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The Sound of Luxury: Exploring the Motivations for Loud and Quiet Luxury in Premium Brands

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Master's in Management

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September, 2024

Department of Marketing, Operations, and General Management

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Resumo

Há muito tempo que luxo tem sido associado a logótipos proeminentes e a produtos chamativos que conferem um elevado estatuto social a quem os utiliza. No entanto, surgiram mudanças no comportamento de compra dos consumidores durante um período marcado pela crise pós-pandémica, instabilidades geopolíticas e uma crise ambiental crescente. Preocupados com as incertezas do futuro, os consumidores tornaram-se mais conscientes dos seus gastos, procurando opções que se mantenham dentro do orçamento. Em resposta a este ambiente instável, a tendência do "quiet luxury" (luxo discreto) ressurgiu para atender à procura por subtileza, minimalismo, alta qualidade e estilo intemporal. Este estudo visa explorar e compreender os motivos por detrás do consumo de produtos de luxo discreto no contexto das marcas premium. Assim, foi realizada uma análise de conteúdo a 31 entrevistas semiestruturadas com consumidores de marcas premium. Com o auxílio do software Leximancer 5.0, os resultados identificaram cinco temas principais: produto, durabilidade, uso, personalidade e recompensa. Posteriormente, o estudo envolveu uma análise de sentimentos dos comentários positivos e negativos obtidos nas entrevistas. Os resultados identificaram seis temas principais para as respostas positivas: produto, qualidade, importante, peças, preço e recompensa. Para as respostas negativas, foram identificados quatro temas principais: produto, uso, influência e design. Este estudo contribui para a literatura ao obter uma compreensão mais profunda do luxo discreto e dos sentimentos dos consumidores sobre este tipo de consumo, bem como uma maior perspetiva sobre os consumidores de marcas premium e as suas preferências.

Palavras-chave: Luxo, Motivação, Consumo Conspícuo, Consumo Discreto, Marcas Premium.

Classificação JEL:

E21- Consumption

M31-Marketing

Abstract

Luxury has long been associated with prominent logos and eye-catching products that confer a perceived high social status to those who wear them. However, shifts in consumer shopping behavior have emerged during a period marked by the post-pandemic crisis, geopolitical instabilities, and a growing environmental crisis. Concerned about future uncertainties, consumers have become mindful of their spending, seeking options that stay within budget. In response to this unstable environment, the "quiet luxury" trend has resurfaced to meet the demand for subtlety, minimalism, high quality, and timeless style. This study aims to explore and understand the motives behind the consumption of quiet luxury products in the context of premium brands. Thus, a content analysis of 31 semi-structured interviews with consumers of premium brands was realized. Using Leximancer 5.0, the results identified five key themes: product, durability, wear, personality, and reward. Subsequently, the study involved a sentiment analysis of the positive and negative comments obtained in the interviews. The findings identified six main themes for the positive responses: product, quality, important, pieces, price, and reward. For the negative responses, it was identified four key themes: product, wear, influence, and design. This study contributes to the literature by obtaining a deeper understanding of quiet luxury and the consumers' sentiments about this type of consumption, as well as a greater perspective on premium brand consumers and their preferences.

Keywords: Luxury, Motivation, Conspicuous Consumption, Inconspicuous Consumption, Premium Brands.

JEL Classification:

E21- Consumption

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Introduction

Over the years, there has been an interest in luxury consumption, with studies focusing on what defines luxury, and the symbols and values inherent to it, as well as the factors that explain such consumption. According to Ko et al. (2019), exists a variety of motives that can induce the consumption of luxury brands such as status, personal values, comparing oneself to others, and aspiring to present a specific image to the public. The concept of conspicuous consumption has long been associated with luxury, linked to the need to signal a person's wealth and status through loud product features easily recognized by observers, to present a certain image to others, sometimes valuing more external reactions than the product itself (Shao et al., 2019a).

However, there is another type of consumption that has experienced growth in the luxury market, especially during the last year with the reappearance of the “quiet luxury” trend. Inconspicuous consumption reflects a preference for more subtle signals that are unrecognizable by the mainstream, and only decoded by observers with the required knowledge (Berger & Ward, 2010; Eckhardt et al., 2014; Ho & Wong, 2022). However, the trend is nothing new, the last time quiet luxury garnered attention in the fashion industry was during the Global Financial Crisis (2007-2008), only this time the trend came back due to the global pandemic (Serrano, 2023). Since then, the “quiet luxury” movement started to evolve, gaining attention from different sources. In the final season of the TV series “Succession” where Tashjian (2023) in *The Washinton Post* refers to the characters as “icons of quiet luxury on social media for their understated, logo-free style”. Additionally, Sofia Richie's “quiet luxury” wedding became viral on social media for the “simple and elegant style, clean lines, and non-flashy labels” outfits, contributing to the rise in searches for ‘quiet luxury’ (Wilshire, 2023). Within the fashion industry, last spring Milan Fashion Week was characterized by “a parade of quiet luxury” where brands adopted minimalistic designs while highlighting the excellence of their craftsmanship (Von Bardeleben, 2023).

While still recovering from the pandemic crisis, the fashion industry predictions for 2023 expected a challenging year brought by rising inflation, the unpredictable geopolitical scenario, and economic uncertainty. Moreover, consumer demand also represented a concern within the industry. With the uncertainty about future disposable income, some consumers became more

conscious about their spending and might reduce their purchases or look for items at a lower price than the regular retail value (Amed & Berg, 2023). Luxury consumers, particularly those from younger generations (Gen Z and Millennials) are buying fewer quantities but better, investing in high-quality products that could last longer (Feng, 2022). According to Roberts and LeRolland (2023), consumers are currently more aware of their purchases, not only looking at the amount spent but also at the sustainable impact it could have on the environment, reflecting demand for within-the-budget options, of high quality, with timeless and durable attributes. Despite the challenges faced by the sector over the last few years, premium and luxury brands have shown resilience in dealing with fluctuating economic conditions. The premium brand segment has witnessed remarkable expansion, achieving a compound annual growth rate of approximately 6% from 2003 to 2022, and is projected to maintain this growth until 2030 (Zilien et al., 2023). According to Faccioli et al. (2023), aggregated luxury sales from clothing and footwear companies grew 26.5% by the end of 2022, standing out as the top 3 companies PVH Corporation, Ralph Lauren, and Hugo Boss.

Studies have been made to understand the motives behind the purchase of luxury products. Brun & Castelli (2013) discussed that consumers take into consideration the tangible and intangible aspects of a luxury product, as well as the personal and social aspects that can be generated from the purchase. Other studies focus on the contrast between personal and social motives, represented by intrinsic and extrinsic aspirations (Truong, 2010). Amatulli and Guido (2012) explored externalized luxury through ostentation, materialism, and superfluosness, as well as individual lifestyle, emotions, and culture that reflect internalized luxury. Externalized luxury is mainly driven by the desire to mirror certain people, while internalized luxury is linked to an individual's internal motives such as personal gratification or feeling comfortable with oneself (Truong & McColl, 2011; Guido et al., 2020). Moreover, purchase intentions for luxury brands can be impacted by a consumer's need for uniqueness and social functions of attitudes (self-expression and self-presentation) (Bian & Forsythe, 2012). However, the desire to fulfill a certain identity can also play an important role in relation to luxury consumption (Pandelaere & Shrum, 2020). The authors argue that luxury goods can be utilized to signal desired identities and that the group to whom the signal is intended to be sent will depend on the identity one is trying to indicate.

Researchers have also been interested in studying the motivations behind the purchase of conspicuous and inconspicuous luxury products. Han et al., (2010) studied associative and

dissociative motives and how they can impact brand prominence. It is argued that self-concepts as a need for uniqueness and materialism have an impact on purchases of quiet and loud goods, as well as status (Kastanakis & Balabanis, 2014; Lee et al., 2020; Eastman et al., 2022). Moreover, the role of emotions and how subtle products can be relevant to communicating identity influences the consumption of inconspicuous products (Berger & Ward, 2010; Makkar & Yap, 2018a; Makkar & Yap, 2018b). In terms of inconspicuous consumption, Wu et al., (2017), and Brandão and Barbedo (2022) explored preferences for such consumption in the cultural context. Researchers also investigated the role of extrinsic and intrinsic motivations, where it is argued that extrinsically motivated consumers tend to opt for more prominently branded goods while those guided mainly by intrinsic reasons are more inclined to inconspicuous items (Shao et al., 2019a; Shao et al., 2019b).

The emergence of new luxury brands introduced high-quality goods, more affordable than those offered by top luxury houses, and targeted a broader segment of consumers (Truong et al., 2008). Silverstein (2014) and Kumar et al. (2020) studied the positioning adopted by these brands, which corresponds to the offer of high-quality products with a price level close to the one applied by top luxury brands, but relatively low enough for middle-class consumers to be able to purchase. Moreover, perception of quality and status consist of important factors for the purchase of premium brands (Allsopp, 2005). Park et al. (2022) and Truong et al. (2008) documented that hedonic and conspicuous values collaborate to reinforce the consumer's perspective about the brands since it is expected that the consumption of such products would be recognized by others. However, buyers of premium brands might also seek such products as a representation of personal achievement (Lyons et al., 2019).

Past research has provided insights into the motivations behind the consumption of quiet and loud luxury (Shao et al., 2019a; Shao et al., 2019; Pandelaere & Shrum, 2020; Jiang et al., 2021; Eastman et al., 2022). However, a deeper knowledge of such behavior needs to receive further exploration in the context of premium brands (Atkinson & Kang, 2021). Investigating motivations for the consumption of quiet luxury products provides a more in-depth knowledge of premium brand consumers and their current fashion preferences (Shao et al., 2019b). Additionally, this study consists of an opportunity to dive deeper into the quiet luxury trend and to comprehend the factors that are shifting consumption behavior in that direction (Eckhardt et al., 2014; Wu et al., 2017; Makkar & Yap, 2018b). Receiving insights from consumers of premium brands can

gather a broader consumer perspective since the products offered by these brands are perceived by consumers as accessible (Batat, 2019), without considering only the consumer segment that traditional luxury brands usually represent, and where most studies have been focusing on (Truong & McColl, 2011; Makkar & Yap, 2018b; Shao et al., 2019a; Brandão & Barbedo, 2022). Moreover, the fashion industry is known for its constantly changing nature where trends evolve quickly, reflecting variations in consumer preferences (Makkar & Yap, 2018). This study contributes to the brands' ability to respond to changing consumer demands, by providing in-depth knowledge about the motives and how it influences the consumption of quiet luxury products. Additionally, the study will contribute to premium market literature by providing a deeper understanding of the consumption of quiet luxury products and the motivations for such behavior, as well as offer useful insights to managers of premium brands which can be helpful in the development of communication strategies adapted to the brand's target and comprehend what products should be offered to meet the needs of specific segments better.

