

BIBLIOGRAPHY

- Abdallat, M.M.A. (2012). Actual Self-Image, Ideal Self-Image and the Relation between Satisfaction and Destination Loyalty. *Journal of Tourism Hospitality*, 1–102
- Afaqs. (2016). Top 5 trends in Indian Luxury Market. Retrieved from www.afaqs.com:
<https://www.afaqs.com/all/cafaqs/lg/>
- Agrawal, S. (2 April, 2016). Luxury Market to Grow Tenfold: Amitabh Kant. URL
<https://www.livemint.com/Consumer/5bNy9dsaJbL8b8fovXpIK/Luxury-market-to-grow-tenfold-Amitabh-Kant.html>
- Ahuja, Ram. (1993). *Indian Social System*. Rawat Publication. Jaipur
- Alleres, D. (1990). *Luxe: Strategies-Marketing*. Paris: Economica.
- Ambedkar, B.R. (2014). *Annihilation of caste*. Retrieved from
https://www.google.co.in/books/edition/Annihilation_of_Caste/Eio8BQAAQBAJ?hl=en&gbpv=1&dq=bibliogroup:%22Annihilation+of+Caste%22&printsec=frontcover
- Argyle, M. (1994). *The psychology of social class*. New York: Routledge.
- Aries, E. & Seider, M. (2007). The role of social-class in the formation of identity: A study of public and elite college students. *The Journal of Social Psychology*, 14(2), 137-157
- Arif, K.B. (2011). Two Step Clustering Procedure.
<https://arifkamarbafadal.files.wordpress.com/2011/09/ebook-038-tutorial-spss-two-step-cluster-analysis.pdf>
- Atsmon Y, Dixit V. (2009). Understanding China's wealthy. *McKinsey Quarterly*, (4), 32-33.
- Atwal, G. & Williams, A. (2009): Luxury brand marketing - The experience is everything! *Journal of Brand Management*, 16, No. 5/6, 338-346.
- Bain and Company (28 November, 2019). Personal luxury goods market grew by 4 percent in 2019 to reach €281 billion. URL <https://www.bain.com/about/media-center/press-releases/2019/fall-luxury-report/>
- Banerjee, Abhijit V. & Esther Duflo. 2006. The Economic Lives of the Poor. *Journal of Economic Perspectives*, 21(1), 141-167.

- Bauer, Martina, Sylvia von Wallpach, & Andrea Hemetsberger (2011). 'My Little Luxury': A Consumer-Centred, Experiential View. *Marketing - Journal of Research and Management*, 33, 57-68
- Bearden, W.O, Etzel, M.J. (1982). Reference Group Influence on Product and Brand Purchase Decisions. *Journal of Consumer Research*, 9(2) 183-194
- Beatty, Sharon E., Lynn R. Kahle, Pamela Homer, & Shekhar Misra. 1985. Alternative Measurement Approaches to Consumer Values: The List of Values and the Rokeach Value Survey. *Psychology & Marketing* 2(3),181-200.
- Beck, Ulrich. (1992). *Risk Society: Towards a New Modernity*. London: Sage
10.2307/2579937.
- Beeghley, L. (2000). *The structure of social stratification in the United States* (3rd ed.). Needham Heights, MA: Allyn & Bacon.
- Berger, J. & Ward, M. (2010). Subtle signals of inconspicuous consumption. *Journal of Consumer Research*, 37(4), 555-569.
- Berry, C. J. (1994). *The idea of luxury: A conceptual and historical investigation*. Cambridge: Cambridge University Press.
- Berthon, P.R., Pitt, L., Parent, M., & Berthon, J-P. (2009). Aesthetics and ephemerality: Observing and preserving the luxury brand. *California Management Review*, 52(1), 45-66
- Best, S. (2005). *Understanding social divisions*. Thousand Oaks, CA: Sage
- Bhanot, S. (2013). Identifying Luxury Value Dimensions among Consumers and using these Dimensions for Market Segmentation. *FIIB Business Review*, 53-70.
- Bhaskar, R. (1989). *Reclaiming Reality: A Critical Introduction to Contemporary Philosophy*. London: Verso.
- Bhat, S., & Reddy, S. K. (1998). Symbolic and functional positioning of brands. *Journal of Consumer Marketing*, 15 (1), 32-43.
- Bhattacharya, A. (28 June, 2018,). India will have nearly a million millionaires by 2027. URL <https://qz.com/india/1316124/india-will-havenearly-a-million-millionaires-by-2027/>
- Bhattacharya, P., (December 2016). *How many Indians Travel?* URL <https://www.livemint.com/Consumer/1oPnkPjZgoHFAhH7lqqPOK/How-many-Indians-travel.html>
- Bloch, Francis, Vijayendra Rao, & Sonalde Desai. 2004. Wedding Celebrations as Conspicuous Consumption: Signaling Social Status in Rural India. *The Journal of Human Resources*, Vol. XXXIX, Issue 3.

- Bourdieu, P. (1986). *The forms of capital*. In: Richardson, J., Handbook of Theory and Research for the Sociology of Education (pp. 241-58). Westport, CT: Greenwood.
- Bourdieu, P. (2001). *Masculine domination*. Redwood, CA: Stanford University Press.
- Bourdieu, P. (2008). *Distinction: A social critique of the judgment of taste*. In D. B. Grusky (Ed.), *Social Stratification* (3rd ed., pp. 870-893). Boulder, CO: Westview Press.
- Bourdieu, Pierre (1990a). 'Animadversiones in Mertonem', in Jon Clark, Celia Modgil and Sohan Modgil (eds.) *R. K. Merton: Consensus and Controversy*, London, New York & Philadelphia: Falmer Press, pp. 297-301.
- Bourdieu, Pierre (1990b). *The Logic of Practice*, trans. Richard Nice, Stanford, CA: Stanford University Press.
- Bourdieu, Pierre & Loïc J.D. Wacquant (1992). *An Invitation to Reflexive Sociology*. Cambridge, UK: Polity Press
- Bourdieu, Pierre. 1984. *Distinction: A social critique of the judgement of taste*. Translated by Richard Nice. Cambridge, MA: Harvard Univ. Press.
- Bradbury, K. & Katz, J. (2002). Are lifetime incomes growing more unequal? Looking at new evidence on family income mobility. *Regional Review Q4*. Retrieved from: <http://www.bos.frb.org/economic/nerr/rr2002/q4/issues.pdf>
- Brahma, M. (24 July, 2017). Decoding the Success of India's Luxury Market: The Great Indian Middle Class is the driving force. URL https://www.huffingtonpost.in/mahul-brahma/decoding-the-success-of-india-s-luxury-market_a_23041352/
- Brannen, M. Y. (1996). Transferring core competencies abroad in people-de-pendent industries: A lesson in trans-cultural materialism from the Walt Disney Corporation. *CEMS Business Review*, 1 (8), 97-110
- Bronner, F., & Hoog, R. (2018). Conspicuous consumption and the rising importance of experiential purchases. *International Journal of Market Research*, 60(1), 88-103. <https://doi.org/10.1177/1470785317744667>
- Bruwer, J. and Buller, C. (2013). Product involvement, brand loyalty and country-of-origin (COO) brand preferences of Japanese wine consumers. *Journal of Wine Research*, 24 (1), 38-58.
- Bruwer, J. & Huang, J. (2012). Product involvement and consumers' BYOB behaviour in the South Australian on-trade wine market. *Asia Pacific Journal of Marketing and Logistics*, 24(3), 1-34
- Buckle, Chase (April 2019). The luxury market in 2019: what brands should know. URL <https://blog.globalwebindex.com/chart-of-the-week/luxury-market-2019/>

