

Appendixes

1. Interview Guide

First thing to ask before starting to interview the person: « How old are you? »

If the person is in the right age range, then we can begin the interview.

Age: __

- Explain to each participant why he/she is present and thank him/her in advance for their help and the time they are giving you.
- Reassure the respondent that everything is confidential and ask the permission to record the interview.
- Explain that there is right or wrong answer and that we do not expect a certain type of answer. The purpose is to have their honest opinions and feelings.

Part 1: Description of the Individual:

- What is your first name?
- What is your profession?
- What is your country/city of residence?

Part 2: In Depth open-ended Questions:

1. For you, what is a luxury product and what does luxury mean?

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

4. If you were to buy a luxury product what would be your motivations behind it?
5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?
6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?
7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?
8. Could you list a few luxury brands that you like and for which reasons do you like those brands?
9. What is your opinion on luxury brands that support causes (environmental, social,)? Do you think it is important for luxury brands to be implicated in a cause?
10. How often do you leave feedback (or reviews) about products or purchase experiences?
11. Is it important that luxury brands respond to the feedback they receive from consumers?
12. How important is it to you that luxury brands ask for your opinion?
13. Do you think that luxury products provide a way to create self-identity?
14. Can the consumption of luxury goods be used to reflect personal characteristics and values?
15. Do you believe it is important to have customized luxury products? If yes, what appeals to you in customized luxury products?
16. Are you concerned about what other people think of your purchases? Who exactly? Your family, your friends?
17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?
18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?
19. Which do you believe brings more personal fulfillment?

20. How important is it for luxury brands to interact with their customers on social media?

21. What do you think is the most important aspect about the presence of luxury brands on social media?

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns

End... Thank them for taking the time to answer

2. Interview Transcripts

Transcript Interview 1

How old are you? I am 29 years old

What is your name? Lili

What is your profession? I am an advertiser

What is your country/city of residence? Spain, Barcelona

1. For you, what is a luxury product and what does luxury mean?

P: I think a luxury product is an expensive and exclusive object that only certain amount of people can purchase. And I also think it gives them status and prestige. For me luxury means exclusiveness, the best quality and service in traveling and living.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: Definitely the travelling, hotel, tourism category. For me it is really number one, maybe because it is the one I am most interested in. I would say that of course the fashion, bags, and accessories category also makes me think of luxury. Those are the 2 think that resonate with me the most when I hear the word luxury.

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

P: I don't consume luxury products at the moment. But, I hope I can experience luxury travelling sometime in my life, which is honestly the only type of luxury that I would really want.

4. If you were to buy a luxury product what would be your motivations behind it?

P: If I were to buy a luxury product it would be for the unique and creative designs. I would be willing to pay more money on a product if it something different and specific that I can't find anywhere else. As for luxury services like travels it would really be to treat myself.

5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?

P: I am not sure. I think I would look for creativity and originality, so I think I would choose the brand according to that.

I: When you say creativity and originality, you mean of the product?

P: Yes. I would look at the look of the product and for me it needs to be creative and original. But, I guess if the brand itself is creative and original in another way than just their products, then it could influence me even more to select that brand.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I would say what they stand for? I mean their values kind of. Like the respect for animals and also the respect and integrity for women in their campaigns and communication strategies. I think this is something that could definitely influence my purchase decision in a positive way.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: I would say first of all maybe the absence of transparency and honesty. Also, I feel that tolerance is important so if the brand doesn't have that then I would not buy from them. And also the lack of creativity would influence negatively in my decision to buy a brand since for me it is very important.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: In fashion I like Calvin Klein, Balmain and Moschino because of their communication and advertising style. I also like their products and would one day like to buy some.

In car brands I like Audi and Range Rover because I love the products they offer and what they transmit through their brand essence.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I believe that the luxury brands that support causes have a good impact on young people nowadays because I think they are a generation that is concerned about the environment and what is going on in the world. I think that these brands earn a lot of money and it is important for them to have a bit of social and environmental responsibility and to give back.

I: Can you give me some luxury brands that support causes?

P: yes, Stella McCartney is involved in a lot of environmental and animal causes.

10. How often do you leave feedback (or reviews) about products or purchase experiences?

P: Only if I have a bad review or comment, so not very often.

I: So when you have a positive experience with a product or service you never leave a review?

P: No never. Maybe I should. It's true that it is important for brands to know what they are doing well as well as the things they are doing wrong.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, I feel It is important for every brand to have a two-way communication with their consumers. I believe that currently most brands do it through social media and it gives me a little bit of confidence to trust them.

12. How important is it to you that luxury brands ask for your opinion?

P: I think it is very important because I believe that sometimes consumers have a better perspective of what a brand can do to improve and they can provide useful insights, especially because they are the ones who are consuming the product or the service.

13. Do you think that luxury products provide a way to create self-identity?

P: I think they provide maybe an aspirational self-identity. They go beyond of what massive brands do and offer a unique and exclusive, high-standard way of living.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: I think in many cases it can reflect personal values like shallowness and carelessness for money. Also, I think some people can consume luxury goods to stand out from the rest of the people and be noticed.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I don't really understand what you mean by customized products

I: By customized products I mean products that you can personalize, like Nike did with their shoes.

P: Oh, than yes I think it is important, but I don't really see how luxury brands would be able to do that. I am not very familiar with customized luxury products.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: I like to see what my friends buy and what brands they use and I think they are concerned as well about what I buy, so yes.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: I would definitely ask for opinions before I buy a luxury good, I would look for both reviews from people and also close relatives' opinions

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: I tend to spend more on life experiences like concerts, music festivals and travelling than on material goods.

19. Which do you believe brings more personal fulfillment?

P: I believe life experiences like travelling and music festivals give me more personal fulfillment because they enrich me as a human being and give me unforgettable memories, Material goods don't really last forever. But the memories do.

20. How important is it for luxury brands to interact with their customers on social media?

P: I think it is essential for luxury brands to interact with their consumers on social media because it narrows the distance between them and provides of space of more personal dialogue.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: I think the transparency and constant communication for a luxury brand is its most important aspect in social media. Also the ability to provide interesting content that brings the brand closer to its consumer.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I feel sensitive to luxury fashion & jewelry brand strategies in print media and social media because I like the fashion industry and photography, maybe it's because I am an advertiser and also working in print that I notice those most. I also feel engaged with luxury traveling brands and car brands' strategies in general but in a more emotional and aspirational/motivational way.

Transcript Interview 2

What is your name? My name is Armin

How old are you? I am 26 years old

What is your profession? I am a student, I am doing a Master of Science in Finance

What is your country/city of residence? Germany, Biberach

1. For you, what is a luxury product and what does luxury mean?

P: For me luxury products are products that are very expensive. Products that you can't buy every month with your normal salary without having extra money on the side for it.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: Definitely first it would be automobiles, for me it is the ultimate luxury product. Then I would say also the fashion category.

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

P: Right now no. Being a student makes it nearly impossible to consume luxury products because I don't have the money to buy this type of expensive products. But in the future If I have a regular and sufficient income then yes I would like to consume luxury products.

4. If you were to buy a luxury product what would be your motivations behind it?

P: Umm I am not sure

I: Why do you buy the product? What are your reasons for selecting a luxury good?

P: Because the product is of higher quality. For example, for me if I have to buy a car there are differences in quality and it is something that I consider when choosing. I want to make sure I get quality for what I pay.

5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?