Thus, the study aims to explore and understand the motives behind the consumption of quiet luxury products in the context of premium brands, addressing the research question:

- What are the consumer motivations to purchase quiet luxury in the context of premium brands?

The study's objectives are to investigate consumers' perceptions of quiet luxury, to explore the positive and negative factors that motivate premium brand consumers to consume quiet luxury products, and to consequently identify patterns among these consumers about their consumption behavior for quiet luxury.

The research question will be answered through the conduction of semi-structured interviews with consumers who purchase or have purchased at least one product from premium brands (Wu et al., 2015).

The dissertation will be structured in the following chapters. Chapter 1, the Literature Review, includes the revision of previous literature on the main topics that address the theme of this dissertation, accompanied by the discussion of the main findings and conclusions regarding the research issue. Chapter 2 addresses the chosen Methodology, the sample characteristics, and how the data was collected and analyzed. Chapter 3 and Chapter 4, Results and Discussion, present the results obtained, theoretical contributions, and practical implications. Finally, the Conclusion includes the main conclusions of this study and contains the study's limitations and suggestions

for future research. Lastly, the Bibliographical References, includes all the sources of information used in the elaboration of this academic work.

Chapter 1. Literature Review

1.1. Motivation Theories and Consumer Behavior

To initiate the study of this topic, an overview of the main findings present in the literature will be given.

Motivation is defined as a psychological state that coordinates our behavior toward the realization of a goal (Osemeke & Adegboyega, 2017; Acquah et al., 2021). According to Ryan and Deci (2000), motivation emerges from a desire to reach a certain goal, which is therefore translated into an active behavior that boosts the individual to satisfy that desire.

Research has been developed to understand motivation and the implications of this state of mind on human behavior (Steers et al., 2004; Kim & Jang, 2014; Eastman & Eastman, 2015). There are four main motivation theories, where one of them focuses on the satisfaction of individual necessities, while the remaining three theories defend that motivation comes from the influence of external factors (Teixeira, 2005). Starting with the theories of necessities, Maslow's Hierarchy of Needs Theory developed by Maslow (1943) defends that there are at least five basic human needs organized in a hierarchical order: physiological, safety, love, esteem, and self-actualization, where physiological and safety account as lower-level needs and the remaining as higher-level needs. The main goal of an individual is to achieve and satisfy each necessity, once a necessity is well satisfied individuals desire to satisfy the following need that becomes the center of their motivation, moving up the hierarchy as another need is achieved (Maslow, 1943). Herzberg's Two Factor Theory of Motivation especially focuses on the workforce and finds two factors that can influence workers' motivation, the motivator factors that lead to job satisfaction, and the hygiene factors linked to job dissatisfaction (Dinibutun, 2012). When it comes to Alderfer's ERG Theory, Maslow's five hierarchical needs are reorganized into existence needs that represent the ones that sustain an individual, relatedness needs that are associated with social interactions, and growth needs which are related to a person's self-improvement and development (Arogundade & Akpa, 2023). The last necessities theory was developed by McClelland where it is argued that people are motivated by three main categories of needs (achievement, affiliation, and power) that

can overlap among themselves and it is up to the individual to decide which one should be prioritized (Steers et al., 2004). The need for achievement arises from the environment where a person belongs and from the people that are part of that same environment, need for power is associated with the desire for status and the feeling of superiority in relation to others, and need for affiliation is linked to the necessity of an individual to develop meaningful relationships and interactions with others (Arogundade & Akpa, 2023).

Besides the theories of necessities, there are three more theories that seek to explain motivation and its impact on human behavior, which are worth analyzing. The Equity Theory developed by John Stacey is based on how a person believes that he/she was treated in relation to others, if inequity is spotted then a motivation arises from the individual to overcome that feeling (Carrel & Dittrich, 1978). When it comes to the Expectations Theory by Victor Vroom, people are motivated by the value they attach to a certain goal, and simultaneously by the expected probability of achieving that same goal (Dinibutun, 2012). Finally, the Reinforcement Theory developed by Skinner focuses on human behavior and how it can be influenced by the results of an individual's actions and attitudes (Skinner, 1971).

With the aim of understanding consumer behavior, an empirical study of the Alderfer's ERG theory was developed in consumers' selection of mobile services where Yang et al. (2011) arrived at the conclusion that if consumers are satisfied with a service they tend to value other services that provide similar needs or even higher-level needs, but contrary to the theory when faced with frustration consumer would not be interested in other services that cater to the same need or a lower-level needs. To study consumer motivation, Barbopoulos and Johansson (2016) connected a set of consumer goals to each level of Maslow's hierarchy of needs. According to the authors, hedonic goals are positioned alongside the basic needs because they can be immediately satisfied, gain goals are related to the security dimensions for preventing risk, and normative goals to esteem and self-actualization needs (Barbopoulos & Johansson, 2016). At the bottom of the pyramid consumer needs are the first to be successfully fulfilled, as we move up the pyramid consumer demands gradually become more complex to be satisfied (Ward & Lasen, 2009). One can determine motivation by looking at factors like mindset, aspiration, flow, excitement, and passion, which function as the core ideas that consumers prioritize (Simamora, 2021). According to Pincus (2004), evaluating how well needs are met and connecting that information to how people

plan to behave and feel, would help to optimize service interactions with consumers based on their effect on motivations.

It is of great importance to comprehend what motivates, fulfills, and attracts consumers to understand consumer behavior (Durmaz & Divarbakirlioglu, 2011). When faced with different products, a consumer evaluates the utility of each product according to a set of motives that he/she desires to see fulfilled and contrasts those utilities before making a conclusive decision (Van Raaij & Kassave, 1978). In fact, purchasing decisions for new products are usually not easy for consumers to evaluate and align with their needs, since the consumer has no experience with the product yet (Bagozzi & Dholakia, 1999).

Arnold and Reynolds (2012) studied approach and avoidance motivations present in retail, which connected to hedonic consumption, finding that hedonic consumption is not only desired by consumers who aimed to obtain a strong emotion, but also by those who desire to escape from the pain of reality. Hedonism is one of the desires that belong to internal motivations (Vigneron & Johnson, 1999; Eastman & Eastman, 2015). Linked to this concept comes intrinsic motivations characterized by deep individual desires such as satisfaction, pleasure and self-reward derived from a certain behavior, which can be achieved through the consumption of luxury (Truong & MacColl, 2011; Guido et al., 2020; Shahid & Paul, 2021). Intrinsic motivations drive autonomous actions to fulfill inner needs that provide satisfaction, while extrinsic motivations even though self-determined may involve external influences to perform an action (Kasser & Ryan, 1996; Ryan & Deci, 2000). Those aspiring for wealth tend to prioritize temporary satisfactions that are externally oriented (Kasser & Ryan, 1993). Individuals seeking to affirm a certain image often engage in luxury consumption to transmit status and prestige to others (O'Cass & Frost, 2002; Giovannini et al., 2015).

1.2 Luxury Consumption

According to studies made about luxury consumption, a single definition of luxury has not been easy to formulate (Berthon et al., 2009; Heine, 2012; Cristini et al., 2017; Ko et al., 2019). Different symbols can be attributed to luxury such as uniqueness and authenticity (Turunen & Laaksonen, 2011; Chan et al., 2015). Although the attempt to find a definitive definition of luxury has been studied by researchers, what defines luxury is dependent on the individual perception of the concept, since what might be considered as an ordinary good to one might be considered as a

luxury to another (Mortelmans, 2005; Berthon et al., 2009). Besides, the value that is attributed to a luxury product will be different for each person, the personal value attached to it can be associated to the functional aspects of the product, the quality inherent to it, or the prestige it conveys (Berthon et al., 2009). Ko et al. (2019) after reviewing the literature identified five indicators that were usually perceived by consumers as indicators of a luxury brand, such as high quality, ability to generate desired benefits, to be recognized within the market for certain qualities, to offer a premium price, and to be seen as a symbol that consumers wish to aspire. However, such indicators do not lead to a perception of luxury alone, they are simultaneously dependent on the environment where the consumer is inserted in, in terms of the cultural and social contexts (Berthon et al., 2009; Batat, 2019).

The consumption of luxury can be driven by the desire to acquire a social position and image (Ying et al., 2011; Loussaief et al., 2019). A tool used by some individuals to demonstrate that they belong to a certain group and simultaneously to distinguish themselves from the groups they do not wish to be associated with (Mortelmans, 2005; Nwankwo et al., 2014). Or to give a sensation of security, which helps to boost one's confidence (Makkar & Yap, 2018b). Jebarajakirthy and Das (2021) found that some consumers are motivated by the uniqueness that the luxury product conveys, but social comparison also plays an important role in the purchasing decision as an influencing factor. Additionally, intentions to purchase a luxury product may be influenced by other factors such as the brand from which the product belongs to and the brand's country-of-origin (Godey et al., 2012). Besides that, the symbolic meaning around the luxury brand and the product itself also play an important role where the hedonic consumer is attracted by the emotions experienced from owning the luxury product (Hirschman & Holbrook, 1982).

