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The Effect of Functional, Symbolic and Experiential Framings on Attitudes Towards Luxury Fashion Products:

A Comparative Study

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# NORWEGIAN BUSINESS SCHOOL

Study Programme:

Master of Science in *"Strategic Marketing Management"*

# The Effect of Functional, Symbolic and Experiential Framings on Attitudes Towards Luxury Fashion Products: A Comparative Study

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# EXECUTIVE SUMMARY- ABSTRACT

## *SUMMARY*

The purpose of this research is to investigate how different value framings, namely functional, symbolic and experiential ones, influence Italian customers' attitudes within the fashion luxury category. Moreover, the role of the personal trait of vanity has been analyzed as moderator in the previous relationship.


*Chapter 1* is an introductive one: several statistics about the Italian luxury market and some definitions of the term "luxury" will be provided.

*Chapter 2* contains the theoretical background together with the conceptual model of the research. The relevant literature on which my work is based will be presented; some evidence about the reasons behind the hypotheses will be discussed too.

*Chapter 3* explains how I have built the pre-test and the main test. All the information about how I have selected the stimuli and the scales of measurement, along with the research design and methods, is included.

*Chapter 4* is focused on the analysis and the presentation of the results. The statistic tools and methods I have used will be touched in detail.

*Chapter 5* interprets the results and summarize them. Here, I have divided the discussion in several areas of interest.

*Chapter 6*, instead, presents the implications of my research, both from a theoretical and a strategic point of view.

*Chapter 7* lists some limitations of my work and directions for the future researches in the same sector.

*Chapter 8,* finally, contains a small paragraph where I have explained what I wanted to achieve with my research.

## *MAIN FINDINGS*

*1.* The common wisdom that the symbolic value is more influent than the functional or/and experiential ones in driving fashion luxury attitudes/sales could not hold anymore; at least, it could be highly dependent on the cultural context.

*2.* Functional value is the most effective in boosting both attitudes and purchase intensions towards fashion luxury products.

*3.* Even if the previous findings can result counterintuitive, it is important to notice that they are strictly conditional on the fashion luxury category. Accordingly, in the latter, there could be an already high intrinsic level of symbolic and experiential attributes. For that reason, the findings are expressed starting from an high baseline of such dimensions; for example, further highlighting on symbolic value in the ads can be unnecessary.

*4.* High levels of vanity bring to more favorable attitudes and higher purchase intentions towards fashion luxury products. However, we need very high levels of vanity in order to detect such effect.

*5.* Customers presenting high levels of vanity are more likely to be influenced by symbolic and experiential cues instead of functional ones.

*6.* Despite the moderation of vanity, the functional value seems to be the most adequate into boosting attitudes and driving purchase intentions in the majority of situations.

*7.* The more effective positioning strategies, holding in a lot of different situations, are those highlighting principally the functional value, with just some shades of experiential and symbolic ones. This is true despite the level of vanity within the target customers.

# CHAPTER 1- INTRODUCTION

## *A BIG MARKET*

From 2012 onwards, the Italian luxury market experienced an exponential growth. Indeed, during 2019, it reached US$ 15.936 million of revenue *(Statista- Luxury Goods/ Italy, 2019)*. In particular, about the 45% of such amount is fuelled by sales in the fashion luxury segment *(Statista- Luxury Goods/ Italy, 2019)*. Then, gaining a strong foothold in this subcategory could represent an appealing target for worldwide marketeers operating in this sector. Accordingly, gaining deeper and deeper insights about how consumers develop intentions to purchase and attitudes towards fashion luxury articles may provide such players with useful guidelines; specifically, the implementation of their marketing strategies, going from advertising decisions to segmentation tactics, could benefit from this enhanced knowledge.

## *THE DEFINITION OF LUXURY*

Before going on, it is important to define what the word "luxury" means. One of the most relevant studies in this regard was carried out by *Vigneron and Johnson (2004)*; the aim of this research was to build a comprehensive scale measuring luxury perceptions. These authors found out that the degree to which a product can be defined as a luxury one is measured on five different dimensions constituting the so called *"Brand Luxury Index"* (BLI). Such scale is widely cited in the luxury literature that is pertinent to my research.

The first dimension that the authors identified is *"Perceived Conspicuousness"*; in fact, luxury products are often used as symbols to show high social status in public, especially due to their high prices. The second is *"Perceived Uniqueness"*, namely the rarity and the exclusiveness.  The third is *"Perceived Quality"* and it is related to the extent to which a product offers higher standards of performance with respect to the market average. The fourth is *"Perceived Hedonism"* and it refers to the degree of emotional and psychological benefits provided beyond the mere functional ones. Finally, the fifth is *"Perceived Extended- Self"* and it captures the potential to enhance one's self concept during usage or consumption. In general, a particular offering can be defined as a luxury one when it scores high on each of

the dimensions described. Furthermore, *Wiedman, Hennigs and Siebels (2009)*, in trying to enact a value-based segmentation of luxury customers, completed the BLI scale by adding other four dimensions, highly correlated to the old ones. In fact, they first considered *"Price Value"*, based on the rationale that highly priced items could be perceived as high-quality ones. Then, they included *"Usability Value"*, referring to how well a product can perform a particular function: even this dimension is strongly correlated to quality associations. Third, they threw in *"Materialistic Value"*, defined as the degree to which customers consider possessing an object as important in their lives; this kind of value is strictly linked to what can be communicated to the others trough one's own possessions. Finally, *"Prestige Value in Social Network"* relates to the effect of owning a particular product on social relationships with the others. Even if luxury products are expected to perform well in almost all of these categories, it could be that different communication framings, highlighting different value dimensions, could not have the same effect in driving customers' attitudes.

The theoretical background presented in the following chapter will summarize previous literature about value perceptions in both the luxury sector in general and the fashion luxury branch

# *CHAPTER 2- THEORETICAL BACKGROUND & CONCEPTUAL FRAMEWORK*

## *THEORETICAL BACKGROUND*

### *Three value dimensions*

My research tries to investigate how highlighting different value dimensions (functional, symbolic, experiential) within the luxury fashion sector would influence attitudes towards such products. This conceptualization is mainly based on the work of *Hung et al. (2011);* there, the authors analysed how such dimensions respectively influence purchase intentions within the category of luxury fashion products.

However, this division in three categories has much deeper roots within marketing literature. For example, *Keller (2003),* when talking about brand knowledge, recognizes these three dimensions as the main categories of benefits that customers attach to their purchases. Such benefits are at the basis of the brand beliefs that individuals develop about a particular brand/product. In this regard, brand communications and ads can be very effective in shaping them and, consequently, make customers develop attitudes and purchase intentions based on the particular benefits they are searching for *(Orth & Marchi, 2007).* Accordingly, framing ads in different ways could influence the audience's perceptions about the benefits that an offering is able to provide; as a consequence, by understanding what people really wants or what they consider as important in a specific product category, marketers could be better off and more prompt to correctly adapt their communication strategies. Indeed, still considering the research of *Orth and Marchi (2007),* we find that each of the customers has a precise product schema in mind, namely a set of beliefs regarding the benefits that a particular offering should bring about; if the ad-evoked beliefs fit with the product schema, then, such beliefs becomes stronger in customers' minds, thus improving purchase intentions, especially when talking about affective and emotional associations. In this regard, my research could contribute to previous literature even by providing a starting point about the discover of the product schema that people hold about fashion luxury products. In addition, *Jaworski, Park and Maclnnis. (1986)* refers to functional, symbolic and experiential needs when talking about brand image/concept. According to them, the

functional needs are those concerning consumption- related problems and are externally generated (outside of the individual). Symbolic needs, instead, are internally (within the individual) developed needs concerning desires for self-enhancement or joining a specific group. Finally, the experiential needs express desires for fun, cognitive stimulation and variety. *Jaworski et al. (1986)* stated that each brand can create an image based on just one of these three concepts or a mixture of them. However, when the positioning is based on more than one of these concepts it could be very difficult to maintain consistency of image over time; moreover, in this way, differentiation from competing offerings could be almost impossible to achieve. For this reason, analysing which of the three kinds of positioning would be more effective in shaping peoples' attitudes could provide brand managers in fashion luxury sector with useful guidelines on the right positioning to use; indeed,  a  positioning strategy that could work for a more functional brand concept/image could not work for a more symbolic one.  For example, a functional positioning could require building more performance-related associations while a symbolic one could require a mix of elements emphasizing the relationship with the others in a social group or one's own desire for self-expression *(Jaworski et al.,1986).*

Note that these three dimensions could overlap with or include in themselves some of the ones constituting the BLI *(Vigneron & Johnson, 2004)* described in the previous section. However, the functional, symbolic and experiential dimensions can be used to describe each kind of product in general and not just to differentiate luxury from non-luxury ones. Then,  I refer to the BLI scale in order to clarify what is meant by luxuries and to ensure that the products I consider in the research are perceived as luxury ones; at the same time, the functional, symbolic, and experiential dimensions are used to investigate which benefits fashion luxury products are expected to fulfil and, consequently, which framing is preferred by customers. That said, I will start by discussing in detail each of the three dimensions and their effects on customer's attitudes. After such literature review, hypotheses will be developed; the first two aim at investigating which of the three framings is more effective in developing positive attitudes within customers. Then, the other hypotheses are centred on the role of a moderator: *"Vanity";* such variable represents a personal trait and, thus, a better knowledge about it would provide marketers with relevant fresh insights about how individual differences among

people could bring to different attitudes and purchase intentions towards fashion luxury products.

## *Functional value*

This variable represents the potential of luxury products to deliver high quality to customers and to satisfy their needs for high-standards performances *(Berthon Parent, & Berthon, 2009).* It is highly related to what the product "does" and how it performs in contraposition with what the product "represents" *(Berthon et al., 2009);* then, the focus is mainly on the physical properties of the product itself without including deeper meaning arising by owning or consuming it. In general, this dimension refers to the product's attributes and to the intrinsic advantages that result from them *(Orth & Marchi, 2007),* especially those aimed at solving a problem related to consumption *(Jaworski et al., 1986).*

*Hung et al. (2011)* found a positive and significant effect of functional value perceptions on fashion luxury purchase intentions. In that study, the definition of functional value was mainly based on the perceptions of high quality, handmade, superiority and sophistication. In this regard, *Tsai (2005)* identified a positive effect of quality assurance on favourable personal orientation towards luxuries and, consequently, on luxury repurchase intentions. Moreover, the exploratory study by *Vigneron and Johnson (2004)* presented before identified quality (considered as overall functional value) as one of the five factors building up the BLI *(Brand Luxury Index),* thus highlighting that there is a vast segment of consumers that place a strong importance on such dimension; in that research, the sub-dimensions of the functional value identified were almost equal to the ones used by *Hung et al. (2011).* In addition, customers seem to assume that they can gain more value from luxury products because of their high quality and reassurance power *(Vigneron & Johnson, 2004).* Finally, *Wiedman et al. (2009)*, during their attempt to make up a value-based segmentation of luxury customers, were able to build four different clusters; two of them are *"The Materialists"* (22,4% of their sample) and *"The Rational Functionalists"* (23.7% of their sample). The former considers the usability value as the most important, while the latter are more interested in the quality of luxury products. Then, according to this research, more than half of luxury customers place higher importance on functional attributes rather than on

experiential and symbolic ones. Anyway, there is no reason to think that highlighting functional benefits would not have a positive effect on attitudes even referring to the fashion luxury sector; high quality seems to be an essential factor or, better, a sine qua non condition in determining whether a product can be defined as a luxury one or not *(Vigneron & Johnson, 2004)*.

### *Symbolic value*

This variable represents the potential of luxury products to communicate status, wealth and prestige both to the owner and to the others *(Truong et al., 2008; Vickers & Renand, 2003; Berthon et al., 2009)*. In addition, the symbolic value is highly correlated to the social collective and is built through interactions with the others *(Berthon et al., 2009)*.

Then, while the functional, in particular, and the experiential value dimensions are mostly related to individually generated perceptions (quite objective or subjective), the symbolic dimension is more influenced by other players within a particular social context. Here, the benefits considered are more extrinsic advantages that are usually related to non-product attributes like self-expression and social approval *(Orth & Marchi, 2007)*.

The symbolic value conveyed by a product is particularly relevant for categories, like fashion luxury clothing, that base their positioning on prestige *(Deeter-Schmelz, Moore, & Goebel, 2000)*; moreover, *Wiedman et al. (2009)* used self-identity value as one of the bases for segmentation of luxury customers. According to *Solomon (1983),* symbolic-related issues are sometimes the most important drivers in the choice of products; indeed, customers often buy products for what the latter are able to communicate to themselves and to the others. *Wiedman et al. (2009)* found a relevant cluster of luxury customers called *"The Extravagant Prestige-Seekers"* (being the biggest: 26 % of their sample) that gives high importance to the social and prestige value of luxury products. Such individuals have high propensity to consider social aspects when evaluating whether a product can be defined as a luxury one or not. Moreover, such prestige-seekers do not place much importance on the functional aspects other than usability, thus acknowledging the intrinsic characteristics of a product as being less important. Even if some

researches, like *Hung et al. (2011)*, found a negative influence of symbolic value on fashion luxury purchase intentions, the evidence is still too weak and not accompanied with a good amount of empirical testing. Moreover, the negative result found by *Hung et al. (2011)* could be due to the fact that respondents was directly asked, using a multi-item scale, about the degree of symbolic value they perceived in the luxury product shown to them. On the contrary, my research is based on providing respondents with a stimulus implicitly embedded with a high degree of symbolic value; thus, the relationship found by *Hung et al. (2011)* could not hold when respondents are not directly asked to self-report their symbolic-value perceptions. Accordingly, it would be better to follow the more consistent literature about the strong importance that symbolism plays into the purchase of luxury products.

Despite its positive effect, it could be that symbolic value is not the strongest determinant in luxury fashion purchases; when developing the hypotheses for this research, this has been taken into account and considered more in depth. The doubt is not on whether the symbolic value of luxury products is important or not, but on whether it plays a more fundamental role with respect to the other two dimensions, namely the functional and the experiential ones.

### *Experiential value*

This variable represents the luxury products' potential to provide consumer with good feelings and fun *(Hung et al., 2011)*. However, beyond the hedonic power, the experiential value strongly builds on perceived uniqueness and on perceptions of rarity and preciousness *(Hung et al., 2011)*. The need for uniqueness expresses also the desire to own something that is very difficult to obtain *(Wiedman et al.,2009)*. This rarity and sense of exclusivity can enhance the customers' perceptions of luxury *(Wiedman et al.,2009)*.

Furthermore, *Berthon et al. (2009)* defined the experiential dimension as the realm of the subjective value perceived by each individual; it relates to all the cognitive, sensorial and behavioural responses elicited by stimuli linked to a product or a brand. In general, the experiential value expresses how it feels like to use a particular product *(Orth & Marchi, 2007)*.

*Hung et al. (2011)* found that this variable has a positive and significant effect on fashion luxury purchase intentions. In that study, the experiential value was measured along two sub-dimensions: hedonism and uniqueness-seeking. In this regard, *Park, Rabolt, and Jeon (2008)* found that need for uniqueness positively and significantly influences purchase intentions towards global luxury brands. Moreover, *Hagtvedt and Patrick (2009)* figured out that luxury products are perceived as having a higher hedonic potential with respect to value products; in better words, luxury goods are more able to stimulate different senses and to give shape to feelings of pleasure, excitement and fun. This is to say that it is impossible to evaluate luxury goods without considering benefits other than utilitarian ones. In addition, within the aforementioned research of *Wiedman et al. (2009)*, about the 17% of the total sample was made up of customers highly concerned with self-directed pleasure and life enrichment *("The Introvert Hedonists")* when assessing the value of the luxury products; such individuals place great importance on the hedonic potential of their purchase, thus reinforcing the idea that hedonism could be a significant driver in fashion luxury purchase intentions. Even part of the *"Extravagant Prestige Seekers"* cluster *(Wiedman et al.,2009)* considers, beyond symbolic-related constructs, extravagance (a hedonism sub-dimension) as one of the main drivers of their luxury purchases.

Finally, as for functional value perceptions, there is no evidence to think that the experiential value will have a negative or non-significant effect on attitudes towards fashion luxury products; as previous literature demonstrates, its positive effect is almost universally recognized.

### *A clarifying example*

Considering as an example a luxury watch (stimulus used in my research), emphasizing one dimension in particular would mean the following:

- *Functional Value:* stressing the quality of materials, the attention to some physical attributes, the reliability with which the watch performs its function with respect to a lower quality one and its outstanding fitting on the wrist.
- *Symbolic Value:* pushing on the ability of the watch to communicate status, economical wealth and success, along with self-expression potential.

- *Experiential Value:* highlighting the watch's uniqueness and the good feelings it can convey to the owner.

## *HYPOTHESES DEVELOPMENT*

### *The interplay of symbolic, experiential and functional perceptions*

After presenting evidence that all of the three framings/ perceptions are able to boost attitudes towards fashion luxury products, it is time to discuss the core of my work, namely the relative strengths of the effects. The research question, in this first part, is "*Which value framing is more effective in eliciting positive attitudes towards luxury fashion products?*".

*Hung et al. (2011)*, who investigated the effect of symbolic value perceptions on fashion luxury purchase intentions, found a negative effect. Even if, as said before, this could not be a strong enough reason to think that symbolic value has a negative effect on luxury fashion attitudes, it gives some concerns about the relative strength of this dimension with respect to the other ones. In particular, the reasons for this result could be due to the cultural background in which the study has been carried out (China). In addition, another proof of such dependence on cultural values rooted in a specific country can be found also in *Pino et al. (2019);* here, the researchers defined as "*Low-status consumption tendency*" those countries where customers are less prone to base their luxury purchases on prominently branded products and are less influenced by status conveying cues. In their research, low status tendency is tested and associated with a mature economy (in contrast with a developing one): this could be the case of a country like Italy. Accordingly, customers in low-status consumption tendency countries prefer buying subtly branded luxury products rather than prominently branded ones, thus making evident that symbolic value is much more dependent on cultural factors than the other two dimensions. Because of these cultural factors, the effect of symbolic value could be strongly weakened, especially in a developed country like Italy; here, luxury fashion customers may be more responsive to functional and experiential cues. Furthermore, in the value-based segmentation carried out by *Wiedman et al. (2009),* just the 26% of the sample put in first place the symbolic/social value of luxury products when making purchases or, at least, consider it as fundamental. On the contrary, experiential and functional sub-dimensions seem a lot more powerful into shaping attitudes and

purchase intentions towards luxury products. These findings contradict the more common view that one of the main reasons for consuming luxury products is the symbolic value that the latter convey to the owners and to the others *(Truong et al., 2008; Vickers & Renand, 2003);* anyway, for this last hypothesis, there is no shattering empirical evidence, especially within the specific segment of fashion luxuries. Moreover, conjectures on the power of symbolic value framing seem deeply rooted exclusively in theory when taking in consideration previous literature.