- Business of Fashion. (2010, Jan 7). articles/globalcurrents/in-india-luxury-brands-need-localisedstrategies. URL <https://www.businessoffashion.com/articles/globalcurrents/in-india-luxury-brands-need-localisedstrategies>
- Campbell, C. (1987). *The consumer ethic and the spirit of modern hedonism*. London: Basil Blackwell.
- Caste in India- Evolution and Manifestation- An Interview with Prof Anand Teltumbde. (2016, February 28). Retrieved from <https://issuesofconcern.in/articles/caste-in-india-evolution-and-manifestation-an-interview-with-prof-anand-teltumbde>
- Cavender B. & Rein S. (2009) Luxury goods: still strong sellers. *China Business Review*, 36(2), 36-39
- Centers, R. (1949). *The psychology of social class: A study of class consciousness*. Princeton: Princeton university press.
- Chadha, R. & Husband, P., 2006. *The Cult of the Luxury Brand: Inside Asia's love Affair with Luxury*. MA: Nicholas Brealey International
- Chao, Angela & Juliet B. Schor (1998). Empirical Tests of Status Consumption: Evidence from Women's Cosmetics. *Journal of Economic Psychology*, 19 (1), 107-131
- Chaudhuri, H. R. & Majumdar S. (2006): Of Diamonds and Desires: Understanding Conspicuous Consumption from a Contemporary Marketing Perspective. *Academy of Marketing Science*, 11 (11), 1-18.
- Chetty, Priya (2015, Feb 05). Interpretation of factor analysis using SPSS. Knowledge Tank; Project Guru. <https://www.projectguru.in/interpretation-of-factor-analysis-using-spss/>
- Chinwendu, O. & Shedrack, M. (2018). Investigating the Influence of Social Class on Consumers' Shopping Behaviour in Nigeria. *Journal of Marketing Research Innovation*, 2 (2). DOI: <https://doi.org/10.46281/ijmri.v2i2.224>
- Ciornea, Raluca , Dorel, Pop , Bacila, Mihai & Drule (Tirca), Alexandra. (2012). Was Luxury Little Researched? An Exploration of Studies and Research Trends in the Area of Marketing of Luxury Goods, Before 2005. *Management & Marketing*, Craiova. X. 325-340.
- Citeman. (2009, Nov 14). Lifestyle and Psychographic Segmentation. Retrieved from <https://www.citeman.com/7752-lifestyle-and-psychographic-segmentation.html>
- Coleman R. (1983). The Continuing Significance of Social Class to Marketing. *Journal of Consumer Research*, 10(3), 265-280

- Coleman, Richard P. (1960). The Significance of Social Stratification in Selling, in *Marketing: A Maturing Discipline*, Proceedings of the American Marketing Association 43rd National Conference, ed. Martin L. Bell, Chicago: American Marketing Association, 171-184.
- Coleman, Richard P., & Bernice L. Neugarten (1971). *Social Status in the City*, San Francisco: Jossey-Bass.
- Cook, Jennifer & Lawson, Gerard. (2016). Counselors' Social Class and Socioeconomic Status Understanding and Awareness. *Journal of Counseling & Development*, 94, 442-453. 10.1002/jcad.12103.
- Corneo, G., & Jeanne, O. (1997). Conspicuous consumption, snobbism and conformism. *Journal of Public Economics*, 66, 55-71.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16, 297-334
- Cyrill, M. (2017, March 9). Strong growth prospects for Luxury Market Investors in India. *India Briefing*. Retrieved from <https://www.india-briefing.com/news/strong-growth-prospects-luxury-market-investors-india-13753.html/>
- D. Srinivasan, D. Srivastava & P. Bhanot (2014A). Attitudes of young Indian consumers towards luxury brands. *IOSR Journal of Business and Management*, 16(7), 87-97.
- D'Arpizio, C., Levato, F., Prete, F., Fabbro, E.D. & Montgolfier, E.D. (2019, Jan 10). The Future of Luxury: A Look into Tomorrow to Understand Today. URL <https://www.bain.com/insights/luxury-goods-worldwide-market-study-fall-winter-2018>
- Dahrendorf, R. (1959). *Class and Class Conflict in Industrial Society*. Stanford University Press, Stanford.
- Danzinger, P. N. (2005). *Let them eat the cake: Marketing to the masses as well as the classes*. Chicago, IL: Dearborn Trade Publishing.
- Degen, Ronald. (2010). The success of luxury brands in Japan and their uncertain future. *globADVANTAGE*, Polytechnic Institute of Leiria, Working Papers.
- Deloitte (2020). Global Powers of Luxury Goods 2020: The New Age of Fashion and Luxury. URL <https://www2.deloitte.com/global/en/pages/consumer-business/articles/gx-cb-global-powers-of-luxury-goods.html>
- Deloitte Touche Tohmatsu Limited (2019). *Global Powers of Luxury Goods 2019: Bridging the Gap Between the Old and the New*. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/ar/Documents/Consumer_and_Industrial_Products/Global-Powers-of-Luxury-Goods-abril-2019.pdf