P: This is difficult for me to answer because I don't really have one favorite brand, I just think about the product I am looking for but the brand is not that important. So I think I would just choose a product that I like aesthetically and it doesn't really matter what brand it is from as long as I like the product.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I think some positive aspects for me are the advertisement, whether I like it or not. Because if I like it I will have a more positive image of the brand. Also the way they treat their employees is important, also the countries in which they are located in. Like for example if the brand is made in Germany, for me it's a positive thing.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: If the quality is way too bad for the price I pay than I would not pay from that brand.

And also if the employees of the store are not friendly and treat me like I am not worth it because they think that I can't afford anything in the store. Then I would immediately walk out and never consider that brand again.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: For cars I like the brand Mercedes.

And otherwise when it comes to fashion I like brands like Hugo Boss or Lacoste, they have a simple aesthetic which is exactly my style.

9. What is your opinion on luxury brands that support causes (environmental, social...)

P: I think it is important to give something back to the environment and support social causes, but this should be done from the heart and because brands want to do it not just to have a good image which I think most brands do it for. If it comes from the heart than brands need to go further and change themselves and their products to be more respectful and ethical.

10. How often do you leave feedback (or reviews) about products or purchase experiences?

P: Honestly ... Never

I: Don't you think it is important?

P: Probably, but I forget most of the time.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes I think it is important to take the time to respond to every customer not only for luxury brands but for every brand. However, because of the price of the products I think it is particularly important for luxury brands. People are not going to accept to complain and have not answer in return considering the price they paid.

12. How important is it to you that luxury brands ask for your opinion?

P: Honestly it isn't that important for me that they ask for my opinion. What I care more about is if I get an answer from them if I have any concern.

13. Do you think that luxury products provide a way to create self-identity?

P: I don't think so. Personally I would just buy a luxury item, if it has better quality or If I just like the look of the product. So for me on that aspect it doesn't really matter if the shirt comes from H&M or Hugo Boss, as long as I like the product.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: For me personally it doesn't matter at all and I would not consume luxury goods to portray my values or characteristics, but some people think they might be something better if they consume only luxury goods, so I guess some people would use luxury goods to reflect who they are, or even more portray the person they want other to see.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I have never bought something customized, but I think it is a nice idea, to have something unique that no one else has. I like the concept.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: No I don't really care; I just buy what I like.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: It would depend on the price of the luxury product. If it is a small item I would not think about talking to somebody else about it, but if it is a car or something big that you might need a loan for, than I would definitely ask my family or friends.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: It depends on the good or experience. I really like to travel a lot and when I travel I like to spend my money on nicer hotels. But at the same time I really like to drive a nice car, not something extremely luxurious like a Ferrari, but something luxurious but on the more affordable side of luxury.

19. Which do you believe brings more personal fulfillment?

P: I don't really see personal fulfillment in luxury goods, for me "products" are not what fulfills you in life. So I would say experiences, especially for me things that involve my family or friends, which I think is really what is important.

20. How important is it for luxury brands to interact with their customers on social media?

P: I don't really know because I might be the only person in the world without any social media. But I guess it's a nice way to interact with younger consumers who are normally very present on social media.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: I really don't know anything about social media.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns

P: I would say sponsoring and TV ads are the ones I am most sensitive to. Maybe because it is the ones that luxury car brands use the most and since it is what I like most in luxury I am more sensitive to it.

Transcript Interview 3

How old are you? I am 24 years old

What is your name? My name is Coline

What is your profession? I am a student

What is your country/city of residence? I live in France, in Toulouse

1. For you, what is a luxury product and what does luxury mean?

P: I guess for me luxury is something that is expensive, to some extent rare.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: It will be :Fashion, perfume and luxury, jewelry, tourism and hospitality

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

P: I guess I buy luxury perfume and luxury cosmetics but that's about it for now. And in the future I don't know maybe I will consume more.

4. If you were to buy a luxury product what would be your motivations behind it?

P: I think that the aesthetic aspect would definitely be important but it should be something out of the ordinary, innovative. It has to be something I really enjoy for what it is and not for the brand it represents.

5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?

P: It will be for The design that I like something modern and innovative, and maybe the price, anything but without thinking too much about the brand.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: It needs to be modern and innovative. I need to like the aesthetic. And then the brand must be environmental and animal friendly. A good marketing campaign may help too.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: If I know that the brand is not respecting the environment, human rights and animals in their production process, I would definitely refrain from buying from them. For me that is the major no, no.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I like Hermes for their poster ad campaigns and window display because they're always so beautiful and dreamy. I like Burberry for their classic but elegant look and Vivienne Westwood for the values more than the products. And Marc Jacobs, Guerlain and Yves Saint Laurent for their makeup products as they have beautiful colors and packaging.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I am for it. If you spend that much money on something, it must have something more to it than just a brand name on a tag. Knowing that I'm contributing to a good cause while treating me is a big plus.

I: Do you know some brands involved in humanitarian causes?

P: Yes, I know Viviane Westwood for her involvement in humanitarians causes, her bags are made by African women in Kenya. Also Stella McCartney is involved in animal causes and ecology.

10. How often do you leave feedback (or reviews) about products or purchase experiences?

P: Rarely. When I do it's usually because I'm unhappy with the product or service.

I: Only in that case?

P: Yes, because I really want them to know that I am disappointed.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: I guess it would be important if the customer isn't satisfied. I would expect a better service from a luxury brand than any other brand.

12. How important is it to you that luxury brands ask for your opinion?

P: I think it would be more important to ask customers about their expectations regarding the type of product and its production since they are the ones buying but I would leave the design to the professionals. They have to make artistic choices; customers like it or they don't, just as they would judge a painting or a sculpture.

13. Do you think that luxury products provide a way to create self-identity?

P: No more than regular products. I think that people create their self-identity, not what they wear or own.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: It can reflect your taste, not what you are. And I think most people can't recognize a brand without looking at the tag and even fewer know the values the brands convey. So people should buy things for what they represent for them, not for how it will be perceived by others.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I think it's a plus to be able to adapt your purchase to your liking. It's playful and the result is unique.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: Not really no.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: If it is a big purchase I would probably ask my banker. I don't need my relatives to tell me what to buy. I can make my own choices.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Definitely on a life experience! I'd feel richer with experiences and memories than with a material thing that will probably get damaged at some point and go out of style.

19. Which do you believe brings more personal fulfillment?

P: Life experience because it will never wear off. It is all about memories.

20. How important is it for luxury brands to interact with their customers on social media?

P: To me it is not important. Maybe more to someone who's a big fan of a particular brand and who wants to be informed of events or new collections to come.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: I think the major aspect is keeping their customers up to date.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I think mostly poster ad campaign because those are really the ones you see everywhere and to a lesser extent TV ad campaigns because I don't watch TV that much.

Transcript Interview 4

How old are you? 20

What is your name? My name is Diego

What is your profession? I am a student

What is your country/city of residence? Spain, Barcelona

1. For you, what is a luxury product and what does luxury mean?

P: The kind of products which is more expensive than other normal products because of its brand name and image, high quality, and other features that make it fancier.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: For me, fashion is luxury as well as jewelry and watches. Definitely automobiles as well. I also think about tourism and hotels when I think about luxury. And I guess to a smaller extend wine and spirits as well.

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: I don't right now as I am a student and money wise it is difficult to consume these types of goods without an income. But, I think that once I start working and have enough money to buy luxury products or service I would definitely like to consume some.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: I think the most important would be that I trust it, if it is good quality. I usually care a lot about the design of a product. But for consuming luxury goods, I think my motivation would be my trust on its higher quality.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: For the products, I would care a lot about the design and the quality of the material. For services, I think the most important thing is how personalized the service is for me.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I think some important aspects are that brands do some kind of social contribution, also that they have an ethical management and a good customer service is also important.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: I would say any brand which use child labor and brands that support unethical organizations, I would never buy.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: For fashion brands I really like Gucci, I like their new designs especially. And then for cars Porsche. I like their design and their CSR work as well.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: Well I think that all brands exist thanks to the society's love for them. I believe that it's their duty to give it back to society and people.

