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Abstract

The aim of this study is to investigate how culture influences the way consumers perceive luxury. The model used in this paper combines previously developed frameworks concerning luxury value dimensions with the famous model of Hofstedes' cultural dimensions. An online survey has been completed to collect data to compare responses of consumers from two different countries. Then an analysis of the data collected has been conducted in order to identify the cultural influence. . The findings support the idea that the perception of overall luxury value may be influenced by culture and thus, may vary from one culture to another. More specifically, the results show that the weight of both functional and financial values in the overall luxury perception differs significantly depending on cultures. Moreover this study highlights the fact that, at the same time, this overall luxury value is also influenced by some demographic characteristics. The conclusions might help luxury-marketing managers to develop an efficient product and communication strategy, which takes into account cultural dimensions' specificities.

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Introduction

The luxury market has exceptionally grown over the last twenty years and in 2013 it was estimated to be 217B€ (Bain & Company 2013). If many authors consider the huge role of China and other Asian countries in this growth (Tynan, McKechnie and Chhuon 2010; Chadha and Husband 2006; Zhan and He 2012), luxury is a worldwide notion and luxury's consumers exist in every country. These observations show that luxury is a flourishing and attractive business which still has growth potential and remains good at charming and attracting consumers. But despite this economical fact, while "luxury" is a very common word that people use on a daily basis, the term is very difficult to define and understand clearly. Indeed, the definition of luxury is quite complex and several interpretations of the word co-exist. Some are based on the material and economical aspect to define luxury in a practical way, while some others include a symbolic approach of the notion, explaining that luxury brands are characterized by a symbolic, imaginary or social added value, which differentiates it from other kinds of brands. (Roux and Floch 1996). In this paper we will use the definition of luxury as the highest level of prestige (Vigneron and Johson 1999) in order to combine both concrete and symbolic aspects.

The current challenge for the luxury managers is to understand well what their consumers but also their potential consumers expect in order to answer to their needs and desires. As Tynan, McKechnie and Chhuon (2010, 1156) say, "successful luxury goods marketing requires the customer to perceive sufficient value in the luxury good to compensate for the high price charged, particularly in times of recession".

Defining the consumer's perceived value of luxury is more than necessary for the luxury brands' managers since they need to be aware of what luxury means for the consumers. Thus, nowadays the notion of "consumer's value" is a increasingly studied topic, to try to understand which values consumers perceive in a given product and how this perception's process works. In fact, according to Smith and Colgate (2007, 8), two meanings of the term "consumer's value" dominate, which are "value for the customer (customer perceived value or customer received value) or value for the firm (value of the customer, now more commonly referred to as customer lifetime value)". In this work we will focus on the first meaning, applied in a luxury context to try to understand what are the perceived values of luxury for the (current and potential) consumers.

As luxury field is different from other business and has some particularities, it requires its own adapted model of luxury value perception. Also as Kapferer and Bastien (2009, 110-115) notice, the customer's perception of what luxury can be, different depending on the countries. They even consider that "the codes of luxury are cultural" (Kapferer and Bastien 2009, 19). So, some recent studies focus on the consumption of luxury in one or two countries but very few take an interest in testing a global framework in a cross-cultural context. But among others, Wiedmann, Hennigs and Siebels (2007) choose to study this luxury value perception in a global way, being aware that "the needs of luxury consumer segments cross national borders and that common structures in luxury value perception exist cross-culturally – even if the relative importance of the decision determinants may vary" (Wiedmann, Hennigs and Siebels 2007, 1).

This fact being stated,, they build a framework highlighting four major dimensions of the luxury value perception but without testing it in different cultures.

The concrete objective of this paper is to develop and test the framework of luxury value perception in a cross-cultural context but further more to highlight the moderating role of culture in the influence of each value's dimension on the overall luxury value perception. It is critical that luxury marketers understand these differences in luxury value perception to be aware of the type of communication and marketing that would be more effective in each culture. Thus they could deliberately choose to adapt -or not- some aspects of their global communication to each local perception of luxury value.

In other words, the aim of this study is to answer the following research question: "*To what extent does culture influence the perception people have of the overall luxury value ?*".

To present the research in the clearest way, the paper is structured as follows. In the next session the literature review is presented, which is based on existing findings in the fields of consumer value perception, and specially luxury value perception as well as the notion of culture and its impact on luxury value perception. Then, the chosen model and the suggested hypothesis are developed. In a third part, the method that has been used to test these hypothesis and model is shortly described and discussed. The data analysis and the results are then presented and detailed. Eventually the discussion and implications present a

summary of the findings, their implications for marketers and the potential future researches implied by this paper.