- Desmond, M. (2016). *Evicted: Poverty and profit in the American city*. New York, NY: Broadway Books.
- DeVellis R. (1991). *Scale Development: Theory and Applications*. Newbury Park, CA: Sage
- Dhar, Ravi & Wertenbroch, Klaus. (2000). Consumer Choice Between Hedonic and Utilitarian Goods. *Journal of Marketing Research - J MARKET RES-CHICAGO*. 37. 60-71. 10.1509/jmkr.37.1.60.18718.
- Dillman, D.A. (2000). *Mail and Internet Surveys: The Tailored Design Method* (2nd edn), New York, Wiley.
- Dion, Delphine & Borraz, Stéphane (2017). Managing Status: How Luxury Brands Shape Class Subjectivities in the Service Encounter. *Journal of Marketing*, 81. 10.1509/jm.15.0291.
- Dion, Delphine, & Eric J. Arnould (2011). Retail Luxury Strategy: Assembling Charisma Through Art and Magic, *Journal of Retailing*, 87 (4), 502-20
- Dirks, Nicholas (2002). *Castes of Mind: Colonialism and the Making of Modern India*, Princeton: Princeton University Press
- Dittmar, Helga (1994). Material Possessions as Stereotypes: Material Images of Different Socio-Economic Groups. *Journal of Economic Psychology*, 15, 561-585.
- Dragon, I., & Isaic-Maniu, A. (2013). Snowball Sampling Completion. *Journal of Studies in Social Sciences*, 5(2).
- Duan, J. & Dholakia, R. R. (2017). Posting purchases on social media increases happiness: The mediating roles of purchases' impact on self and interpersonal relationships. *Journal of Consumer Marketing*, 34(5), 404-413.
- Dubois, B., Czellar, S. & Laurent, G. (2005). Consumer segments based on attitudes toward luxury: empirical evidence from twenty countries. *Marketing Letters*, 16 (2), 115-128
- Dubois, Bernard & Gilles Laurent (1994). Attitudes Toward the Concept of Luxury: An Exploratory Analysis, in *Asia-Pacific Advances in Consumer Research*, Siew Meng Leong and Joseph A. Cote (eds.), Singapore, 1 (2), 273-278.
- Dubois, Bernard & Patrick Duquesne (1993). The Market for Luxury Goods: Income Versus Culture. *European Journal of Marketing*, 27 (1), 35-44.
- Dubois. B. & Czellar, S. (2002). Prestige brand or luxury brands? An exploratory inquiry on consumer perceptions, HEC Geneva. Retrieved March 23, 2010, from <http://www.hec.unige.ch/recherches-publications/cahiers/2002/2006.06.pdf>
- Dumont, L. (1970). *Homo Hierarchicus: The Caste System and its Implications*. London: Vikas Publications.

- Durmaz, Yakup & Tasdemir, Ahmet. (2014). A Theoretical Approach to the Influence of Social Class on Consumer Behavior. *American International Journal of Social Science*, 3, 187- 191.
- Eastman, J.K., R.E. Goldsmith, & L.R. Flynn (1999), "Status Consumption in Consumer Behavior: Scale Development and Validation," *Journal of Marketing Theory and Practice*, 7, 41-52.
- Eastman, Jacqueline & Eastman, Kevin. (2015). Conceptualizing a Model of Status Consumption Theory: An Exploration of the Antecedents and Consequences of the Motivation to Consume for Status. *Marketing Management Journal*, 25, 1-16.
- Eastman, Jacqueline, Bill Fredenberger, David Campbell, & S. Calvert. 1997. The relationship between status consumption and materialism: cross-cultural comparison of Chinese, Mexican, and American students. *Journal of Marketing Theory and Practice*, 5 (1), 52-65.
- Eibel-Spanyi, Katalin & Dr.Hofmeister, Ágnes. (2013). The impact of values on consumer behaviour. *Int. J. of Economics and Business Research*, 5, 400 - 419.
10.1504/IJEBR.2013.054255.
- Eisenstadt, S.N. (1968). *Prestige, participation and strata formation*, in Jackson, J.A. (Ed.), Cambridge University Press, Cambridge, pp. 62-103.
- Eng, T-Y & J. Bogaert (2010). Psychological and Cultural Insights Into Consumption of Luxury Western Brands in India. *Journal of Customer Behaviour*, 9 (1), 55-75.
- Ericksen, M. K. (1996). Using self-congruence and ideal congruence to predict purchase intention: A European perspective. *Journal of Euro Marketing*, 6, 41-56.
- Erickson, Gary M., & Johny K. Johansson (1985). The Role of Price in Multi-Attribute Product Evaluations. *Journal of Consumer Research*, 12, 195-199.
- Ershi Qi, Jiang Shen, & Runliang Dou. *Proceedings of 20th International Conference on Industrial Engineering and Engineering Management: Theory and Apply of Industrial Management*. New-York: Springer-Heidelberg; 2013. ISBN: 978-3-642-40072-8.
- Evrard, Y. & Roux, E. (2005). *Culture vs Luxury: The Paradoxes of Democratisation*, CEROG, Puyricard.
- Fagerland, M. (2012). t-tests, non-parametric tests, and large studies—a paradox of statistical practice? *BMC Medical Research Methodology*, 12,78. URL www.biomedcentral.com
- Featherstone, M. (1991). *Consumer Culture and Postmodernism*. London, Sage.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7, 117-140.