I: Do you know some luxury brands that support causes?

P: Not really, but I'd like to know.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: Rarely, like once a year.

I: Why? Don't you think it is important?

P: I suppose so, but I have not the habit yet to do it often.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, for their business it's important to respond properly to customer's feedback. Otherwise they'll not be able to retain their customers.

12. How important is it to you that luxury brands ask for your opinion?

P: Not very important, I may consider it as a hassle more than anything.

I: But it could improve their products?

P: yes it is true that ultimately it would be interesting for them.

13. Do you think that luxury products provide a way to create self-identity?

P: I am not sure, I think that for some people who find that the brand's identity, image fits to theirs than it will be helpful for their self-identity. But personally I don't see any connection between me and any brands so it's not a way for creating my self-identity to consume luxury goods.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: To some degree yes. If a person who doesn't have enough money keeps consuming luxury goods, I would consider that that person's consumption pattern shows his eager to show off more than what he has.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I think it's important. Many people including me have a desire for having something special for themselves, something that nobody else has. Customized luxury product can have this kind of specialty and uniqueness.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: No, I don't care.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: I think so No. Because it is a more expensive product so I would feel more confident to purchase it knowing that I have somebody else's opinion.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: I would be willing to pay more for a material good.

I: Why do you think that?

P: If I spend much money on something, I want it to be something that I can possess for a long time, not something that disappears after a while.

19. Which do you believe brings more personal fulfillment?

P: Between an experience and a material good?

I: Yes

P: For me a material good will bring more personal fulfillment. As the same reason I mentioned previously, I can possess it for a long time.

20. How important is it for luxury brands to interact with their customers on social media?

P: For promoting their product it's very important especially for younger consumers. And also if you want to reach a brand, I think it is the easiest way, to leave questions or comments about what you think.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: By putting themselves on social media, I think that luxury brands can have a friendlier image than before by interacting with its customers and also by being on social media, people see the brand in their daily lives.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I like social media and sponsoring.

I: Social media, I understand, but why specially sponsoring?

P: Well I am very athletic and in competition there is a lot of sponsors, it is that I noticed the most.

Transcript Interview 5

How old are you? 33

What is your name? Adrien

What is your profession? Secondary school Teacher

What is your country/city of residence? France, Toulouse

1. For you, what is a luxury product and what does luxury mean?

P: For me it is all Expensive products and the quality goes with the price.

I: What do you mean?

P: That because it is very expensive it needs to be of high quality

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: I will say: Fashion, Perfumes and watches. And certainly Tourism, services and Automobile as well. Like I said, it is for me a question of price, more it is expensive more it is luxury.

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Yes, for the moment only perfumes, but in the future it may be a car or a travel, or even a service, I hope that my budget will allow me.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: I think it would be more about aesthetics and if it's a service, or travel it should be something incredible and unique because it required a bigger expense. I would spend probably more gladly on luxury to make a gift. So it would be occasional, again if I have a good salary, I could buy luxury more often.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: Most of the time it's if I had a good feedback from someone. Or if I received an advertisement for a promotion or sale, for now it's what interests me the most.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: The modernity of the product, I mean that the brand follows the trends and offers often new products, also something that surprises me, in the choices in colors for example. Also the fact of having a direct access to the brand for example with online shopping, and maybe to have advantages if we are faithful to the brand. In my case I like to discover new brands, but if they offer loyalty cards why not to stay with this or this brand.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: It could be a problem if there is non-respect for animals or humans. It could be also anything that the brand has sent like a bad image on socials media and also bad comments and reviews left by consumers that would influence my purchasing decision negatively.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: It is difficult for me to answer as I am not yet a big consumer of luxury ,but for the perfumes I like Versace, Saint Laurent , Kenzo, in this case it is because I like the fragrance. And also for the cars it will be Mercedes, Porsche, Ferrari, Lotus, for the prestige and the look.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: Well I think that the respect for the environment, animals or humans in general is essential, and non-compliance would affect my decision to buy. I am not always informed so maybe I could sometimes make a wrong purchase without knowing the cause, if I really want to purchase something, but I try to pay attention to what I buy.

I: Can you give me a luxury brand that supports causes?

P: No

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: As often as I can. It is how I choose to buy so it is important to do the same.

I: Do you leave positive or negative feedback?

P: Both

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes of course, it could help them to improve their services and the quality of their products, that is the most important, that's how they will evolve.

12. How important is it to you that luxury brands ask for your opinion?

P: Again, it will be great to have an interaction between me and the brand to better satisfy my needs in my purchases.

I: How would you like brands to ask for your opinion?

P: On social media

13. Do you think that luxury products provide a way to create self-identity?

P: I don't think so. It is not a material product that will create an identity it is something you've lived. The experience of a lifetime. Something that you cannot buy.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Maybe, like organic clothes or products that respect the environment or animal causes, carrying the brand or product style, it can be a car, directly reflects on the image of who we are.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: Personally it is something that is not especially important for me if I have to choose a brand, but I think for the younger it can be a plus for the brand.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: I would like to say no, but I cannot be indifferent to what close people will say.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: Yes if it is for a present and no if it is only for me. Luxury goods are expensive so it will be normal to speak before to not make unnecessary expense.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: For the moment it would be more in life experience ,like I don't have the budget to spend a lot of money in luxury goods ,I prefer something that I can remember and share with family or friends.

19. Which do you believe brings more personal fulfillment?

P: Life experiences, like travels. The important thing is not to proudly show an acquisition but rather to share something and to keep memories.

20. How important is it for luxury brands to interact with their customers on social media?

P: Very important, to get feedback and improve its services and products.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: The luxury brands were before inaccessible and with the social media, is now part of your life.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: On TV probably because we have to watch it anyway ,but also on the social networks, because we spends more and more time .In the street I pay less attention to ad posters .

Transcript Interview 6

How old are you? 25

What is your name? Aurélie

What is your profession? Project manager

What is your country/city of residence? Paris, France

1. For you, what is a luxury product and what does luxury mean?

P: For me, luxury is something that I cannot afford which can cost more than 1 month of salary. It is something that it is not achievable

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: Certainly Fashion, also perfume, jewelry and tourism

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

P: I do not consume any luxury product. But I will consume luxury in the future only if it is really a better quality or if it is super unique product or service.

4. If you were to buy a luxury product what would be your motivations behind it?

P: The main things I would be looking for would be high quality and uniqueness. Because if it is not unique and can find the same thing for cheaper than for me there is no point to buy luxury.

5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?

P: I think it all depends on the model that I want to have. How I want it to look like. But also if I want people to notice its luxury or not.

I: What do you mean?

P: Well I mean for example If I buy a bag and I want people to notice that I bought a luxury bag I would go to Louis Vuitton because it is easily recognizable, but if I want something not that obvious I will go to Yves saint Laurent.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I like when they pay attention to me, to my needs, to who I am and advice in consideration. They are not encouraging you to buy absolutely but they are more in "advice mode"

I: So the experience that surrounds the purchase?

P: Yes exactly, it's not just about the product, when you pay that kind of price there needs to be more.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: If it is the brand is too obvious I will not buy it because it's not really my thing, for example if the logo is too big.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I like Michael Kors for the accessibility, Tommy Hilfiger, Burberry, Chanel and Cartier for their elegance and simplicity.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it is important for luxury brands to have this in mind. Because, I think that everyone needs to pay attention to the environment and social impact when buying a product or using a service.