I.   Literature Review
1) Definition of luxury

"Luxury is particularly slippery to define. A strong element of human involvement, very limited supply and the recognition of value by others are key components" (Cornell 2002, 47). This is even truer nowadays, as the word "luxury" is everywhere, used to refer to plenty of different realities. With the globalisation, people in the world are more and more interconnected but strong inequalities still remain and the notion of luxury is more than ever confronted to different simultaneous realities: in some parts of the world, even water may be considered as a luxury product while somewhere else luxury may be directly associated to very expensive jewelleries or cars. "researchers and luxury specialists are still hesitant in coming to terms to an encompassing one. (…) This has largely has to do with the subjectivity of the term 'luxury'. What is luxury to one may just be ordinary to another." (Phau and Prendergast 2000, 123) Thus trying to define this notion is more than ever difficult but useful.

Consequently, as Kapferer and Bastien (2009a) observe, the recent literature on luxury is substantial and gives rise to the invention of many concepts around this notion. "Each one tries to identify a new segment, nuance or form of luxury, opposing it to former forms of luxury called 'traditional luxury' " (Kapferer and Bastien 2009a, 312). This makes the term even more complicated to define but still, some authors have managed to clarify what luxury means.

First, Mc Kinsey (1990) chooses an economic approach and define luxury brand as the category where prices are appreciably higher to products presenting comparable tangible features, where price and quality ratios are the highest of the market. Only the economic aspect there defines luxury and so everything that is expensive compared to some identical products, could be considered as luxury.

But while this economic aspect is fully part of the luxury definition, luxury cannot be correlated to high-priced product, as not every high priced product is luxurious. The American Webster's dictionary defines this term as opposed to necessity and more precisely as "Anything which pleases the senses, is not necessary for life, and is also costly, or difficult to obtain; an expensive rarity; as, silks, jewels, and

rare fruits are luxuries." (Webster's Online Dictionary, 1913) To the notion of high price, this definition adds the notions of pleasure, non-necessity and rarity.

On the other side, Roux and Floch (1996) take a symbolic approach, explaining that a luxury brand is characterized by a symbolic, imaginary or social added value, which differentiates it from other brands. Kapferer (1997) goes further in the symbolic approach of luxury, saying "Luxury defines beauty; it is art applied to functional items. Like light, luxury is enlightening. [...] Luxury items provide extra pleasure and flatter all senses at once…" (Kapferer 1997, 253). In this sentence not only luxury has a symbolic value, but also the use of luxury products gives some psychological benefits to the users. This idea is also put forward by Nia & Zaichkowsky (2000), who considers that these psychological benefits as prestige or self-image's enhancement are the main factor that distinguishes luxury products from non-luxury ones.

Keller (2009, 291-293), combines both the economical and symbolic approaches and improves them by defining ten characteristics of luxury brands including practical aspects – quality of the products, brand elements, premium pricing strategy... but also symbolic needs, which makes the perception of what is luxury very personal and peculiar to each consumers – premium and inspirational image, intangible brand associations and secondary associations…. The number of items considered in this definition shows the complexity of the notion of luxury.

Recently, in their works, Kapferer and Bastien (2009a, 2009b) tended to understand and explain what is luxury by studying the history of this term. They highlight the fact that historically luxury was "the visible result of hereditary social stratification" (Kapferer and Bastien 2009a, 313). For them even nowadays, "luxury, then, has this fundamental function of recreating this social stratification" (Kapferer and Bastien 2009a, 314) but in a freer manner than before, as hierarchical codes have been swept away with democracy and people can redefine their own social strata. Kapferer and Bastien (2009b) also specify the definition of luxury beyond its economical aspect by distinguishing luxury from the premium category. Premium product is every product that combines high quality and high price whereas the notion of luxury is more complex and contains intrinsically the notion of pleasure. "when it comes to luxury, hedonism takes precedence over functionality: this is a major distinction with premium brands." (Kapferer and Bastien 2009a, 315)

Vigneron and Johnson (1999) as well make this differentiation between premium and luxury: for them, there are three levels of prestige brands: upmarket, premium and finally the extreme-end part, luxury.

Luxury is therefore a multidimensional concept, which includes concrete dimensions (as quality and function) but also symbolic and psychological aspects (as pleasure and social recognition). Thus, luxury will be understood in this paper as the highest level of prestige, which combines all these concrete and symbolic values.

