test.

Decision: Sig=0,089 > α=0,05 I do not reject H0.

Pearson Chi-Square test to the independence of two categorical variables

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,726[a]	8	,461
Likelihood Ratio	7,823	8	,451
Linear-by-Linear Association	1,877	1	,171
N of Valid Cases	100		

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is ,30.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	7,726[a]	8	,461	,457		
Likelihood Ratio	7,823	8	,451	,550		
Fisher's Exact Test	6,697			,528		
Linear-by-Linear Association	1,877[b]	1	,171	,180	,101	,028
N of Valid Cases	100					

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is ,30.

b. The standardized statistic is -1,370.

Figure 55: Chi-Square test to the independence of two categorical variables and Fisher exact test

H0: The variable "E-commerce Image for Luxury Brands" and "Consumers" are not related.

H1: The variable "E-commerce Image for Luxury Brands" and "Consumers" are related.

Conditions: A maximum of 20% of the cells can have expected counts < 5, 53,3% of the cells have expected count less than 5, which is higher than 20%. Therefore, the first condition is not validated. Also, no expected count should be < 1. The minimum expected count is 0,30 which is lower than 1. Therefore, the second condition is validated. Indeed, we cannot apply a Chi-Square test.

Decision: Sig=0,528 > α=0,05 I do not reject H0.

Pearson Chi-Square test to the independence of two categorical variables

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15,793[a]	2	,000
Likelihood Ratio	16,351	2	,000
Linear-by-Linear Association	9,993	1	,002
N of Valid Cases	100		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,82.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	15,793[a]	2	,000	,000		
Likelihood Ratio	16,351	2	,000	,000		
Fisher's Exact Test	16,014			,000		
Linear-by-Linear Association	9,993[b]	1	,002	,002	,001	,001
N of Valid Cases	100					

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,82.
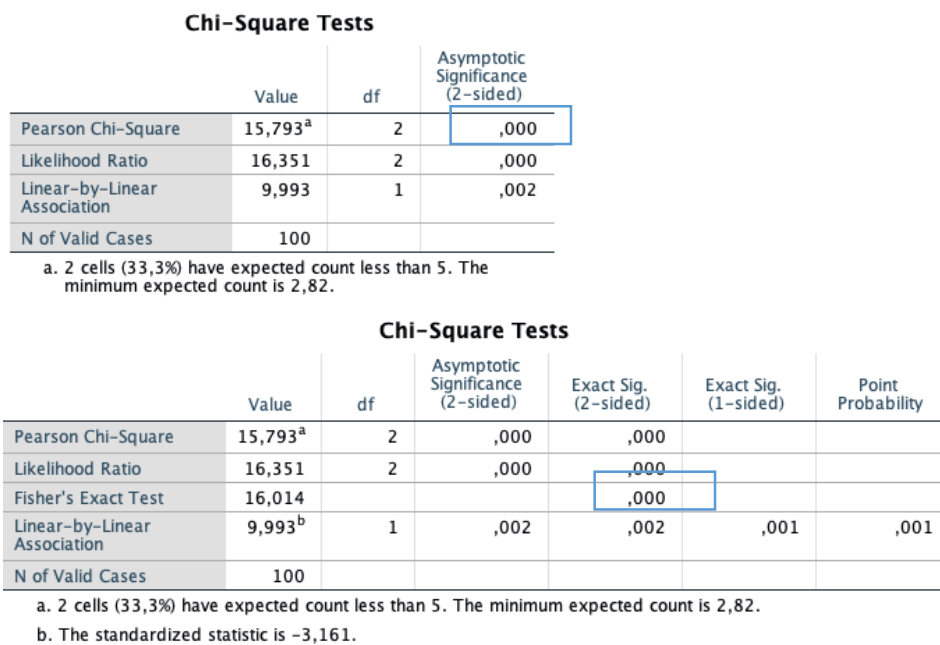b. The standardized statistic is -3,161.

Figure 56: Chi-Square test to the independence of two categorical variables and Fisher exact test

H0: The variable "Online purchase of Luxury wish" and "Consumers" are not related.

H1: The variable "Online purchase of Luxury wish" and "Consumers" are related.

Conditions: A maximum of 20% of the cells can have expected counts < 5, 33,3% of the cells have expected count less than 5, which is higher than 20%. Therefore, the first condition is not validated. Also, no expected count should be < 1. The minimum expected count is 2,82 which

is higher than 1. Therefore, the second condition is validated. Indeed, we cannot apply a Chi-Square test.

Decision: Sig=0,00 < α=0,05 I do reject H0.