I: Can you give me some luxury brands that support causes?

P: Yes, I know that Tommy Hilfiger supports the African continent and Kenzo for the ocean's protection.

10. How often do you leave feedback (or reviews) about products or purchase experiences?

P: Maybe one a year, I often forget to leave a feedback.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, that is also what we pay for when buying a luxury product or service. To have a good customer service answering our questions right away.

12. How important is it to you that luxury brands ask for your opinion?

P: I think it is very important especially for luxury brands. As there are a few people that can afford this type of product, they should really focus on uniqueness and what the consumers want.

13. Do you think that luxury products provide a way to create self-identity?

P: As few people can afford, yes it is part of self-identity. It can be rare to see someone with the same Chanel dress but you can see someone with the same H&M dress every day.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Yes. Because Luxury brands have values and personality. If I am dressed in Chanel for example, that shows that I am elegant, successful, but also discreet.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: Yes, I like that it is something that only you have .It's still the brand but with a twist it is a mix between their design and yours.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: Yes, but I think everyone does. You want to have compliments each day and by well-dressed and have people notice that you are well dress.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No, because it is too expensive to just buy like that. I would show it to someone first.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Sure! It is better to experience and travel than to have a beautiful bag... the bag stays longer but memories are better!

19. Which do you believe brings more personal fulfillment?

P: Experiences, because it brings memories and I think that it contributes to personal growth and fulfillment.

20. How important is it for luxury brands to interact with their customers on social media?

P: I think it is a good way to do customer service. And it can be inspirational as well.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: To show that they are present. And also to show they reply fast. It is also mostly a good way to present the brand's world.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I would say poster ad campaigns as we can really pay attention to the product. But I like when a brand is also doing social media campaigns.

Transcript Interview 7

How old are you? 22 years old

What is your name? Martin

What is your profession? Studying graphic design/communication

What is your country/city of residence? Belgium

1. For you, what is a luxury product and what does luxury mean?

P: A luxury product is an expensive product with a nice presentation or packaging, but it's not necessarily a good quality product. In fact we pay for the brand and not the quality necessarily. For me luxury is like an upscale universe for people who have money and want to have the best and sometimes to show off.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: In first automobile, watches, tourism, fashion and watches.

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

P: No, I don't because right now it is not a priority for me, but maybe in the future if I am rich.

4. If you were to buy a luxury product what would be your motivations behind it?

P: I think I would buy a luxury product if I really like it for the aesthetic and also for the quality.

5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?

P: I would choose a brand for the quality and for the look of the products and for the materials they use too

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: Obviously if I like the way the products looks in general, the seller's attitude in the store and its design. And if I am interested in what they stand for, I would be more sensitive too.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: If sellers are unpleasant I would not go back, also if they test their products on animals, and how the products are made ,who make them, where, in which conditions.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I like Kenzo, Yves St Laurent and J-P Gautier for the perfumes, Lacoste and Calvin Klein basically for their style .I like Rolex for watches.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it's important especially concerning the environmental cause because they spend a lot of materials for only aesthetic reasons, almost superficial reasons. Concerning the social reasons, the way they produce is essential. They have to make sure that everything has been made in good conditions, wage payment, insurance cover, working conditions. Overall, I really think it's good because it's not just about the product, by buying you are doing something good at the same time.

I: Can you give me some luxury brands that support causes?

P: Let me think, No, not really.

10. How often do you leave feedback (or reviews) about products or purchase experiences?

P: I very rarely leave feedbacks, but I do if there is a problem or if I'm very disappointed by something

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: It's important for every brand because it gives a better image. They have to be able to solve a problem if there is one, to know what's working well or not. And I think if the brand is expensive, the consumers will be even more demanding.

12. How important is it to you that luxury brands ask for your opinion?

P: It is important, because it could help the brand to evolve in a better way.

13. Do you think that luxury products provide a way to create self-identity?

P: Luxury products may be much rarer than others so you won't see them on everybody maybe... But I don't think they provide a way to create self-identity more than other brands. It's all about what you choose how you wear it.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Maybe you can look more demanding because you don't buy what everybody can buy anywhere; you want the best for you, a higher quality etc.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I think it's significant but not so important. If you are willing to buy an expensive product it's appreciable to choose some details of the products, like in cars for example.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: I am concerned about what my family and closest friends think of it but they won't take decisions for me.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No because I am not used to it so I wouldn't be sure of my decision and wouldn't spend a lot of money for something without having someone's opinion.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: It depends on what event it is or material good it is. But, knowing that I don't need this thing I would rather have an experience to share, memories etc., than have a new material thing.

19. Which do you believe brings more personal fulfillment?

P: Own materials goods can fulfill at the moment but it's nothing compared with having friends, making things with family, sharing experiences, learning new things or enjoying events.

20. How important is it for luxury brands to interact with their customers on social media?

P: Very, they have to be close to the consumers to reach a wider public.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: In my opinion the most important thing is to answer consumers' questions and show that there are real people behind the luxury image

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I am more sensitive to poster ad campaign, sometimes TV ad campaigns but rarely.

Transcript Interview 8

How old are you? 36

What is your name? Yolande

What is your profession? Employee in a non-profit organization

What is your country/city of residence? Belgium

1. For you, what is a luxury product and what does luxury mean?

P: For me, a luxury product has two meanings. It is a product, first, often expensive, and secondly we could do without it. It's not a necessity to have it.

I: What do you mean buy not a necessity to have?

P: Luxury is something you can have and that brings great pleasure but it is not vital to have. It is something that comes from a grand brand when you could have the same thing from another brand, not or little known, for much less.

But according to the revenue of each, some products like a car could be trivial and quite normal but that could be a luxury for others that do 'not have many resources. The 'luxury' is seen differently depending on the lifestyle of everyone.

What is a normal good for me may be a luxury good for someone else. However what may be a luxury good for me might be a normal good for someone else. Luxury is therefore a question of living situation, social class, income etc.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: it will be fashion, jewelry and watches, gastronomy, tourism and travel also services

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Yes, I do consume luxury products. Both products and services and I intent to continue to do so in the future.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: My motivation to buy a luxury item would be a matter of product quality, if not a counterfeit good will satisfy me as well. Certain things cannot be bought as counterfeits, for example a trip, so in that case I would buy it for pure pleasure.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: I would compare the prices and the quality. I would also compare the echoes and comments of others about it, in order to know their level of satisfaction or dissatisfaction, of this product and find out why they think that.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: The quality, because If I buy something expensive I need to know that the quality is there. For me having a good service is also important. When I am in a luxury store I expect the employees to help if I need and be extra attentive to my needs.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: This would be either for cost reasons, because I know the brand is too expensive or because of the fact that I do not like things that are too much "look at me" and that I know it is this type of stuff that the brand sells.

I: What do you mean by "too much look at me"?

P: Well if the designs are really over the top or if the brand logo is very dominant on the design, I don't like it! It's too much.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I really like Ralph Lauren. I love the style of this brand, it is quality and most clothes are discreet, which is exactly my style. I like Nespresso. Even though I do not drink their coffee but I love their advertising campaigns

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: Sometimes yes and sometimes no. Some brands do it really because they care and want to do well and in this case it is a good thing. But others do it more to show they support causes and to obtain a tax certificate at the end. And on this point I know very well what I'm talking about since I am working in a non-profit that raises funds to help the poorest of Belgium.

I: Can you give me some luxury brands that support causes?

P: Honestly, I don't.