2) Customer's value perception and luxury value dimensions

One of the most common definitions of the customer's perceived value is defined by Woodruff (1997, 141) as "a customer's perceived preference for, and evaluation of, those product attributes performances, and consequences arising from use that facilitates (or blocks) achieving the customer's goals and purposes in uses situations".

Most of the time this value, which a customer perceives, is highly personal and depends on each individual (Zeithaml 1988, 13). Nevertheless some researchers try to explain what constitutes customer's value in a scientific way. At first, Zeithaml (1988, 13-15) sees the customer's perceived value as a relation between what customers "get" and what they "give" (benefits versus sacrifices). Holbrook (1999, 2005) focus his different researches on the customer's value concept and defines it "as an (1) interactive, (2) relativistic [(a) comparative, (b) personal, and (c) situational], (3) preference, and (4) experience" (Holbrook 2005, 2). According to him, customer's values are divided in several categories, as they can be extrinsic or intrinsic, self-oriented or other-oriented.

Using these works as well as several previous conceptual frameworks, Smith and Colgate (2007) build and draw their own customer value conceptual framework, which they want to be applicable to every business context. In order to do that, their framework focuses on categories of values rather than each specific value, benefits or sacrifices. Thus, they distinguish four major types of customers' values that can be created: functional/instrumental value, experiential/hedonic value, symbolic/expressive value, and cost/sacrifice value. In this framework, the functional value concerns product's characteristics that permit to fulfil the main product's function; the experiential value is about the experiences, feelings, emotions that purchasing and using the product provide to the customer; the

symbolic value refers to the psychological meanings that the customer associate to the product. Smith and Colgate (2007) emphasize the fact that this symbolic value is very important when it comes to luxury product who "appeal to consumer's self-concepts and self-worth—that is, they make us feel good about ourselves—either in possession or in giving" (Smith and Colgate 2007, 10). The last customer's value type – the cost/sacrifice value- is representing with the transaction costs, the customer experiences during the purchase. There cost are not only the material ones - the product's price – but they comprise also psychological-relating costs as search cost, stress, conflict…

This framework is supposed to be applicable in every business category, so in luxury as well. But as we saw, luxury is a complex notion that contains lots of dimensions and so, some recent authors have developed some specific consumers' perceived value frameworks for luxury in order to organize these dimensions.

Dimensions of luxury value

As it has been said previously, luxury is a slippery word, difficult to define. Moreover a multitude of customer's values can be attributed to luxury and that is the reason why trying to build a framework is necessary in order to regroup them in the clearest and most complete way possible.

At first, Vigneron and Johnson (1999) gather together different theories, previously developed by other authors, in order to identify the main perceived values of prestige brands, where luxury brands are the highest level. First, the Veblen effect expresses the fact that people use conspicuous consumption to signal wealth and, by inference, power and status. The Snob effect is double: it explains the fact that people want to adopt a product first when it has not a lot of consumers but also that they stop to use it when it becomes too popular and common. The third one, the Bandwagon effect "influences an individual to conform with prestige groups and/or to be distinguished from non-prestige reference groups" (Vigneron and Johnson 1999, 6). Next, the Hedonic effect refers to the fact that consumers acquire some intangible individual benefits from luxury consumption such as self-esteem, self-respect or individual pleasure. Finally, the Perfectionism effect denotes the fact that people tend to consider a brand as more or less prestigious according to the perceived utility and quality of the brand's products they use. Then, five identified values ensue from these five effects: conspicuous value, unique value, perceived social value, perceived hedonic value and perceived quality value.

In another study, Vigneron and Johnson (2004) improve this framework by splitting these five values up into two major dimensions: conspicuousness, uniqueness and quality are part of the "non-personal perceptions" and hedonic and social are part of the "personal perceptions", meaning that both are liable to be highly different from a consumer to another, depending on each individual.

For Kapferer and Bastien (2009b) this "personal perception" is veritably peculiar to luxury and it is divided in two distinct parts. The first aspect of luxury consumption is a social one, by recreating some social stratification and allowing a consumer to socially define himself. "Luxury converts the raw material that is money into a culturally sophisticated product that is social stratification." (Kapferer and Bastien 2009 a, 314). The second aspect is a personal one: luxury consumption as an access to individual pleasure and hedonism.