Consumers of luxury brands are familiar with the product attributes and the quality inherent in it, factors that usually lead these customers to have preference for originals instead of counterfeits. Besides that, the possession of such a product brings admiration and distinctiveness, which is highly valued by this type of consumer (Nia & Zaichkowsky, 2000). Conspicuous consumption is associated with the act of signaling one's wealth through the public ownership of luxury, which serves as a mechanism to signal status (Bagwell & Bernheim, 1996). As Bagwell and Bernheim (1996), Vigneron and Johnson (1999) identify conspicuous as one of the values that conveys one's prestige, promoting the purchase of luxury. Additionally, the rarity of a product, meaning that it is not reachable to everyone, also adds a certain value to the product itself and to

its owner, while if the reverse happened and everyone started owning the same product then its exclusivity would be diluted (Shukla et al., 2016; Kapferer & Valette-Florence, 2018). The purchasing decision would also be influenced by how a particular brand is perceived socially and what benefits it can generate to the consumer (Vigneron & Johnson, 1999; Eastman et al., 2022). Contrary to what was thought about the influence of conspicuous consumption as one of the main drivers for luxury consumption, which is commonly valued in consumers who are guided by their social interactions and what is perceived by others about themselves, individuals may also be motivated to consume luxury for the characteristics of the product that could be personally appreciated by the consumer, and for the satisfaction generated from owning the product (Wang, 2022). Such factors are usually valued by individuals who are intrinsically oriented and not prestige-seeking (Truong, 2010; Truong & McColl, 2011). This idea is supported by Shukla (2012) who also defends that conspicuous consumption does not determine luxury consumption, identifying an emerging preference that is shared by many countries for more discreet luxury products that do not showcase one's wealth that easily.

1.2.1 Quiet Luxury

Conspicuous Consumption

Over the years, conspicuous consumption has been tightly linked to luxury consumption (Meyer & Manika, 2017). Conspicuous consumption is explained by the manifestation of status from an individual when one's wealth is publicly exhibited (Veblen, 1900). Preference for conspicuous luxury products is often associated with an individual's status level where the ownership of a recognizable branded product facilitates external perceptions about one's social status (Pino et al., 2019; Eastman et al., 2022). The concept of conspicuous consumption has also been associated with materialism (Zakaria et al., 2020). Conspicuous consumption can be reflected in snob consumption where the rarity of a product promotes its purchase, but also in the form of bandwagon consumption where the tendency to follow others' purchasing behavior leads a consumer to act in the same way (Kastanakis & Balabanis, 2014; Shukla et al., 2016).

Intentions to engage in conspicuous consumption comes essentially from social comparisons that an individual makes about others at an elevated social position that he/she aspires to emulate (Festinger, 1954; Zheng et al., 2018). The way luxury is consumed might change,

especially due to the democratization of luxury brought by the increased accessibility of luxury, but the role of luxury and its impact on society will not disappear (Mortelmans, 2005).

Inconspicuous Consumption

The traditional relationship between conspicuous consumption and status was essentially based on external motives in which status should be perceived by others, however, with the dilution of luxury values, status started to be enjoyed internally in a more discreet manner (Truong et al., 2008). It is argued that the democratization of luxury and an increasing fondness for discretion considering the present global economic context, have departed luxury from conspicuousness and given rise to inconspicuous consumption (Eckhardt et al., 2014). A new type of luxury consumer emerged, especially belonging to younger generations, who appreciate minimalistic luxury products with which they relate to, that enable them to express their own identity and boost their confidence (Atkinson & Kang, 2021). Additionally, some inconspicuous consumers might purchase subtle luxury to protect themselves emotionally (Makkar & Yap, 2018b).

Contradicting Veblen's idea that consumer purchasing decisions were only influenced by the conspicuousness aspects of a product, it was proposed that some consumers might choose to purchase a luxury product because of its quality and for the self-gratification they would obtain from the purchase (Truong, 2010; Truong & McColl, 2011). One advantage of discrete luxury, compared to loud luxury, is its flexibility in terms of usability since the lack of branding allows an individual to wear the product in different contexts, which grants an extended lifespan of this type of luxury (Eckhardt et al., 2014; Wu et al., 2017).

It is defended that inconspicuous tastes do not necessarily come from an already established social position, instead, it can be developed as an individual obtains the required cultural capital to engage in such consumption (Makkar & Yap, 2018b). Inconspicuous consumption might be misunderstood as low in prestige by those who do not possess the required knowledge to decode its meanings (Ho & Wong, 2022). Consumers with a desire for distinctiveness would opt for subtle products that would allow them to express their identity and thus disassociate themselves from the mainstream who lack enough cultural capital (Kauppinen-Räsänen et al., 2018; Brandão & Barbedo, 2022). However, subtle luxury goes beyond the lack of logos, other features such as the product's design can serve as identification to insiders (Berger & Ward, 2010).

Preference for an explicit or less explicit luxury is not coordinated alone but ruled by a consumer's extrinsic and intrinsic motivations where extrinsically motivated individuals will tend

to prefer explicit products while those essentially influenced by their intrinsic motivations will tend to choose subtle products (Shao et al., 2019b; Eastman et al., 2022). In contrast to conspicuous consumers, those who purchase inconspicuous luxury associate the ownership of such products as a personal life achievement, making the consumer more emotionally connected with the luxury product (Makkar & Yap, 2018a). Intrinsically motivated consumers are more predisposed to select products that are in line with their beliefs and with the person they are, thus opting for subtle luxury options (Shao et al., 2019a).

Even though a shift in consumer preferences for a more discreet type of luxury has been growing, it is expected to eventually start to drop as prominently marked products that signal prestige become appropriate again (Chevalier & Mazzalovo, 2008). Inconspicuous luxury encourages consumers to move past social hierarchy distinctions, and challenges luxury brands to rethink what really makes a brand powerful and appealing (Wu et al., 2017).

1.3. Premium Brands

A transformation in the luxury market has been observed where advances in the production process and the transference of part of that process to countries where labor costs are lower, enabled the fast manufacture of quality products, leading to an increase in the delivery and availability of luxury goods (Chevalier & Mazzalovo, 2008; Silverstein, 2014).

Tied to this shift in the luxury market, comes the emergence of new luxury brands that offer high-quality goods, more affordable than those offered by top luxury houses, and targeted to a broader segment of consumers (Truong et al., 2008). However, traditional luxury brands have also been adopting this strategy to target other consumer segments by offering a range of products relatively more accessible (Silverstein, 2014). The main challenge is to maintain the brand's reputation while making its products available to a larger range of consumers (Truong et al., 2009). This strategy can be seen in diffusion brands which correspond to sub-brands created from the parent brand that offer products at lower prices, compared to the ones applied by the parent brands (Arora et al., 2015). The introduction of new product lines as brand extensions should consider the new product's similarities in terms of features with the already existing products of that brand, as well as a certain consistency between the new products and the ones already offered by the brand should be maintained about the brand concept, so that consumer perceptions about the brand and what it represents are not compromised (Park et al., 1991). However, there is a risk of brand

dilution that should be accounted for when applying such a strategy, since a low price point can make consumers question the products' quality, which consequently may put in risk the core brand's reputation (Riley et al., 2013). To succeed in attracting new customers by offering accessible product options and at the same time not incur the risk of losing the brand's spark, there must exist a balance between accessibility and exclusivity where the affirmation of a brand as distinguished must be a continuous process (Kapferer et al., 2013).

Beyond the “old-luxury brand extensions”, Silverstein (2014) also identifies two more forms of new-luxury goods. High-quality products with a price level close to the one applied by top luxury brands, but relatively low enough for middle-class consumers to be able to purchase, referred to by the author as “accessible superpremium”, and “masstige” goods, which correspond to products offered at a premium price, positioned above mass brands but below those offered by superpremium or old-luxury brands (Silverstein, 2014). Such findings are corroborated by the study elaborated by Kumar et al. (2020). In their research, Kumar et al. (2020) construct a continuum where the masstige market, also referred to as new luxury, is positioned between the common market and the traditional luxury market and provides upmarket brands targeted mainly to middle-income consumers. The authors also position premium brands in the continuum, between the upmarket brands (masstige market) and the luxury brands (traditional luxury market), indicating that such brands despite being mainly targeted to high-income consumer segments, some belonging to the middle-income group, especially those seeking for prestige, are also willing to pay for premium brand products (Kumar et al., 2020).

The existence of different terms coming from luxury, that have been introduced over the years, have created a certain confusion about what can be defined as a luxury brand or a luxury product (Miller & Mills, 2012; Kapferer & Bastien, 2017). The massified presence of luxury brands in society and as more individuals have access to this market, it is questioned whether luxury is aimed at providing status and prestige to the masses, or it is reserved for a restricted group of consumers and their extravagant tastes (Miller & Mills, 2012). The democratization of luxury brought by the increased accessibility of luxury and the appearance of relatively affordable luxury products generated a perceived loss in exclusivity and in the symbols that were once attributed to luxury (Granot et al., 2013; Roper et al., 2013; Eckhardt et al., 2015).

Accessible luxury offering is not a new concept, however, due to the emergence of new economies and a middle class with the possibility to afford such products has been boosting

accessible luxury brands to increase the quality of their products and to spread across the market. (Chevalier & Mazzalovo, 2008; Eng & Bogaert, 2010). The distinction between a premium product and luxury resides in the characteristics that the product itself represents, where a premium product is mainly centered in its functionality and perfection, while a luxury product exceeds those qualities through exclusivity (Kapferer & Bastien, 2017). Customer relationship plays an important role in luxury consumption and is also considered a distinct feature of traditional luxury houses that separate them from premium brands (Cailleux et al., 2009). Premium brands receive special attention from middle-class consumers who seek to obtain products of high quality at an accessible price, and are simultaneously impacted by the product's prestige, worth, and longevity (Chatterjee et al., 2023). According to Purohit and Radia (2022), consumer purchasing intentions are influenced by the product's functionality and the self-admiration it might provide but are not necessarily influenced by social recognition. Luxury brands are focused on signaling a social position where owning a luxury product mirrors one's value, while premium brands work on appealing to a broader target and achieving sales goals, having to validate the prices applied to their products (Kapferer, 2014).