- Finlay, M. (1973). *The Ancient Economy*. Berkeley and Los Angeles: University of California Press
- Fisher, J. (1987). Social Class and Consumer Behavior: the Relevance of Class and Status in NA - *Advances in Consumer Research Volume 14*, eds. Melanie Wallendorf and Paul Anderson, Provo, UT: Association for Consumer Research, 492-496
- Fiske S. T., Cuddy A. J., Glick P., & Xu J. (2002). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of Personality and Social Psychology*, 82, 878–902
- Fiske, S. T., & Markus, H. R. (2012). *Facing social class*. New York, NY: Russell Sage Foundation
- Fouad, N. A., & Brown, M. T. (2001). Role of race and social class in development: Implications for counseling psychology. In S. D. Brown, & R. W. Lent (Eds.), *Handbook of counseling psychology* (pp. 379-408). New York: Wiley.
- Gell, Alfred (1986). Newcomers to the World of Goods: Consumption among the Muria Gonds, in *The Social Life of Things*, ed. Arjun Appadurai, Cambridge: Cambridge University Press, 110-38.
- Ghurye, (1961). Caste, Class and Occupation. Popular Prakashan (pp. 2-19). Bombay.
- Giddens, Anthony (1991). *Modernity and Self-Identity: Self and Society in Late Modern Age*. Stanford: Stanford University Press
- Gilbert, Dennis & Joseph A. Kahl (1982), *The American Class Structure: A New Synthesis*, Homewood, IL: The Dorsey Press.
- Gillath, O., Bahns, A. J., Ge, F., & Crandall, C. S. (2012). Shoes as a source of first impressions. *Journal of Research in Personality*, 46, 423-430.
- Gistri, G., Romani, S., Pace, S., Gabrielli, V. & Grappi, S. (2009). Consumption practices of counterfeit luxury goods in the Italian context. *Journal of Brand Management*, 16 (5), 364-374.
- Goffman, Erving (1951). Symbols of Class Status. *British Journal of Sociology*, 2 (4), 294-304.
- Google and Bain & Company (n.d.). *How does India travel. Decoding the decision-making process for Indian travellers*. URL https://www.thinkwithgoogle.com/qs/documents/8090/How_Does_India_Travel_.pdf.
- Grossman, G.M. & Shapiro, C. (1988). Foreign counterfeiting of status goods. *The Quarterly Journal of Economics*, Vol. CIII No. 412, 79-100.

- Groth, John C. & Stephen W. McDaniel (1993), " The Exclusive Value Principle: The Basis for Prestige Pricing," *Journal of Consumer Marketing*, 10 (1), 10-16.
- Grubb, E.L. and Grathwohl, H.L. (1967), "Consumer self-concept, symbolism and market behavior: a theoretical approach", *Journal of Marketing*, 31 (4), 22-27
- Grusky, D. B. (2001a). The past, present, and future of social inequality. In D. B. Grusky (Ed.), *Social stratification. Class, race, and gender in sociological perspective* (pp. 3-51). Bouldner: Westview Press.
- Grusky, D.B. (2001b). Social Stratification. DOI:[10.4135/9780857020147.n131](https://doi.org/10.4135/9780857020147.n131)
- Gupta, Abhay (10 January, 2019a). CPP-Luxury: Business of Luxury. URL <https://cpp-luxury.com/indias-luxury-market-in-2019-an-in-depth-outlook/>
- Gupta, Abhay. (15 January, 2019b). sections/article/10- Trends-for-the-Indian-Luxury-Market-in-2019. URL <https://www.luxuryfacts.com/index.php/sections/article/10-Trends-for-the-Indian-Luxury-Market-in2019>
- Gupta, S. & Banerjee, S. (2019). A Review Paper on Luxury Apparel Industry in India: Present Scenario its scope and Challenges. *EPRA International Journal of Research and Development (IJRD)*, 4(7), 63-68.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (Vol. 6). Upper Saddle River, NJ: Pearson Prentice Hall.
- Han, Y. J., Nunes, J. C., & Drèzze, X. (2010). Signaling status with luxury goods: the role of brand prominence. *Journal of Marketing*, 74(4), 15-30.
- Hennigs, N., Wiedmann, K.-P., Klarmann, C., Strehlau, S., Godey, B., Pederzoli, D., Neulinger, A., Dave, K., Aiello, G., Donvito, R., Taro, K., Táborecká-Petrovičová, J., Santos, C.R., Jung, J. & Oh, H. (2012), What is the Value of Luxury? A Cross-Cultural Consumer Perspective *Psychology and Marketing*, 29, 1018-1034.
doi:[10.1002/mar.20583](https://doi.org/10.1002/mar.20583)
- Henrich, Joseph & Gil-White, Francisco. (2001). The Evolution of Prestige: Freely Conferred deference as a Mechanism for Enhancing the Benefits of Cultural Transmission. *Evolution and Human Behavior*, 22 (3), 165-196.
- Henry, Walter A. (1976). Cultural Values Do Correlate with Consumer Behavior. *Journal of Marketing Research*, 13, 121-127.
- Higgins, Tory (1987). Self-Discrepancy: A Theory Relating Self and Affect. *Psychological Review*, 94 (3), 319-340.
- Hill, R. J. (1992). Attitudes and behaviors. In M. Rosenberg & R. H. Turner (Eds.), *Social psychology: Sociological perspectives* (pp. 347-377). New Brunswick, NJ: Transaction.

- Hirschman, E. & Holbrook, M. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46 (3)
- Hisrich, R. D. & Peters, M. P. (1974). Selecting the Superior Segmentation Correlate. *Journal of Marketing*, 38(3), 60-63
<https://doi.org/10.1177/002224297403800310>
- Hosany, S. & Martin, D. (2012), “Self-image congruence in consumer behavior”, *Journal of Business Research*, 65 (5), 685-691.
- Hout, M. (2008). How class works: Objective and subjective aspects of class since the 1970s. In: A. Lareau, & D. Conley (Eds.) *Social class: How does it work?* (pp. 25-64). Washington D.C.: Russell Sage Foundation
- How to Conduct Research for Luxury Brands* (n.d). SIS International Research.
<https://www.sisinternational.com/publications/conduct-research-luxury-brands/>
- Huang, Xiaowei. (2019). Understanding Bourdieu - Cultural Capital and Habitus. Review of European Studies. 11. 45. 10.5539/res.v11n3p45.
- Human Development Report 2007/2008. (2007). URL
http://hdr.undp.org/sites/default/files/reports/268/hdr_20072008_en_complete.pdf
- Inversion, Vegard (2012). Caste and Upward Mobility. In Chetan Ghate (Eds), *The Oxford Handbook of the Indian Economy*. DOI:10.1093/oxfordhb/9780199734580.013.0007
- Iyengar, M (2019). Social Class implications on Luxury consumption: A Conceptual Framework. *SECOM, Management and Technology Review*, 7(1), 65
- Jackson, T. (2002). International Herald Tribune fashion 2001 conference review. *Journal of Fashion Marketing and Management*, 6 (4). Available at: www.emeraldinsight.com/doi/full/10.1108/jfmm.2002.28406dac.001
- Jackson, Tim (2004). A Contemporary Analysis of Global Luxury Brands. M. Bruce, C. M. Moore and G. Birtwistle (Eds.), *International Retail Marketing: A Case Study Approach*. Elsevier Ltd.155-168. URL
http://www.danangtimes.vn/Portals/0/Docs/989453269_International%20Retail%20Marketing.pdf#page=184
- Jacob C. Lee, Deborah L. Hall, & Wendy Wood (2018). Experiential or Material Purchases? Social Class Determines Purchase Happiness. *Psychological Science*, 29 (7), 1031. DOI: 10.1177/0956797617736386
- Jain, Sheetal (October 25, 2019)). Unravelling the India Luxury Market in 2030. URL
<https://www.indiaretailing.com/2019/10/25/retail/unraveling-the-indian-luxury-market-in-2030/>