Even if luxury has some unique characteristics and luxury perceived value required specific framework, some authors manage to adapt the Smith and Colgate (2007)'s framework to this sector. Tynan, McKechnie and Chhuon (2010) test the validity of this framework on the luxury sector and, using concepts developed by some other authors, detail what each of the fives values are composed of in the case of luxury brand. This study conducts him to modify the initial framework by splitting the symbolic/expressive value up into two categories: an outer-directed and a self-directed to be more adapted to the luxury sector.   The outer-directed symbolic value is equivalent to the social value developed by Kapferer and Bastien (2009b) including the Veblen, Snob and Bandwagon effects (Leibenstein 1950). The self-directed symbolic value refers to self-esteem, personal identity, self-gift giving brought by luxury consumption. In this framework, this self-directed value is different from the hedonism value, which is the third value presented. The relational value, which refers to the brand-consumer relation and the brand community, and the cost/sacrifice value are the two last ones and remain unchanged from the Smith and Colgate (2007)'s framework.

Taking this new framework up, Shukla and Purani (2012) test it in a cross-national context, comparing the luxury value perceptions among British and Indian consumers (Appendix 1 Figure 1). Using one of the four Hofstede's cultural dimensions, this study provides a detailed comparison of the differences in luxury value perception between collectivist and individualist cultures. It permits to validate this framework but also to highlight that many variations exist

between cultures concerning the influence of the different luxury value perception on the overall luxury value.

Wiedmann, Hennigs and Siebels (2007) used and extended the framework built by Vigneron and Johnson (2004) to create a scale to specifically measure luxury value cross-culturally by identifying and conceptualizing the primary dimensions (Appendix 1 Figure 2). Afterwards, they tested their framework in a national study in Germany in order to "measure the underlying dimensions of consumers' luxury value perceptions" (Wiedmann, Hennigs and Siebels 2009) and to identify the main different types of luxury consumers. Besides this segmentation, they achieved to identify four significant luxury value dimensions: financial, functional, individual and social value that, put together, form the overall luxury value.

The first one, the financial dimension, contains all direct monetary aspects (price, discount...) and reflects the value that the customer is ready to sacrifice in exchange of a product. It is equivalent to cost/sacrifice value (Smith and Colgate 2007; Hennigs et al. 2012). Then, the functional dimension represents the core benefits and basics utilities of the product, including the notion of quality, uniqueness and usability of the product. This value can be understood as perceived quality or utilitarian value (Vigneron and Johnson 2004; Shukla and Purani 2012). The third one, the individual dimension, "focuses on the customer's personal orientation towards luxury consumption" (Wiedmann, Hennigs and Siebels 2009, 628). This dimension also groups together the experiential/hedonic and the self-directed symbolic/expressive values of Shukla and Purani's as both deal with the customer's personal emotional profits towards the use of luxury's product. It includes some notions of individual achievement such as materialism, hedonistic and self-identity values (Richins & Dawson 1992; Kapferer and Bastien 2009(2); Vigneron and Johnson 2004). Finally, the social dimension is the effect that the consumption of luxury goods has regarding the consumer's social statue inside his social group. It combines different social aspects such as social recognition, prestige and outer-directed symbolic values (Tynan, McKechnie and Chhuon 2010; Nia & Zaichkowsky 2000).

Even if there are some differences, all these frameworks concerning luxury value perception have some similarities and they highlight several important indicators of luxury value.

As it appears that the overall luxury value can be split into four components developed by Wiedmann, Hennisgs and Siebels (2007; 2009), in which the other described values can be shared out, it will be the framework used in this paper.

3) Culture & luxury consumption behaviour

"Although the literature offers many definitions of culture, most fall into two major categories: (1) objective (or explicit) culture and (2) subjective (or implicit) culture." (Overby, Woodruff and Gardial 2005, 145). In this vision, objective culture is the ensemble of a society's tangible aspects, acts and products and on the opposite, subjective culture is the ensemble of the "mental processes such as beliefs, values and norms shared by a group of people" (Overby, Woodruff and Gardial 2005, 145). Overby, Woodruff and Gardial, such as most of the authors, choose to define the term culture as the notion of subjective culture. According to them "a subjective conceptualization of culture, using values and norms at the nation-state level, has been the most commonly employed approach for studying culture in the marketing literature." (Overby, Woodruff and Gardial 2005, 145)

In this context the use of Hofstede's research on cultural dimensions seems to be the best to categorize different cultures in the most general way. In fact, Hofstede is regarded as one of the most influential culture theories in social science research (Nakata and Sivakumar 2001) and so his work permits to build a cross-cultural study. Hofstede (1991) identifies and defines 4 cultural dimensions, which will be described below: (1) power distance, (2) collectivism vs individualism, (3) femininity vs masculinity and (4) uncertainty avoidance.