10. How often do you leave feedback or reviews about products/services or purchase experiences?

P: Very rarely

I: Why?

P: I never take the time I guess. I only leave feedback if I am very dissatisfied. If you are satisfied with a product you don't really think about giving a feedback.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, when we paid a substantial price I find it normal that the customer should be satisfied and it partially comes from customer service as well. When I am dissatisfied with a product, but I have not paid much at all I do not say anything because I think that the price goes with the quality.

12. How important is it to you that luxury brands ask for your opinion?

P: It's not that important. If brands want to ask for my opinion it needs to be quick, through a multiple choice survey for example. Because it it's too long it's more of a hassle than anything.

13. Do you think that luxury products provide a way to create self-identity?

P: No; Personally I do not need luxury product to create my identity. The whole thing is to feel confident about yourself, without needing brands to define you.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: I guess sometimes yes and sometimes no. Some people who consume luxury goods know how to stay 'simple' and 'themselves' others are not capable to do that.

I: What do you mean by that?

P: I mean that some people consume luxury goods to show off, to portray what they want others to see them like. And also I think that most of the time it can reflect more negative values and personality trait of a person.

I: How?

P: When I see someone dressed from head to toe in luxury products, with a luxury car etc I think that this person is shallow or very self-involved and that they just want to show-off which says a lot about their character and their values. But like I said before some people who consume luxury are not like that.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: Personally no, it doesn't interest me at all.

16. Are you concerned about what other people think of your purchases? Who exactly? Your family, your friends?

P: No, I buy to please myself, not to please others. Well of course I pay attention to what my husband likes as well.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: It really depends on the product and price of the product. If it something not too expensive than I will take the decision by myself. But is it is a bigger purchase than I would request prior advice.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Honestly I could splurge on both. I might splurge on a very nice trip but also on a beautiful material good. So I could not choose one over the other because I do it for both.

19. Which do you believe brings more personal fulfillment?

P: I think that both can bring personal fulfillment, depending on the interest we have for one or the other. For me personally, even though I spurge on both I would say experiences bring me more fulfillment. I love to take trips with my family; it brings me so much joy. And those are moments that I will always cherish.

20. How important is it for luxury brands to interact with their customers on social media?

P: I think this is a generational thing. I feel that the impact of social networks works much better among teens and young adults. Although it depends on the social network I guess. The Facebook impact is clearly targeted for younger people and Linked In for those that are more active in the business world.

I: And do you think it is important for luxury brands to be on social media?

P: I think that to reach a younger crowd yes it is. But for me or people of my age I think it's not as important.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: I think it is a good and easy way to keep their consumers informed and up to date on many aspects.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I honestly like all types of marketing strategies. They all speak to me. I think it's important to vary and have a little bit of each, TV, magazine.

Transcript Interview 9

How old are you? 17

What is your name? Léonie

What is your profession? Student in high school

What is your country/city of residence? Toulouse, France

1. For you, what is a luxury product and what does luxury mean?

P: Luxury is a rare product, so not everybody can afford it and it's what makes it beautiful.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: All of them except for wines and spirits

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Yes, I do consume luxury gastronomy. And in the future I hope I will be able to consume more luxury goods.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: I would buy it if it's something that I love and that I really want. I would buy it also maybe if it's a trendy thing, I follow fashion bloggers or certain people on Instagram and sometimes a specific bag or shoes become very popular and it makes me want to get it too.

But I think I would buy it too because when you have a luxury product in your hands you feel powerful and it's a great feeling.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: I will choose that brand over another if it is the prettiest one, the best quality and important, the most attractive price.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I really like when a brand supports an association and also their reward programs when you gain points or something every time you buy from them.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: What could make me think that is normally a quality problem or it's just too expensive or sometimes the sellers' behavior in the store.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I like: Louis Vuitton, Hermes, Chanel, also: Gucci, Dior, Rolex, and Versace.

I: Can you say why those brands?

P: Because I love what they are. They are big brand names that you dream about buying some day. They are classic and prestigious.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I really like it, it's important because when you buy something really expensive I like to think then my money is not only going for the brand but for good things like association.

I: Do you know some luxury brands that support causes?

P: No I don't.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: I leave feedback when the brand sends me an email or if I was surprised in a good way or if I really didn't like it.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, because I think they are making enough money to pay people that are especially there to respond to the feedback otherwise they do not appear as serious brands and luxury brands need to be serious.

12. How important is it to you that luxury brands ask for your opinion?

P: Well I think it is really important because I like that they understand the positive points or the negative points of the product they made and help them to make it better and more sophisticated.

13. Do you think that luxury products provide a way to create self-identity?

P: I don't think so because in our days in France when a new brand gets famous everybody needs to have one or a lot of products of this brand to stay fashionable.

I: So you think the opposite?

P: Yes, because people buy just to be like everyone else, it's not personal.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: I think so, because for example a princess is going to dress up really nicely with famous luxury brands to show to the world then she is famous and only princesses or really rich people can dress up like that.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I think it's really important for brands to sell product then the customers can create a little part of their shoes or shirts or anything like that, because you feel happy to wear something that really looks like you and of your taste.

16. Are you concerned about what other people think of your purchases? Who exactly? Your family, your friends?

P: Of course, I'm concerned of what my mom and the rest of my family too and my friends think of my purchases but more my mom and my best friend.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No, I do not! Because if it's expensive I would like an opinion to make sure I don't waste my money.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Absolutely yes, I'm enjoying every moment of my life going to lots of places and taking trips or go to festivals or to some athletic events and I will never exchange that with a shirt or a pair of shoes.

I: Why?

P: because sharing is more important to me.

19. Which do you believe brings more personal fulfillment?

P: I'm sure I am the person that I am because of everything I did in my life and not because of what I'm wearing.

20. How important is it for luxury brands to interact with their customers on social media?

P: It's really important because they can show their products to people who are maybe not living in the city or country where this luxury brand is and to help them attract new customers.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: The most important aspect about the presence of luxury brands on social media is for young people because teenagers or young adult are more present on social medias then old people.

I: Certainly, but why is it important to be on social media?

P: To make their dreams happen and make them realize that if they buy this product they would kind of have their dream in their hands.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I'm more sensitive to poster ad campaign and social media marketing campaigns but I really don't like TV ad campaigns.

I: Why is that?

P: Because it's always the same thing. They are all really similar, it's always perfumes in general. And we see them too much.

I: but that is the purpose of advertising, to have it in mind and influence a purchase

P: Yes but it makes me the opposite effect.

Transcript Interview 10

How old are you? 30

What is your name? Aisha

What is your profession? I am an assistant manager

What is your country/city of residence? The Netherlands

1. For you, what is a luxury product and what does luxury mean?

P: A product that costs a lot of money and is hopefully worth the money.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: I thing about Fashion and leather goods, certainly Perfume or cosmetics , also Jewelry watches, Hospital, Tourism, and Services

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Yes I do for beauty products and accessories and probably more for things such as services and travels in the future.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: Mostly for quality, but sometimes for the aesthetic aspect and also the luxury feeling and treatment when you buy luxury products.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: It depends on the product. It could be the aesthetics but it could also be, because of the good reviews something, I saw on blogs and YouTube. Especially for beauty products, I usually buy because I saw online it was good.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: The overall image of the brand.

I: How does the image of the brand appeal to you?

P: Well if I like the image that the brand portrays I will be more attracted towards that brand because I think in a certain way if I like the image it might be because it fits to my image or the image that I want to have and portray in a way.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: I could refuse to buy it when a brand has made some ignorant or racist comments for example.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: Chanel, the ultimate luxury brand. The Chanel bags are a good investment because the price keeps increasing. And if I have to believe what everybody says, the quality is exceptional.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think brands should do it because it helps the image of a brand.