- Jamal, A. & Goode, M. (2001). Consumers and brands: A study of the impact of self - image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning*, 19(4), 482-492.
- Jones, S.J. (2003). Complex Subjectivities: Caste, ethnicity and race in women's narratives of upward mobility. *Journal of Social Issues*, 59, 841-860.
- K.G. Diem (2002). Maximizing Response Rate and Controlling Nonresponse Error in Survey Research. URL: [Maximizing Response Rate and Controlling Nonresponse Error in Survey Research \(Rutgers NJAES\)](#)
- Kahle, Lynn & Kennedy, Patricia. (1989). Using the List of Values (LOV) to Understand Consumers. *Journal of Consumer Marketing*, 6, 5-12. 10.1108/EUM00000000002549.
- Kahle, Lynn R. (1983), Social Values and Social Change: Adaptation to Life in America, New York: Praeger
- Kahle, Lynn, Sharron E. Beatty, & Pamela Homer (1986). Alternative Measurement Approaches to Consumer Values: The List of Values (LOV) and Life Styles (VALS). *Journal of Consumer Research*, 13, 405-409.
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39, 31–36.
- Kapferer J.N. & Bastien, V. (2009). The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. Delhi, India: Kogan page India
- Kapferer, J.N. (1998). *Strategic Brand Management*, 2nd edition. London: Kogan Page Ltd.
- Kapferer, J.N. (2006). The two business cultures of luxury brands, in Schroeder, J. and Salzer-Mörling, M. (Eds), *Brand Culture*, Taylor and Francis, London, pp. 67-76.
- Kapferer, J.-N. (2014). The Artification of Luxury: From artisans to artists. *Business Horizons*, 57(3), 371–380. doi:10.1016/j.bushor.2013.12.007
- Kapoor, S. (2010). India to emerge as a hub of luxury goods brands. *The Economic Times*, 2 February.
- Kastanakis, M. N., & Balabanis, G. (2012), Between the Mass and the Class: Antecedents of the 'Bandwagon' Luxury Consumption Behavior, *Journal of Business Research*, 65 (10), 1399–407.
- Kastanakis, M. N., & Balabanis, G. (2014). Explaining variation in conspicuous luxury consumption: An individual differences' perspective. *Journal of Business Research*, 67(10), 2147–2154. doi:10.1016/j.jbusres.2014.04.024
- Kering Financial Document. (2019).
URL <https://keringcorporate.dam.kering.com/m/5950e4d285ac1f9a/original/2019-Financial-Document.pdf>.

Kering Integrated Report. (2019).

URL <https://keringcorporate.dam.kering.com/m/51136a84f2c9e1fa/original/2018-Integrated-Report.pdf>.

Kerlinger, F.N. (1973). *Foundation of Behavioural Research*, 2nd Edition, Holt, Rinehart and Winston, Inc.

Kesari, R. & Srivastava, A. (2012). Retail Luxury Brand in India: Consumer Market. *International Journal of Marketing, Financial Services & Management Research*, 1(7), ISSN 2277 362

Kim H. & Markus H.R. (1999) Deviance or uniqueness, harmony or conformity? A cultural analysis. *Journal of Personality and Social Psychology*, 77(4), 785–800

Kim, A. J. & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486. doi:10.1016/j.jbusres.2011.10.014

Kohn, Melvin L. (1969), *Class and Conformity A Study in Values*, Homewood, IL: Dorsey Press.

Kraus, M., Park, J.W., & Tan, J. (2017). Signs of Social Class: The Experience of Economic Inequality in Everyday Life. *Perspectives of Psychological Science*, 12(3), 422- 435.

Kraus, M.W., Piff, P.K., & Keltner, D. (2009). Social class, sense of control, and social explanation. *Journal of Personality and Social Psychology*, 97, 992-1004. doi:10.1037/a0016357

Kripalani, C. (2007). Trendsetting and product placement in Bollywood film: Consumerism through consumption. *New Cinemas: Journal of Contemporary Film*, 197-215.

Lareau, A. & Conley, D. (Eds.). (2008). *Social class: How does it work?* New York, NY: Russell Sage Foundation.

Leach, E.R. (1977/1954). *Political Systems of Highland Burma*. London: London School of Economics and Political Science.

Leach, Helen. 2003. Did East Polynesians have a Concept of Luxury Foods? *World Archaeology*, 34, 442-458.

Leibenstein, Harvey. (1950). Bandwagon, Snob, and Veblen Effects in the Theory of Conspicuous Demand. *Quarterly Journal of Economics*, 64, 183-207.

Leondar-Wright, B. (2005). *Class matters: Cross-class alliance building for middle-class activists*. Gabriola Island, BC: New Society Publishers.

Levy, S.J. (1966). Social Class and Consumer Behaviour, in *On Knowing the Consumer*. J.W. Newman, ed. New York: John Wiley & Sons, Inc. 146-60.