Finally, since we have no compelling evidence about the existence of factors weakening the effect of functional and experiential perceptions in Italy, these two dimensions may have a stronger effect on fashion luxury purchase intentions with respect to symbolic perceptions. For example, *Wiedman et al. (2009)* stated that it could be very difficult to develop a luxury overall brand-image without a strong and continuous commitment on quality, that is a necessary condition for luxury products to be perceived as such. Indeed, from previous empirical studies *(Hung et al., 2011; Hagtvedt & Patrick, 2009; Tsai, 2005; Wiedman et al. ,2009)* there is enough evidence to state that the effect of functional and experiential value framings are less susceptible to cultural aspects and, consequently, their strength could hold almost universally across different countries. Then, I expect that the symbolic value framing has a weaker positive effect on attitudes within luxury fashion category with respect to the functional and experiential ones.

*H1: functional value framing brings to more positive attitudes toward fashion luxury products than symbolic value framing.*

*H2: experiential value framing brings to more positive attitudes toward fashion luxury products than symbolic value framing.*

## *Vanity (moderator)*

*The direct effect*

It can be viewed as both a strong concern for one's physical appearance and for one's personal achievement *(Burton, Netemeyer & Lichtenstein, 1995).* Consequently, people that are high on such personal trait are very concerned about

impressing others by paying particular attention to their physical aspect and by prominently showing their achievements. From this definition, two things become clear. First, vanity is a personal trait of those who are really careful about the impressions they have on the others, thus requiring the interaction with a social context to be considered. Second, it includes two sub-dimensions. The first one, called *"Physical vanity"*, is about an excessive (or, simply, inflated) interest about one's physical appearance. The second one, instead, called *"Achievement vanity"*, captures an excessive (or, simply, inflated) interest about one's own personal achievements *(Burton et al., 1995)*.

Both of these sub-dimensions have been taken in consideration for the purpose of this research in order to detect if significant differences exist between the effects of each of them. In addition, such trait could strongly influence buying behaviour of customers; when high in physical vanity, customers buy to establish and maintain their self-concepts, especially in public, while those high in achievement vanity buy to convey status and wealth *(Burton et al., 1995)*. Empirical evidence about the effect of vanity is relatively scarce in this context; indeed, just few researchers have studied the role of vanity with respect to luxury purchase intentions, especially in fashion. *Hung et al. (2011)* found that vanity has a positive significant effect on fashion luxury purchase intentions, both in its physical and achievement dimension. *Sharda and Bhat (2019)* found also that both of the sub-dimensions of vanity are positively related to attitudes towards luxury. In particular, they detected a stronger effect of achievement vanity also through the mediation of *"Brand Consciousness";* it means that people who are more concerned about showing their personal achievement to the others are more prone to buy expensive well-known products like luxury ones. Being fashion products highly visible, this effect could be also enhanced, and the role of physical vanity can be very strong too. On the contrary, *Park et al. (2008)* did not detect any significant direct effect of vanity on purchase intentions for global luxury brands in the Korean market. This last research, however, was based on luxury products in general with no focus on fashion luxuries. Then, for the purpose of my research, I decided to follow the results of *Hung et al. (2011)* since their study too is based on fashion luxury products: vanity can have an inflated role in this context since fashion articles are mostly consumed in front of other people. Accordingly, I expect that both of the

dimensions of vanity have a positive direct effect on attitudes within fashion luxury category.

**H3:** *achievement vanity has a positive effect on attitudes toward fashion luxury products.*

**H4:** *physical vanity has a positive effect on attitudes toward fashion luxury products.*

*The moderation effect*

*Hung et al. (2011)* found just a moderation effect of achievement vanity on the three value dimensions: the higher is the achievement vanity, the more positive is the effect of functional, symbolic and experiential value perceptions on fashion luxury purchase intentions. No moderation effect is found for physical vanity. However, this sounds really anomalous, especially because *Hung et al. (2011)* considered the specific sector of fashion luxuries: we have good reasons to think that physical vanity (concern for appearance) could play a strong role in this context, especially in conjunction with symbolic and experiential value perceptions. Indeed, fashion luxuries are *"Publicly Consumed Luxuries"*: the influence of other people in a social system on the choice of such products is high *(Bearden & Etzel, 1982);* thus, who is concerned with its appearance (high in physical vanity) could place a stronger importance on the symbolic meaning conveyed to the others by the product (i.e. looking good in the eyes of others).

*Burton et al. (1995)* further support the role that physical vanity can have in boosting the importance of symbolic value beliefs; in fact, customers that are high in vanity could be highly concerned with their clothing because of the social pressure of being attractive in public. *Burton et al. (1995)* also included into the physical vanity scale items that are related to the importance of looking appealing and at the best to the others. Obviously, this objective can be strongly pursued when wearing luxury clothes; better, it could be that not just the item itself may lead to more perceived attractiveness in public, but also non-product-related attributes like the brand and luxury associations could contribute to make the owner feel appealing towards the others. As a further evidence for this, the effect of vanity in the research of *Sharda and Bhat (2019)* is mediated by brand consciousness, strongly

highlighting that high vanity customers could be very much interested in symbolic meanings intrinsically associated to a brand/product; the attention of such individuals seems to shift away from most functional benefits of the product. Moreover, the non-significant results gained by *Hung et al. (2011)* could be due to two main reasons. First, they used a handbag as a stimulus; instead, fashion luxuries include a wider range of products, even more visible to the others or with higher potential to elicit symbolic and experiential value perceptions. Then, further analysis is needed to generalize results to the overall category of luxury fashion products. Second, as said before, respondents were explicitly asked to report their attitudes towards symbolic-value perceptions; then, the role of vanity could change if the symbolic meanings of the products are implicitly presented to the respondents, thus making the symbolic associations more salient and enhancing the empirical value of the findings. In accordance with *Hung et al. (2011),* since symbolic value is also concerned with communicating status and wealth, achievement vanity (high concern about one's own personal achievement) should be strictly related to such value dimension. One of the sub-dimensions of achievement vanity is centred on using products as symbols of success to show to the others *(Burton et al., 1995).* In addition, some of the items within the achievement vanity scale developed by *Burton et al. (1995)* relates to the importance to the individuals of being admired by the others for their success and accomplishment and to a strong desire to outperform peers; such concerns might be strongly related to the symbolic value perceived and mainly dependent on non-product-related attributes. Accordingly, high vanity people could be very careful to the information about one's social status communicated through the consumption of visible products like fashion luxury ones. Then, I can conclude that vanity, both physical and achievement one, is expected to boost the effect of symbolic framing on attitudes towards fashion luxury products.

*H5: physical vanity moderates the relationship between symbolic value framing and attitudes toward fashion luxury products. In particular, people high in physical vanity (vs. people low in physical vanity) will be more positively influenced by symbolic value framing.*

*H6: achievement vanity moderates the relationship between symbolic value framing and attitudes toward fashion luxury products. In particular, people high in*

*achievement vanity (vs. people low in achievement vanity) will be more positively influenced by symbolic value framing.*

For what about experiential value, we could also think about a positive interaction, especially due to the need of uniqueness. This subdimension is typical of those who try to differentiate themselves from the others *(Park et al., 2008)*. Thus, need for uniqueness is still related to one's own appearance, especially in public, and it represents the most socially oriented sub-dimension of experiential value. For this reason, vanity, especially physical one, could positive interact with experiential value perceptions. Further evidence for this effect may be found in *Wiedman et al. (2009)* where the authors recognize extravagance as one of the subdimension of hedonism that is strongly related to the experiential value of a product. Accordingly, we could expect that those who are high in physical vanity could be more willing to spend higher amounts of money on luxury fashion items. Still, as an evidence for the hedonism interaction with vanity, *Burton et al. (1995)* associate physical vanity with the individuals' pleasure of feeling attractive. Then, despite the social dimension of appearing good to the others, it seems that people high in physical vanity are also concerned about gaining a sense of well-being from consuming some products, thus placing high importance on how good they think they are; this concern seems very hedonic in nature and, then, linked to experiential needs. Moreover, experiential value is also based on life enrichment and self-pleasure desires *(Wiedman et al.,2009)* and, for this reason, it could be particularly relevant for those with high achievement vanity and, consequently, with a great orientation towards their own personal goals. As for physical vanity, people high in achievement vanity could gain good feelings from considering themselves as successful people, as it can be deduced from the scales developed by *Burton et al. (1995)* where items like *" In a professional sense, I am a very successful person"* could be strongly related to the subjective feelings elicited by a product; then, it is not difficult to think that fashion luxuries and their experiential potential could be very effective in provoking such sensations. Accordingly, I expect a positive moderation of both physical and achievement vanity on the effect of experiential value framing.

**H7**: *physical vanity moderates the relationship between experiential value framing and attitudes toward fashion luxury products. In particular, people high in physical*

*vanity (vs. people low in physical vanity) will be more positively influenced by experiential value framing.*

***H8:*** *achievement vanity moderates the relationship between experiential value framing and attitudes toward fashion luxury products. In particular, people high in achievement vanity (vs. people low in achievement vanity) will be more positively influenced by experiential value framing.*

Finally, despite the positive moderation effect of achievement vanity on the relationship between functional value perceptions and luxury fashion purchase intentions found by *Hung et al. (2011)*, there is a main difference to clarify here. Indeed, if the functional value is not self-reported, as in *Hung et al.(2011),* but implicitly embedded within the stimulus, respondents may have a more salient view of what such dimension really represents. Then, people high in vanity (both achievement and physical) could place lower importance on the functional benefits of the products they are buying, especially when a product-related stimulus is accompanied with a written description highlighting performance-related factors. The reasons are mainly implicit in what said before: if vanity is a strong concern of one's physical appearance and personal achievement, there is no reason to think that people high in vanity will be influenced more by the functional benefits of a fashion products. Vanity could bring the focus more on non-product related attributes. In this regard, *Sharda and Bhat (2019)* showed that customers who are high in both dimensions of vanity tend to place more importance on attributes extrinsic to the product's physical features, like the brand; indeed, they become more brand conscious. Consequently, it seems that owning a high degree of vanity or not determines which mechanism people uses in evaluation luxury items. Furthermore, those showing both high achievement and physical vanity could be more concerned about what the others think about their consumption choices instead of placing high value on the quality or easiness to use of the products they buy. As a counterfactual argument, the *"Rational Functionalists*" cluster found by *Wiedman et al. (2009),* indeed, show very few reliance on the others' opinion when buying luxury products, and are strongly concerned about quality superiority issues. Even the *"Materialists" (Wiedman et al.,2009),* consider self-identity matching in their purchase as an unimportant factor in favour of more functional ones. Then, people who are high in vanity might be less influenced by ads highlighting the

functional benefits of a luxury fashion product in favour of those highlighting experiential or symbolic ones.

*H9: physical vanity moderates the relationship between functional value framing and attitudes toward fashion luxury products. In particular, people high in physical vanity (vs. people low in physical vanity) will be more negatively influenced by functional value framing.*

*H10: achievement vanity moderates the relationship between functional value framing and attitudes toward fashion luxury products. In particular, people high in achievement vanity (vs. people low in achievement vanity) will be more negatively influenced by functional value framing.*
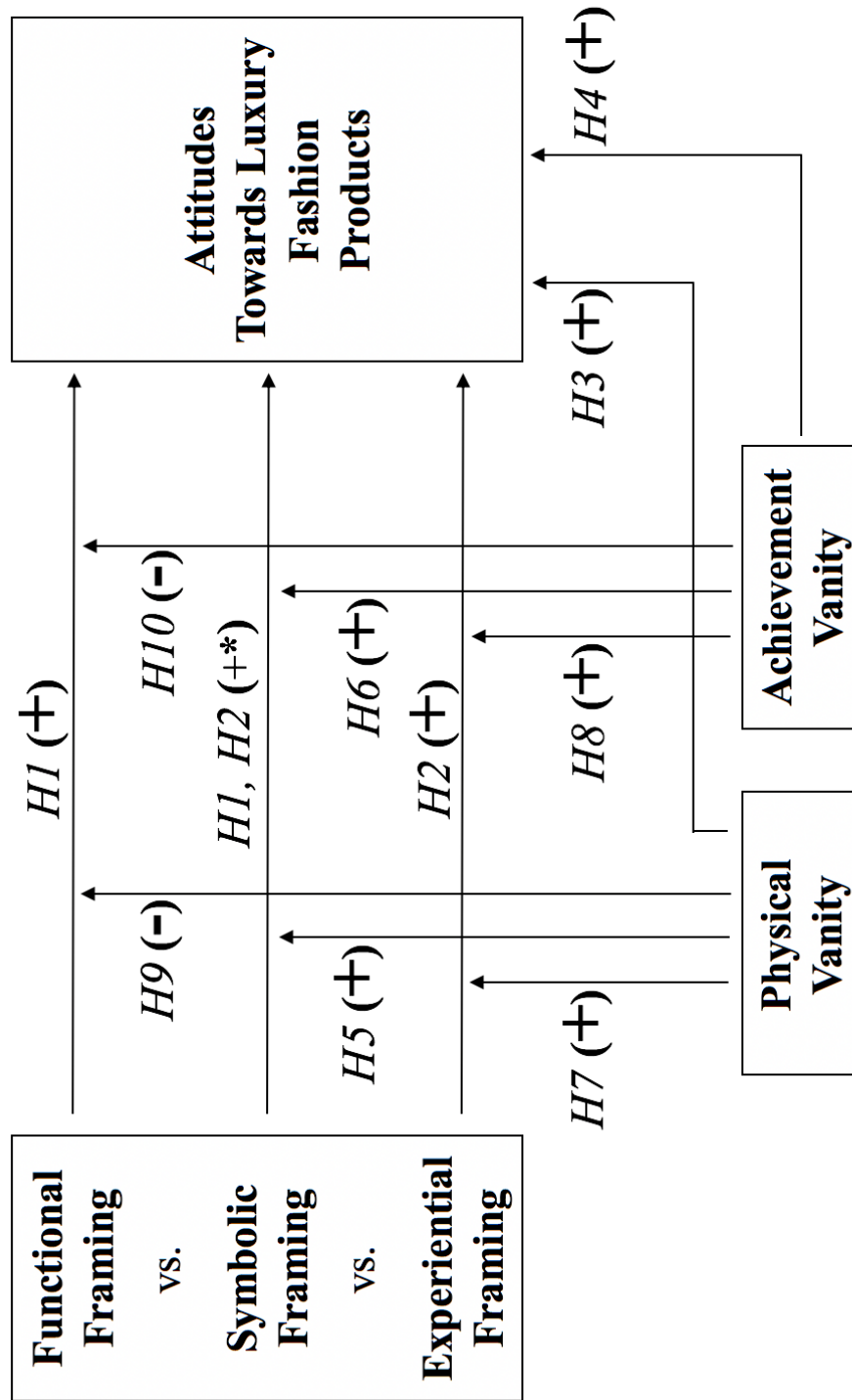
Figure 1 - The Conceptual Model

# CHAPTER 3- BUILDING THE RESEARCH

## *RESEARCH DESIGN*

The data collection method I opted for was based on an electronic survey, built on Qualtrics. Essentially, the aim of the research was to let respondents see a visual stimulus and answer some questions. The purpose of the experimental stimuli was to highlight respectively one of the three value dimensions presented before. The design was a between-subject with each of the respondents being exposed to just one of the conditions: symbolic framing, functional framing, experiential framing or the control condition. Obviously, the main analysis was performed mostly on the three value framings; the control condition has been added just to provide a general overview on the absolute effects of the different value framings, but, anyway, it is not directly relevant for the tested hypotheses. After being showed the stimulus, each respondent was asked about her attitudes and purchase intentions towards the product. Even if the hypotheses relate to attitudes, data about purchase intentions have been collected to give more consistency to the analysis. Moreover, before seeing the stimulus, the participants were asked several questions aimed at understanding their level of both achievement and physical vanity, being them parts of the moderator in the model. At the end, several demographics, including sex, age, occupation and income were collected. All the responses obtained were anonymous and not traceable to the respondents; no one was provided a monetary incentive to participate.

In order to test the manipulations and, in particular, their ability to highlight different value perceptions, I ran a pre-test; the next section will explain how I have built and tested the stimuli.

## *PRE-TEST*

### *Stimuli building*

The stimuli were based on a promotional image of a watch; the latter was picked from Rolex website *(Rolex-Watches, 2019)* and virtually modified in order to eliminate the company's logo and other details that could have created an association with the brand. The choice of this specific article was not arbitrary but based on several important consideration. First, the watch is made of gold and, thus,

I considered it quite adequate to represent a luxury object; anyway, as it will be explained after, I have tested such assumption. Second, in order to avoid significant differences in the responses of males and females due to liking, I selected a watch that is neither strictly masculine nor feminine. Third, since my research is strongly dependent on the social aspects of consuming luxuries, I used an object that is quite visible to the others when worn. After, I completed the stimuli by adding a written description of the article and a picture, changing according to the value dimension highlighted; the image of the watch, instead, was totally equal in all the framings.

Starting from the functional value, the picture accompanying the watch consisted of a representation of a gold bar aimed at emphasizing the high quality of the materials used to build the article. Then, the written description contained key words and sentences like: *"Handcrafted", "Extreme care of details", "Reliable"* and *"Efficient"*. Then, I described how the golden indices are projected to prevent blackening. In the overall, such manipulation was thought to highlight the quality and the high-performance standards of the watch.



*Figure 2- Functional Manipulation*

Here the translation of the written description: *"The quadrant of this watch is handcrafted. In particular, the indices have been built with 18 carat gold to prevent*

*blackening. The extreme care of details makes it an article that is suitable for those who want a reliable and efficient object."*

For the symbolic value, instead, I chose a picture representing a man and a woman wearing a business suit; this detail was used to embed the watch with an image of prestige and to associate it with a particular status (in this case, high-end social class). In fact, as explained in the theoretical background, the symbolic value is strongly dependent on what a particular object can communicate to the others about one's social status or personality. The written description contained key words and sentences like "*Prestigious", "Conspicuous"* and *"Expressing themselves".* Then, I included the sentence *"Everyone needs an accessory that is at her/his height"* to further enhance prestige perceptions about the watch. With all of these elements, my idea was to represent the watch as an object to both express one's own way to be and to communicate one's own social position to the others.

Ogni persona di successo ha bisogno di accessori che siano alla sua altezza. Questo orologio è nato per essere un oggetto prestigioso e appariscente. La sua nuova versione è pensata per coloro che non vogliono perdere neanche un occasione per esprimere se stessi al massimo.

*Figure 3- Symbolic Manipulation*

Here the translation of the written description: *"Every successful person needs accessories that are at her/his height. This watch was born to be a prestigious and conspicuous object. Its new version is thought for those who do not want to lose a single occasion to express themselves at the maximum"*

For the third dimension, namely the experiential value, I chose a picture representing a living room furnished and decorated artistically. The idea was to elicit a sense of uniqueness and preciousness along with good feelings (hedonic sub-dimension). For what about the written description, I used key words and sentences like: *"Unique", "Fancy", "Pleasant", "Enriching your life"* and *"Exciting".* Then, I added the sentence *"For those who do not want to lose a single moment of their most precious days"* in order to further highlight the hedonic part of the experiential value. Finally, the stimulus was thought to convey respondents with positive feelings and a sense of enjoyment.



Questo orologio è particolarmente indicato per chi vuole arricchire la propria vita con un pezzo unico. Il suo stile ricercato è pensato per coloro che non vogliono perdere neanche un attimo delle giornate più preziose. Controllare l'ora non è mai stato così piacevole ed entusiasmante.