I: So it's for their own benefit?

P: Well I do believe they do it to improve their image so more by interest than anything. I don't know how genuine they are when it comes to be implicated in causes.

I: Can you give me some luxury brands that support causes?

P: No I don't.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: Never.

I: Why?

P: Because it take to much time, but I think it would be better to leave review some times.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, because they should take their customers seriously and value their opinion.

I: So what you are saying is that If a brand doesn't reply to feedback they don't value their customers 'opinion?

P: Well yes, it shows that they don't really care. Especially for luxury you want your customers to feel special and cared for. They paid an expensive price its normal they should get response if they are disappointed for example. I feel like responding to feedback is also important if you to keep those customers. I know I would more likely repurchase from a brand I f I saw they cared about what I had to say.

12. How important is it to you that luxury brands ask for your opinion?

P: Only my opinion in regards to service, the design is up to the brand.

13. Do you think that luxury products provide a way to create self-identity?

P: Not more than non-luxury products do.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Yes, every item can reflect personal characteristics. But non-luxury goods can do that too.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: Yes, I like the fact that you feel more involved with the brand.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: No, if I like it I really don't care. It won't be for them anyway.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No, I wouldn't spend a lot of money without talking about it with my partner.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Not one over the other. It really depends on the product or the experience, but I would be willing to splurge on a product just as I would be on an experience. So it depends.

19. Which do you believe brings more personal fulfillment?

P: Both in different ways. But it would be a different feeling, one will be more about memories and sharing and the other will be more about personnel satisfaction.

20. How important is it for luxury brands to interact with their customers on social media?

P: Important, it's the easiest way to get in touch with a brand. Besides, everyone can see the interaction so they should be extra careful in the way they respond to you.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: I think it is the visibility and the easiness of interaction with customers.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: Social media marketing campaigns. When you see a lot of people talk about a luxury beauty item or bag or something, it's contagious sometimes.

Transcript Interview 11

How old are you? 31

What is your name? Marlon

What is your profession? Physical therapist

What is your country/city of residence? The Netherlands

1. For you, what is a luxury product and what does luxury mean?

P: A luxury good is a product that has an excessive price and that is also exclusive because not everyone can afford it. It is usually a good of greater quality because the materials used are nicer than those of regular goods.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: I will choose : Fashion, perfumes, watches, hospitality ,tourism and also services

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: No I don't and I don't think I will in the future.

I: Why is that?

P: I don't really want to spend my money in luxury products, it is too expensive.

4. But, if you were to buy a luxury product or service what would be your motivations behind it?

P: My motive would be mostly the aesthetic of the product, if I like the look or not. I think this is really the only reason for which I would buy a luxury product or not.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: I would really choose the brand based on their look, their style, first of all. I would also pay attention to the price obviously because there can be big differences. And if I can get something for cheaper than I would choose the cheaper alternative.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: Good designs that are different from what you usually see, because otherwise for me there is no point in buying that brand if it is to get something basic.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: When the realizations of the product contain harmfulness towards animals. If a brand is known for that then I know I would never buy from them. However, we don't always know.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I think the brand Armani is nice; it's very classy and elegant. Rolex as well very elegant and timeless, although very expensive.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it's good, I am more inclined to purchase luxury brands to do so, so that the purchase will be a part of a supportive cause. And not be just about the product.

I: Can you give a luxury brand that support causes?

P: Hum, No I can't.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: I Never do. Maybe once in a while if I have something bad to say.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes, because it's an interaction between the brand and its consumers. It will help develop their brand and create a stronger bond with their consumers, which again make the brand stronger.

12. How important is it to you that luxury brands ask for your opinion?

P: For me it's not very important, I never leave reviews or something of the kind. Or when you go on a website sometimes they ask you if you could respond to a few questions, I never do it.

I: Why?

P: Because it takes time and that honestly it bothers me more than anything. I think that if people want to give their opinion it should come from them not from the brand.

13. Do you think that luxury products provide a way to create self-identity?

P: Yes, if someone identifies him or herself with the product.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Yes I think so. For example people who use luxury goods to make people believe that they have more money than they have. That kind of shows their values and what is important to them.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: Yes, to increase oneself identification with the product.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: No, not at all.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No, only as a result of the high value of money it represents.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Not one over the other, because I could splurge for one or the other I guess. I would take my decision based on either the lifetime memories that the experience would give me, if it is really something amazing or on the usefulness of a product.

19. Which do you believe brings more personal fulfillment?

P: I think probably life experiences, material goods can bring you fulfillment at the time of the purchase but I think it's a feeling that doesn't last. While on the other hand experiences even if the event itself doesn't last forever while the material goo might, the memories and experience you get from it will last forever.

20. How important is it for luxury brands to interact with their customers on social media?

P: I don't think it is important. I think that by being interacting too much on social media with their customers, luxury brand might loose of their exclusive, privileged image. Otherwise, they become too much like any other brand except their products are more expensive.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: I think that it can bring more awareness to the brand. It can touch a lot of people at once. Consumers might discover brand that they did not know about, or that they forgot about.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns

P: I like TV ad campaigns, mostly because those are the ones I see the most and because they are the most entertaining ones.

Transcript Interview 12

How old are you? 23

What is your name? Pol

What is your profession? accountant

What is your country/city of residence? Barcelona, Spain

1. For you, what is a luxury product and what does luxury mean?

P: Luxury product is a product with high quality and high brand image. And these products can show the professional image especially when I go to work.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: I will say: Fashion, perfumes, watches and automobile.

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: I don't consume luxury products currently. But, I think I will do in the future, well I hope so.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: In addition to the high quality of the luxury products, these products can show the professional image when I work.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: I go to the department store and see some luxury brands. And then, I check internet to have more comments from consumers who bought and used the items. Of course, I check the prices online as well, because it's more reasonable online than offline in general.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: Definitely High quality. For example, in the case of leather items, the quality of leather is important.

And the neat design and I also think that the values of the brand are important like if they respect the environment, it's always positive to hear, I and in my mind the brand becomes more likeable.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: Super expensive price and unnecessarily excessive design.

I: What do you mean by excessive design?

P: something too extravagant or something that is too branded with big logos.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I like Calvin Klein and Ralph Lauren. I like those two because they are high quality, they have moderate design and I think that they are reasonable price among luxury brands

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it's great because they have money and power and so they can make a difference and it's even better if they take this into account into their products, like not using fur and respecting working conditions and not just giving money to a cause. Also consumers can support a cause indirectly through the brand which is something that I like.

I: Can you give me some luxury brands that support causes?

P: I don't think that I know some. No.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: Not that much, Although I try to check the reviews before purchase, I don't leave feedback often.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: The luxury brands heavily rely on the brand image perceived by consumers. So it needs to watch carefully the responses and control the consumer perception.

12. How important is it to you that luxury brands ask for your opinion?

P: It's not that much important. I can always switch to other luxury brands if one brand doesn't fit in my expectations or if I wasn't satisfied.

13. Do you think that luxury products provide a way to create self-identity?

P: Yes, if it is used in unique way. I mean that the image of items can differ according to the use of each consumer.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Yes. Although some people are obsessed with the brand image of the luxury brand itself, like any other ordinary products, the luxury goods also can show individual characteristic.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: It could be the useful strategy for the luxury brands in the future. You can take the high brand image of the luxury goods, but at the same time, be different from other people by making the items with unique features.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: Yes, a little bit. People who I work with. Especially, the clients.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No. Considering the high price of the luxury goods, I always try to talk it over again with any friend or family.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Life experience would be a bigger motivation to me. But material goods can also be an important part of the life experience.