- Lichtenstein, Donald R., Nancy M. Ridgway & Richard G. Netemeyer (1993), Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30, 234-245.
- Lin, Y. T. & Xia, K. N. 2009. The relationship between consumer guilt and product categories, *Asia Pacific Advances in Consumer Research*, 8, 332-333.
- Liu, W. M. (2001). Expanding our understanding of multiculturalism: Developing a social class worldview model. In D. B. Pope-Davis & H. L. K. Coleman (Eds.), *The intersection of race, class, and gender in counseling psychology* (pp. 127-170). Thousand Oaks, CA: Sage.
- Liu, W. M. (2013). Introduction to social class and classism in counselling psychology. In Liu, W. M. (Ed.), *The Oxford handbook of social class in counselling* (pp. 3-20). New York: Oxford University Press. DOI:10.1093/oxfordhb/9780195398250.013.0001
- Liu, W. M., & Arguello, J. (2006). Social class and classism in counseling. *Counseling and Human Development*, 39(3), 1-12.
- Liu, W. M., Ali, S. R., Soleck, G., Hopps, J., Dunston, K., & Pickett, T., Jr. (2004). A New Framework to Understand Social Class in Counseling: The Social Class Worldview Model and Modern Classism Theory. *Journal of multicultural counselling and development*, 32, 95-122
- Liu, W. M., Pickett, T., Jr., & Ivey, A. E. (2007). White middle-class privilege: Social class bias and implications for training and practice. *Journal of Multicultural Counseling and Development*, 35, 194-207.
- Liu, William. (2012). Developing a Social Class and Classism Consciousness. *The Oxford Handbook of Counseling Psychology*. 10.1093/oxfordhb/9780195342314.013.0012.
- Lynn, Michael (1991). Scarcity Effects on Value: A Quantitative Review of the Commodity Theory Literature. *Psychology and Marketing*, 8 (1), 45-57.
- Martineau, P. (1958). Social Class and Spending Behavior. *Journal of Marketing*, 23, 121-130
- Marx, K. (1887). *Capital: A Critique of Political Economy*. Vol. I. Progress Publishers, Moscow, 404-427.
- Marx, K., & Engels, F. (1992). *The communist manifesto*. New York, NY: Bantam Books.
- Maslow, Abraham H. 1954. *Motivation and Personality*. New York: Harper
- Mason, Roger S. 1981. *Conspicuous Consumption: A Study of Exceptional Consumer Behavior*. New York: St. Martin's Press.

- Mathews, H.L. & Slocum, J.W. Jr. (1969). Social Class and Commercial Bank Credit Card Usage. *Journal of Marketing*, 33, 71-78.
- McCracken, G. (1986): Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods, in: *Journal of Consumer Research*, 13 (1), 71-84.
- McEwen H.R., Fang X., Zhang C., & Burkholder R. (2006). Inside the mind of the Chinese consumer. *Harvard Business Review*, 84(3), 68-76.
- McKinsey. (1990). The luxury industry: An asset for France. Paris: McKinsey.
- Miles, M.B. & Huberman, A.M. (1994). *Qualitative Data Analysis* (2nd edn), Thousand Oaks, CA, Sage.
- Mishra, S. & Jain, S. (February 24, 2018). Unfolding India's Luxury Market in 2018. URL <https://www.businesstoday.in/opinion/columns/unfolding-india-luxury-market-in-2018/story/271418.html>
- Mittal, B. (1989). Measuring purchase-decision involvement. *Psychology and Marketing*, 6 (2), 147-162.
- MOF team, (2019). The Luxury Report: The State of the Industry in 2020 and Beyond URL: <https://matterofform.com/news/articles/the-luxury-report>
- Monsivais, P. & Drewnowski, A. (2009). Lower-energy-density diets are associated with higher monetary costs per kilocalorie and are consumed by women of higher socioeconomic status. *Journal of the American Dietetic Association*, 109, 814-822.
- Morize, André (1909). L'Apologie du luxe au XVIIIe Siècle: "Le Mondain" et ses Sources, Paris: H. Didier.
- Myers, J., Stanton, R. & Haug, A. (1971). Correlates of Buying Behaviour: Social Class Vs. Income. *Journal of Marketing*, 35, 8-15.
- Myers, J.H., & Guttman, J. (1974). Lifestyle: The Essence of Social Class in *Lifestyle and Psychographics*, William D. Wells, ed. Chicago: American Marketing Association, Chapter 10.
- Na, J., McDonough, I.M., Chan, M.Y., & Park, D.C. (2016). Social-class differences in consumer choices: Working-class individuals are more sensitive to choices of others than middle-class individuals. *Personality and Social Psychology Bulletin*, 42, 430-443. doi:10.1177/0146167216634043
- Nair, A. (16 August, 2019). A Beginner's Guide to K-means Clustering. URL <https://analyticsindiamag.com/beginners-guide-to-k-means-clustering/>

- Nam, J., Lee, Y., Youn, N., & Kwon, K.-M. (2016). Nostalgia's fulfillment of agentic and communal needs: how different types of self-concepts shape consumer attitudes toward nostalgia. *Journal of Consumer Behaviour*, 15(4), 303-313.
- Nelissen, R. M.A., & M. H.C. Meijers (2011). Social Benefits of Luxury Brands as Costly Signals of Wealth and Status. *Evolution and Human Behavior*, 32 (5), 343-355.
- Nelson, M. L., Huffman, K. L., & Budge, S. L. (2008). *Development and initial validation of The Social Class Identity Dissonance Scale*. Poster presented at the August 2008 American Psychological Association Convention, Boston, MA
- Neuman, W. (2000). Social Research Methods: Qualitative and Quantitative Approaches. 10.2307/3211488.
- Nia, A. & Zaichkowsky, J.L. (2000). Do counterfeits devalue the ownership of luxury brands? *Journal of Product and Brand Management*, 9 (7), 485-497.
- Nueno, J. L. & Quelch, J. A. (1998). The mass marketing of luxury. *Business Horizons*, 39 (6), 61-68.
- Nunnally, J. (1967), *Psychometric Methods*, New York, McGraw Hill.
- O'Cass, A. & McEwen, H. (2006). Exploring consumer status and conspicuous consumption. *Journal of Consumer Behavior*, 4(1), 25-39.
- O'Cass, A. & H. Frost (2002). Status Brands: Examining the Effects of NonProduct-Related Brand Associations on Status and Conspicuous Consumption. *Journal of Product & Brand Management*, 11 (2), 67-88.
- O'Cass, A. & H. McEwen, (2004). Exploring Consumer Status and Conspicuous Consumption. *Journal of Consumer Behaviour*, 4 (1), 25-39.
- Oakes, J. M., & Rossi, P. H. (2003). The measurement of SES in health research: Current practice and steps toward a new approach. *Social Science & Medicine*, 56, 769-784.
- Ojha, N.P. & Ingilizian, Z. (Jan 9, 2019). How India Will Consume in 2030: 10 Mega Trends. URL <https://www.bain.com/insights/how-india-will-consume-in-2030-10-mega-trends/>
- Okonkwo, U. (2009). Luxury fashion branding- trends, tactics, techniques. *Journal of Brand Management*, 16 (5), 413-415.
- Olson, Amber Nicole (2011). *First-Generation College Students' Experiences with Social Class Identity Dissonance*. Electronic Theses and Dissertations. 486. <https://digitalcommons.du.edu/etd/486>