*Figure 4- Experiential Manipulation*

Here the translation of the written description: *"This watch is particularly suitable for who wants to enrich her/his life with a unique piece. Its fancy stile is thought for those who do not want to lose a single moment of the most precious days. Checking the time has never been so pleasant and exciting."*

Finally, I have added also a control condition where I used the picture of the internal gears of the watch in order to provoke a sense of neutrality by simply describing the article. In the written description, I have simply traced the visual representation of the watch by explaining what it is and what features it has; the latter were already evident from the picture of the watch but I have decided to use a written description

to control for biases related to some elements missing across the different manipulations.



*Figure 5- Control Condition*

Here the translation of the written description: *"This accessory depicted on the left is a wristwatch with wound case actually on the market. The quadrant is colored white with golden finishes, while the lunette is knurled. Moreover, the two windows indicate the date and the day of the week in full."*

## Purpose & design

The pre-test had two main purposes: testing if the manipulations worked and ensuring that the perception of luxuries did not change across the three different framings. To collect data, I have built an electronic survey with Qualtrics that I diffused through social media across my personal contacts. I collected 120 responses.

The design was a between-subject one, as the main test, with each respondent being shown one of the four framings. The stimulus remained visible during all the time in which respondents were answering the questions, aimed at measuring functional, symbolic and experiential value perceptions along with luxury perceptions in general.

### *Scales of measurement*

In this section, I will present the items I have used to build each of the scales for the pre-test. For the three value dimensions, the respondents were presented with the incomplete sentence *"The product depicted …"* and, were asked to rate from 1 to 5 on a Likert scale their agreements with different items completing it. For the luxury perceptions, instead, the incomplete sentence was "To *what extent do you think that the depicted product is…"* and the respondents had to rate on a 5 points Likert scale their degree of agreements with six different attributes completing it. Please, note that the Cronbach alphas I obtained for each of the scales are included.

*Functional Value (α = 0.818)*

The first three items *("Handcrafted", "Excellent Quality" and "Sophisticated")* were taken from *Hung et al. (2011)*. This research also included the item *"Superior"*, but I decided to drop it since it could have been misleading due to lack of relativity. Then, I have included in the scale the item "*Practical" (Li, Yang & Liang, 2015)* because, according to my opinion, it was very well suited to detected how much respondents thought that the object could have satisfied their functional needs; such aspect was absent in the scale used by *Hung et al. (2011)*.

*Symbolic Value (α = 0.789)*

The first two items *("Expensive", "Conspicuous")* were taken from *Hung et al. (2011)*. The third item *("For wealthy")* used in the same research was dropped to avoid possible overlaps with the luxury perceptions scale and with "*Expensive"*. Then, I integrated the scale with other two items *("It shows status", "It can be used to show some personal characteristics")* taken from *Li et al. (2015);* I made this modification in order to include the more social sub-dimension of the symbolic value along the potential of the luxury object to show something to the others in public.

*Experiential Value (α = 0.871)*

The four items I used *("Precious", "Unique", "Stunning", "Attracting")* were all taken from *Hung et al. (2011)*. There was another item included *("Rare")* but I decided to drop it since I wanted all the value dimension to be represented by the same number of items; then, I included *"Rare"* in the luxury perceptions scale since

it is a concept mainly associated with luxury in general and not with the experiential dimension in particular.

*Luxury Perceptions **($\alpha$ = 0.920***)*

This scale was extrapolated from the "*Brand Luxury Index*" cited before *(Vigneron & Johnson, 2004).* First of all, some more specifications beyond those presented previously are needed. The authors built the index based on two dimensions (each divided in several sub-dimensions): "*Personal Oriented Perceptions"* and *"Non-Personal Oriented Perceptions"*. For the purpose of building a luxury perceptions scale, I focused on the latter for one main reason: the items used in the personal perceptions relate mainly to the extended self and to the hedonism perceived. Then, my idea was that such sub-dimensions were too much related to the symbolic and the experiential dimension respectively and, then, not adequate to represent luxury perceptions in general, but mostly oriented towards a precise value dimension. Accordingly, I decided to focus on the non-personal perceptions: "*Conspicuousness", "Uniqueness" and "Quality"*. Here, one could say that possible overlaps with specific value dimensions may exist within these sub-dimensions too. However, this potential overlap could be due to the fact that, in the original paper, each sub-dimension contained four/five items. To overcome this problem, I have selected just two items for each of the sub-dimensions, thus reducing at the minimum level the risk of overlap. Consequently, the final scale was made up of six items in total: "*Elitist"* and *"For Wealthy"* (Conspicuousness), *"Rare"* and "*Exclusive*" (Uniqueness), *"Luxurious"* and *"Superior to the average"* (Quality). Note that the last item was slightly modified: in the original paper it was just *"Superior"*. However, it is clear that the purpose of such item is to assess whether a product is perceived to be superior or not with respect to the average.

### *Results*

As said before, the first purpose of the pre-test was to assess whether the manipulations worked in isolating the three different framings. In order to test it, I have first averaged the scores given by all the respondents on the items for each of the three value scales, by excluding the control condition. Then, through three ANOVAs, I have tested whether the mean scores on each of the value scales varied according to the manipulation showed. For example, for a successful check,

respondents being showed the functional manipulation should have produced a higher score on the functional scale and so on. Finally, to compare the means pairwise, I have used the Bonferroni test.

Starting from functional perceptions, the ANOVA gave significant differences on the mean score on the functional value scale across different manipulations $(F(3, 116)= 14.458; p= 0.000)$. The Bonferroni test revealed that the functional manipulation gave mean scores on the functional value scale higher at 5% significance level than the symbolic manipulation ($M_{Difference}= 0.934; p= 0.000$), the experiential manipulation ($M_{Difference}= 1.159; p= 0.000$) and the control condition ($M_{Difference}= 1.048; p= 0.000$). Thus, we can conclude that *the functional manipulation worked.*

For the symbolic perceptions, the ANOVA gave significant differences on the mean score on the symbolic scale across different **manipulations $(F(3, 116)= 25.759; p= 0.000)$**. The Bonferroni test revealed that the symbolic manipulation gave a mean score on the symbolic value scale higher at 5% significance level than the functional manipulation ($M_{Difference}= 1.080; p= 0.000$), the experiential manipulation ($M_{Difference}= 1.479; p= 0.000$) and the control condition ($M_{Difference}= 1.244; p= 0.000$). As a consequence, *the symbolic manipulation worked.*

Finally, for the experiential perceptions, the ANOVA gave significant differences on the mean score on the experiential scale across different manipulations $(F(3, 116)= 15.693; p= 0.000)$. The Bonferroni test revealed that the experiential manipulation gave a mean scores on the experiential value scale higher at 5% significance level than the functional manipulation ($M_{Difference}= 1.086; p= 0.000$), the symbolic manipulation ($M_{Difference}= 1.261; p= 0.000$) and the control condition ($M_{Difference}= 1.235; p= 0.000$). Accordingly, even *the experiential manipulation worked.*

Now, going to the second purpose of the pre-test, I have analysed whether the luxury perceptions remained constant across the three different value dimensions. In order to test this assumption, I have first averaged all the items on the luxury perceptions scale and, then, by using another ANOVA, I tested if there were significant differences in the mean scores across the three different manipulations.

The ANOVA, performed on the three groups (functional, symbolic and experiential manipulations), excluding the control, detected no differences in means at 5% significance level **(F(2, 88)= 1.220; p= 0.300)**.On the basis of this result, the *luxury perceptions did not change significantly across the three dimensions.*

One more analysis is needed here. Even if luxury perceptions do not change across the three dimensions, is the overall mean on the scale high enough to conclude that the product showed is perceived as luxury? Then, I have calculated the total mean on the luxury perceptions scale (always not considering the respondents being showed the control) and it resulted to be: $M_{Luxury\_Perceptions}$= **3.806**. Since the Likert scale I used was based on 5 points, I tested whether such mean is significantly different from the central point 3. I did that by using a simple one-tailed one sample t-test and the result showed that such mean is statistically higher than 3 at 5% significance level **($M_{Luxury\_Perceptions}$= 3.8806; t(90)= 11.190; p= 0.000)**. I can conclude, finally, that the watch was perceived as a *luxury object independently from the manipulation used.*

According to these results, the manipulations have worked on all sides and, consequently, the stimuli are adequate to be used in the main part of the research.

## THE MAIN TEST

### The sample

The sample used is similar to a convenience one. I have mostly sent it to my personal contacts first and, then, I asked them to spread it among their respective contacts too. The sample was made up of 244 respondents (after data cleaning). All of them were Italians. 56.1% of them were male, while the 43.9% were female. The average age was 30.4 years old. 54.9 % were students, 17.2% ordinal employees, 13.9% freelancers; the remaining ones were instead workmen, unemployed, retired or had other occupations. Coherently with the fact that the majority of respondents were students, 54.1% of them had an annual income included between 0 and 10000 euros; 38,1% had an annual income included between 11000 and 40000 euros while just the 7,8% had an annual income above 41000 euros. Accordingly, the sample, even not being a randomly selected one, was quite well balanced on almost all demographics.

## *Data cleaning*

An attention check was included in the form *of "Which is the object that was showed to you in the previous picture?".* The ones who failed to recognize that it was a clock were automatically excluded from the sample. The others who were excluded were those who gave totally inconsistent answers: for example, they stated to be student, but they declared an income above 41000 euros per year. Since such combinations were extremely improbable, I have decided to exclude them from the sample because their answers could have been caused by a lack of attention.

## *Scales of measurement*

As done for the pre-test, here I will present the items used to measure each of the relevant constructs, the Cronbach Alphas and the reasons for choosing them. All the items were measured, as indicated in the relevant literature, on a 7-points Likert Scale or, as in the case of attitudes, on a 7-points bipolar scale.

### *Attitudes (α = 0.951)*

The question asked was:" *Please describe your overall feelings about the product displayed "*. The items were measured using a 7-points bipolar scale and were taken from *Spears and Singh (2004);* the latter built a scale to measure attitudes that is vastly used in literature. The items are: "*Unappealing/Appealing", "Bad/Good", "Unpleasant/Pleasant", "Unfavorable/Favorable", Unlikable/Likable.*

### *Purchase intentions (α = 0.954)*

*Spears & Singh (2004)* developed also a scale for purchase intentions. Anyway, I have decided not to use it because it could have been too generic: luxuries require high income and, then, I needed a scale that accounted for this issue. Accordingly, I have used the one from *Hung et al. (2011);* since the latter studied fashion luxuries in particular, then their scale seemed more adequate. It is made up of three statements to be answered on a 7-points Likert Scale *(Strongly Disagree/ Strongly Agree).* They are: *"I have strong possibility to purchase the product", "I'm likely to purchase product"* and *"I have high intention to purchase product".* As it can be deduced, the first item is linked to the possibility (even economical) to buy the product. Then, it would be eventually very useful in the discussion on how attitudes develop into intentions.

*Vanity (α = **0.943**)*

As said before, vanity is divided in achievement and physical vanity. However, since vanity is both an excessive concern and an inflated positive view of one's physical appearance and personal achievements, it is necessary to measure both the excessive concern and the positive view for each of the two sub.-dimensions to have a general overview on this construct. *Hung et al. (2011),* in their research, just considered the excessive concern in the scales they used; since this could be a strong limitation in the research, I have opted to use both. This permitted me to also analyse the correlation occurring between the two aspects of both physical and achievement vanity. This difference, in fact, could be able to bring different results and, consequently, different implications about vanity. For sake of theoretical completeness, I have taken the scales built in the classical paper of *Burton et al. (1995)* about vanity; this research was the first one to analyse vanity in the overall. All the items are measured on a 7-points Likert scale (*Strongly Disagree/ Strongly Agree).* They include both the concern and the view aspects of physical and achievement vanity. The alpha indicated for vanity includes all the 26 items; the one for physical and achievement vanity included both the excessive view and concern's dimension.

- *Physical Vanity (α = **0.948**)*

*Physical-Concern (α = **0.938**)*

The items about the physical concern are the following: *"The way I look is extremely important to me", "I am very concerned about my appearance", "I would feel embarrassed if I was around people and did not look my best", "Looking my best is worth the effort"* and *"It is important that I always look good".*

*Physical- View (α = **0.951**)*

The six items are the following: *"People notice how attractive I am", "My looks are very appealing to others", "People are envious of my good look", "I am a very good-looking individual" ,"My body is sexually appealing"* and *"I have the type of body that people want to look at".*

- *Achievement Vanity (α = 0.942)*

*Achievement- Concern (α = 0.925)*

I have used the following five items: *"Professional achievements are an obsession for me", "I want others to look up to me because of my accomplishments", "I am more concerned with professional success than most people I know", "Achieving greater success than my peers is important to me",* and *"I want my achievements to be recognized by the others".*

*Achievement- View (α = 0.934)*

The five items used are: *"In a professional sense, I am a very successful person", "My achievements are highly regarded by the others*", *"I am an accomplished person", "I am a good example of professional success"* and *"Others wish they were as successful as me"*

# CHAPTER 4- ANALYSIS AND RESULTS

## *INTRO*

In this chapter, the methods used for the analysis and the results will be presented. In the majority of the analyses, the respondents who have been showed the control condition have been excluded; anyway, the reasons for the choice of the sample will be always explained.

## *CHECK WITH THE CONTROL CONDITION*

This is a preliminary analysis, and, in this case, the full sample has been used, including those exposed to the control condition. The purpose is to understand, in absolute terms, if the value framings yielded a different effect on attitudes with respect to the control. Not necessary all the dimensions should bring to significantly different attitudes from the control but, if all of them had performed equally, then it would have been a problem: it would have meant that there is no effective way to manipulate people's attitudes through value framings. Then, I have carried out three independent sample t-tests comparing respectively the means of attitudes on each of the three value dimensions to the mean of attitudes on the control condition. The functional framing has performed significantly better than the control condition at 5% significance level ($M_{Functional}$= **4.177**; $M_{Control}$= **3.314**; **t(118)= 2.505; p= 0.014**). Even the experiential framing has performed better than the control at 5% significance level ($M_{Experiential}$= **4.155**; $M_{Control}$= **3.314; t(122)= 2.548; p= 0.012**). Just the symbolic value has not performed significantly better than the control ($M_{Symbolic}$= **3.341**; $M_{Control}$= **3.314; t(114)= 0.079; p= 0.937).** This result is not so strange considering that, in some previous researches like *Hung et al. (2011),* the effect of symbolic framing was found to be negative. In the implications, several reasons for this ineffectiveness of symbolic framing will be provided.

I have also carried out the same analysis by considering purchase intentions as dependent variable. The results are similar to the ones obtained for attitudes: the only difference is that the experiential value does not bring to significantly better purchase intentions, at 5% level, with respect to the control ($M_{Experiential}$= **2.641**; $M_{Control}$= **2.276; t(122)= 1.158; p= 0.249**). This shows that the mechanisms by which attitudes turn into purchase intentions could be different between those

exposed to the functional with respect to experiential framing.; further analysis would be necessary to shed some light on it.

## *HYPOTHESIS 1 & HYPOTHESIS 2: THE RELATIVE EFFECT OF THE THREE VALUE FRAMINGS*

From now on, except when specified, the analyses will be carried out by not considering the control condition but just the three value framings: symbolic, functional and experiential. Then the total sample reduces to 186 observations. I have decided to exclude the control condition here since the first two hypotheses are stated in relative terms: each framing is compared to the other two, without considering the control; the aim is to detect their relative strengths.

The analysis carried out here investigates if, without considering boundary conditions, the experiential and the functional framings are more effective than the symbolic one in improving consumers' attitudes. The method I have used is a one-way ANOVA accompanied with a post-hoc test of Bonferroni for pairwise comparisons. Then, here, we have an independent variable called *"Framing"* that is categoric and indicates which of the framings respondents have been exposed to. It has three level: symbolic, functional and experiential. The metric dependent variable is, instead, *"Attitudes"*. The ANOVA shows that there are overall differences in means across the three groups at 5% significance level **($F_{(2, 183)}$= 4.132; p= 0.018**). The Bonferroni test, instead, shows that the functional framing is more effective to the symbolic one at 5% significance level into improving people's attitudes (**$M_{Difference}$= 0.836; p= 0.037).** Then, *H1 is confirmed.* Moreover, the Bonferroni test also shows that the experiential framing is more effective than the symbolic at 5% significance level (**$M_{Difference}$= 0.813; p= 0.041).** Then, *H2 is confirmed.* I have not built any hypothesis regarding the relative strength of experiential and functional value since I had no reason to suspect that one would have been more effective than the other. But, as the Bonferroni test shows, there is not significant difference in attitudes between these two groups at 5% significance level: the functional framing is more effective in a negligible way than the experiential one (**$M_{Difference}$= 0.023; p= 1.000**). Table 1 below show the results of the Bonferroni test with significant mean differences (5%) highlighted.

*Table 1- Mean Comparisons with Bonferroni Test (Attitudes)*

| Framing (i) | Framing (j) | Mean Difference (i-j) | p-value |
|---|---|---|---|
| *Functional* | *Symbolic* | *0.83604* | *0.037* |
| | *Experiential* | *0.22870* | *1.000* |
| *Symbolic* | *Functional* | *-0.83604* | *0.037* |
| | *Experiential* | *-0.81317* | *0.041* |
| *Experiential* | *Symbolic* | *0.81317* | *0.041* |
| | *Functional* | *-0.22870* | *1.000* |

I have repeated the same analysis by using *"Purchase Intentions"* as dependent variable. The ANOVA shows that there are significant differences, at 5% level, in means among the three groups (**$F_{(2, 183)}$= 3.502; p= 0.032**). The Bonferroni test, however, demonstrates that the experiential framing is not significantly better at 5% than the symbolic framing: the average purchase intentions for the former are just a bit higher than the latter (**$M_{Difference}$= 0.509; p= 0.257**). The functional framing, instead, performs better than the symbolic condition even here (**$M_{Difference}$= 0.782; p= 0.029**). Here we have further evidence that highlighting the functional framing, always not considering boundary or control conditions, brings to better performances.