Chapter 2. Methodology

2.1. Research Approach

This chapter starts with a presentation of the methods and techniques chosen to answer to the research question of the study alongside with the explanations for the methodological choices made, followed by a description of the data collection process and the method used to perform the data analysis.

The study aims to explore and understand the motives behind the consumption of quiet luxury products in the context of premium brands. To obtain enlightening conclusions about this matter, this study investigates consumers' perceptions of quiet luxury, explores the factors that motivate consumers of premium brands to purchase quiet luxury products and identifies patterns among these consumers about their consumption behavior for quiet luxury. Taking into consideration what the study seeks to achieve, a qualitative approach is found to be the appropriate method in this study.

Qualitative research aims to comprehend social behaviors, especially the ones undertaken by specific groups, providing explanations for such attitudes, how they are formed, and how they can be affected by certain factors (Hancock et al., 2009). A qualitative approach is useful when a topic needs to be further explored, allowing the comprehension of individuals and how they interpret the world around them, considering their already formed assumptions about reality, which help to structure their behaviors (Njie & Asimiran, 2014). Additionally, qualitative research is a flexible and adaptive method that allows the deep exploration of individuals' motivations that have not yet been explored (Malhotra & Birks, 2005). When conducting qualitative research, it is important to choose the most adequate participants who would aid the researcher to comprehend the issue at hand (Creswell, 2008).

The data collection process is carried out through the conduction of interviews. This qualitative technique allows the researcher to gain insights into the research topic through the lens of the interviewee, comprehending the reasoning behind their perspective (Amaratunga et al., 2002). Semi-structured interviews were chosen to give participants the opportunity to express their thoughts freely and emphasize areas of their expertise or interest, while also facilitating the exploration of specific answers in greater depth (Horton et al., 2004). Instead of strictly following a script, semi-structured interviews give the researcher the flexibility to dive deeper into relevant themes that might emerge throughout the conversation with the interviewee (Kallio et al., 2016). Furthermore, the flexible and adaptive nature of semi-structured interviews invites the participants to share their personal experiences and insights about the topic under study in a more natural flow (Galletta & Cross, 2013).

The interviews follow a structure, starting with an introduction of the study objectives and how the interview will be executed, followed by the main interview questions (Makkar & Yap, 2018a). The interview questions were formulated based on the literature review and studies relevant to the study's topic.

The snowballing technique was implemented where participants were asked to look within their circles for other potential candidates willing to participate in the study (Rowley, 2012). To take part in the interview, this study looked for candidates who buy or have already purchased premium brands (Wu et al., 2015). On their study, Wu et al. (2015) realized 23 semi-structured interviews with fashion-conscious women with the aim of understanding the purchasing motivations of this market segment in relation to luxury fashion brands. According to Hancock et

al. (2009), in qualitative research where the conduction of interviews take place, a set of 20-60 interviews is usually an adequate sample size to reach a theoretical saturation point.

Before starting the interview, an online consent form is sent to the participant to confirm that he/she accepts to participate in the interview, alongside with a set of questions for demographic purposes, and to gather information about which premium brands the participant makes or has made purchases, how long has he/she been purchasing from those brands, and how often he/she shops in these same stores.

In this study a total of 31 interviews with 24.313 words and 67 pages of transcript were conducted to answer the research question. Interviews were carried out with premium brand consumers who purchase or have already purchased products from these brands. Through the conversations it was possible to gain a deeper understanding of the motivations to buy quiet luxury and what consumers look for in a product offered by a premium brand. Most consumers reported having already shopped from a premium brand, where some own products from more than one brand. The second group of respondents mentioned that they currently purchase from these brands, most buy with some frequency during the year and have been acquiring products from premium brands for some time. Additionally, participants' ages range from 18 to 55 or older, which captures insights from different generations and provides a wider view of consumer motivations across various life stages. The table below illustrates the demographic profile of the interviewees:

Table 2.1 Participants' Demographics (Own elaboration, 2024)

Participant	Age	Gender	Occupation	Education	Nationality
1	>55	Male	Employed	Undergraduate	Portuguese
2	>55	Female	Retired	High School	Portuguese
3	36-45	Female	Employed	Undergraduate	Portuguese
4	26-35	Female	Employed	Undergraduate	Portuguese
5	18-25	Male	Student	Undergraduate	Brazilian
6	26-35	Female	Employed	Master's degree or Postgraduate	Portuguese
7	18-25	Female	Student	Undergraduate	Portuguese
8	26-35	Female	Employed	High School	Portuguese
9	36-45	Female	Employed	High School	Portuguese
10	46-55	Female	Employed	High School	Portuguese
11	36-45	Male	Employed	High School	Portuguese
12	>55	Male	Employed	High School	Portuguese
13	>55	Male	Employed	Undergraduate	Portuguese

14	18-25	Female	Student	Master's degree or Postgraduate	Portuguese
15	18-25	Female	Student	Master's degree or Postgraduate	Portuguese
16	18-25	Female	Student	Master's degree or Postgraduate	Portuguese
17	18-25	Female	Employed	Undergraduate	Portuguese
18	>55	Female	Employed	Master's degree or Postgraduate	Portuguese
19	18-25	Female	Student	High School	Portuguese
20	18-25	Female	Employed	Master's degree or Postgraduate	Portuguese
21	18-25	Female	Employed	Master's degree or Postgraduate	Portuguese
22	26-35	Female	Employed	Master's degree or Postgraduate	Portuguese
23	18-25	Female	Employed	Master's degree or Postgraduate	Portuguese
24	18-25	Female	Employed	Undergraduate	Portuguese
25	>55	Female	Retired	Master's degree or Postgraduate	Portuguese
26	26-35	Female	Employed	High School	Romanian
27	26-35	Female	Employed	Master's degree or Postgraduate	Italian
28	>55	Female	Retired	PhD	Portuguese
29	18-25	Female	Student	Undergraduate	Portuguese
30	18-25	Female	Employed	Master's degree or Postgraduate	Portuguese
31	26-35	Male	Employed	Master's degree or Postgraduate	Portuguese

Participants were recruited through the researcher's private circles of family and friends that fit into the study's category, and through visits to premium stores where employees who consume these types of brands were invited to participate in an interview. As the interviews were carried out, participants were asked to seek within their groups possible participants willing to participate in the study. In addition, participants were contacted via email or direct messages except for premium brands' professionals who were personally contacted during the store visits.

2.2. Data Analysis

The analysis process was carried out by the Leximancer software. Leximancer is an automated system that allows a fast and efficient content analysis of text, through the transformation of natural language into semantic patterns (Smith & Humphreys, 2006). Content analysis organizes the words and concepts present in verbal or spoken forms of communication and provides relationships between those various concepts to help the researcher obtain valuable conclusions about the text under analysis (Leximancer Pty Ltd, 2021). The information is extracted and represented visually in a map that uncovers a variety of consistent patterns (Hume & Mills, 2013). The tool exhibits a visual representation of key themes and concepts and effectively highlights the connection and proximity between the words (Sotiriadou et al., 2014). When it comes to qualitative analysis, the Leximancer is a useful tool to assist researchers in the evaluation of large textual data where human analysis is difficult to perform alone (Angus et al., 2013).

Initially, from concept learning a set of clusters of words contained in the text are formed. The information is represented in a concept map where the concepts and their relationships with each other can be exhibited visually. Concepts frequently encountered together in the same textual passages tend to cluster closely in the map, and themes are organized by colors according to their importance in the text where the most important themes are represented by hot colors such as red, orange, and yellow, and less important themes are represented by cool colors like blue, green and purple (Leximancer Pty Ltd, 2021).

With this analytical tool, it is possible to identify the set of factors that motivate premium brand consumers to the consumption of quiet luxury products and understand the consumption behavior of these consumers for quiet luxury, considering the most common drivers and preferences shared by consumers concerning this type of luxury consumption.

Chapter 3. Results

3.1. Content Analysis

The concept map created by Leximancer depicted the most frequent themes and concepts identified in the 31 interviews conducted with premium brand consumers. The concept map illustrated in Figure (3.1) revealed five themes related to the motivation of premium brand consumers. It was

found that “PRODUCT” represents the most relevant theme with 524 hits, while “REWARD” was identified as the least important theme with 22 hits. Additionally, “PRODUCT” shares boundaries with most of the themes, such as “DURABILITY”, “WEAR” and “PERSONALITY”, revealing that there is a strong relationship between “PRODUCT” and those themes. Also, there is a close connection between “PRODUCT” and “DURABILITY” since both themes overlap with each other the most in comparison with the other themes.

Table 3.1 Theme Summary (Leximancer Output, 2024)

Theme	Hits	Concepts
PRODUCT	524	product, quality, luxury, buy, discreet, person, brand, feel, personal, identity, items, value, visible, satisfaction, investment, attention
DURABILITY	248	durability, design, timeless, pieces, long, important, subtle, offer
WEAR	126	wear, fashion, clothing, different, bag
PERSONALITY	77	personality, influence, others, social
REWARD	22	reward