- Orenstein, P. (2001, July 1). Parasites in prêt-à-porter are threatening Japan's economy. The New York times. URL <https://www.nytimes.com/2001/07/01/magazine/parasites-in-pret-a-porter.html>
- Oyserman, D. & Elmore, K. & Smith, G. (2012) Self, self-concept, and identity. J. Tangney and M. Leary (Eds). *The Handbook of Self and Identity*, 2nd Edition, pp 69-104, New York, NY: Guilford Press.
- Oyserman, D. Markus, H.R. (1998). Self as social representation. In SU. Flick (Ed). *The psychology of the social* (pp. 107-125). New York, NY: Cambridge University Press.
- Oyserman, D., Brickman, D., & M. Rhodes (2007). Racial-ethnic identity in adolescence: Content and consequences for African American and Latino and Latina youth. In A. Fuligni (Ed.) *Contesting stereotypes and creating identities: Social categories, identities and educational participation*. (pp 91-114). New York, NY: Russell-Sage.
- Page, C. (1992): A History of Conspicuous Consumption, in Rudmin, F. W. & Richins, M. L. (eds.), *Meaning, Measure, and Morality of Materialism, Association for Consumer Research*, Kingston (Ontario), 82-87.
- Pantzalis, Ioannis (1995), *Exclusivity Strategies in Pricing and Brand Extension*, Unpublished Doctoral Dissertation, University of Arizona
- Patsiaouras, Georgios. (2010). Rethinking Veblen's contribution to Consumer Research: a phenomenological enquiry into the perception of 'status consumption' by middle-income British consumers. Retrieved from <http://www.criticalmanagement.org/files/Patsiaouras2010.pdf>
- Peter, P.J. (1981), Construct Validity: A Review of Basic Issues and Marketing Practices. *Journal of Marketing Research*, 18, 133-145.
- Rao, Akshay R. & Kent B. Monroe (1989). The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. *Journal of Marketing Research*, 26, 351-357.
- Reay, Diane. (1996). Dealing with Difficult Differences: Reflexivity and Social Class in Feminist Research. *Feminism & Psychology*, 6, 443-456. 10.1177/0959353596063007.
- Renand, F. (1993). Revue Francaise du Marketing. *Cahiers*, 132-133.
- Rich, S.U. & Jain, S.C. (1968). Social Class and Life Cycle as predictors of Shopping Behavior. *Journal of Marketing Research*, 5, 41-49.
- Ridgeway C.L. & Correll S.J. (2004) Unpacking the Gender System: A Theoretical Perspective on Gender Beliefs and Social Relations. *Gender & Society*, 18(4), 510-531. doi:10.1177/0891243204265269

- Riesman, Glazer & Denney. (1950). *The Lonely Crowd: A Study of the Changing American Character*. New Haven. Yale University Press.
- Risman, B. J., & Davis, G. (2013). From sex roles to gender structure. *Current Sociology Review*, 61(5-6), 733-755.
- Rokeach, Milton. 1973. *The Nature of Human Values*. NY: The Free Press.
- Ross, J. L. (1995). Social class tensions within families. *The American Journal of Family Therapy*, 23(4), 338-350
- Roux, Elyette & Floch, Jean-Marie, (1996). Gérer l'ingérable: La contradiction interne de toute maison de luxe. *Decisions Marketing*, 9,15-23.
- Roy, R. & Rabbanee, F.K. (2015). Antecedents and consequences of self-congruity. *European Journal of Marketing*, 49 Nos 3/4, 444-466.
- Ryckman, R.M., Rodda, W.C., & Sherman, M.F. (1972). Locus of control and expertise relevance as determinants of changes in opinion of student activism. *Journal of Social Psychology*, 88, 107-114.
- Rytilahti, P. (2008). Social Value of Old and New Luxury, Working Papers *Tyopaperit Publication Series*, F 34, University of Art and Design Helsinki, 46- 53.
- Saunders, M., Lewis, P. & Thorhill, A. (2007). *Research Methods for Business Students*. Fourth Edition. England: Prentice Hall
- Schaninger, Charles M. (1981). Social Class Versus Income Revisited: An Empirical Investigation. *Journal of Marketing Research*, 18, 192-208.
- Schiffman L.G. & Kanuk L.L. (2004). *Consumer Behavior*. (8th ed.) Prentice Hall India.
- Sharma, K.L. (1984). *Social class and Mobility*. Jaipur: Rawat Publications
- Sherry, J. (1998): *Servicescapes. The Concept of Place in Contemporary Markets*. Chicago, IL: NTC Business Books.
- Shukla, P. (2012). The influence of value perceptions on luxury purchase intentions in developed and emerging markets. *International Marketing Review*, 29 (6), 574-596
- Silverstein, M.J., & Fiske, N. (2008). *Trading Up: Why Consumers Want New Luxury Goods- and How Companies Create Them*. NY: Penguin books
- Singh, P. R. (2011). Consumer Culture and Postmodernism in Postmodern Openings. *International Scientific Conference Year 2, No. 5, Vol. 5*. (pp. 55-88). Lumen Publishing House.
- Singhi A, Jain N, & Sanghi K. (2017, March20). The New Indian: Many facets of the Indian consumer. Retrieved from <https://www.bcg.com/en-in/publications/2017/marketing-sales-globalization-new-indian-changing-consumer.aspx>