*Table 2- Mean Comparisons with Bonferroni Test (Purchase Intentions)*

| Framing (i) | Framing (j) | Mean Difference (i-j) | p-value |
|---|---|---|---|
| *Functional* | *Symbolic* | *0.78179* | *0.029* |
| | *Experiential* | *0.27256* | *1.000* |
| *Symbolic* | *Functional* | *-0.78179* | *0.029* |
| | *Experiential* | *-0.50923* | *0.257* |
| *Experiential* | *Symbolic* | *0.50923* | *0.257* |
| | *Functional* | *-0.27256* | *1.000* |

# THE SUBDIMENSIONS OF VANITY

The hypotheses about the moderation were built by forecasting an effect for each of the sub-dimensions of vanity, namely achievement and physical. Before the

research was carried out, however, I had no information about how much the two dimensions were correlated. First of all, then, I had a look at the Pearson bivariate correlation coefficient: I have found out that the two sub-dimensions are extremely positively correlated at 1% significance level **(r(186) = 0.730; p= 0.000)**. Of course, including these two variables separately into a regression would be a great problem. Furthermore, I have also performed a factor analysis on the 26 items making up the vanity scale. Obviously, it would be very difficult that the factor analysis would give all of the items charging on just one dimensions since they are so many; in fact, according to cumulative variance and eigenvalues rules, we should extract 4 factors. However, the eigenvalue of the first components is about 10 points higher than the second, the third and the fourth; even if the eigenvalue of the three following component is higher than 2, the difference with the first factor is very high. Moreover, the first factor alone explains about 56% of variance; if we added the other three, we would arrive to almost 80% with each new component providing small improvements. Finally, the scree-plot *(Figure 5)* suggests extracting just one component since the elbow is on the second one. What it could be said is that we could certainly not include physical and achievement vanity as separate into a potential regression, but, at the same time, if we summarize them in one construct, we would lose a bit of variation. Anyway, I have opted for this solution since, even if I lose variance, I have a variable able to cover vanity in all of its aspects. The implications of this choice will be discussed later.
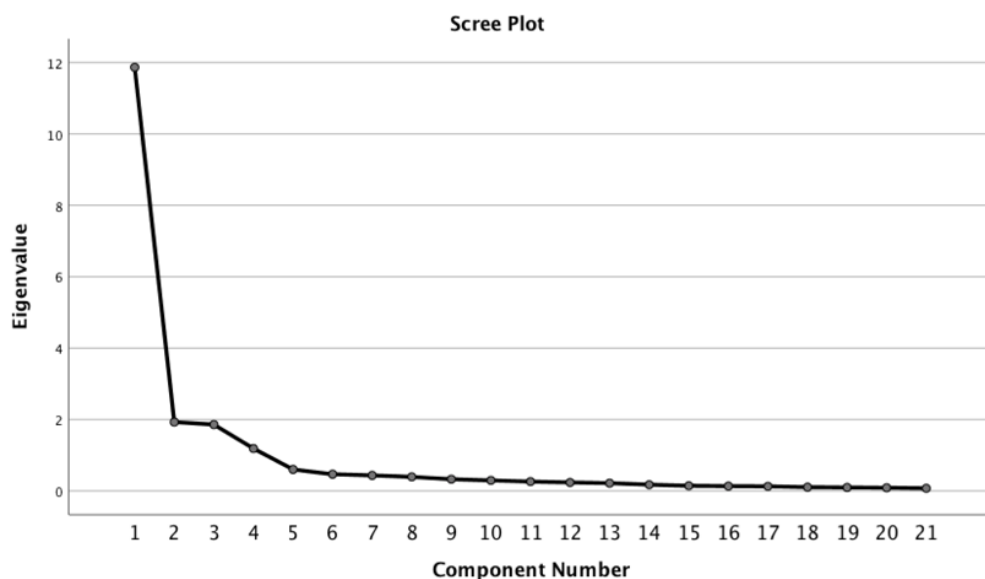


*Figure 6- Scree Plot*

# HYPOTHESIS 3 & HYPOTHESIS 4: THE DIRECT EFFECT OF VANITY

In order to investigate the effect of vanity on attitudes, I have carried out a linear regression having as a dependent variable *"Attitudes"* and as independent one *"Vanity"*. For the sake of coherence, even here I have excluded the control condition. From the results, it is clear that vanity predicts attitudes **($F(1, 184)$= 15.8834; p= 0.000; $R^2$ = 0.079)**. In particular, its' effect is significantly positive **($ß_{Vanity}$= 0.404, t(183)= 3.979, p= 0.000).** Accordingly, not considering boundary conditions or control variables, the absolute effect of vanity can be considered positive. Then, it can be stated that vanity, both physical and achievement, predicts positively attitudes towards fashion luxury products. ***H3 & H4 can be confirmed***.

*Table 3- Regression of Attitudes on Vanity*

|  | β | t | p-value |
|---|---|---|---|
| *Intercept* | *2.260* | *5.205* | *0.000* |
| ***Vanity*** | ***0.404*** | *3.979* | *0.000* |

Another way to see that is by carrying out a one-way ANOVA; the dependent variable is attitudes as before and it is metric, while the independent one is a dummy variable I have created for the level of vanity. This categorical variable has three levels: *"Low Vanity"* (people who have an average vanity score lower than 3.5), *"Moderate Vanity"* (higher than or equal to 3.5 and lower than or equal to 4.5) and *"High Vanity"* (higher than 4.5). The dummy coding has been done following three principles. First, the median of a scale going from 1 to 7 is 4. Then, I included in the moderate vanity group the observations yielding an average on the vanity scale included between 0.5 below 4 and 0.5 above 4. Second, I have noticed that, defined in this way, the number of observations with low vanity was equal to those with high vanity (about 60 on each side). Third, I tried different cut-offs, and, among the different choices, this division was the one bringing to groups with more significant differences.

The results **(F (2,183)= 5.624; p= 0.004)** show that there is a significant difference between groups on attitudes. In particular the Bonferroni ad-hoc test demonstrates that people who are high in vanity have more positive attitudes than people low in

vanity (**M$_{Difference}$= 1.260; p= 0.003**); people who have medium levels of vanity have more positive attitudes than those who are low in vanity even if the difference is not significant at 5% level (**M$_{Difference}$= 0.523; p= 0.336).** Even if people who are high in vanity have more positive attitudes than those who are moderate in vanity, the difference is not statistically significant at 5% level (**M$_{Difference}$= 0.737; p= 0.070**), but just at 10%. These results confirm that vanity has a positive effect on attitudes in the overall, but, just when we have high levels of vanity, then the effect becomes statistically significant at 5%. A graphical representation can be useful to make these results more intuitive
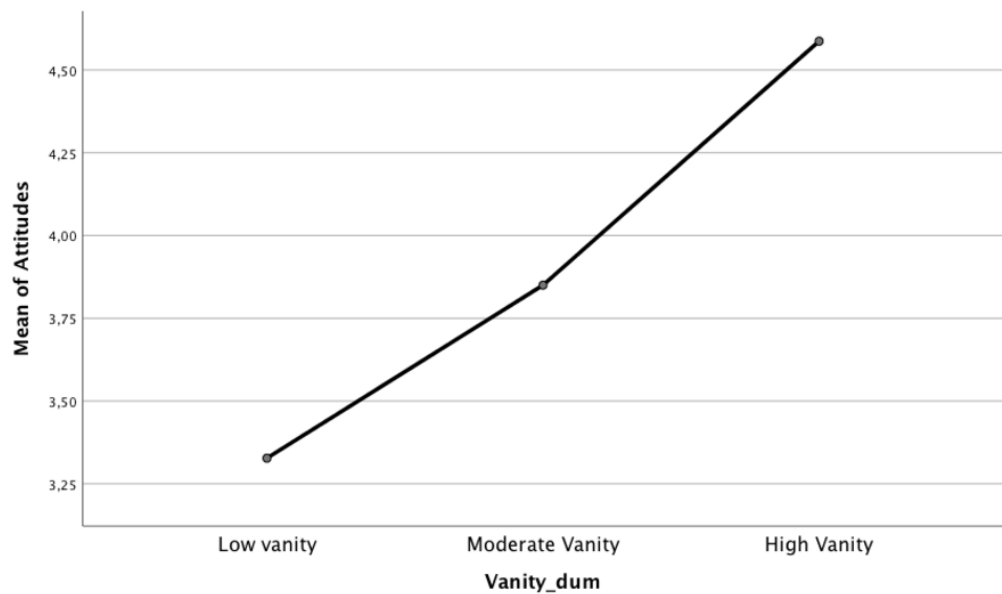


*Figure 7- Means Plot*

***Figure 7*** shows that similar jumps occur between moderate and high vanity people's mean attitudes and between low and moderate vanity observations; accordingly, the slope of the curve does not increase so much when we go from the moderate to high condition or from low to medium. We need high levels of vanity to detect a strong difference.

I have also tested the direct effect of vanity on *"Purchase Intentions"*. I have used a linear regression as before. It came out that vanity is able to explain purchase intentions (**F(1,184)= 21.938; p= 0.000; R$^2$ = 0.107).** Furthermore, the effect is positive and significant (**ß$_{Vanity}$= 0.422; t(183) = 3.979, p= 0.000**). After interpreting these results, I can conclude that vanity is just a bit more able to explain purchase intentions than attitudes. I will discuss these results more in details in the last part of this research.

*Table 4- Regression of Purchase Intentions on Vanity*

| | β | t | p-value |
|---|---|---|---|
| *Intercept* | *0.851* | *2.210* | *0.028* |
| *Vanity* | *0.422* | *4.684* | *0.000* |

# HYPOTHESES 5 - 10: MODERATION EFFECT OF VANITY

Since, as said before, the sub-dimensions of vanity have been found to be highly correlated, then, all the hypotheses will be tested on the basis of overall vanity. An important specification is needed here. The sample used still does not include the control condition: I am interested in the effect of each framing relative to the other ones; moreover, it would be really improbable to find in reality a communication like the control, not highlighting any of the value dimensions. A possible trade-off is more likely to be between two value dimensions instead of one dimension against a neutral positioning.

The analysis carried out here is an ANCOVA; this tool is particularly indicated for my purposes since we have here a dependent metric variable that is *"Attitudes"*, an independent categorical variable that is *"Framing"* and another independent continuous variable that is *"Vanity"*. To make the interpretation of the moderation easier, the original variable, *"Framing"*, having three levels representing the three framings, has been split in three dummies: *"Symbolic" ( =1 if symbolic framing is showed, =0 otherwise), "Functional" ( =1 if functional framing is showed, =0 otherwise), "Experiential" ( =1 if experiential framing is showed, =0 otherwise)*. From a preliminary exploration, it is clear that the mean of attitudes is lower for the symbolic condition **(M$_{Symbolic}$= 3.34; N= 58)** with respect to the functional condition **(M$_{Functional}$= 4.18; N= 62)** and the experiential condition **(M$_{Experiential}$= 4.14; N= 66).** In order to have a complete overview of the moderation effect I have implemented three different ANCOVAs by using in turn one of the three framings as reference category; this would permit to completely understand how vanity moderates the effect of one framing with respect to other ones.

In the first ANCOVA, I have used *"Functional"* as reference category and, consequently, I have included just the variables *"Symbolic"* and *"Experiential"*. The model in the overall explains attitudes **(F$_{(5, 180)}$= 7.165; p= 0.000; R$_2$=**

**0.166)**; this is valid even when changing reference categories. For what about the single variables, the experiential **(ß$_{Experiential}$ = -2.843; t(184) = -2.613; p= 0.010)** and the symbolic framing **(ß$_{Symbolic}$= -4.058; t(184)= -3.682; p= 0,000)** brings to worse attitudes with respect to the functional framing. Vanity, on the other hand, brings to better attitudes **(ß$_{Vanity}$= 1.336; t(183) = 4.452 ; p= 0.000)**. Finally, for what about the direction of the interactions, vanity positively moderate the effect of symbolic framing with respect to the functional one **(ß$_{Symbolic*Vanity}$= 0.807; t(183)= 3.173; p= 0.002)** and the effect of experiential framing with respect to the functional one **(ß$_{Experiential*Vanity}$= 0.692; t(183)= 1.183; p= 0.006)**. This is the first sign that vanity moderates the effect of functional framing by making it more negative with respect to the two other dimensions. These results indicate that people high in vanity will be more influenced by the symbolic framing and the experiential framing with respect to the functional framing; in other words, symbolic and experiential framings will be more effective than functional framing when vanity is high. On the other hand, a functional framing will be less effective when vanity is high.

In the second ANOVA, I have used *"Experiential"* as reference category and, I have included *"Functional"* and *"Symbolic"*. Functional framing, symmetrically to before, brings to more positive attitudes with respect to the experiential one **(ß$_{Functional}$= 2.843; t(183)= 2.613; p= 0.010)**. On the other hand, the symbolic framing does not bring to any difference in attitudes with respect to experiential value at 5% level **(ß$_{Symbolic}$= -1.215; t(183)= -1.263; p= 0.208)**. Finally, vanity loses its direct effect **(ß$_{Vanity}$= -0.049; t(183)= -0.164; p= 0.870)**. Its' negative moderation on functional framing with respect to the experiential one is significantly negative **(ß$_{Functional*Vanity}$= -0.692; t(183)= -2.783; p= 0.006)**. Moreover, vanity does not moderate the effect of symbolic framing with respect to experiential one **(ß$_{Symbolic*Vanity}$= 0.115; t(183)= 0.497; p= 0.620)**.

Going to the third ANOVA, I have used *"Symbolic"* as a reference category and I have included in the model just *"Functional"* and *"Experiential"*. Here, the experiential framing does not bring significantly to different attitudes with respect to the symbolic framing **(ß$_{Experiential}$ = 1.215; t(183) = 1.263; p= 0.208)**. Functional framing, instead, brings to more positive attitudes with respect to symbolic one **(ß$_{Functional}$= 4.058; t(183)= 3.682; p= 0.000)**. As in the previous case, vanity loses

its direct explicatory power (ß$_{vanity}$= **-0.279; t(183)= -0.929; p= 0.354**) and does not moderate the effect of experiential framing with respect to the symbolic one (ß$_{Experiential*Vanity}$= **-0.115; t(183)= 0.497; p= 0.620**). Instead, it negatively moderates the effect of functional framing with respect to the symbolic one (ß$_{Functional*Vanity}$= **-0.807; t(183)= -3.173 ; p= 0.002**), symmetrically to the previous case.

From these three models, I deduce that vanity moderates the effect of functional framing with respect to both the other dimensions and its' moderation makes the effect of functional framing relatively more negative. Then, *H9 and H10 can be confirmed*. For symbolic framing, instead, vanity moderates its effect just with respect to functional framing and not with respect to experiential framing. Then, vanity makes the effect of symbolic framing more positive with respect to functional framing. Accordingly, *H5 and H6 can be confirmed just partially*. By exclusion, vanity moderates the effect of experiential framing just with respect to functional value by making it more positive but not with respect to symbolic value. Consequently, even *H7 and H8 can be confirmed just partially*.
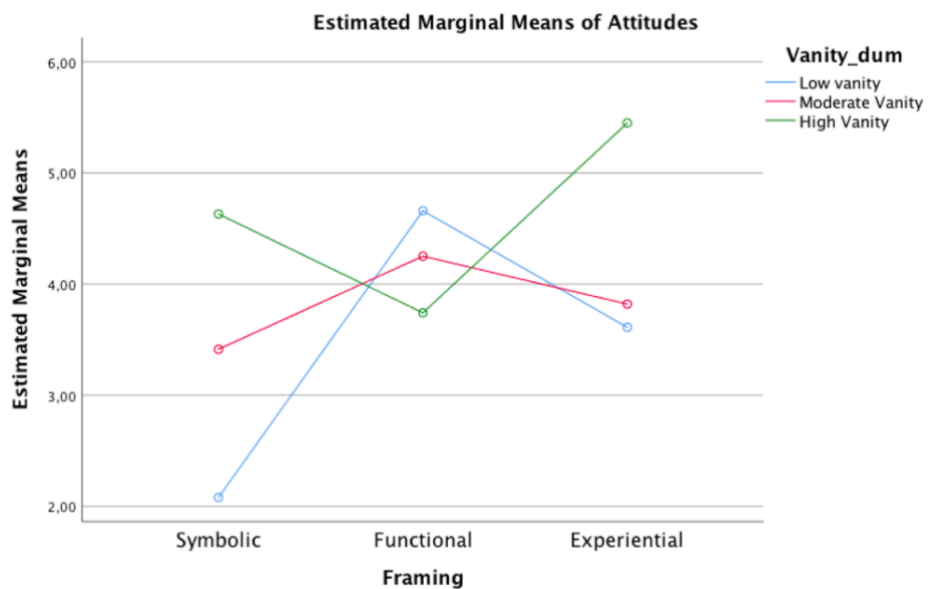


*Figure 8- Moderation of Vanity on Framings*

***Figure 8*** shows graphically the moderation effect of the three levels of vanity (*Low Vanity, Moderate Vanity & High Vanity)*, as built before, for the three value framings. The graph shows a strong disordinal interaction. Low levels of vanity bring to the best attitudes when combined with functional framing and to the worst attitudes when combined with symbolic one, as expected. As the vanity level increases, attitudes on functional gradually worsen while attitudes on the symbolic and experiential framings go into the opposite direction. The highest level of attitudes is achieved when high vanity is combined with the experiential value. Moreover, the experiential framing, when combined with high vanity, strongly outperforms the functional framing more than how much functional framing, when combined with low vanity, outperforms experiential value. The symbolic value brings generally to worse attitudes and is generally able to outperform the functional value just when it is combined with high vanity. Moderate vanity is also not able to make the experiential value more effective than the functional one, but high levels of vanity are needed. In other words, to make the effect of symbolic and experiential framings higher than the functional value, we need high levels of vanity. This is an interesting result highlighting how much vanity is strong in explaining the relative effect on attitudes on the three value framings: this is a very strong boundary condition for their effectiveness. Then, as I will discuss in the strategic implications, marketers should be very careful into deciding with which kind of value framing they want to embed their product with: this choice could be strongly dependent on the consumer base and their personal orientation. Another interesting result is the behaviour of vanity here: it has a direct positive significant effect just when we use functional value as reference category and experiential and symbolic ones are included in the model. Logically, this could be just a structural factor due to the interplay of vanity and the framings; when the latter are expressed in relative terms, however, it is very difficult to find a precise reason for this. More precise and complete implications about the direct role of vanity will be discussed in the next section, when the effects of each of the dimensions will be analysed in absolute terms, thus comparing them with the control condition.

*Table 5- ANCOVA with the different reference categories (Attitudes)*

| *1)* | β | t | p-value |
|---|---|---|---|
| ***Intercept*** | *-2.011* | *-1.560* | *0.120* |

| | | | |
|---|---|---|---|
| **Symbolic** | **-4.058** | *-3.682* | *0.000* |
| **Experiential** | **-2.843** | *-2.613* | *0.010* |
| **Vanity** | **1.336** | *4.452* | *0.000* |
| **Symbolic\*Vanity** | **0.807** | *3.173* | *0.002* |
| **Experiential\*Vanity** | **0.692** | *2.783* | *0.006* |

Reference category: *Functional*

| *2)* | **β** | **t** | **p-value** |
|---|---|---|---|
| **Intercept** | *6.104* | *4.736* | *0.000* |
| **Functional** | **4.058** | *3.682* | *0.000* |
| **Experiential** | *1.215* | *1.263* | *0.208* |
| **Vanity** | *-0.279* | *-0.929* | *0.354* |
| **Functional\*Vanity** | **-0.807** | *-3.173* | *0.002* |
| **Experiential\*Vanity** | *-0.115* | *-0.497* | *0.620* |

Reference category: *Symbolic*

| *3)* | **β** | **t** | **p-value** |
|---|---|---|---|
| **Intercept** | *3.674* | *2.851* | *0.005* |
| **Functional** | **2.843** | *2.613* | *0.010* |
| **Symbolic** | *-1.215* | *-1.263* | *0.208* |
| **Vanity** | *-0.049* | *-0.164* | *0.870* |
| **Functional\*Vanity** | **-0.692** | *-2.783* | *0.006* |
| **Symbolic\*Vanity** | *0.115* | *0.497* | *0.620* |

Reference category: *Experiential*

When turning to *"Purchase Intentions"* as dependent variables, slightly different results are obtained. In the first kind of ANCOVA (functional as reference), the symbolic framing is not anymore significantly worse than the functional framing in driving purchase intentions ($\beta_{Symbolic}$= **-1.201; t(183)= -1.200; p= 0.232**). This

means that the symbolic value is less effective than functional framing just into driving attitudes; it makes no difference for purchase intentions. Even the moderation of vanity does not occur on symbolic value with respect to functional one (ß$_{Symbolic*Vanity}$= **0.127; t(183)= 0.550; p= 0.583).**

By using experiential value as reference category, the results are equal to those obtained with respect to attitudes, except that vanity regains its direct effect (ß$_{Vanity}$= **0.769; t(183) = 2.822; p= 0.005**). Reasons for this relationship will be better investigated in the next section.