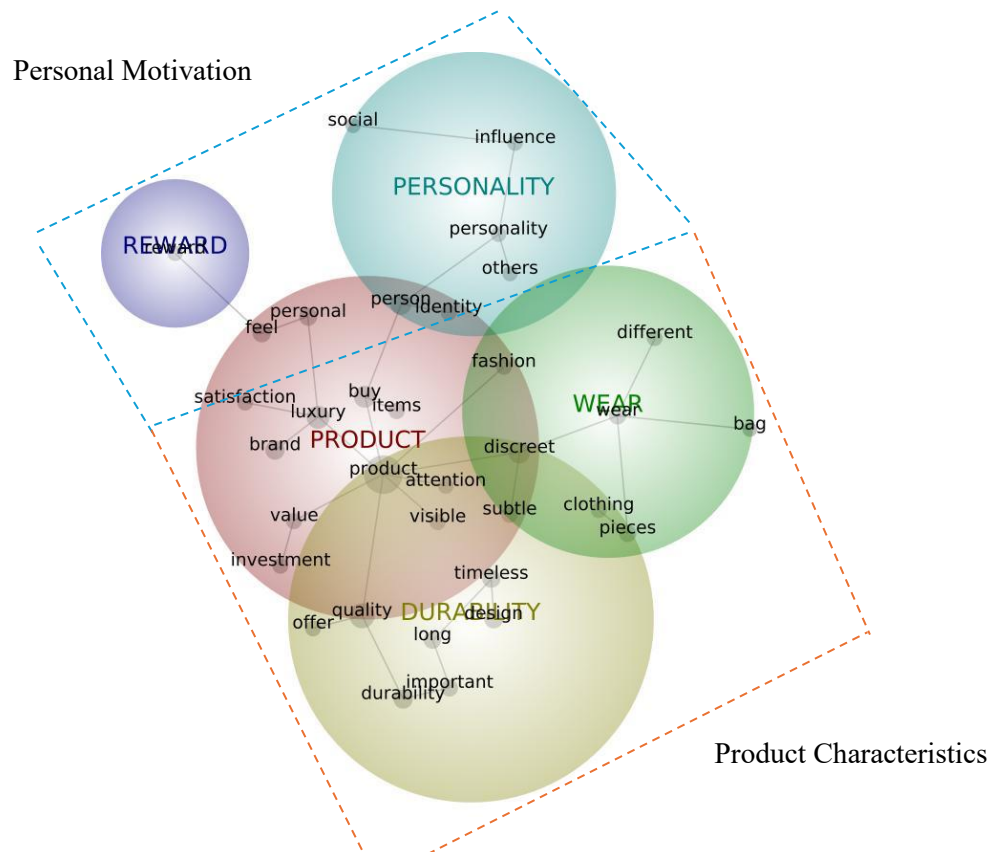


Figure 3.1 General Concept Map (Leximancer Output, 2024)

The most frequent concept mentioned in the conversation was “product” with 100% of relevance, which usually co-occurs the most with the concepts “luxury”, “value”, “visible” and “investment”. So, when “product” was being discussed it was mentioned as a luxury product of high value to the participants, that was not too visible in terms of branding and considered as an investment made by the consumer. Most of these concepts are directly related to the “product” concept on the concept map, but also the concept “quality”, which was the second most mentioned topic in the conversation with a 41% of relevance. It was frequently mentioned in the text along with concepts such as “offer”, “long”, “durability”, “important” and “timeless”. According to the interview participants, quality is an important factor that is taken into consideration when purchasing a luxury product, it ensures that the product has durability and will last longer. Some participants also mentioned that a product of high quality will not be damaged so soon, thus it won’t need to be replaced by a new one in a short period of time. The “durability” concept, which

obtained a 19% relevance, is directly connected with “quality” on the concept map. Related to this connection, some participants believed products with quality and therefore durability end up being a more sustainable option. When it comes to the “timeless” concept, with 11% of relevance, was often mentioned in the text next to concepts such as “long”, “discreet”, “fashion”, “durability” and “design”. Usually referred to when the discussion was about the purchase of items with discreet characteristics and a subtle design that never goes out of fashion over time, ensuring the items' timelessness and durability.

The theme “WEAR” shares boundaries with three themes, “DURABILITY”, “PRODUCT” and “PERSONALITY”, revealing a close relationship with these themes, especially with the first two since both overlap at the same time with “WEAR” where concepts “discreet” and “subtle” are located. The “discreet” concept has 22% of relevance within the text, it is likely to appear in the conversation close to concepts such as “personality”, “identity”, “visible”, “attention” and “timeless”, and in the map it is directly connected to the concept “wear”, “product” and “subtle”. In the text, participants referred to the fact that some people would purchase a discreet product because wearing it would reflect their personality and identity. Also, a discreet product, being more subtle because it lacks a visible logo, would not attract too much external attention. Additionally, a product with discreet features would be more flexible to use and versatile since it can be combined with other pieces of clothing, conveying timelessness to the product.

When it comes to the “PERSONALITY” theme, it shares boundaries with the “PRODUCT” and “WEAR”. Within this theme, the concept “person” obtained a 23% of relevance in the text and is likely to appear in the conversation close to concepts such as “personality”, “identity”, “subtle”, “discreet”, “buy”, “satisfaction”, “influence”, and “brand”. According to the interviewees, personality plays an important role in the purchasing decision, according to a person's style she will opt for products that reflect her personality and allow the expression of her identity, for instance, a person with discreet tastes prefers a simple and elegant product without a prominent logo. In addition, some respondents tend to avoid products many people buy because they consider that such action takes away the person's personality. However, others tend to surround themselves with people who share a similar personality or whom they admire, admitting that those references end up being an influence on their style and purchasing decisions.

Finally, “REWARD” is the only theme not sharing boundaries with the other themes. The “reward” concept is likely to co-occur close to concepts like “feel”, “satisfaction”, “luxury” and

“personal”. Often in the text “reward” is mentioned as a feeling consumers obtain when they purchase a luxury product, described as compensation for the person’s hard work or a celebration of personal achievements, and the product would be a constant reminder of that milestone. However, the purchase of a luxury product might also serve as a personal gift to compensate for a bad day. Moreover, if the luxury product is of the quiet type, owning that product would be even more special because the sentiment of reward would be felt and enjoyed by the person in private. Notably, the “reward” concept is directly connected to “feel” on the concept map. The “feel” concept has a 15% relevance within the text, and it is directly connected to “personal”. For some participants, purchasing quiet luxury is very personal and private, it is a satisfaction one obtains from owning a high-quality product elegantly designed that fits well and feels comfortable, making the person feel personally fulfilled.

3.2. Sentiment Analysis

The positive and negative comments present in the 31 interviews were identified and then analyzed using Leximancer through the generation of two concept maps each focusing solely on positive or negative comments obtained from the premium brand consumers' responses. The Sentiment Lens configuration automatically detects and understands the sentiments present in the text that are considered relevant and recurrent within the document, identifying the words as favorable sentiment terms and unfavorable sentiment terms (Leximancer Pty Ltd, 2021). This Leximancer feature enhances analysis and is particularly useful for exploring and understanding consumer satisfaction and dissatisfaction with a specific service or experience based on customer reviews (Rodrigues et al., 2019).

3.2.1 Positive Comments

The concept map generated to represent the positive comments identified six positive themes illustrated in Figure (3.2). The most relevant theme was “PRODUCT” with 371 hits, followed by “QUALITY” with 296 hits, “IMPORTANT” with 63 hits, “PIECES” with 22 hits, “PRICE” with 20 hits, and finally “REWARD” with 19 hits.



Figure 3.2 Positive Comments Concept Map (Leximancer Output, 2024)

Table 2.2 Positive Comments Theme Summary (Leximancer Output, 2024)

Theme	Hits	Concepts
PRODUCT	371	product, luxury, discreet, purchase, person, personal, feel, wear, subtle, style, identity, items, attention, decision, satisfaction
QUALITY	296	quality, buy, durability, design, brand, timeless, superior, visible, longer
IMPORTANT	63	important, value, comfort, offer, investment
PIECES	22	pieces, different, fashion, clothing
PRICE	20	price, bag
REWARD	19	reward

The “PRODUCT” theme revealed to have a strong relationship with “QUALITY”, “PIECES”, “IMPORTANT” and “REWARD” since it has common boundaries with these themes. The theme was characterized within the text for the purchase of luxury products with discreet and subtle characteristics that reflect a consumer’s identity and make him/her feel special and personally fulfilled. The “QUALITY” theme shares boundaries with “PRODUCT”,

“IMPORTANT” and “PRICE”, revealing a close relationship with those themes. Within this theme, it was often mentioned the benefits of purchasing a luxury product with superior quality for the durability and comfort the product can ensure. Also, it was considered that having a subtle design is more functional and can be used on many occasions. Additionally, a quiet luxury product that is highly durable will maintain its functionality over time and will be timeless, which avoids constant replacements and promotes sustainable consumption.

When it comes to the “IMPORTANT” theme, there was a close relationship between this theme and both “PRODUCT” and “QUALITY”. This theme was characterized essentially by what consumers value the most in a quiet luxury product. It should have commodity, functionality, and versatility, but it should also ensure reliability to last for many years. As for the theme “PIECES”, it only shares boundaries with “PRODUCT”. In this theme, it was mentioned the benefits of owning a quiet luxury product, which was mainly about the versatility and flexibility that this type of product can offer since it can be combined with other pieces of clothing and be used on different occasions, without going out of fashion as the time goes by. The theme “PRICE”, shows a close relationship with “QUALITY” on the concept map. Within the conversation it was possible to understand that for some participants price is taken into consideration when purchasing a luxury product, referring that there should exist value for money.

Finally, the theme “REWARD” is represented on the concept map intersecting with the theme “PRODUCT”. Within the text it was often mentioned the purchase of quiet luxury as a reward for achieving personal goals, highlighting the pride that is felt in being able to purchase a product that is not normally accessible to everyone or easy to buy.

3.2.2 Negative Comments

The concept map generated to represent the negative comments identified four negative themes illustrated in Figure (3.3). The most relevant negative theme was “PRODUCT” with 109 hits, followed by “WEAR” with 47 hits, “INFLUENCE” with 27 hits, and finally “DESIGN” with 16 hits.