- Sintas, J. & Álvarez, E. (2004). Omnivore versus univore consumption and its symbolic properties: Evidence from Spaniards' performing, *Poetics*, 32, 463-483.
- Sirgy, M.J.(1982). Self-Concept in Consumer Behavior: A Critical Review, *Journal of Consumer Research*, 9 (3), 287-300, <https://doi.org/10.1086/208924>
- Smith, M.S. *Determining Sample Size: How to ensure you get the correct sample size*. Retrieved from <https://success.qualtrics.com/rs/qualtrics/images/Determining-Sample-Size.pdf>
- Solomon, M.R. (1983). The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective. *Journal of Consumer Research*, 10, 319-329.
- Sorokin, P. (1927). *Social Mobility*. New York: Harper and Brothers.
- Spending Behaviour in India (September, 2016). URL <https://www.dealsunny.com/blog/indian-savings-accounts-statistics>
- Srinivasan, R., Srivastava, R.K., & Bhanot, S. (2014). Impact of age on purchase behaviour of luxury brands. *Journal of Research in Business and Management*, 2 (9), 19-32
- Stamatogiannakis, Antonios, Calderon, Susan & Gonçalves, Dilney. (2017). Spoiling Ourselves: Consumers' Choice of Luxury Products. *The Essence of Luxury: An Asian Perspective*.65-76. Singapore. Singapore Management University, Centre for Marketing Excellence.
- Statista Report (August, 2020). *Luxury Goods India*. URL <https://www.statista.com/outlook/21000000/119/luxury-goods/india>
- Statista Research Department (2020). *Global Personal Luxury Goods Industry – Statistics and Facts*. Retrieved from <https://www.statista.com/topics/1110/global-luxury-goods-industry/>
- Stephens, N.M., Markus, H.R., & Townsend, S.S.M. (2007). Choice as an act of meaning: The case of social class. *Journal of Personality and Social Psychology*, 93, 814-830. doi:10.1037/0022-3514.93.5.814
- Stewart, A.J., & Ostrove, J.M. (1993). Social class, social change and gender. *Psychology of Women Quarterly*, 17, 475-497
- Strahilevitz, M. & Myers J.G. (1998). Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You Are Trying to Sell. *Journal of Consumer Research*, 434-446
- Tai, Susan H. C., & Tam, Jackie L. M. (1996). A Comparative Study of Chinese Consumers in Asian Markets - A Lifestyle Analysis. *Journal of International Consumer Marketing*, 9(1), 25-42.

- Tandon, S. (2019, November). *Millennials lead luxury spending growth in India: American Express report*. URL <https://www.livemint.com/industry/banking/millennials-lead-luxury-spending-growth-in-india-american-express-report-11573099823198.html>
- Tellis, Gerard J. & Gary J. Gaeth (1990). Best Value, Price-Seeking, and Price Aversion: The Impact of Information and Learning on Consumer Choices. *Journal of Marketing*, 54, 34-45.
- Truong, Y., McColl, R. & Kitchen, P.J. (2009). New luxury brand positioning and the emergence of masstige brands. *Journal of Brand Management*, 16 (5), 375-382.
- Truong, Y., Simmons, G., McColl, R., & Kitchen, P.J. (2008). Status and Conspicuousness – Are They Related? Strategic Marketing Implications for Luxury Brands. *Journal of Strategic Marketing*, July, 16 (3), 189-203.
- Twitchell, J.B. (2001). *Living It Up: Our Love Affair with Luxury*. New York, NY: Columbia University Press.
- Vahalia, T. (2007). Western India's love affair with luxury brands. *The Economic Times*, 12 October.
- Van Eijck, K. (2001). Social differentiation in musical taste patterns. *Social forces*, 79, 1163-1185.
- Veblen, Thorstein (1899/1994). *The Theory of the Leisure Class*. Boston, MA: Houghton Mifflin (original work published 1899)
- Vickers, J. S., & Renand, F. (2003). The Marketing of Luxury Goods: An exploratory study - three conceptual dimensions. *The Marketing Review*, 3(4), 459-478.
- Vigneron, F. & Johnson (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11, 484. <https://doi.org/10.1057/palgrave.bm.2540194>
- Vigneron, Franck & Lester W. Johnson (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior . *Academy of Marketing Science Review*, (1), 1-15.
- Vikas, Ram Manohar, Varman, Rohit & Belk, Russell (2015). Status, Caste and Market in a Changing Indian village, *Journal of Consumer Research*, 42(3), 472-498. DOI: 10.1093/jcr/ucv038
- Voltaire, Francois-Marie Arouet (1736). *Le Mondain*. URL <http://www1.udel.edu/braun/poetry/voltaire.html>
- Voss, Kevin & Spangenberg, Eric & Grohmann, Bianca. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*, 40, 310-320. 10.1509/jmkr.40.3.310.19238.

- Wang C.L. & Lin X. (2009). Migration of Chinese consumption values: traditions, modernization, and cultural renaissance. *Journal of Business Ethics*, 88, 399–409
- Warde, A. (1997). *Consumption, Food and Taste*. London: Sage.
- Wasson, Chester R. (1969). Is it time to quit thinking about Income Classes? *Journal of Marketing*, 33, 54-7
- Watts, R. J. (1994). Paradigms of diversity. In E. J. Trickett, R. J. Watts, & D. Birman (Eds.), *Human diversity: Perspectives on People in context* (pp. 49-80). San Francisco: Jossey-Bass.
- Weber, M. (1947). The theory of social and economic organization (A. M. Henderson & T. Parsons, Trans.). New York: Oxford University Press. (Original work published 1925)
- Weber, M. (2008). Open and closed relationships. In D. B. Grusky (Ed.), *Social Stratification* (3rd ed., pp. 128-132). Boulder, CO: Westview Press.
- Wiedmann, K-P, N. Hennigs, & A. Siebels, (2009). Value-Based Segmentation of Luxury Consumption Behavior. *Psychology & Marketing*, 26 (7), 625-651.
- West, C., & Zimmerman, D. H. (1987). Doing gender. *Gender and Society*, 1(2), 125-151.
- Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: A cross-cultural framework. *Academy of Marketing Science Review*, 7, 1-21.
- Willersdorf, S., Hazan, J., Ricci, G., Prénaud, A., Bianchi, F., Seara, J., & Yang, V. (24 June, 2020). *A New Era and a New Look for Luxury*. URL: <https://www.bcg.com/publications/2020/new-era-and-new-look-for-luxury>
- Wiser, William H. (1988). *The Hindu Jajmani System: Socioeconomic System Integrating Members of a Hindu Village Community in Services*, New Delhi: Munshiram Manoharlal.
- Wong N.Y., & Ahuvia, A.C. (1998). Personal taste and family face: luxury consumption in Confucian and Western societies. *Psychology and Marketing*, 15(5), 423–441
- Yitzhaki, S. & R.Lerman (1991). Income Stratification and Income Inequality. *Review of Income and Wealth*, 37(3), 313-329.
- Zaltman, Gerald & Melanie, Wallendorf (1979). *Consumer Behaviour: Basic Findings and Management of Implications*. New York: John Wiley & Sons, Inc.
- Zinkham, G. & Hong, J. (1991). Self-concept and advertising effectiveness: A conceptual model of congruency conspicuousness and response mode. *Advances in Consumer Research*, 18, 348-354.