Finally, when using symbolic one as the reference category, we confirm that, for purchase intentions, there is no difference between symbolic and functional framings (ß$_{Functional}$= **1.201; t(183)= 1.200; p= 0.232**) and that this difference is not moderated by vanity (ß$_{Functional*Vanity}$= **-0.127; t(183)= -0.550; p= -0.583).** Here the direct effect of vanity is not significant (ß$_{Vanity}$= **0.515; t(183) = 1.890; p= 0.061**).

Thanks to these results, we can conclude that vanity does not moderate the effect on purchase intentions of functional framing with respect to the symbolic value and vice versa; then, the moderation seen in attitudes does not remain when we consider actual intended behaviour. Even the advantage of functional framing on symbolic framing is not preserved when talking about intentions; the latter result was obtained even previously, when vanity was not yet included in the model. Turing to the direct effect of vanity, it seems that it is almost equally relevant when we consider purchase intentions or attitudes: this is the only sure implication we can state with more certainty; however, in the following section I will come back on it. Now, we have an almost complete framework that can guide us to the decision of choosing one framing instead of another; this is a trade-off that can occur very often in reality. More details will be provided in the final implications chapter.

*Table 6- ANCOVA with the different reference categories (Purchase Intentions)*

| 1) | β | t | p-value |
|---|---|---|---|
| *Intercept* | *-1.119* | *-0.956* | *0.340* |
| *Symbolic* | *-1.201* | *-1.200* | *0.232* |
| *Experiential* | *-2.074* | *-2.100* | *0.037* |
| *Vanity* | *0.769* | *2.822* | *0.005* |

| | β | t | p-value |
|---|---|---|---|
| *Symbolic*Vanity* | *0.127* | *0.550* | *0.583* |
| ***Experiential*Vanity*** | ***0.467*** | *2.066* | *0.040* |

Reference category: *Functional*

| *2)* | **β** | **t** | **p-value** |
|---|---|---|---|
| ***Intercept*** | *1.283* | *1.096* | *0.274* |
| ***Functional*** | *1.201* | *1.200* | *0.232* |
| ***Experiential*** | *-0.873* | *-1.000* | *0.319* |
| ***Vanity*** | *0.515* | *1.889* | *0.061* |
| ***Functional*Vanity*** | *-0.127* | *-0.550* | *0.583* |
| ***Experiential*Vanity*** | *0.340* | *1.619* | *0.107* |

Reference category: *Symbolic*

| *3)* | **β** | **t** | **p-value** |
|---|---|---|---|
| ***Intercept*** | *3.0288* | *2.588* | *0.010* |
| ***Functional*** | ***2.074*** | *2.100* | *0.037* |
| ***Symbolic*** | *0.873* | *1.000* | *0.319* |
| ***Vanity*** | *-0.165* | *-0.606* | *0.546* |
| ***Functional*Vanity*** | ***-0.467*** | *-2.066* | *0.040* |
| ***Symbolic*Vanity*** | *-0.340* | *-1.619* | *0.107* |

Reference category: *Experiential*

## CONTROL VARIABLES

In order to give more robustness to the results of the last section, I have decided to perform again the ANCOVAs, but by adding some control variables related to the demographics I have collected about the respondents. Despite I had no precise hypotheses about the control variables, they have been chosen just to check that there are no significant differences in results across groups having different demographics. If this had been the case, further specifications would have been

needed in order to give more reliability to the findings explained before, since they would have held just for particular groups.

The first control variable is *"Age"*; to make it more understandable, I have created a dummy variable to indicate two different age groups: the ones having between 18 and 25 years old (the 59% of the total sample) and the ones having more than 25 years old. If this variable had resulted to be significant, it would have meant that my sample suffers of a bias: the results could be strongly dependent on the fact that the majority of the surveyed was between 18 and 25 years old. The second control variable is *"Sex"*; it is categorical and distinguishes between males and female. The third one is *"Income"* and categorizes people in 4 groups: those having an annual income between €0 and €10000, between €11000 and €20000, between €21000 and €40000, and, finally, more than €40000. The fourth, and final, control variable, instead, is *"Occupation* and categorizes people according to their job: students, independent contractors, workmen, employees, unemployed, retired or other kinds of professions.

By using all these variables, it resulted from the ANCOVA that none of them is related by itself to attitudes and, consequently the effects of framings, vanity, and their interaction does not change (see the *Appendix* for more details). This means that the result obtained from the model in the last section are robust across these differences and, moreover, that framing differences and vanity affect attitudes similarly in all of these different groups.

Even when considering as dependent variable *"Purchase Intentions"*, the results are similar to those obtained in last section (see the *Appendix* for more details). This is a second evidence that the previously obtained results are not relative just to an age group, a particular occupation, a particular level of salary or just to males or females; indeed, they can be generalized to all of these groups without significant differences. This is particularly relevant since, in my convenience sample, a vast number of different groups are represented.

# *FURTHER ANALYSIS ON MODERATION: COMPARISON WITH CONTROL CONDITION*

The results presented in the previous section highlights the role that vanity plays into affecting the relative effects of the three framings on attitudes; consequently, this has implication on choices to emphasize one framing with respect to another one. However, one further analysis could reveal whether vanity influences the effect of each of the three framings with respect to the control. Is it always good to highlight a value dimension despite the level of vanity? In this regard, some specific and more operationalizable questions could arise:

- *Is the moderation of vanity so strong to make the symbolic value's effect more positive than the control?*

- *Is the moderation of vanity so strong to further increase the experiential value's positive effect with respect to the control?*

- *Is the moderation effect of vanity so strong to decrease the functional value's positive effect with respect to the control?*

These questions should be answered since they could reveal useful insights about whether it is always convenient to choose experiential or functional framing instead of a control and if it always makes no difference into choosing the symbolic framing with respect to the control one. In order to answer, I have first taken the overall sample, including also the respondents being showed the control condition for obvious reasons. Then, I have created three subsets: one having just the respondents who being showed the control condition or the symbolic framing, one including just those being showed the control condition or the experiential framing and , finally, those who have been showed the control condition or the functional framing. Then, I have carried out a regression (ANCOVA) for each subset having as dependent variable *"Attitudes"*; the independent variables included a dummy indicating whether the respondent have been showed a particular framing (symbolic, experiential or functional; depending on the subset taken in consideration), the variable *"Vanity"* and their interaction.

The results showed that the functional value does not lose its' significant positive effect with respect to the control (**ß$_{\text{Functional}}$= 3.037; t(118) = 2.509; p= 0.013**) and vanity does not decrease this effect (**ß$_{\text{Functional*Vanity}}$= -0.529; t(118)= -0.276; p= 0.058**). Second, even considering vanity, the direct effect of the symbolic value with respect to the control condition is still not significant (**ß$_{\text{Symbolic}}$= -1.021; t(118)= -1.013; p= 0.313**) and the moderation of vanity does not improve its' performance (**ß$_{\text{Symbolic*Vanity}}$= 0.279; t(118)= 1.154; p= 0.251**). Finally, experiential value is not anymore effective with respect to the control condition (**ß$_{\text{Experiential}}$= 0.194; t(118)= 0.197; p= 0.844**) and, furthermore, vanity does not moderate this effect (**ß$_{\text{Experiential*Vanity}}$= 0.164; t(118)= 0.700; p=0.485**).

The behaviour of the direct effect of vanity here is clearer. As it can be seen in **Table 7,** it loses just its direct effect when we consider functional value. When, instead, we turn to the symbolic and the experiential one, we see that vanity regains its positive effect and symbolic and experiential value are not able to explain attitudes anymore. This indicate that vanity completely substitute their effects; it could be, then, that people high in vanity are by themselves more able to detect experiential and symbolic values within the product, without the need to highlight them. This further increases the importance of functional framing as the one on which positioning should push the most.

*Table 7- Regressions with respect to control for subsets (Attitudes)*

|  | β | t | p-value |
|---|---|---|---|
| *Intercept* | *4.889* | *5.207* | *0.000* |
| *Functional* | ***3.037*** | *2.509* | *0.013* |
| *Vanity* | *-0.164* | *-0.783* | *0.435* |
| *Functional\*Vanity* | *-0.529* | *-1.913* | *0.058* |
|  | β | t | p-value |
| *Intercept* | *0.832* | *1.172* | *0.244* |
| *Symbolic* | *-1.021* | *-1.013* | *0.313* |
| *Vanity* | ***0.643*** | *3.740* | *0.000* |
| *Symbolic\*Vanity* | *0.279* | *1.154* | *0.251* |
|  | β | t | p-value |
| *Intercept* | *2.046* | *3.000* | *0.003* |
| *Experiential* | *0.194* | *0.197* | *0.844* |

| | | | |
|---|---|---|---|
| *Vanity* | *0.528* | *3.255* | *0.001* |
| *Experiential*Vanity* | *0.164* | *0.700* | *0.485* |

When considering *"Purchase intentions"*, the results are equal with respect to the symbolic and experiential framings. The only difference is that the functional framing does not bring anymore to higher purchase intentions with respect to the control variable (**ß**$_{Functional}$**= 1.772; t(118) = 1.764; p= 0.080**) and even the moderation of vanity on it does not occur (**ß**$_{Functional*Vanity}$**= -0.298; t(118)= -1.297; p= 0.197**). The reason for this result could be various: even if not significant, the effect of the functional value can be a bit captured by vanity itself and a bit by its' moderation. However, having a depth understanding in this is not relevant for the purpose of my research. That said, the analysis about the moderation is complete with this section.

*Table 8- Regressions with respect to control for subsets (Purchase Intentions)*

| | β | t | p-value |
|---|---|---|---|
| **Intercept** | **2.155** | *2.766* | *0.007* |
| **Functional** | *1.772* | *1.764* | *0.080* |
| **Vanity** | *0.175* | *1.006* | *0.316* |
| **Functional*Vanity** | *-0.298* | *-1.297* | *0.197* |
| | β | t | p-value |
| **Intercept** | *0.832* | *1.172* | *0.244* |
| **Symbolic** | *-1.021* | *-1.013* | *0.313* |
| **Vanity** | **0.643** | *3.740* | *0.000* |
| **Symbolic*Vanity** | *0.279* | *1.154* | *0.251* |
| | β | t | p-value |
| **Intercept** | *0.082* | *0.131* | *0.896* |
| **Experiential** | *-0.302* | *-0.335* | *0.739* |
| **Vanity** | **0.642** | *4.325* | *0.000* |
| **Experiential*Vanity** | *0.169* | *0.792* | *0.430* |

# *CHARACTERISTICS OF HIGH VANITY CUSTOMERS*

Even if the control variables do not have effect on attitudes, it could be useful to identify whether they discriminate between customers having different level of vanity.

Even though this is not relevant for the hypotheses tested, it could be very useful for the strategic implications arising from this research: in terms of actionability, marketers could have some hints on how selecting their target customers. In order to identify relevant characteristics of such high vanity customers, I have split again the sample in those having low level of vanity, those having moderate level of vanity and those with higher level of vanity. Here I have considered the whole original sample since differences in vanity levels are independent on the manipulation showed. Then, I have looked at the frequencies on the control variables: sex, age, income and occupation.

- *Sex:* as we move from the low vanity group to the high vanity group, the percentage of male increases gradually from about 49% to 61%. Then, it would be easier that a high vanity customer is ***male.***

- *Age:* the dummy "age" divides the sample in those being between 18 and 25 years old (the majority of the sample) and those being not. High and low vanity groups have almost the same age distribution. Instead, in moderate vanity, there is a majority of observations between 18 and 25. Then, when we are faced with a moderate vanity person, there is high probability that it would be between 18 and 25 years hold. At least, it would be often better to consider people ***between 18 and 25 years*** old as potential high vanity individuals.

- *Occupation:* in the high vanity group, we have the lowest percentage of students; they are mostly concentrated in the middle group. However, this is because, in that group, there is a high percentage of people being between 18 and 25 years old. But, the fact that such percentage decreases significantly from moderate to high vanity condition is very relevant, strongly indicating that young people tend to be higher in vanity just after

they leave the studies or if they have a different occupation. The dominant occupation here is *freelance*, even if employees' percentage is modest.

- *Income:* about the 71% of people high in vanity earns more than € 10000 per year and about the 46% more than €20000 per year. According to what said before, this could be the income of a newly graduated students who is *beginning to work with a good compensation* and, probably, has *some individual projects* he is implementing beyond its job.

Even if these are not conclusive data, they could help to build a first draft of a possible high vanity buyer persona. I will come back to this in the strategic implications.

# CHAPTER 5- GENERAL DISCUSSION

Now that all the analyses have been presented, a general discussion about the results can be carried out. In the first part, a complete framework about how the different framings and their interplay with vanity influences attitudes will be described. Then, even the role of the same variables with respect to purchase intentions will be discussed.

## *ATTITUDES*

### *The impact of the three value dimensions on attitudes*

First of all, I have analysed whether each dimension brings to a relevant positive improvement on attitudes with respect to the control condition without taking in consideration any other moderator or control variables. It emerged that the experiential and functional framings are positively linked to attitudes. Without any knowledge of our segment and customers' personal traits, it would be better to highlight the experiential or the functional framings since they bring to better attitudes. The symbolic value itself, instead, does not bring to any improvement with respect to the control condition. These results already suggest that the latter is the weakest among the value dimensions in influencing people attitudes. This is further confirmed when we compare just the three framings, without considering the control condition, on the basis of their influence on attitudes. It has resulted that the experiential and functional framings are more effective than the symbolic framing into shaping customers' attitudes when we do not consider the effect of additional variables. Among the two most successful framings, instead, it does not make any difference to choose one of them since the functional framing is just more effective than the experiential one in a negligible way.

### *The direct impact of vanity*

The role of vanity has been considered in my research by taking into consideration both the physical and the achievement dimensions. As previously explained, each of the sub-dimensions can be analysed taking into consideration two important aspects: the positive view that one has about her own physic/achievements and the inflate importance that one gives to her own physic/achievements. My research found that both the sub-dimension of vanity and their embedded aspects are

strongly correlated among themselves. Then, considering each subdimension separately would have brought to not negligible problems into the analysis by strongly biasing the results. The choice I have made has been to consider all the items related to vanity as an overall construct: this is the first time that it happens in an empirical research. Indeed, previous researches split the subdimensions or just take in consideration the inflated view aspect by excluding the positive view ones. Now, proceeding with this in mind, I have analysed whether vanity, despite of the framing used and without taking into consideration other variables, has a positive effect on attitudes. This is the case: vanity itself improves the attitudes towards luxury fashion products. Consequently, it seems that, without taking in consideration how a product is displayed or presented, people who are high in vanity have definitely better attitudes then others. Another specification has been made here: people high in vanity has better attitudes than people low in vanity but not necessarily higher than those who present moderate levels of vanity. Then, high levels of vanity are needed to detect the positive effect.

### *The moderation of vanity*

After analysing the role of each of the framings and vanity in absolute terms, I have investigated whether vanity plays a moderating role on the relative effects of the three framings. The analysis was mainly based on measuring the interaction of vanity on the effect on one dimension with respect to another; in this way, I have followed the direction given by the first two hypotheses (relative effects).

The results demonstrate that the power of the functional framing with respect to the symbolic and experiential ones is significantly weakened by the moderation of vanity. People high in vanity slightly prefer a symbolic or experiential framing. Consequently, the effect of experiential and symbolic framings is strengthened with respect to the functional one by the intervention of vanity. However, this personal trait does not improve the effect of the symbolic value with respect to the experiential one; this lets me presume at first glance that, when facing a target made up of people high in vanity, there is no difference into using a symbolic instead of an experiential framing. To have a deeper look on these relationships, I have also analysed the moderation of vanity on the effect of each framing with respect to the control. Going to functional framing, vanity does not decrease its effect with respect

to the control. For what about the symbolic value, instead, vanity does not improve its effect with respect to the control and this happens also for the experiential value. These results suggest that, even if vanity moderates the effect of the symbolic and experiential framings with respect to the functional framings, it does not guarantee that the former two can become at least as effective as the latter; in turn, the functional framing seems to be the most powerful in every case, except when vanity is extremely high: the combination of experiential framing and high vanity, in fact, brings to the most positive attitudes possible. However, as it will discussed in the strategic implications, in reality it's uncommon to find advertisings highlighting just one value dimension: it could be more probable to see ads highlighting all the dimensions but to different extents. In this regard, improving a strongly functional ad with symbolic elements could improve its performance in case that the audience is made up of people that are very high in vanity. Highlighting the functional value seems a must to give effectiveness to an ad; in using the experiential or the symbolic framings, instead, we should be very sensitive to the traits of our target since their effectiveness can be just spurred when extreme condition of vanities occur. A final important result about the direct effect of vanity is that it is able to substitute the effects of symbolic and experiential framings: as said before, it could be that people high in vanity are more careful to symbolic and experiential cues, by reducing the necessity of highlighting such perceptions through framings. That said, I have also questioned whether these results hold despite the age, the occupation, the income and the sex of my sample; when controlling for all these demographics, it happens that nothing changes.

# *PURCHASE INTENTIONS*

### *The impact of the three value dimensions on purchase intentions*

Purchase intentions are different from attitudes. This is also demonstrated by the effect of each framing on purchase intentions with respect to the control condition. In fact, differently from attitudes, experiential framing does not perform significantly better than the control condition into influencing purchase intentions. For what about the functional framing and the symbolic one, instead, the results found with respect to attitudes are confirmed. Several theoretical arguments can be made here. For example, it could be that the experiential framing just makes people enjoy more the idea of owning the product, but this effect could not be strong

enough to translate into purchasing intentions. However, the focus of my research is just to highlight small differences between attitudes and purchase intentions without going too much in debt; the data I have collected are not sufficient to establish the correct mechanism that occurs between these two constructs. When, instead, we compare the relative strengths of the three framing, we still find that the functional framing is significantly more effective than the symbolic one; the experiential framing, instead, loses its' effectiveness. What can be deduced here, after a first observation, is that the functional framing is the strongest into influencing purchase intentions towards luxury fashion product and should be preferred to the symbolic or experiential one.

## *The direct impact of vanity*

The most impactful result here is that vanity is able to explain purchase intentions with respect to fashion luxury products a bit better than how much it predicts attitudes. In better words, the direct effect of vanity on purchase intentions is slightly higher than its effect on attitudes, when considered in conjunction with the framings. The reasons are very difficult to detect here: another research would be needed.