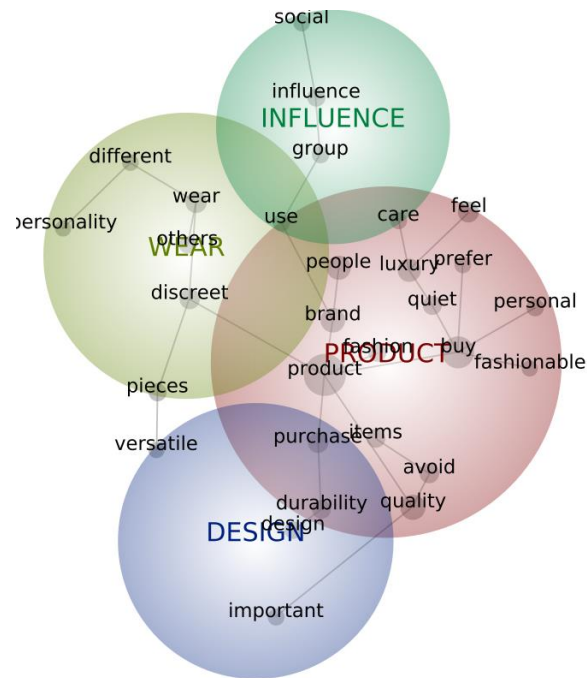


Figure 3.3 Negative Comments Concept Map (Leximancer Output, 2024)

Table 3.3 Negative Comments Theme Summary (Leximancer Output, 2024)

Theme	Hits	Concepts
PRODUCT	109	product, buy, quality, brand, people, luxury, feel, purchase, avoid, durability, quiet, items, fashion, personal, prefer, fashionable
WEAR	47	wear, discreet, pieces, use, others, different, personality
INFLUENCE	27	influence, group, care, social
DESIGN	16	design, important, versatile

The concept map illustrates a strong relationship between the theme “PRODUCT” and the themes “WEAR”, “INFLUENCE” and “DESIGN”. The conversation in this theme is centered around the existence of cheaper products that respondents usually associated with the ones offered by fast fashion brands characterized by their lack of quality due to the use of materials that start to deteriorate with time, which end up not lasting more than one or two years. For that reason, consumers don’t have a good perception of products that are popular now and tend to avoid buying those items. Additionally, some respondents believed some brands launch products with loud designs that are considered fashionable, but they personally don’t enjoy it because they will

eventually get tired of using them or believe that those products will go out of fashion quickly. Other participants said that they don't like to wear products with visible logos because they don't want people to think that they are using the product as a form of ostentation or to advertise the brand. Also, some respondents don't feel comfortable walking in the street with a product that contains big brand symbols because they fear being robbed.

The theme "WEAR" shares boundaries with two themes on the concept map, "PRODUCT" and "INFLUENCE". Throughout the conversation regarding the theme "WEAR" some consumers are not fond of those who buy a product just to follow a trend, they consider that today people all dress the same way and make purchases from the same brands, which is something that reflects lack of personality from their side, thus they tend to avoid it to preserve their identity and to be different from others. Moreover, certain people don't like to feel limited by a very eye-catching product that cannot be used with other pieces or on different occasions.

Regarding the theme "INFLUENCE", the concept map illustrates a close relationship between this theme and both "PRODUCT" and "WEAR". It was mentioned that some people need to fit into a social group that is associated with a type of product and obtain the same social status by acquiring that same product. Beyond that, some participants spoke about the existence of peer pressure within friends and family groups that might influence one's purchase decision unconsciously. However, in other cases, people might be looking for validation from the group and hope to get it by wearing the same products. Beyond that, participants believed that influence might also come from fashion brands by manufacturing products identical to the popular ones, creating a desire for those products. Additionally, the need to belong and be part of what others are wearing, often mentioned as the fear of missing out, is especially promoted on social media through the content suggested by certain communities or through digital influencers that automatically turn a product into a bestseller.

When it comes to the theme "DESIGN" it only shares boundaries with the theme "PRODUCT". Throughout the conversation respondents believed that products with loud designs won't be versatile, they will get easily tired of them and consequently, those products won't have durability. Moreover, some participants worry about the impact that the fashion industry has on the environment and speak about the existence of extreme consumption. For that reason, it was pointed out the importance of investing in products with quality and a design that prevents constant purchases of the same item, thus avoiding consumerism.

Chapter 4. Discussion

A general concept map (Figure 3.1) was produced to identify the main themes and concepts that represent the motivations to purchase quiet luxury based on interviews with consumers of premium brands. Another objective involved exploring consumers' perceptions of quiet luxury through the positive and negative comments obtained in the interviews. For that purpose, a sentiment analysis of the comments was conducted, and two concept maps were generated, one representing the positive comments (Figure 3.2) and the second one for the negative comments (Figure 3.3).

4.1. Consumer Motivations to Purchase Quiet Luxury

Five main themes related to consumer motivations were identified in the general concept map, where “product”, “durability” and “wear” were associated with product characteristics, while “personality” and “reward” were connected to personal motivation.

4.1.1 Product Characteristics

The most frequently mentioned theme was “product”. Consumers discussed the benefits of quiet luxury products, emphasizing that people buy them for their quality, craftsmanship, and design, as well as for the satisfaction of making a good investment. Thus, it was proved that intrinsically motivated consumers tend to focus more on the product's quality and its ability to deliver personal pleasure (Truong & McColl, 2011). Additionally, those who are not interested in attracting attention appreciate discreet items, value the product for its qualities, and often choose to purchase from a brand that aligns with their personal values. These consumers are more predisposed to select products that are in line with their beliefs and the person they are, thus opting for subtle luxury options (Shao et al., 2019a).

The “durability” theme comes as the second most relevant theme in the text. A product that could offer durability was highly important to consumers as this characteristic is closely linked to the product's quality. This supports the idea that a consumer would be motivated to purchase a luxury product for the quality and satisfaction that comes from owning it (Truong, 2010). Additionally, products with a subtle design contribute to their timelessness, ensuring their durability over a long period which is often mentioned among consumers as a sustainable act. This

supports Roberts and LeRolland (2023) idea that consumers have become more aware of their purchases and the impact it has on the environment, looking for high-quality products with timeless and durable attributes.

When it comes to “wear”, it was the third most frequently mentioned theme within the text. Consumers noted that they tend to wear products that differ from what most people buy, finding discreet products more versatile to pair with other pieces of clothing, as they remain timeless and never go out of fashion. This opinion confirms the flexibility of quiet luxury, where the absence of branding allows it to be worn in various contexts, thereby extending its lifespan (Eckhardt et al., 2014; Wu et al., 2017).

As mentioned before, there is a close connection between the product’s quality and durability. Such a relationship can be explained by the overlap between “product” and “durability”. Furthermore, design features like the absence of a visible logo help to avoid external attention, further contributing to the product’s extended durability. This connection is represented by the simultaneous overlap of themes “product”, “durability”, and “wear”, highlighting the idea that contrary to loud luxury a discreet product offers more privacy, and its ambiguity enables consumers to give new meanings to the product over time, as defended by Eckhardt et al. (2014).

During this first part, it was possible to observe that the most important product characteristics to consumers were quality, durability, timelessness, and discreteness, consisting of the essential motivational factors considered when purchasing a quiet luxury product. Consumers value the functionality and utility that a subtle product provides, but also its flexibility and versatility in terms of being suitable pieces for any occasion. Consumers were also motivated by the longevity of the product, making it a more sustainable purchase.

4.1.2 Personal Motivation

The “personality” theme appears on the concept map as the fourth most relevant theme. Consumers believe personality plays an important role in the purchasing decision. Depending on the person’s style she will opt for products that reflect her personality and allow her to express her own identity. This confirms the study of Atkinson and Kang (2021) who claimed that consumers have been appreciating minimalistic luxury products with which they relate and enable them to express their identity. Additionally, some consumers tend to avoid products bought by many people because they consider that such action takes away a person’s personality, hence opting for products that

allow individual expression and disassociation from the mainstream, as studied by Kauppinen-Räsänen et al. (2018).

However, even though some might seek subtle products for uniqueness, choices made by others still have an impact on their decision (Brandão & Barbedo, 2022). The present study found that some consumers tend to surround themselves with people who share a similar personality or whom they admire, admitting that those references end up being an influence on their style and purchasing decisions.

When it comes to the “reward” theme, it was often mentioned as a feeling that consumers obtain when they purchase a luxury product, described as compensation for the person’s hard work or a celebration of personal achievements, making the product a constant reminder of that milestone. This perspective aligns with previous literature that stated that intrinsic desires such as satisfaction, pleasure, and self-reward can be achieved through the consumption of luxury (Truong & MacColl, 2011; Guido et al., 2020; Shahid & Paul, 2021). Moreover, wearing a quiet luxury product the sentiment of reward would be enjoyed in private, making the consumer more emotionally connected with the product (Makkar & Yap, 2018a).

Regarding this section, it is possible to observe in the concept map that the theme “personality” overlaps with both “product” and “wear”. This relationship reflects that personality has a certain role in the selection of a quiet luxury product since it should enable him to express his identity when wearing the product. The present study found that those who are more discreet tend to appreciate minimalistic designs that don’t draw too much attention to themselves in public. This perspective highlights the difference between inconspicuous and conspicuous consumption, where the latter is often related to the purchase of loud luxury products to facilitate external perceptions about one’s social status (Pino et al., 2019; Eastman et al., 2022).

The key insights taken from this part show that consumers are drawn to quiet luxury products because they align with their personality and help express their identity. Some prefer discreet items to stand out from the crowd, while others are influenced by people they identify with. Additionally, quiet luxury serves as a personal reward, offering satisfaction through private enjoyment.

4.2 Consumers’ Perceptions of Quiet Luxury - The Positive and Negative Factors

In this phase, two concept maps were generated from the positive and negative comments obtained during the interviews. The concept map based on positive comments (Figure 3.2) revealed six main

themes: “product”, “quality”, “important”, “pieces”, “price”, and “reward”. As for the negative comments (Figure 3.3), Leximancer software identified four key themes: “product”, “wear”, “influence”, and design.

4.2.1 Positive Sentiments

Most of the positive comments gathered during the interviews were especially related to the theme “product”. Consumers spoke positively about luxury products with discreet and subtle characteristics, saying that they reflect personal identity and make a person feel special and personally fulfilled when wearing the product. This perspective confirms that a person might be motivated to purchase a luxury product that is not explicit because she is intrinsically guided rather than extrinsically (Shao et al., 2019b; Eastman et al., 2022).

The theme “quality” was the second most frequently mentioned. Consumers often highlight the benefits of purchasing a quiet luxury product, pointing out its superior quality and subtle design, which enhance durability. As it was observed by Wang (2022), people can be motivated to buy luxury for the product’s attributes that they appreciate, as well as for the satisfaction derived from it. Additionally, some consumers noted that a quiet luxury product, due to the absence of visible branding, maintains its functionality over time and remains timeless, reducing the need for frequent replacements and encouraging sustainable consumption. Such behavior was supported by Feng (2022) who notes that buying less but better has become the new motto among consumers who are investing in longer-lasting products.