19. Which do you believe brings more personal fulfillment?

P: Life experience. The final thing I remember about my life would be the life experiences and the people who I spent my time with.

20. How important is it for luxury brands to interact with their customers on social media?

P: It's crucial for the luxury brands, because they always have to check the consumer perception about their goods.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: The fact that they can, kind of, close the gap between them and consumers, they become more accessible and become relatable. It's also an easy way and fun way to interact with consumers. It's also more instant in a way because usually everything goes faster on social media.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: Social media marketing

I: Why?

P: Because it is the media that I spend a lot of time, so it most directly affects me.

Transcript Interview 13

How old are you? I am 18

What Is your name? My name is Morgane

What is your profession? I am a student

What is your country/city of residence? Belgium

1. For you, what is a luxury product and what does luxury mean?

P: For me it's an expensive product that not everyone can afford.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: In first fashion, leather goods and accessories, but also jewelry, watches, hospitality and tourism.

3. Do you consume luxury products? If not now, do you think in the future you will become a consumer of luxury products?

P: Not now, but in the future I would like to, in small quantities, like bags and shoes.

I: And not for Tourism or cars?

P: Oh yes maybe for travelling.

4. If you were to buy a luxury product what would be your motivations behind it?

P: I would buy it if I need the product or if it is really something that I love. Also I have to say that if it's something very popular it might influence me as well as I want to be up to date with fashion.

5. Let's say you are on your way to buy a luxury product, how do you choose the brand? Why this brand and not another?

P: It depends on the model and look of the product and on the price.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: Honestly, I never buy a product for the brand because I don't see the point.

I: And if you had to choose between several brands, what would make you pick on over the other?

P: I think quality would be a factor.

7. Let's say that you are on your quest to go buy that luxury product or service and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: If I don't think the products are of good qualities and if the price is expensive compared to what it is.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: Let's see, I really like Longchamps, Louboutin, Prada, Louis Vuitton and Yves St. Laurent. For cosmetics I like M.A.C. And also Ferrari and Porsche for cars.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it's great because it is good for these causes but I think it's a way to show off for brands. I think that they do it just for their image, to make them look good, but I don't really care.

I: What do you mean?

P: I mean that it shouldn't be just about support, if they really care, brands themselves should be ethical in the way they produce their products and be careful about all the steps.

I: Do you know some luxury brands that support causes?

P: Not really.

10. How often do you leave feedback (or reviews) about products or purchase experiences?

P: Never

I: Why not?

P: most of the time I forget to do it.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes because it's a mean to improve their products.

12. How important is it to you that luxury brands ask for your opinion?

P: It is important because it's a way to improve their product but, at the same time I hate doing this, its time consuming

13. Do you think that luxury products provide a way to create self-identity?

P: Yes. I think that products can help to create a little our personality and our self-identity because the world is a marketing world and we are the consumers. This can influence our minds.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: No. because this is material and it's your look not your personality, luxury things don't look like show the way you act or you're the way you talk.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: Yes it adds more fun and you can be creative, some people need having a personal look or original things. I like this because it's personal and original, it's like art.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: Sometimes but for me it's not important. If it is someone it will be more my family.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: Yes because I'm free to choose my things like handbags, shoes, it's my money so I do what I want but if I need help, I ask and talk with my family and my friends.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: It's not the same. I need both, an event it's to change my minds and a material it's for me, I'll be happy with this too but material things, you forget about it after some time

19. Which do you believe brings more personal fulfillment?

P: Experiences, like a trip with friends or family.

I: Why?

P: because it's good time and a beautiful experience, something that remains.

20. How important is it for luxury brands to interact with their customers on social media?

P: It is the most important for them because if they want to attract more customers as well as to interact and be closer to their actual customers or followers.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: You can see a lot of product and you can dream about your Ferrari for example, it's important to have some dream. It can be an inspiration. I think it is also good because brands become more accessible.

I: What do you mean?

P: Well they enter your daily live, they show that they try to be closer to their consumers.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I really like the TV commercials

I: Why TV commercials in particular?

P: I like the fact that it is like a little movie, that there is a story.

Transcript Interview 14

How old are you? 35

What is your name? Adèle

What is your profession? Administrative assistant

What is your country/city of residence? Bruxelles, Belgium

1. For you, what is a luxury product and what does luxury mean?

P: A product of a good quality, higher standard, more expensive and not something ordinary. Something one doesn't really need, but enjoys.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

5: Gastronomy

2: Perfume / beauty

6: Hospitality / Tourism

3: Jewelry /watches

7: Services

4: Wine / spirits

8: Automobile

P: I will choose the fashion in first , and then, jewelry, and tourism

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Sometimes in fashion, jewelry, wine, gastronomy and tourism.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: The quality of the product, the feel of something special, wanting to pamper myself, or if it is just something that I really want.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: Maybe by reputation, products known for their good quality, and yet not too pretentious. Even though luxury, I prefer value for money over famous things which are 'in'.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: If that brand has quality products, good customer service, and also the originality.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: I wouldn't buy products I don't like, even though they're luxury and even though I could afford them.

For instance, in general, I don't like Louis Vuitton bags, I don't find them attractive and sometimes I feel people buy them just because of the logo. I do have a LV purse and I've never worn it because I simply don't like the design. And I am personally not a fan of brands that use excessively their logo in their design when you can tell right away which brand it is.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: To be honest, I don't really buy luxury brands, so I don't even know them a lot. But I like Michael Kors for the design of their handbags, had a perfume which I really liked.

Burberry because it is not pretentious, simple and has a beautiful design.

Cartier jewelry because the name is a classic, the pieces are super expensive but beautiful and original. Synonym of luxury for me.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it is important. Luxury brands influence people with means who could contribute to good causes. It raises awareness, motivates rich people, maybe.

I: Can you give me some luxury brands that support causes?

P: No the Medias are not talking often about that and it's too bad.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: I don't leave feedback.

I: Why not?

P: I don't know, maybe because it takes too much time.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: I think so. It should be part of the customer service. They can also adapt their marketing strategy based on the feedback, it's in their own interest.

12. How important is it to you that luxury brands ask for your opinion?

P: Again, important for the feedback and better targeting of their customers, I guess.

13. Do you think that luxury products provide a way to create self-identity?

P: I hope not. But I suppose some people perceive it like that. That's why they're wearing brands, feeling that they're somebody. I find it quite superficial, I must say.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Yes, people might be seen as trying to impress, show off. Or they might be admired for their wealth, taste. I don't know.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I think so. If a person pays an important amount of money, it would be nice to receive a personalized product.

I like the fact that I can have something unique and original and stand out of the crowd, not just wear a brand, but something I like, something that reflects my personality, my taste.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: Not really. But I guess my family would be concerned if I spent too much on luxury products.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: I think so. I earn my money so I can spend it. But not for a car for example.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Yes. I love traveling and spend money on trips and I like nice places when I can be pampered. I also like nice food and nice wine.

19. Which do you believe brings more personal fulfillment?

P: I will say: Life experience because nobody can take it from you. Material goods are temporary.

20. How important is it for luxury brands to interact with their customers on social media?

P: I don't know. But I guess it's a good way of marketing as social media is very present in everyday life nowadays.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: Maybe being open to the feedback. Getting inspired by customers' ideas. Hear the complaints and improve.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I am not sure. Maybe social media and TV because it is the most common for me.