## *The moderation of vanity*

When accounting for vanity, the functional framing loses its direct power on purchase intentions with respect to the symbolic one; in addition, this effect is not moderated by vanity. Then, the unique significant difference found is between the experiential framing and the functional one; the latter is still stronger than the former, but its advantage is reduced by vanity. Further evidence that just considering vanity decreases the effect of the functional value can be seen from the fact that the functional framing is not anymore more effective than the control condition when we consider vanity. Moreover, vanity does not moderate this effect. Since even the symbolic and experiential framings are not anymore better than the control condition when we consider vanity, we see that the three framings become very weak into explaining purchase intentions. The only explanatory variable seems to be vanity and, consequently, we can highlight here the strong importance of this variable into determining purchase intentions towards luxury fashion products.

# CHAPTER 6- THEORETICAL AND STRATEGIC IMPLICATIONS

## *THEORETICAL IMPLICATIONS*

### *Value dimensions*

*The strong importance of the functional value*

My research shows that the functional value plays the most prominent role into determining customers' attitudes towards luxury fashion products by making such dimension an almost sine qua non condition for marketing in such category. This is coherent with the hypothesized direction at the outset of my research. Moreover, the positive effect spreads to purchase intentions too. *Hung et al. (2011)* and *Tsai (2005)* found also a positive effect of functional perceptions (especially quality assurance) on purchase intentions. My research gives further evidence to their results by showing that functional cues are very important even when just implicitly embedded into an ad; moreover, my functional framing stimulus does not highlight just quality, but also other sub-dimensions like reliability and efficiency. In addition, the ability of functional framing into influencing attitudes and purchase intentions towards fashion luxuries seems to resist to cultural contexts. *Wiedman et al. (2009)* established that almost 50% of luxury customers in general consider functional related factors as their first drivers of their choices in luxury; my study makes possible to reconsider their position by implying that, probably, that percentage could be slightly higher. Furthermore, my research further confirms the rationale of *Wiedman et al. (2009)* that firms competing in the luxury market cannot establish a true luxury image without working on a continuous commitment to communicate quality.

*The weak importance of the symbolic value*

One of the most interesting results obtained in my research is that the symbolic value, on its own, has an insignificant influence on people's attitudes and purchase intentions for luxury fashion products. However, this result is not new: *Hung et al. (2011)* found a negative effect of the symbolic value on purchase intentions in the same products context. Even if I cannot confirm the negative effect, the null impact I found seems to highlight anyway that the symbolic value could not be anymore the true reason why people buy fashion luxuries. It is also true that my research was

focused on the Italian market and, following the reasoning of *Pino et al. (2019)*, low status consumption tendency countries, like Italy, could be less influenceable by symbolic cues. Even if my research and the one of *Hung et al. (2011)* were centred on two different countries, we had similar results. Then, could be this be a proof that probably the non-relevance of the symbolic value can be explained by factors that go beyond the one's country culture? We have not enough empirical evidence to confirm it, but we could say that we have some arguments that could let doubts arise about the predominant role of symbolic value in luxuries purchases and attitudes.

*Solomon (1983)* stated that symbolic-related issues are the main driver of people's attitudes towards product. Whether this could be true in different product categories, the empirical evidence for luxury fashion products is very weak. Instead, the literature on this side is mostly made by academic papers that do not implicitly tackle this issue. For example, *Wiedman et al. (2009)* just enact a segmentation for luxury customers, without putting respondents directly in front of a choice between a product whose symbolic value has been implicitly highlighted and another in which such highlighting is not present. Furthermore, my results are also in contradiction with the classical view of *Bearden and Etzel (1982)* according to which public consumed luxuries are the most susceptible to the status cues they convey to the owner and to the influence of the others. Finally, I have used a watch as a stimulus: it is a luxury object that is "consumed" mainly in public.

*The ambiguous role of the experiential value*
Among the three value framings, this is the one that, by its own and without considering other explicatory variables, brought to the most ambiguous result. It is true that it strongly improves attitudes, especially when compared to the symbolic framing, but, when considering purchase intentions, this effect seems to vanish: its effect seems comparable to a control condition. Probably, the mechanisms by which the effect of such framing on attitudes translate to the purchase intentions could be very complicated. However, despite this, this is absolutely a dimension that has not to be overlooked. *Hagtvedt & Patrick (2009)*, in this regard, stated that a luxury object is one with a slightly stronger hedonic power than value one. For example, when a trade-off occurs between choosing such framing or the symbolic one, there are no doubts that the former has to be preferred. When compared to the functional

framing, it is better not to choose experiential framing, especially when the objective is to increase purchase intentions. *Hung et al. (2011)* and *Park et al. (2008)* found that the experiential framing, or sub-dimensions related to it, improves purchase intentions. This is not what I found; the positive effect, however, is still significant when considering attitudes. Then, my research could highlight that attitudes and purchase intention are very different dimensions and, when they are compared, the effects of the value framings can be different. *Hung et al. (2011)*, as a further difference, directly asked the respondents about their perceptions on the experiential value embedded in the product. Differently, I have turned everything to the implicit point of view since experiential value perceived could be very difficult to explain since it is highly subjective (*Berthon et al., 2009)*. Finally, even if the experiential framing on its' own is less effective than the functional framing, a specification has to be made: this could not be true when we consider boundary conditions, like the intervention of vanity.

## *Vanity*

### *Preliminary observations on vanity scales*

How vanity is defined and how it is measured could have very strong implications on the effects detected in empirical studies. Then, being my research part of this stem, it is impossible to discuss the effects of vanity without starting form how I have defined the scales of measurement and why. First of all, starting from the most relevant theoretical paper about vanity written by *Burton et al. (1995)*, I have considered both the subdimensions of this construct: physical and achievement. Indeed, the hypotheses are all stated with regard to these two. Even if the theoretical background brought me to expect such dimensions to move together, I did not expect such strong correlation among them. Obviously, from the theoretical point of view, this is not a problem and does not bring to theoretical inconsistencies. However, what has to be considered, is that, by using such subdimensions separately in a statistical model, I would have fallen in multicollinearity problems that would have impaired the reliability of the effects found.

Then, the first difference from researches like the ones of *Hung et al. (2011), Sharda and Bhat (*2019) and *Park et al. (2008)* is that I have unified the subdimensions and considered vanity as an overall construct. To explain the second

difference, instead, I should still refer to *Burton et al. (1995)*; in fact, the latter defined vanity as both an inflated concern and an excessive positive view of the self, both with respect to physical characteristics and achievement ones. *Hung et al. (2011), Sharda and Bhat (*2019) and *Park et al. (2008)*, instead, just took in consideration the inflated concern and not the positive view. Probably, this was one way to solve the multicollinearity problems. Contrarily from them, instead, I have decided to consider vanity not only as one construct including both the subdimensions but also including both the inflated concern and the excessive positive view. Obviously, the main advantage of this way to solve the problem is that, differently from the empirical researches of the past, I have considered for the first-time vanity as an all-encompassing construct by not excluding any facet. My point of view is that, especially in the luxury fashion context, all the shades of vanity should be considered given their strong relatedness with consumption in this ambit. However, on the other side, the main drawback of this choice is that, as showed in the factor analysis, some variance in the explicative power of vanity is lost. In this case, I think that the benefits gained from making this choice are more important than the disadvantages: my purpose was to explain how vanity influences purchase intentions and attitudes along with the three value dimensions.

*The direct effect of vanity*

Similarly, to *Hung et al. (2011)* and *Sharda and Bhat (*2019), the effect of vanity I have detected is definitely positive on both attitudes and, in particular, on purchase intentions. My overall construct of vanity seems to move in the direction predicted by previous literature. In addition, I have also split the samples in low, moderate and high vanity observations. Then, by measuring differences in the three groups about attitudes, I have found that, even if it is true that vanity has a strong positive effect, we need a very strong level of vanity to detect it. Then, this is a personal trait that needs to be at a very strong level to free its full potential on shaping customers' attitudes.

*Moderation of vanity*

Regarding how vanity influences the effectiveness of the three value framings, I have gained some interesting results too. Starting from the functional value, I have found that vanity negatively moderates its' effect with respect to both the experiential value and the symbolic value. Better, the functional framing is

weakened by vanity with respect to the other two dimensions. However, its direct effect, always relative to the other dimensions, remains positive. Then, it can be said that the functional framing is still effective, but, at the same time, it loses some power with respect to the symbolic and experiential value dimensions for high vanity individuals. In particular, for condition of low and moderator vanity, its effect remain strong with respect to the other two dimensions and just becomes weaker when interacting with high vanity. On the other hand, for what about purchase intentions, functional value is not made necessary worse vis-a-vis the symbolic one by vanity. This is still related to the fact that the mechanisms by which attitudes turn into purchase intentions can be various.

Turning to the symbolic and experiential framing, instead, I have found that vanity makes them more effective vis a vis functional framing. However, vanity is not able to increase the effect of one of this two value dimensions one against another. Moreover, vanity is not necessarily able to make symbolic value very valuable for attitudes in any case. A quite interesting result is, however, that vanity alone could capture all the value of the experiential and symbolic values by making the framings not effective per se. This means, that simply targeting high vanity customers could bring to better attitudes, and purchase intentions, probably because they are more able to recognize the importance of hedonic, fun, status-related and personal expression characteristics of luxury products. *Wiedman et al. (2009)* was right in identifying the extravagance as a very relevant sub-dimensions of experiential value. In fact, this construct could be intrinsic in people high in vanity too, thus totally substituting the effect of the framing alone. Especially in purchase intentions, vanity seems to explain more alone than each of the three framings. The importance of this construct is further highlighted here: targeting the right customers seems to be more effective than using a particular framing in purchase intentions.

*Sharda and Bhat (*2019) found that customers high in vanity place very much importance on non-product related attributes. Then, since experiential value and symbolic value are mainly related to non-product attributes, this is definitely true according to the result of my research. Even if these mechanisms do not necessary extend to purchase intentions, this holds for attitudes: high vanity customers develop more favourable thoughts about products framed in a more symbolic and

experiential value. This could not be true for the big clusters of functionalists and materialist found *Wiedman et al. (2009):* these customers are very concerned about product related features and, probably, they are low in vanity. The fact that these clusters are, in numbers, more than the half of luxury customers explain why the functional value seems to have an always positive effect on attitudes, despite the degree of vanity. In fact, functional value seems to be surpassed in his effectiveness just in the special case where vanity is at very high level, especially by experiential value. At this point, however, I would like to highlight that my research was focused on the extreme case when just one of the value dimensions was highlighted: in reality, this could be rare since one product can be communicated in a way that, even pushing more on one dimension, could also highlight other ones. For this reason, I have made an analysis based on the contrast between dimensions and, then, on the absolute effect of the framings. Moreover, luxury products are expected to deliver very high performances on each of the value dimensions and, consequently, it would be unavoidable to embed each communication with elements from each of the three dimensions. However, this will be discussed better in the next section regarding strategic implications.

What it can be said to conclude this discussion is that, first of all, there is a very strong difference between purchase intentions and attitudes. Even if, in the hypotheses, I have tried to follow the direction of the effect on purchase intentions to build expectations on attitudes, we should keep in mind that this could not always hold. Despite this, there are not doubts that vanity is a very relevant personal trait into explaining people's tastes towards fashion luxury products and into altering the effectiveness of each of the three value dimensions. For example, even if the functional framing is in most cases effective, overlooking that the best performance in the overall on attitudes is achieved through the experiential value combined with high vanity could bring to lost opportunities. Finally, a strong surprise is the very strong direct effect of vanity: this is true both in attitudes and, especially, in purchase intentions. *Hung et al. (2011)* and *Sharda and Bhat (2019)* both got the same results. Then, it is clear that this construct should receive more attention by the empirical researches in the luxury sector. In fact, it could determine the success of one communication without accounting for the framing chosen. For example, those high in vanity could automatically focus the attention on some value perceptions despite if they are highlighted or not by the marketer.

## *STRATEGIC IMPLICATIONS*

My research can provide some insights on two important and interrelated strategic marketing concepts: positioning and targeting. I will discuss, in turn, each of these two concepts and, then, I will mix them. In better words, the first section will make reference to a situation in which we are not very knowledgeable of the target market, but we have strong time constraint to come up with a positioning strategy. The second will consider a situation when we have good knowledge of the target market and we have time constraints to come up with the positioning strategy. Third, I will consider a situation when we have a good knowledge of the target, but we have no imminent time constraint on the time we could use for coming up with a positioning strategy and, consequently, we are able to mix and combine different concepts at the best.

### *Brand positioning with not sufficient information on the target*

According to *Jaworski et al. (1986),* positioning is a very important activity that is useful for conveying to the market how a particular brand stands out from competition and differentiates. Their suggestion is that, even if a brand can be positioned at the same moment on the bases of functional, symbolic and experiential framings, one of them should be prioritized over the others. Their idea is that a too much generic positioning could be difficult to manage in the long term: different concepts require different strategies that could be impossible to pursue at the same time. Moreover, too much concepts increase the set of competitors and could confuse customers about the principal meaning of the brand. In this regard, my research could be seen as complementary to their research by providing some insights about which positioning strategy has to be preferred in the fashion luxury context and with which boundary conditions. In their book, *Riley, Singh and Blankson (2016)* carried out a summary of the previous literature about positioning strategy. By using his suggestion, I am referring to a particular type of positioning, called *"Attribute Positioning"*; such strategy is based on particular features of a brand or/and a product aimed at highlighting differences and similarities with respect to the competitors. Accordingly, even *Riley et al. (2016)* recognized that this kind of positioning can be implemented on functional, symbolic and experiential benefits. Now, considering positioning in absolute, without reference to the target market, I can provide some insights about the fashion luxury context.

Assume here a situation where we do not have information on the target (we do not have enough resources to carry out a market research) and we should come up with a positioning strategy:

1) If you have time to build just one a positioning concept, use the functional one. It is more effective than the others in shaping attitudes, especially in condition of low or moderate vanity. However, even if the vanity level is very high, the functional value still has a quite positive effect. Even if the effect of functional value does not always extend to purchase intentions too, the other dimensions are not better in this regard, so it should be preferred most of the times

2) If you can build a positioning based on more concept, you can still emphasize more the functional aspect of the product, but at the same time, you could embed it also with experiential or symbolic attributes. If we have to split resources, we should invest more in functional, followed by experiential and, finally, by symbolic value. In fact, for condition of high vanity, experiential is still more effective than the symbolic. However, if our target is truly high in vanity, even symbolic elements could help. The important thing is to prioritize the functional, both if the objective of the positioning is to drive purchase intentions or to improve attitudes.

### *The target is known but there is a constraint to use just a positioning concept*

The target market is the one towards which a company addresses its marketing efforts (*Proctor, 2000).* However, an effective target is selected after that a segmentation has been applied and the market has been divided in group of customers sharing common characteristics and having similar needs. Together, segmentation, targeting and positioning are the bases of the modern market strategy (*Proctor, 2000)*. According to the book of *Proctor (2000)* about market strategy, the segmentation and the consequent targeting can occur on the basis of the so called *"Psychographics":* such variables represent peoples' different lifestyles and personality traits that could bring to different tastes and needs for products. Obviously, if a communication is able to highlight the particular benefits a group is searching for, then we would have better results. Vanity is of course a personal trait

and can define one segment with respect to another one. Then, if we have a situation in which we are very knowledgeable about the vanity level of our target population, but we have a limited amount of time/resources for a positioning and we can just choose one concept, we can follow the following rules:

1) When we have a target low or moderate in vanity, choose a positioning based on functional value. Even if it is not strongly effective in purchases intentions as in attitudes, the other dimensions alone are not able to do better in the former dimension. Moreover, the benefits of embedding the communication with experiential or symbolic value is minimum since such dimensions, in general, bring to lower purchase intentions and worse attitudes with respect to the functional one.

2) When you have a target made up of people who are very high in vanity, choose the experiential positioning. At least, in case that the experiential positioning is not possible, use the symbolic. Even if, in this way, we would lose the always present effect of the functional positioning, in case we have constraints, we should go for the experiential since, in combination with high vanity, it brings to the highest possible attitudes. The effect of experiential value alone is not very clear on purchase intentions, but vanity alone is very effective into driving them.

3) If we have compelling evidence that vanity is very high and we are not sure we will able to build a good experiential positioning, then we should not emphasize any of the dimensions. This is true since vanity seems to capture the full positive effect of the experiential and symbolic framings on both attitudes and purchase intentions. It is likely that high vanity customers are able to highlight the experiential and symbolic benefits alone, without needing necessarily a communication strategy based on highlighting them.

### *The target is known and there are no constraints to use more than one positioning concepts*

This final situation is the best one in which a marketing team could be. In fact, here, there is strong knowledge of the target and there are no constraints on how many concepts can be used to build the positioning. Obviously, this does not mean that

resources can be wasted. Of course, highlighting more than one value dimensions is advantageous: we will able to address the needs of more customers. However, as said before, for the arguments cited by *Jaworski et al. (1986),* this could not be the right track, especially when the objective is to establish a strong brand meaning in customers' minds. Too much attributes emphasized could bring to confusion and no differentiation with respect to the competitors. Despite this drawback, this does not imply that, even if a dimension is more highlighted than the others, some communication elements could not also make reference to some other dimensions. Here there are some rules that, according to my research, should be followed when this situation occurs:

1) When the vanity is low, still keep just the functional value, since the benefits of the other dimensions could be minimum for what about attitudes in particular. When going to purchase intentions, it is true that the functional value is not anymore strongly effective, but it is still the best option.

2) When we have high vanity, keep the experiential value as the most emphasized one. At the same time, however, the symbolic value has a strong effect too, so keep it as the second strongest. Moreover, since the experiential and symbolic value are not strongly related to purchase intentions, we should keep a bit of functional value to pursue this objective in conjunction with attitude on the other side.

3) As said before, when we have high vanity and a good luxury fashion product, it could be that our target would be directly addressed towards very good attitudes. However, since this effect seems to capture the whole difference made by experiential and symbolic values, we could not need them anymore. We could just keep a bit of symbolic and experiential framings, but, at the same time, push mostly on the functional one.

### *Identifying High Vanity Customers*

From the results obtained through descriptive of different vanity groups, a draft of a buyer persona for a high vanity potential customer could be built. Especially in the situation where few researches can be conducted for segmentation purposes, we could slightly simplify the process by just focusing on the relevant characteristics.

*Figure 9* shows a buyer persona for such profile built on the analysis previously presented.



*Figure 9- Buyer Persona*

Even if this is not a conclusive analysis, it could be helpful for future researchers interested in discovering more. By looking at the picture above, we can have a direction about which characteristics to search for in our target to have some suspect that high vanity could be present.

# CHAPTER 7- LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

## *LIMITATIONS*

My research has several limitations due to both the tools and resources I had available and to some choices I have made for the analysis. First, regarding the sample, I have used a convenience one. Even if I have managed to obtain quite heterogeneous observations, the accuracy is not the same as a random sample: self-selection problems could have arisen. However, the *"treatments"* in the sample have been randomized and, consequently, the effects are quite reliable. Moreover, I have just explored the Italian market and the cultural facets attached to it.