When it comes to the “important” theme, it highlights what consumers value in a quiet luxury product. It should offer comfort and functionality, but consumers also emphasize the importance of reliability to ensure the product lasts many years, justifying the investment. Attention to product characteristics tends to be valued by consumers whose purchase intentions are not necessarily influenced by social recognition (Purohit & Radia 2022).

The theme “pieces” was the fourth most frequently mentioned. The conversation centered around the versatility and flexibility of quiet luxury products. Consumers particularly enjoyed the fact that they had the freedom to combine these products with other pieces of clothing and use them on different occasions, without going out of fashion as time went by. This confirms that the advantage of discreet luxury over loud luxury lies in its versatility, as the absence of prominent

branding allows the product to be worn in a variety of settings (Eckhardt et al., 2014; Wu et al., 2017).

Regarding the theme “price”, it was possible to understand that for some participants the product’s price is taken into consideration when purchasing quiet luxury, referring that there should exist value for money. It has become more common among consumers to seek brands that balance quality and affordability (Chatterjee et al., 2023). This theme supports the emergence of new luxury brands that offer high-quality products at prices relatively more affordable than those offered by top luxury houses and targeted to a broader consumer segment (Truong et al., 2008; Silverstein, 2014; Kumar et al., 2020).

Finally, “reward” was the least frequently mentioned theme in the conversation. Nevertheless, consumers considered the purchase of quiet luxury as a reward for achieving personal goals, highlighting the pride felt for being able to purchase a high-quality product that is not normally accessible to everyone or easy to buy. This theme aligns with previous literature that stated that a consumer’s need for uniqueness can impact the purchase intentions for luxury (Bain & Forsythe, 2012).

In this section, it was possible to understand that the themes “product”, “quality”, and “important” have a strong relationship among them. This relationship shows that consumers place great importance on product characteristics namely quality and design, as well as the practical benefit they offer in terms of commodity and long-term usability, which are usually valued by individuals who are intrinsically oriented and not prestige-seeking (Truong, 2010; Truong & McColl, 2011). Similarly, the close relationship between “product” and “pieces” pointed out one advantage of quiet luxury that concerns its versatility, which is not easy to obtain from a product with loud features (Shao et al., 2019a). As for “quality” and “price”, both themes observe a close connection that represents an important balance that consumers often value when purchasing a luxury product. Furthermore, the overlap of “product” with “reward” expresses the personal fulfillment and satisfaction felt from the purchase of quiet luxury. This shows that internal motives such as personal gratification or feeling comfortable with oneself are highly valued in inconspicuous consumption (Truong & McColl, 2011; Guido et al., 2020).

Participants positively spoke about subtle products’ characteristics and how wearing these types of products makes them feel. Related to this, respondents appreciated products with superior quality and a subtle design because of their functionality, and versatility, but also for the durability

and timelessness those products guarantee. Moreover, the existence of a good price/quality relationship had an important weight in the purchase decision of any quiet luxury product. It was also revealed by consumers a certain satisfaction when they feel personally proud of being able to afford a quiet luxury product.

4.2.2 Negative Sentiments

Most of the negative comments gathered during the interviews were especially related to the theme “product”. In this theme, it was possible to understand that consumers didn’t have a good perception of popular products, often associated with a lack of quality and durability, which makes them avoid buying those items. This shows that consumers of luxury brands are familiar with the product attributes and inherent quality (Nia & Zaichkowsky, 2000). Additionally, consumers often avoid wearing products with visible logos because they tire of them quickly or fall out of fashion. They also prefer to avoid the impression of showing off, and many feel uncomfortable wearing items with large brand symbols in public due to fear of theft. This aligns with inconspicuous consumption and reflects a preference for more subtle signals that are unrecognizable by the mainstream (Berger & Ward, 2010; Eckhardt et al., 2014; Ho & Wong, 2022).

The theme “wear” was the second most frequently mentioned. Some consumers are critical of those who purchase products solely to follow trends, believing that many people today dress the same way and buy from the same brands, which they view as a lack of personality. To preserve their individuality, they tend to wear pieces that differ from what others are wearing. This touches on previous research about the rarity factor that adds value to the product and its owner, but if everyone starts owning the same product then its exclusivity would be diluted (Shukla et al., 2016; Kapferer & Valette-Florence, 2018).

Concerning the theme “influence”, many consumers believe that some individuals seek to fit into certain groups to achieve similar social status or to gain acceptance and validation within those groups, which is supported by Mortelmans (2005) and Nwankwo et al. (2014) research. It was also noted that peer pressure from friends and family can unconsciously influence an individual’s purchasing decision. Beyond that, influence might come from fashion brands manufacturing products identical to the popular ones, creating a desire for those pieces. Additionally, the fear of missing out, driven by social media often pushes people to follow trends.

This confirms that people seek to shape their style based on what others in their social environment wear (Pandelaere & Shrum, 2020).

The theme “design” was the fourth most mentioned. Consumers expressed their concern about the environment and pointed out the importance of investing in products with quality and a design that prevents constant purchases of the same item, thus avoiding consumerism. It was believed that loud designs wouldn’t be versatile and consequently, those products wouldn’t have durability. This theme supports a shift in consumer mindset, as individuals become more conscious of the impact of their purchasing decisions, leading to a departure from conspicuous consumption toward more subtle choices (Eckhardt et al., 2014).

The results show a strong relationship between “product” and the three themes. In general, consumers spoke negatively about mainstream consumption of the same products and proposed discreet items as an alternative for those who seek to be different, which is represented by the overlapping of “product” and “wear”. However, groups and social media maintain a certain weight in an individual’s purchase decision that for some is not easy to avoid, which touches Jebarajakirthy and Das (2021) research and is reflected by the overlap of the theme “influence” with both “wear” and “product”. Furthermore, from the close relationship between “design” and “product”, it was possible to understand that products with designs that cannot be easily worn or combined would likely be put aside or replaced, promoting a never-ending cycle of consumerism.

It was possible to conclude that consumers tend to avoid popular products, revealing concerns about low quality and short lifespan, and view buying trendy items as lacking individuality. Many steer clear of loud products, seeing them as limited and likely to go out of fashion or to avoid attracting attention and appearing ostentatious. Additionally, some buy luxury items to align with higher social status, influenced by family, and friends, or to fit into certain groups. Fashion brands and social media also shape purchasing decisions. There is growing concern about overconsumption and its environmental impact, emphasizing the need for more sustainable consumption habits.

Conclusion

Conspicuous consumption has long been associated with luxury, centered on signaling wealth and status through loud product features easily recognized by others (Shao et al., 2019a). However,

another type of consumption has experienced growth in the luxury market. Inconspicuous consumption reflects a preference for more subtle signals that are unrecognizable by the mainstream (Berger & Ward, 2010; Eckhardt et al., 2014; Ho & Wong, 2022). Based on thirty-one semi-structured interviews with premium brand consumers, this study identified the key themes driving consumers' motivations to purchase quiet luxury. Additionally, examining consumers' sentiments about quiet luxury revealed the positive and negative factors shaping their motivations, offering deeper insights into their perspectives on the concept.

Results found that premium brand consumers were highly motivated to purchase quiet luxury products because of the product's characteristics, such as quality, comfort, functionality, and design. Moreover, in certain cases, quiet luxury products should be considered an investment so that the person would be motivated to purchase one. This is plausible since such products tend to be offered at relatively high prices. For that reason, it is desired that the product lasts. Similarly, durability is one of the most considered product characteristics among consumers since a product with superior quality incorporates materials that will not deteriorate easily or with time. With the certainty of durability, consumers would not need to replace the product with a new one. Additionally, consumers were driven to buy quiet luxury products because of their discreet design. They go well with many pieces of clothing that allow several combinations, making it a product that sustains season after season.

It was demonstrated in this study that personal motivation plays an important role in the purchase of quiet luxury. Consumers are drawn to products with discreet designs particularly when they are discreet people themselves, thus minimalistic and non-gaudy items tend to be what they will look for in a product. Beyond that, products that are flexible to wear, especially when they don't have a visible logo, or a flashy pattern allow consumers to express their identity better as the creation of different styles is possible. The results also showed that consumers can be motivated to buy quiet luxury when they see others wearing these products and either recommending them or expressing satisfaction with their purchase, influencing others by signaling that the product is worth buying. Additionally, consumers were driven to buy quiet luxury as compensation for hard work or a celebration of personal achievements. But in some cases, it was found that quiet luxury might be used as emotional compensation for a bad day in the form of a gift that the consumer offers to himself.

In this study, results revealed that consumers have different perspectives on quiet luxury and that either positive or negative factors can guide their purchase decisions for these products. It was found that consumers would purchase a subtle product because it provides them satisfaction, for owning something with quality and a superior design, that fits well on the body and offers many functionalities. Moreover, the study reveals that for these types of products, the quality must justify the price, as consumers highly value durability and expect the product to last for many years. Similarly, a subtle product should ensure timelessness in terms of design, not only allowing the consumer to wear it for many years but also the ability to pass it to the next generation, which many consumers value because it adds a special meaning to the product. Aligned with this thought results revealed that for some consumers a quiet luxury product is worth buying because its durable and timeless characteristics make it a more sustainable purchase as it prevents constant purchases of the same product or for other products. However, consumers might perceive the product as special to them because it symbolizes an important achievement that only they can understand, making quiet luxury a personal purchase that can be appreciated in privacy. Furthermore, results show that people, in general, feel personally proud for being able to acquire a luxury product that is not in many cases easy to afford.