Transcript Interview 15

How old are you? 30

What is your name? Alain

What is your profession? HR officer

What is your country/city of residence? Belgium, Brussels

1. For you, what is a luxury product and what does luxury mean?

P: I would say the high quality product made of precious and rare materials, luxury is the utmost comfort.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: Let say: Fashion, leather Goods, watches, also Hospitality, Tourism and automobile.

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Not really for the moment, but maybe in the future.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: It will be certainly because it is something of quality, and if it is a product also for the aesthetic, both are important.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: Generally it is by Recommendation, and references. I like to know a little bit more about the product before buying it

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I will choose a brand because it is my style and also because I saw the advertising and it is something that I like.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: It is all about references, good or bad will influence me. And maybe the difference of prices if two brands have the same kind of product, I will go for the cheaper one.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: Paco Rabanne, Hugo boss, Armani for the perfumes, and Cartier for the watches. Porsche for the cars .The reason for the perfume will be because my wife likes the fragrance, the watch for the look and the reference of the brand and the car will more for the aesthetic.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it's good like that a lot more people can support causes.

What do you mean?

That maybe you wouldn't do it by yourself, but there you do it through your purchase and people buy it anyways so if at the same time they contribute to something good, then it's great. It adds something more to the product, the purchase has more meaning that way.

I: Can you give me some luxury brands that support causes?

P: No unfortunately I do not know.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: Sometimes but more when it is negative review because in that way I hope they will change why I was disappointed.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes very especially for luxury products, usually customers are quite demanding, it's normal considering the price they pay.

12. How important is it to you that luxury brands ask for your opinion?

P: Yes it is important because they need to fulfill their customers' expectations and by asking for their opinions they can do that.

13. Do you think that luxury products provide a way to create self-identity?

P: Not really, I don't believe that what you wear creates your self-identity; it's more about your actions and things like that.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Yes to certain extent, people tend to use those to show off, they like to prove socially how they have succeeded in life

I: So consuming luxury means that you succeeded in life?

P: no not necessary, but it shows that they have money, and some people like that.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: It will be the next level of making luxury products, even more exclusive and precious in someone's eyes. I don't know yet if it could interest me, it depends on the product, but for cars certainly, the result will be a very exclusive and personal car. I would be even more tempted to choose that brand.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: No really. I do not want to be judged according to my spending.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: Probably, unless I would know that friends or family could provide references, then I will ask about it. But if it is something expensive of course I will discuss it before with my wife.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: Definitely more on life experience or events, it is more important to share experiences and have good memories.

19. Which do you believe brings more personal fulfillment?

P: Without hesitation: Life experience. No one can take that from me

20. How important is it for luxury brands to interact with their customers on social media?

P: I think it is important because it's an easy way to keep customers inform about new things that the brand is doing.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: For marketing reasons, they can touch a lot of people at once. And also to inform about online sales or things like that.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: The TV advertising is more something that I watch frequently, and also on social media.

Transcript Interview 16

How old are you? 20

What is your name? Arthur

What is your profession? Student

What is your country/city of residence? France, Toulouse

1. For you, what is a luxury product and what does luxury mean?

P: A luxury product is a product of great quality whether it is in the production process or in the presentation. The services that surround the purchase or also more important than with other goods, the customer service should be more effective. It is also a product that is expensive. A luxury product is a guarantee of quality.

2. I am going to list categories of product and services, and you are going to tell me to you which evoke the most the idea of luxury. You can select multiples.

1: Fashion /leather goods / accessories

2: Perfume / beauty

3: Jewelry /watches

4: Wine / spirits

5: Gastronomy

6: Hospitality / Tourism

7: Services

8: Automobile

P: I will say fashion, watches , hospitality and tourism

3. Do you consume luxury products or services? If not now, do you think in the future you will become a consumer of luxury products or services?

P: Yes but very little, like perfumes from Hugo Boss. But I hope in the future I will be able to consume more kinds of luxury products and services.

4. If you were to buy a luxury product or service what would be your motivations behind it?

P: The aesthetic aspect of the product and the quality are what would make me buy. And also if I have heard positive things about the product.

5. Let's say you are on your way to buy a luxury product or service, how do you choose the brand? Why this brand and not another?

P: I choose brands that I know or that people have recommended. I also compare the prices.

6. What are the positive aspects or characteristics of the brand that make you want to buy that brand?

P: I give a lot of importance to the presentation of the product as well as the packaging. I think this aspect are also important and add to the experience of buying a luxury product. I also think that the advertisement is important.

7. Let's say that you are on your quest to go buy that luxury product (or service) and you come across one specific brand and think "No, not this one, I would never buy from this brand". What could make you think that?

P: If I have heard bad things about the brand

I: By someone in particular?

P: No it could be anyone, maybe even more if it is someone close to me, but also if I read something bad online about the brand.

I: and negative things on what aspect?

P: If I hear that the brand does unethical things, if they exploit people, if their workers don't have good working conditions.

8. Could you list a few luxury brands that you like and for what reasons you like those brands?

P: I like watches from Fossil and Diesel for their more urban, trendy designs. For cars I like Audi and mustang. And I also like the brand Bose for sound systems.

9. What is your opinion on luxury brands that support causes (environmental, social...)?

P: I think it's important. I think that famous luxury brands known by many should indeed lead by example and they probably can afford to support causes financially wise

I: Do you know some luxury brands involved in humanitarians causes?

P: Not at all.

10. How often do you leave feedback (or reviews) about products/services or purchase experiences?

P: Never

I: Why?

P: Most of the time I don't think about it, and I forget to leave a review.

11. Is it important that luxury brands respond to the feedback they receive from consumers?

P: Yes because their image and reputation are on the line. Not responding would make them look like they don't care

12. How important is it to you that luxury brands ask for your opinion?

P: It's very important because I think that, that way, they could try to improve their products and services with customers' opinions.

13. Do you think that luxury products provide a way to create self-identity?

P: I don't know, yes and no, no because every time we buy a product we enter in a sort of group identity with people who buy the same brand, especially when a brand is popular and everyone buys it. But at the same time yes, because everyone uses luxury products differently.

14. Can the consumption of luxury goods be used to reflect personal characteristic and values?

P: Again, Yes and no, certain people will chose brands according to their personal values. For example a brand that explicitly states that it doesn't test on animal sis probably going to attract consumers who defend the same cause, while others buy luxury because it's trendy or because a friend has the same.

15. Do you believe it is important for luxury brand to have customized luxury products? If yes, what appeals to you in customized luxury products?

P: I don't think it is important but it could attract more clients who want a more personalized product.

16. Are you concern about what other people think of your purchases? Who exactly? Your family, your friends?

P: Yes a little, my friends.

17. Would you go forward with a luxury good purchase without talking it over first with a friend or family member?

P: No, because of the price of the item I would probably ask the opinion of someone before.

18. Would you say you are more likely to splurge on a life experience/event (festivals, cultural event, athletic event ...) or on a material good?

P: I would be more willing to splurge on experiences or events because luxury products are material goods and it's not the most important. I prefer spending time with people that I like rather than buying a luxury good.

19. Which do you believe brings more personal fulfillment?

P: Life experiences definitely, it shapes you in the person that you are, and enriches you in many ways.

20. How important is it for luxury brands to interact with their customers on social media?

P: I think it's important because they can connect easily with consumers.

21. What do you think is the most important aspect about the presence of luxury brands on social media?

P: The most important aspect is that people can leave feedback on what they really think about the products whether it is positive or negative.

22. To which luxury marketing brand strategies are you particularly sensitive to? (TV ad campaigns, Poster ad campaign, Sponsoring, Social media marketing campaigns)

P: I like social media marketing campaigns because that is where I am most likely to see them.