Going to the stimulus, the watch I have used does not represent the full category of the fashion luxury. Even if it is visible and has most of the characteristics of the luxury fashion products, it could be not enough to make clear and precise inferences about the category in the overall. Some improvements could also be done about the scales of measurement I have used: especially in the pre-test, have not always picked the scales as they were presented in the previous literature. Despite the reliability is very high, it could be possible that, through scale purification techniques, they could be improved further. However, this steam of research is quite new, and I do not exclude that, in the future, we will have more accuracy about this construct.

Moreover, some different control variables could have been used in the pre-test: for example, I have controlled for perceptions of luxury but not for ad liking. Another limitation could also be found in a way I have developed the hypotheses: I have often based my expectations about how the variables influence attitudes on the previous literature about purchase intentions. As already explained, not having enough information of past literature about attitudes and given the interrelated use of the constructs by previous researches, I was convinced, at the outset, that these two measures moved almost together. Even if in some occasions it could be true, it is not the rule. For what about the analytical methods, instead, I have used the ANCOVA and ANOVA techniques; moreover, I have also played with the control condition and analysed the effect of the value dimensions both relatively to the other

ones and absolutely (towards the control condition). Obviously, this choice has been motivated but it is not the only way to study such effects: sub-samples analyses or other techniques can be used. Another limitation, as stemmed by the results, is that in each of the model used, the explicatory variables just explained about the 20% of the variance in the dependent variable. This could depend also on two factors. First, I have not included the observations about the control condition in many analyses. Second, it could depend on the way in which I have defined vanity. The trade-off here was between sacrificing a bit of theoretical rigor on the construct and sacrificing a bit of variance. I have opted for the second one since I wanted to keep alive the innovation of my research of considering vanity in all of its subdimensions without excluding anyone.

A final limitation, instead, is related to the method of data collection I have used. For example, purchase intentions and attitudes are self-reported; however, respondents could not say the truth in a survey or cannot be even knowledgeable about what the truth is. Neuro-marketing and other innovative tools can discover unconscious thoughts of customers.

## *DIRECTIONS FOR FUTURE RESEARCH*

The first directions I can give to future researchers stem from my limitations: in fact, they could work on improving some aspects of my research. For example, new research techniques, more direct and implicit, could be applied. Moreover, the stimuli used can be different: other objects in the same product category, varying in visibility or other factors, could give more generalization power to my research. The exploration of other cultural backgrounds could also shed some lights on whether the effects detected are just related to one country with respect to other ones.

Other directions, instead, stem from the kind of analyses I have implemented and the results I obtained. First, ANOVA and ANCOVA are just a part of all the techniques that could be applied here. Then, my suggestion is to try to explore them to check whether the same results are obtained. Second, going to the results, the exploration of vanity is very new in this field. Then, this construct could be explored in relation to other ones and scale purifications works could improve the definition

I have used here: there could be other ways to solve the variance- theoretical rigor trade-off. Moreover, a particular observation to take under consideration is the particular relationship of the experiential and symbolic values with vanity. New researches could try to understand why people that are high in vanity seems to better capture and focus the attention on experiential and symbolic cues. This was out of the boundaries of my research but is a very interesting effect to analyse: strategic implications could be improved with more knowledge about it.

Going to the value dimensions, instead, an empirical operationalization of these construct that unifies previous literature seems not to exist yet. Obviously, my research brings some advance in this regard, but the road is still long, and new researches should bring to more knowledge about them. This could obviously impact the results and would permit to explore several different layers of such dimensions: they are linked to personal customers' perceptions and, for this reason, this process is complicated and could take some time to fully develop. However, it is necessary since some implications for marketeers could change. For example, my research and some previous ones seem to reject the classical conceived prevalence of the symbolic value on the other dimensions in the luxury context. If this is not true, there could be a very strong change in the marketing techniques that companies are using in this field: a shift to the functional value seems to be unavoidable but we still need further evidence to state that without doubts.

Another challenge could be to find ways to build an effective positioning based on functional value in fashion luxury category. Since some functions are expected by each product, which is the true degree of performance at which we can differentiate a luxury object from an ordinary one? This could be a good issue to elaborate on.

Finally, what I suggest, is to further explore the relationship between attitudes and purchase intentions. Of course, which of the two has to be analysed must be established with clarity at the outset of each research; however, I do not exclude that future researches could focus their works on how attitudes translate to purchase intentions or, at limit, on how one influence the other. Then, there are many opportunities for future research, both because this way to explore attitudes and purchase intentions in fashion luxury sectors is quite new and because new technologies are paving the way to improve the techniques we have at our disposal.

# CHAPTER 8- CONCLUSION

## *CONCLUSION*

Despite its limits and aspects to improve, I hope that my research would be an inspiration for future researchers interested in fashion luxury sector. I have tried to shed some light on the importance that value framings could play in customers' attitudes and purchase intentions. This could bring to several opportunities for marketeers on how to better calibrate their communication strategies to the target they are trying to persuade.

The higher competitiveness we are experiencing in the marketplace could make researches like mine necessary to be successful when selling a particular product. Moreover, I have tried to link the value perceptions with vanity. This is a personal trait that has received a lot of theoretical support in the past but very few attentions from the empirical word. Since, as I found, it strongly impacts people's perceptions and acceptance of different communication strategies, it should not be overlooked. Obviously, this is just one shade of personality and I do not exclude that other ones can be considered; but, in this regard, my research suggests a way to explore even different personal traits by using the same rationales I have applied.

I hope that my passion for fashion luxury sector has been successfully communicated through this thesis and that the latter could be at least taken in consideration for researchers that would like to explore the same ambit. Obviously, my research does not yield compelling conclusions, but mostly food for thought for those are as passioned and interested as me.

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# APPENDIX

This appendix contains all the results of the analysis, including the pre-test, as obtained in the SPSS output. Note that all the data will be displayed in the same order as they have been presented in the thesis.

## *APPENDIX A: THE PRE-TEST*

### *Reliability of scales*

*Functional Value*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.818 | 4 |

*Symbolic Value*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.789 | 4 |

*Experiential Value*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.871 | 4 |

*Luxury Perceptions*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.920 | 6 |

## *ANOVAs*

*Functional Value*

|  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
|  | *Between Groups* | *24.402* | *3* | *8.134* | *14.458* | *0.000* |
| *AvFunc* | *Within Groups* | *65.26* | *116* | *0.563* |  |  |
|  | *Total* | *89.662* | *119* |  |  |  |

*Symbolic Value*

|  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
|  | *Between Groups* | *39.919* | *3* | *13.306* | *25.759* | *0.000* |
| *AvSymb* | *Within Groups* | *59.923* | *116* | *0.517* |  |  |
|  | *Total* | *99.842* | *119* |  |  |  |

*Experiential Value*

|  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
|  | *Between Groups* | *34.123* | *3* | *11.374* | *15.693* | *0.000* |
| *AvExp* | *Within Groups* | *84.075* | *116* | *0.725* |  |  |
|  | *Total* | *118.198* | *119* |  |  |  |

V

*Luxury Perceptions*

|  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| **AvLux** | **Between Groups** | 9.606 | 3 | 3.202 | 5.569 | 0.001 |
|  | **Within Groups** | 66.694 | 116 | 0.575 |  |  |
|  | **Total** | 76.3 | 119 |  |  |  |

## Bonferroni tests

*Functional Value*

| Dependent Variable | (I) Framing | (J) Framing | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  | Lower Bound | Upper Bound |
| **AvFunc** | **Functional** | **Control** | 1.048* | 0.199 | 0.000 | 0.515 | 1.582 |
|  |  | **Symbolic** | 0.934* | 0.196 | 0.000 | 0.409 | 1.459 |
|  |  | **Experiential** | 1.160* | 0.194 | 0.000 | 0.639 | 1.681 |

*Symbolic Value*

| Dependent Variable | (I) Framing | (J) Framing | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  | Lower Bound | Upper Bound |
| **AvSymb** | **Symbolic** | **Control** | 1.244* | 0.186 | 0.000 | 0,745 | 1,742 |
|  |  | **Functional** | 1.080* | 0.187 | 0.000 | 0,577 | 1,583 |
|  |  | **Experiential** | 1.479* | 0.181 | 0.000 | 0.993 | 1,965 |

*Experiential Value*

| Dependent Variable | (I) Framing | (J) Framing | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|---|
| | | | | | | Lower Bound | Upper Bound |
| AvExp | Experiential | Control | 1.235* | 0.218 | 0.000 | 0.649 | 1.820 |
| | | Symbolic | 1.261* | 0.214 | 0.000 | 0.685 | 1.837 |
| | | Functional | 1.086* | 0.220 | 0.000 | 0.494 | 1.677 |

# T- test

*Luxury Perceptions*

| | Test Value = 3 | | | | | |
|---|---|---|---|---|---|---|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| AvLux | 11.190 | 90 | 0.000 | 0.810 | 0.666 | 0.953 |

# APPENDIX B: THE MAIN TEST

## The sample

### Age

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | **25+** | 99 | 40.6 | 40.6 | 40.6 |
|  | **18-25** | 145 | 59.4 | 59.4 | 100 |
|  | **Total** | 244 | 100 | 100 |  |

### Average Age

|  | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| **Age_new** | 242 | 18 | 73 | 30.46 | 12.013 |
| **Valid N (listwise)** | 242 |  |  |  |  |

### Annual Income

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | **€0-€10000** | 132 | 54.1 | 54.1 | 54.1 |
|  | **€11000-€20000** | 45 | 18.4 | 18.4 | 72.5 |
|  | **€21000-€40000** | 48 | 19.7 | 19.7 | 92.2 |
|  | **€41000+** | 19 | 7.8 | 7.8 | 100 |
|  | **Total** | 244 | 100 | 100 |  |

### Occupation

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | **Student** | 134 | 54.9 | 54.9 | 54.9 |
|  | **Freelancer** | 34 | 13.9 | 13.9 | 68.9 |
|  | **Workman** | 5 | 2.0 | 2.0 | 70.9 |
|  | **Employee** | 42 | 17.2 | 17.2 | 88.1 |
|  | **Unemployed** | 7 | 2.9 | 2.9 | 91.0 |
|  | **Retired** | 3 | 1.2 | 1.2 | 92.2 |
|  | **Other** | 19 | 7.8 | 7.8 | 100 |
|  | **Total** | 244 | 100 | 100 |  |

### Sex

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | **Male** | 137 | 56.1 | 56.1 | 56.1 |
|  | **Female** | 107 | 43.9 | 43.9 | 100 |
|  | **Total** | 244 | 100 | 100 |  |

### *Reliability of scales*

*Attitudes*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.951 | 5 |

*Purchase intentions*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.954 | 3 |

*Vanity*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.943 | 26 |

- *Physical Vanity*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.948 | 11 |

*Physical-Concern*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.938 | 5 |

*Physical- View*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.951 | 6 |

- *Achievement Vanity*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.942 | 10 |

*Achievement- Concern*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.925 | 5 |

*Achievement- View*

| Cronbach's Alpha | N of Items |
|---|---|
| 0.934 | 5 |

## Check with the control

*Attitudes*

- *Functional Value*

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) |
| Attitudes | Equal variances assumed | 0 | 0.984 | -2.505 | 118 | 0.014 |
| | Equal variances not assumed | | | -2.502 | 116.832 | 0.014 |

X

- *Symbolic Value*

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|---|---|---|---|---|---|---|
| | | *F* | *Sig.* | *t* | *df* | *Sig. (2-tailed)* |
| *Attitudes* | *Equal variances assumed* | *0.217* | *0.642* | *-0.079* | *114* | *0.937* |
| | *Equal variances not assumed* | | | *-0.079* | *113.725* | *0.937* |

- *Experiential Value*

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|---|---|---|---|---|---|---|
| | | *F* | *Sig.* | *t* | *df* | *Sig. (2-tailed)* |
| *Attitudes* | *Equal variances assumed* | *1.651* | *0.201* | *-2.548* | *122* | *0.012* |
| | *Equal variances not assumed* | | | *-2.533* | *116.427* | *0.013* |

*Purchase Intentions*

- *Functional Value*

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|---|---|---|---|---|---|---|
| | | *F* | *Sig.* | *t* | *df* | *Sig. (2-tailed)* |
| *Purchase_Int* | *Equal variances assumed* | *0.561* | *0.455* | *-2.175* | *118* | *0.032* |
| | *Equal variances not assumed* | | | *-2.176* | *117.686* | *0.032* |

- *Symbolic Value*

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|---|---|---|---|---|---|---|
| | | *F* | *Sig.* | *t* | *df* | *Sig. (2-tailed)* |
| *Purchase_Int* | *Equal variances assumed* | *0.704* | *0.403* | *0.527* | *114* | *0.599* |
| | *Equal variances not assumed* | | | *0.527* | *110.482* | *0.599* |

- *Experiential Value*

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|---|---|---|---|---|---|---|
| | | *F* | *Sig.* | *t* | *df* | *Sig. (2-tailed)* |
| *Purchase_Int* | *Equal variances assumed* | *3.269* | *0.073* | *-1.158* | *122* | *0.249* |
| | *Equal variances not assumed* | | | *-1.171* | *121.84* | *0.244* |

## Hypothesis 1 & Hypothesis 2

*Attitudes*

- *ANOVA*

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| **Between Groups** | *27.134* | *2* | *13.567* | *4.132* | *0.018* |
| **Within Groups** | *600.873* | *183* | *3.283* | | |
| **Total** | *628.006* | *185* | | | |

- *Bonferroni test*

| (I) Framing | (J) Framing | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval Lower Bound | Upper Bound |
|---|---|---|---|---|---|---|
| **Symbolic** | *Functional* | -0.836* | 0.331 | 0.037 | -1.636 | -0.036 |
| | *Experiential* | -0.813* | 0.326 | 0.041 | -1.601 | -0.025 |
| **Functional** | *Symbolic* | 0.836* | 0.331 | 0.037 | 0.036 | 1.636 |
| | *Experiential* | 0.023 | 0.320 | 1.000 | -0.752 | 0.797 |
| **Experiential** | *Symbolic* | 0.813* | 0.326 | 0.041 | 0.025 | 1.601 |
| | *Functional* | -0.023 | 0.320 | 1.000 | -0.797 | 0.752 |

*Purchase Intentions*

- *ANOVA*

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| **Between Groups** | 18.788 | 2 | 9.394 | 3.502 | 0.032 |
| **Within Groups** | 490.930 | 183 | 2.683 | | |
| **Total** | 509.718 | 185 | | | |

- *Bonferroni test*

| (I) Framing | (J) Framing | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval Lower Bound | Upper Bound |
|---|---|---|---|---|---|---|
| **Symbolic** | *Functional* | -0.782* | 0.299 | 0.029 | -1.505 | -0.059 |
| | *Experiential* | -0.509 | 0.295 | 0.257 | -1.221 | 0.203 |
| **Functional** | *Symbolic* | 0.782* | 0.299 | 0.029 | 0.059 | 1.505 |
| | *Experiential* | 0.272 | 0.290 | 1 | -0.427 | 0.972 |
| **Experiential** | *Symbolic* | 0.509 | 0.295 | 0.257 | -0.203 | 1.221 |
| | *Functional* | -0.272 | 0.290 | 1 | -0.972 | 0.427 |

## The subdimensions of vanity

*Correlation*

|  |  | Physical_Vanity | Achievement_Vanity |
|---|---|---|---|
| **Physical_Vanity** | **Pearson Correlation** | *1* | *0.730**<br><br>* |
|  | **Sig. (2-tailed)** |  | *0* |
|  | **N** | *186* | *186* |
| **Achievement_Vanity** | **Pearson Correlation** | *0.730**<br><br>* | *1* |
|  | **Sig. (2-tailed)** | *0* |  |
|  | **N** | *186* | *186* |

*Eigenvalues & Cumulative Variance*

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
|  | *Total* | *% of Variance* | *Cumulative %* | *Total* | *% of Variance* | *Cumulative %* |
| *1* | *11.868* | *56.512* | *56.512* | *11.868* | *56.512* | *56.512* |
| *2* | *1.928* | *9.182* | *65.694* | *1.928* | *9.182* | *65.694* |
| *3* | *1.857* | *8.842* | *74.536* | *1.857* | *8.842* | *74.536* |
| *4* | *1.186* | *5.647* | *80.183* | *1.186* | *5.647* | *80.183* |

## Hypothesis 3 & Hypothesis 4

*Attitudes*

- *Regression*

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| *1* | *0.281* | *0.079* | *0.074* | *1.773* |

| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | *Regression* | *49.761* | *1* | *49.761* | *15.834* | *0.000* |
| *1* | *Residual* | *578.246* | *184* | *3.143* | | |
| | *Total* | *628.006* | *185* | | | |

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.260 | 0.434 | | 5.205 | 0.000 |
| | Vanity | 0.404 | 0.102 | 0.281 | 3.979 | 0.000 |

- ANOVA

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 36.367 | 2 | 18.183 | 5.624 | 0.004 |
| Within Groups | 591.639 | 183 | 3.233 | | |
| Total | 628.006 | 185 | | | |

- Bonferroni test

| (I) Vanity_dum | (J) Vanity_dum | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Low vanity | Moderate Vanity | -0.523 | 0.327 | 0.336 | -1.314 | 0.268 |
| | High Vanity | -1.260* | 0.379 | 0.003 | -2.176 | -0.343 |
| Moderate Vanity | Low vanity | 0.523 | 0.327 | 0.336 | -0.268 | 1.314 |
| | High Vanity | -0.737 | 0.322 | 0.070 | -1.516 | 0.042 |
| High Vanity | Low vanity | 1.260* | 0.379 | 0.003 | 0.343 | 2.176 |
| | Moderate Vanity | 0.737 | 0.322 | 0.070 | -0.042 | 1,516 |

*Purchase Intentions*

- *Regression*

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.326 | 0.107 | 0.102 | 1.573 |

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | Regression | 54.299 | 1 | 54.299 | 21.938 | 0.000 |
| 1 | Residual | 455.419 | 184 | 2.475 | | |
| | Total | 509.718 | 185 | | | |

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0.851 | 0.385 | | 2.21 | 0.028 |
| | Vanity | 0.422 | 0.090 | 0.326 | 4.684 | 0.000 |

# Hypotheses 5-10

*Attitudes*

- *ANCOVAs*

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 104.240 | 5 | 20.850 | 7.165 | 0.000 | 0.166 |
| Intercept | 26.065 | 1 | 26.065 | 8.958 | 0.003 | 0.047 |
| Symbolic | 39.441 | 1 | 39.441 | 13.555 | 0.000 | 0.070 |
| Experiential | 19.872 | 1 | 19.872 | 6.829 | 0.010 | 0.037 |
| Vanity | 74.824 | 1 | 74.824 | 25.715 | 0.000 | 0.125 |
| Symbolic * Vanity | 29.300 | 1 | 29.300 | 10.070 | 0.002 | 0.053 |
| Experiential * Vanity | 22.533 | 1 | 22.533 | 7.744 | 0.006 | 0.041 |
| Error | 523,757 | 180 | 2.910 | | | |
| Total | 3469.560 | 186 | | | | |
| Corrected Total | 628.006 | 185 | | | | |