Results showed that most premium brand consumers don't have a positive perception of products in high demand since they usually associate them with those offered by brands whose products don't have good quality not being, in their opinion, something worth buying. Also, mainstream consumption of a product reflects a lack of personality. For these reasons, some consumers opt to invest in good products with distinctive features. However, for many consumers what others wear has a significant influence on their purchase decisions either to be accepted within a group or because it was a recommendation from a friend or a family member. Beyond that, influence coming from social media and fashion trends also has the power to shape his/her consumption behavior. Additionally, results demonstrated that consumers tend to prefer quiet luxury products because they find loud luxury limited in terms of usability and tiring to use in the long term, with the prospects of not being the current fashion for too long. Also, consumers don't want to appear ostentatious in the eyes of others or unsafe to be wearing something that calls too much attention. Furthermore, certain consumers were motivated to purchase quiet luxury because they worry about the impact their purchasing behaviors might have on the environment, opting for products that prevent consumerism from their side.

Theoretical Contribution

Previous research has shed light on the motivations behind the consumption of both quiet and loud luxury (Shao et al., 2019; Pandelaere & Shrum, 2020; Jiang et al., 2021; Eastman et al., 2022). Much of this work has focused on the consumer segment traditionally targeted by luxury brands (Truong & McColl, 2011; Brandão & Barbedo, 2022). However, studying consumers of premium brands offers a broader perspective, as these brands' products are often perceived as more accessible (Batat, 2019). Furthermore, this study presents an opportunity to delve into the quiet luxury trend and better understand the factors driving the shift in consumer behavior toward it (Eckhardt et al., 2014; Wu et al., 2017; Makkar & Yap, 2018b).

This research addresses the gap by identifying the motivations of premium brand consumers to purchase quiet luxury products. Through open discussions with participants, key motivational drivers behind these purchases were uncovered, and a greater perspective on premium brand consumers and their preferences was obtained. Additionally, the study explored participants' sentiments toward quiet luxury, highlighting both positive and negative factors that influence their purchase decisions, contributing to the expansion of existing literature on quiet luxury.

Practical Contribution

Understanding the motivations behind premium brand consumers' purchases of quiet luxury provides valuable insights for premium brands and their managers. The findings reveal that consumers have diverse preferences when it comes to luxury products; depending on their values and aspirations, individuals may opt for either loud or discreet luxury items. By gaining a deeper understanding of these preferences, managers can better tailor their marketing strategies to align with consumers' values and desires.

With the insights obtained, premium brands can design products that mirror the quiet luxury aesthetic, ensuring that they meet this target audience's functional and personal needs. Managers should emphasize superior craftsmanship and subtle sophistication to attract consumers who value excellence over conspicuous branding. Additionally, managers should demonstrate that quiet luxury products offer more than just a subtle design, emphasizing their superior quality and functionality. These attributes are highly valued by consumers and should justify the premium price of such products. Furthermore, consumers don't like to feel limited by a product, thus, to

highlight the versatility of quiet luxury, the various ways a subtle item can be styled for different occasions could be demonstrated.

Since many consumers are highly motivated to buy a product based on what others are wearing, managers should use social media platforms as a tool to inspire and make recommendations using content especially directed to this audience. Moreover, it was concluded that most of these consumers are concerned about sustainability and are aware of the consequences coming from extreme consumption. Taking this into consideration brands can use quiet luxury products as an alternative to consumerism by promoting a quality over quantity mindset and demonstrating that these products can last over generations, making them special to those who wear them because they tell stories. Also, by having a deeper knowledge of consumers' motivations and sentiments regarding quiet luxury, brands can build stronger long-term relationships with their customers, fostering brand loyalty.

Limitations

Despite providing valuable insights about consumer motivations and the consumption of quiet luxury, this research has limitations. Even though the study's interviews were prepared to be conducted with premium brand consumers who were able to speak either Portuguese or English, the majority of participants had Portuguese nationality. Also, the answers obtained from the interviews were mostly from female participants than males which did not make it possible to compare eventual differences in opinions based on gender. Similarly, it was difficult to compare possible divergences in perspectives across generations since the sample was not very big or some ages were not representative enough, to allow that comparison.

Future Research

It is suggested that future research focus on other nationalities to gain valuable insights into how the perspective of quiet luxury and purchase motivation change across different countries, and study how culture can influence consumer motivations to purchase quiet luxury in the context of premium brands. Moreover, it would be interesting to investigate how fashion brands welcomed

and adapted to the change in consumers' mindset brought by the quiet luxury trend, as well as the impacts of this trend on the fashion industry according to its professionals.

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Annexes

Annex A – Questionnaire

Dear participant,

I hereby request your collaboration and willingness to participate in this questionnaire, which aims to obtain and collect data for my Master's thesis in Management at ISCTE Business School. **The research objective is to understand the motivations behind the consumption of discreet and subtle luxury products (quiet luxury) in the context of premium brands.**

The total time required to complete the questionnaire will not exceed **10/15 minutes**.

- All answers will be used only for the purposes of the study.
- All information obtained will be treated confidentially and anonymously.

Your participation is highly valued and appreciated!

In need of any clarification, feel free to contact me through mail: leonor.serrano2122@gmail.com

Thank you for your availability!

Questions

1. I voluntarily agree to participate in this research study.
 - Yes
 - No
2. How old are you
 - 18-25
 - 26-35
 - 36-45
 - 46-55
 - >55
3. What is your gender?
 - Male

- Female
 - Non-binary
 - Prefer not to say
 - Other
4. What is your occupation?
- Student
 - Employed
 - Unemployed
 - Retired
5. What is your higher education level?
- Middle school or equivalent
 - High school
 - Undergraduate
 - Master's degree or Postgraduate
 - PhD
6. What is your nationality?
- Portuguese
 - Other
7. Do you buy, or have you ever bought, products from premium brands?
- Yes, I buy.
 - What premium brands do you shop at? Please refer to which one(s).
 - How often do you buy?
 - How long have you been buying from these brands?
 - Yes I already bought.
 - What premium brands have you shopped at? Please refer to which one(s).

Annex B – Interview Structure

(Structure inspired by Makkar and Yap (2018a))

Part One: Introduction

A brief introduction of the context and objectives of the study is given to the participant, as well as an indication of how the interview will be conducted to make the participant more comfortable.

Important definitions of the study are briefly explained to the participant so that he/she becomes more familiarized with the concepts of ‘premium brand’, ‘conspicuous luxury consumption/loud luxury’, and ‘inconspicuous luxury consumption/quiet luxury’.

Part Two: Main Questions

(Questions inspired by Berger and Ward (2010); Eastman et al. (2022); Guido et al. (2020); Shahid and Paul (2021); Wu et al. (2015))

1. Tell me about a product you purchased from a premium brand.
2. What factors drove your purchasing decision?
3. What motives can drive you to avoid buying items that are typically bought by most consumers?
4. Why would someone be motivated to purchase luxury not for ostentation?
5. What characteristics should a product have to encourage a consumer with discreet tastes to buy it?
6. Do you think a luxury product has a greater ability to meet specific functional needs when it has a more subtle design? How?
7. How can expressing personal identity motivate the purchase of products with discreet designs?
8. How do social circles and peer groups might influence your preference for quiet luxury?
9. What benefits should a quiet luxury product offer to make it feel worth buying?
10. How can buying a quiet luxury product satisfy the desire for personal pleasure or satisfaction?
11. How can achieving personal fulfillment motivate you to buy quiet luxury products?
12. How can the feeling of reward drive the purchase of a quiet luxury product?
13. How important is it to invest in high-quality products? Why?
14. In what ways can durability affect your decision to buy products with discreet features?
15. What are the main factors that might motivate you to purchase products with a more discreet design or a less visible logo? Why?

Annex C – Table

Table A.1 Interview Questions Inspiration

Source	Questions from Literature	Modified Questions
(Eastman et al., 2022)	Can you think of any other brands or products in which consumers may prefer the "quieter" or no visible logo on their product?	What characteristics should a product have to encourage a consumer with discreet tastes to buy it?
(Eastman et al., 2022)	Why do you think someone might prefer the more subtle logo version?	What are the main factors that might motivate you to purchase products with a more discreet design or a less visible logo? Why?
(Wu et al., 2015)	Thinking back to your last luxury product purchase, what feelings did you have when you bought the product? And afterwards when you used the product?	Tell me about a product you purchased from a premium brand?
(Wu et al., 2015)	Did you feel you had somehow "made-it" by buying this product?	What factors drove your purchasing decision?
(Wu et al., 2015)	Did you feel it fulfilled a function? What function?	Do you think a luxury product has a greater ability to meet specific functional needs when it has a more subtle design? How?
(Wu et al., 2015)	Did you feel you got value for money with this product? Why?	What benefits should a quiet luxury product offer to make it feel worth buying?
(Wu et al., 2015)	Did you feel you had made a good choice because of the superior design?	How important is it to invest in high quality products? Why?

(Berger & Ward, 2010)	When purchasing clothing and apparel, how important is it to you to choose items that differentiate you from mainstream consumers?	How can expressing personal identity motivate the purchase of products with discreet designs?
(Berger & Ward, 2010)	How important is it for you to avoid things that typical mainstream consumers would buy?	What motives can drive you to avoid buying items that are typically bought by most consumers?
(Berger & Ward, 2010)	Which bag would you use if you were going out with a bunch of your peers and all of them would see your bag?	How does social circles and peer groups might influence your preference for quiet luxury?
(Guido et al., 2020)	Purchase luxury goods because it's a modus vivendi, and it is completely different from ostentation.	Why would someone be motivated to purchase luxury not for ostentation?
(Guido et al., 2020)	Purchase luxury goods because they are high quality and long-lasting goods.	In what ways can durability affect your decision to buy products with discreet features?
(Shahid & Paul, 2021)	Luxury brands are one of the sources for my own pleasure	How can buying a quiet luxury product satisfy the desire for personal pleasure or satisfaction?
(Shahid & Paul, 2021)	Self-actualization is an important motivator for my luxury consumption	How can achieving personal fulfillment motivate you to buy quiet luxury products?
(Shahid & Paul, 2021)	Reward for hard work or that I feel I have earned or am entitled to is an	How can the feeling of reward drive the purchase of a quiet luxury product?

	important motivator for my luxury consumption	
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