*a. R Squared = 0.166 (Adjusted R Squared = 0.143)*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | | Partial Eta Squared |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | | | | Lower Bound | Upper Bound | |
| *Intercept* | -2.011 | 1.289 | -1.560 | 0.120 | -4.554 | 0.532 | 0.013 |
| *[Symbolic=0]* | 4.058 | 1.102 | 3.682 | 0.000 | 1.883 | 6.232 | 0.070 |
| *[Symbolic=1]* | 0 | . | . | . | . | . | . |
| *[Experiential=0]* | 2.843 | 1.088 | 2.613 | 0.010 | 0.696 | 4.989 | 0.037 |
| *[Experiential=1]* | 0 | . | . | . | . | . | . |
| *Vanity* | 1.336 | 0.300 | 4.452 | 0.000 | 0.744 | 1.928 | 0.099 |
| *[Symbolic=0] * Vanity* | -0.807 | 0.254 | -3.173 | 0.002 | -1.309 | -0.305 | 0.053 |
| *[Symbolic=1] * Vanity* | 0 | . | . | . | . | . | . |
| *[Experiential=0] * Vanity* | -0.692 | 0.249 | -2.783 | 0.006 | -1.183 | -0.201 | 0.041 |
| *[Experiential=1] * Vanity* | 0 | . | . | . | . | . | . |

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| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Corrected Model | 104.24a | 5 | 20.85 | 7.165 | 0.000 |
| Intercept | 118.273 | 1 | 118.273 | 40.647 | 0.000 |
| Functional | 39.441 | 1 | 39.441 | 13.555 | 0.000 |
| Experiential | 4.644 | 1 | 4.644 | 1.596 | 0.208 |
| Vanity | 6.243 | 1 | 6.243 | 2.146 | 0.145 |
| Experiential * Vanity | 0.719 | 1 | 0.719 | 0.247 | 0.620 |
| Functional * Vanity | 29.300 | 1 | 29.300 | 10.070 | 0.002 |
| Error | 523.757 | 180 | 2.910 | | |
| Total | 3469.56 | 186 | | | |
| Corrected Total | 628.006 | 185 | | | |
| a. R Squared = 0.166 (Adjusted R Squared = 0.143) | | | | | |

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Intercept | 6.104 | 1.289 | 4.736 | 0.000 | 3.561 | 8.647 |
| [Functional=0] | -4.058 | 1.102 | -3.682 | 0.000 | -6.232 | -1.883 |
| [Functional=1] | 0 | . | . | . | . | . |
| [Experiential=0] | -1.215 | 0.962 | -1.263 | 0.208 | -3.112 | 0.683 |
| [Experiential=1] | 0 | . | . | . | . | . |
| Vanity | -0.279 | 0.300 | -0.929 | 0.354 | -0.871 | 0.313 |

XVIII

| | | | | | | |
|---|---|---|---|---|---|---|
| **[Experiential=0] * Vanity** | 0.115 | 0.231 | 0.497 | 0.620 | -0.341 | 0.571 |
| **[Experiential=1] * Vanity** | 0 | . | . | . | . | . |
| **[Functional=0] * Vanity** | 0.807 | 0.254 | 3.173 | 0.002 | 0.305 | 1.309 |
| **[Functional=1] * Vanity** | 0 | . | . | . | . | . |

| *Source* | *Type III Sum of Squares* | *df* | *Mean Square* | *F* | *Sig.* | *Partial Eta Squared* |
|---|---|---|---|---|---|---|
| **Corrected Model** | 104.249 | 5 | 20.850 | 7.165 | 0.000 | 0.166 |
| **Intercept** | 78.401 | 1 | 78.401 | 26.944 | 0.000 | 0.130 |
| **Symbolic** | 4.644 | 1 | 4.644 | 1.596 | 0.208 | 0.009 |
| **Functional** | 19.872 | 1 | 19.872 | 6.829 | 0.010 | 0.037 |
| **Vanity** | 10.330 | 1 | 10.330 | 3.550 | 0.061 | 0.019 |
| **Functional * Vanity** | 22.533 | 1 | 22.533 | 7.744 | 0.006 | 0.041 |
| **Symbolic * Vanity** | 0.719 | 1 | 0.719 | 0.247 | 0.620 | 0.001 |

| | | | |
|---|---|---|---|
| **Error** | 523.757 | 180 | 2.910 |
| **Total** | 3469.560 | 186 | |
| **Corrected Total** | 628.006 | 185 | |

*a. R Squared = 0.166 (Adjusted R Squared = 0.143)*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound | |
| **Intercept** | 3.674 | 1.289 | 2.851 | 0.005 | 1.131 | 6.218 | 0.043 |
| **[Symbolic=0]** | 1.215 | 0.962 | 1.263 | 0.208 | -0.683 | 3.112 | 0.009 |
| **[Symbolic=1]** | 0 | . | . | . | . | . | . |
| **[Functional=0]** | -2.843 | 1.088 | -2.613 | 0.010 | -4.989 | -0.696 | 0.037 |
| **[Functional=1]** | 0 | . | . | . | . | . | . |
| **Vanity** | -0.049 | 0.300 | -0.164 | 0.870 | -0.641 | 0.543 | 0.000 |
| **[Functional=0] * Vanity** | 0.692 | 0.249 | 2.783 | 0.006 | 0.201 | 1.183 | 0.041 |
| **[Functional=1] * Vanity** | 0 | . | . | . | . | . | . |
| **[Symbolic=0] * Vanity** | -0.115 | 0.231 | -0.497 | 0.620 | -0.571 | 0.341 | 0.001 |

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| [Symbolic=1] * Vanity | 0 | . | . | . | . | . | . |

*Purchase intentions*

- *ANCOVAs*

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| **Corrected Model** | 78.007 | 5 | 15.601 | 6.505 | 0.000 |
| **Intercept** | 3.379 | 1 | 3.379 | 1.409 | 0.237 |
| **Experiential** | 10.574 | 1 | 10.574 | 4.409 | 0.037 |
| **Symbolic** | 3.455 | 1 | 3.455 | 1.441 | 0.232 |
| **Vanity** | 48.508 | 1 | 48.508 | 20.225 | 0.000 |
| **Symbolic * Vanity** | 0.726 | 1 | 0.726 | 0.303 | 0.583 |
| **Experiential * Vanity** | 10.241 | 1 | 10.241 | 4.270 | 0.040 |
| **Error** | 431.711 | 180 | 2.398 | | |
| **Total** | 1741.556 | 186 | | | |
| **Corrected Total** | 509.718 | 185 | | | |

**a. R Squared = 0.153 (Adjusted R Squared = 0.130)**

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| **Intercept** | -1.119 | 1.170 | -0.956 | 0.340 | -3.428 | 1.190 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **[Experiential=0]** | *2.074* | *0.988* | *2.100* | *0.037* | *0.125* | *4.022* |
| **[Experiential=1]** | *0* | *.* | *.* | *.* | *.* | *.* |
| **[Symbolic=0]** | *1.201* | *1.001* | *1.200* | *0.232* | *-0.773* | *3.175* |
| **[Symbolic=1]** | *0* | *.* | *.* | *.* | *.* | *.* |
| **Vanity** | *0.769* | *0.272* | *2.822* | *0.005* | *0.231* | *1.306* |
| **[Symbolic=0] \* Vanity** | *-0.127* | *0.231* | *-0.550* | *0.583* | *-0.583* | *0.329* |
| **[Symbolic=1] \* Vanity** | *0* | *.* | *.* | *.* | *.* | *.* |
| **[Experiential=0] \* Vanity** | *-0.467* | *0.226* | *-2.066* | *0.040* | *-0.913* | *-0.021* |
| **[Experiential=1] \* Vanity** | *0* | *.* | *.* | *.* | *.* | *.* |

| *Source* | *Type III Sum of Squares* | *df* | *Mean Square* | *F* | *Sig.* |
|---|---|---|---|---|---|
| **Corrected Model** | *78.007* | *5* | *15,601* | *6,505* | *0* |
| **Intercept** | *12.307* | *1* | *12,307* | *5,131* | *0,025* |
| **Functional** | *3.455* | *1* | *3,455* | *1,441* | *0,232* |
| **Experiential** | *2.397* | *1* | *2,397* | *0,999* | *0,319* |
| **Vanity** | *31.323* | *1* | *31,323* | *13,06* | *0* |

| | | | | | |
|---|---|---|---|---|---|
| *Experiential * Vanity* | 6.289 | 1 | 6,289 | 2,622 | 0,107 |
| *Functional * Vanity* | 0.726 | 1 | 0,726 | 0,303 | 0,583 |
| *Error* | 431.711 | 180 | 2,398 | | |
| *Total* | 1741.556 | 186 | | | |
| *Corrected Total* | 509.718 | 185 | | | |

*a. R Squared = 0.153 (Adjusted R Squared = 0.130)*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| *Intercept* | 1.283 | 1.170 | 1.096 | 0.274 | -1.026 | 3.592 |
| *[Functional=0]* | -1.201 | 1.001 | -1.200 | 0.232 | -3.175 | 0.773 |
| *[Functional=1]* | 0 | . | . | . | . | . |
| *[Experiential=0]* | 0.873 | 0.873 | 1.000 | 0.319 | -0.850 | 2.595 |
| *[Experiential=1]* | 0 | . | . | . | . | . |
| *Vanity* | 0.515 | 0.272 | 1.889 | 0.061 | -0.023 | 1.052 |
| *[Experiential=0] * Vanity* | -0.340 | 0.210 | -1.619 | 0.107 | -0.754 | 0.074 |
| *[Experiential=1] * Vanity* | 0 | . | . | . | . | . |

XXIII

| | | | | | | |
|---|---|---|---|---|---|---|
| [Functional=0] * Vanity | 0.127 | 0.231 | 0.550 | 0.583 | -0.329 | 0.583 |
| [Functional=1] * Vanity | 0 | . | . | . | . | . |

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Corrected Model | 78.007 | 5 | 15.601 | 6.505 | 0.000 |
| Intercept | 23.170 | 1 | 23.170 | 9.661 | 0.002 |
| Symbolic | 2.397 | 1 | 2.397 | 0.999 | 0.319 |
| Functional | 10.574 | 1 | 10.574 | 4.409 | 0.037 |
| Vanity | 10.215 | 1 | 10.215 | 4.259 | 0.040 |
| Functional * Vanity | 10.241 | 1 | 10.241 | 4.270 | 0.040 |
| Symbolic * Vanity | 6.289 | 1 | 6.289 | 2.622 | 0.107 |
| Error | 431.711 | 180 | 2.398 | | |
| Total | 1741.556 | 186 | | | |
| Corrected Total | 509.718 | 185 | | | |

a. R Squared = 0.253 (Adjusted R Squared = 0.130)

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Intercept | 3.028 | 1.170 | 2.588 | 0.010 | 0.719 | 5.337 |

XXIV

| | | | | | | |
|---|---|---|---|---|---|---|
| *[Symbolic=0]* | *-0.873* | *0.873* | *-1.000* | *0.319* | *-2.595* | *0.850* |
| *[Symbolic=1]* | *0* | *.* | *.* | *.* | *.* | *.* |
| *[Functional=0]* | *-2.074* | *0.988* | *-2.100* | *0.037* | *-4.022* | *-0.125* |
| *[Functional=1]* | *0* | *.* | *.* | *.* | *.* | *.* |
| *Vanity* | *-0.165* | *0.272* | *-0.606* | *0.546* | *-0.702* | *0.373* |
| *[Functional=0] * Vanity* | *0.467* | *0.226* | *2.066* | *0.040* | *0.021* | *0.913* |
| *[Functional=1] * Vanity* | *0* | *.* | *.* | *.* | *.* | *.* |
| *[Symbolic=0] * Vanity* | *0.340* | *0.210* | *1.619* | *0.107* | *-0.074* | *0.754* |
| *[Symbolic=1] * Vanity* | *0* | *.* | *.* | *.* | *.* | *.* |

XXV

## Control variables

*Attitudes*

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Corrected Model | 130,212ₐ | 16 | 8,138 | 2,763 | 0,001 |
| Intercept | 24,432 | 1 | 24,432 | 8,295 | 0,004 |
| Symbolic | 35,691 | 1 | 35,691 | 12,117 | 0,001 |
| Experiential | 17,839 | 1 | 17,839 | 6,056 | 0,015 |
| Experiential * Vanity | 20,921 | 1 | 20,921 | 7,103 | 0,008 |
| Symbolic * Vanity | 28,751 | 1 | 28,751 | 9,761 | 0,002 |
| Income | 9,279 | 3 | 3,093 | 1,05 | 0,372 |
| Age_dum | 3,735 | 1 | 3,735 | 1,268 | 0,262 |
| Occupation | 13,698 | 6 | 2,283 | 0,775 | 0,591 |
| Sex | 4,324 | 1 | 4,324 | 1,468 | 0,227 |
| Error | 497,794 | 169 | 2,946 | | |
| Total | 3469,56 | 186 | | | |
| Corrected Total | 628,006 | 185 | | | |

a. R Squared = ,207 (Adjusted R Squared = ,132)

*Purchase Intensions*

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| **Corrected Model** | 107,070a | 16 | 6,692 | 2,809 | 0 |
| **Intercept** | 6,67 | 1 | 6,67 | 2,8 | 0,096 |
| **Symbolic** | 4,379 | 1 | 4,379 | 1,838 | 0,177 |
| **Experiential** | 11,723 | 1 | 11,723 | 4,92 | 0,028 |
| **Experiential * Vanity** | 11,515 | 1 | 11,515 | 4,833 | 0,029 |
| **Symbolic * Vanity** | 1,443 | 1 | 1,443 | 0,606 | 0,437 |
| **Income** | 11,754 | 3 | 3,918 | 1,645 | 0,181 |
| **Age_dum** | 1,45 | 1 | 1,45 | 0,609 | 0,436 |
| **Occupation** | 10,5 | 6 | 1,75 | 0,734 | 0,622 |
| **Sex** | 0,04 | 1 | 0,04 | 0,017 | 0,897 |
| **Error** | 402,648 | 169 | 2,383 | | |
| **Total** | 1741,556 | 186 | | | |
| **Corrected Total** | 509,718 | 185 | | | |

**a. R Squared = ,210 (Adjusted R Squared = ,135)**

### Further analysis on moderation

*Attitudes*

- *Functional Value*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
| --- | --- | --- | --- | --- | --- | --- |
| | | | | | Lower Bound | Upper Bound |
| *Intercept* | 4.889 | 0.939 | .,207 | 0.000 | 3.029 | 6.749 |
| *[Functional=0]* | -3.037 | 1.210 | -2.509 | 0.013 | -5.434 | -0.639 |
| *[Functional=1]* | 0 | . | . | . | . | . |
| *Vanity* | -0.164 | 0.209 | -0.783 | 0.435 | -0.579 | 0.251 |
| *[Functional=0] \* Vanity* | 0.529 | 0.276 | 1.913 | 0.058 | -0.019 | 1.076 |
| *[Functional=1] \* Vanity* | 0 | . | . | . | . | . |

- *Symbolic value*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
| --- | --- | --- | --- | --- | --- | --- |
| | | | | | Lower Bound | Upper Bound |
| *Intercept* | 0.832 | 0.709 | 1.172 | 0.244 | -0.574 | 2.237 |
| *[Symbolic=0]* | 1.021 | 1.008 | 1.013 | 0.313 | -0.977 | 3.018 |
| *[Symbolic=1]* | 0 | . | . | . | . | . |
| *Vanity* | 0.643 | 0.172 | 3.740 | 0.000 | 0.303 | 0.984 |
| *[Symbolic=0] \* Vanity* | -0.279 | 0.241 | -1.154 | 0.251 | -0.757 | 0.200 |
| *[Symbolic=1] \* Vanity* | 0 | . | . | . | . | . |

- *Experiential Value*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Intercept | 2.046 | 0.682 | 3.000 | 0.003 | 0.696 | 3.397 |
| [Experiential=0] | -0.194 | 0.986 | -0.197 | 0.844 | -2.147 | 1.759 |
| [Experiential=1] | 0 | . | . | . | . | . |
| Vanity | 0.528 | 0.162 | 3.255 | 0.001 | 0.207 | 0.850 |
| [Experiential=0] * Vanity | -0.164 | 0.234 | -0.700 | 0.485 | -0627 | 0.299 |
| [Experiential=1] * Vanity | 0 | . | . | . | . | . |

*Purchase Intentions*

- *Functional Value*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Intercept | 2,155 | 0,779 | 2,766 | 0,007 | 0,612 | 3,699 |
| Vanity | 0,175 | 0,174 | 1,006 | 0,316 | -0,169 | 0,519 |
| [Functional=0] | -1,772 | 1,004 | -1,764 | 0,08 | -3,761 | 0,217 |
| [Functional=1] | 0a | . | . | . | . | . |
| [Functional=0] * Vanity | 0,298 | 0,229 | 1,297 | 0,197 | -0,157 | 0,752 |
| [Functional=1] * Vanity | 0a | . | . | . | . | . |

- *Symbolic Value*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Intercept | 0.954 | 0.558 | 1.711 | 0.090 | -0.151 | 2.06 |
| Vanity | 0.302 | 0.135 | 2.231 | 0.028 | 0.034 | 0.570 |
| [Symbolic=0] * Vanity | 0.170 | 0.190 | 0.898 | 0.371 | -0.206 | 0.547 |
| [Symbolic=1] * Vanity | 0 | . | . | . | . | . |
| [Symbolic=0] | -0.571 | 0.793 | -0.720 | 0.473 | -2.142 | 1.000 |
| [Symbolic=1] | 0 | . | . | . | . | . |

- *Experiential Value*

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| Intercept | 0.082 | 0.623 | 0.131 | 0.896 | -1.153 | 1.316 |
| Vanity | 0.642 | 0.148 | 4.325 | 0.000 | 0.348 | 0.935 |
| [Experiential=0] | 0.302 | 0.901 | 0.335 | 0.739 | -1.483 | 2.086 |
| [Experiential=1] | 0 | . | . | . | . | . |
| [Experiential=0] * Vanity | -0.169 | 0.214 | -0.792 | 0.430 | -0.593 | 0.254 |
| [Experiential=1] * Vanity | 0 | . | . | . | . | . |

XXX

### Characteristics of high vanity customers

#### Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | 25+ | 29 | 48.3 | 48.3 | 48.3 |
| Valid | 18-25 | 31 | 51.7 | 51.7 | 100 |
| | Total | 60 | 100 | 100 | |

#### Sex

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Male | 37 | 61.7 | 61.7 | 61.7 |
| Valid | Female | 23 | 38.3 | 38.3 | 100 |
| | Total | 60 | 100 | 100 | |

#### Occupation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Student | 16 | 26.7 | 26.7 | 26.7 |
| | Freelancer | 19 | 31.7 | 31.7 | 58.3 |
| | Workman | 2 | 3,3 | 3.3 | 61.7 |
| Valid | Employess | 11 | 18.3 | 18.3 | 80 |
| | Unemployed | 1 | 1.7 | 1.7 | 81.7 |
| | Other | 11 | 18.3 | 18.3 | 100 |
| | Total | 60 | 100 | 100 | |

#### Annual Income

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | €0-€10000 | 17 | 28.3 | 28.3 | 28.3 |
| | €11000-€20000 | 15 | 25 | 25 | 53.3 |
| Valid | €21000-€40000 | 16 | 26.7 | 26.7 | 80 |
| | €41000+ | 12 | 20 | 20 | 100 |
| | Total | 60 | 100 | 100 | |