If some authors have developed frameworks about luxury value perception - more or less inspirited by overall consumer's perceived value frameworks - very few of them have tested the validity of the framework in a culture and even less did a cross-national or cross-cultural study to test these frameworks. Despite this lack of focusing on the influence of culture on luxury value perception, this topic deserves further consideration. In a general way, Singh (2006) shows that "culture not only affects the specific products people buy but also the structure of consumption, individual decision and communication about the product." Some studies have highlighted various differences between cultures in general consumption's behaviour: concerning the influence of the reference group (Li and Su, 2007), the level of materialism and conspicuous consumption (Podoshen, Li

and Zhang 2011), the role of informational interpersonal influences (Shukla 2011)…

Concerning luxury value perception, all the authors who study this topic agree that the cultural context has a huge impact on the differentiated perception of luxury value (Vigneron and Jonhson 1999; Wiedmann, Hennigs & Siebels, 2007; Kapferer and Bastien 2009; Shukla and Purani 2011) and should be studied. In a study about luxury consumption, Hennigs et al. (2012) say "cultural differences often cause differences in consumer behavior within and across national borders." (Hennigs et al. 2012, 1090). As luxury is a wide term with many different definitions and interpretations, the perception of what luxury is is individual and subjective. That's why luxury perception is, more than any other field's perception, influenced by culture. Each culture has its own value scale, which determines what is precious, important, luxurious: social interactions, money, individual pleasures are prioritized and put forward differently depending on the cultures. As luxury consumption is motivated by some of these values, it is thereby affected by culture.

More recently, a number of authors have conducted studies about differences in luxury consumption in one country or between two or several countries (eg. Zhan & He 2012; Bian & Forsythe 2012; Shukla 2011). For example, they found that luxury perception and consumption can differ within a country like China (Zhan & He 2012). But at the same time, some people in two different countries like China and the US can presented some similarities in their luxury consumption (Bian & Forsythe 2012), even if there is still some differences depending on the culture. Even if they are really useful and show the importance of this topic, these studies build mostly their own framework, based on two or three specific values, which are relevant in the studied countries.

Using the framework developed previously by Wiedmann, Hennigs & Siebels (2007; 2009), Hennigs et al. (2012) make an international study to test the difference in the perceived luxury value between countries.

They firstly show that the framework and its four dimensions can be applied to every country. At the same time they make the hypothesis that the weight of these dimensions in the overall luxury value perception might vary between countries.

In fact, they find that there are some similarities across the world in the way different consumers perceive luxury and they show it is possible to create a cross-cultural segmentation of the luxury consumers. They reach the conclusion that

there are homogeneous segments of luxury consumer's, which transcend countries: it means that some luxury consumers in different countries have the same way of perceive and consumer luxury. More precisely, they identify four groups: the luxury lovers, the status-seeking hedonists, the satisfied unpretentious and the rational functionalists.

Although the main finding of this article is the identification of different large segments of luxury consumers regarding to their perception of luxury, it proves that the relative importance of the four different dimensions in the overall luxury value varies across countries. In fact, they test their framework in different countries with different cultures: Brazil, France, Germany, Hungary, India, Italy, Japan, Slovakia, Spain, United States and notice significant differences in the perception of luxury values dimensions between countries (Appendix 1 Figure 3).

But in order to do that, they simply compare the differences between countries without trying to explain them by the cultural differences. As they do not use the countries as representatives of some cultural dimension, they cannot draw general conclusions about these differences.

This article still shows the complexity of the influences between culture and luxury consumption behaviour: differences of cultures have obviously an impact on luxury value perception and on luxury consumption behaviour and at the same time, there are some luxury consumption behaviours that are similar across countries. If Hennigs et al (2012) focus on the second assumption, they notice the first one but do not investigate it further.

Shukla and Purani (2011) choose to use an existing framework and to test it in a cross-cultural study: in doing their study on Indian and English consumers, actually they highlight some differences in the degree of the influence of the five luxury value perceptions on the overall luxury value between collectivist and individualistic culture (using one of the Hofstede's cultural dimensions). In order to do that, they use and validate the framework built by Tynan, McKechnie and Chhuon (2010). But this study has some limitations. The main one is that they just study one cultural dimension of Hofstede's work, while the three other ones are also potential factors of differences on luxury value perception. One other limitation that is shared by most of the searchers is that they focus only on the current luxury consumers, putting aside potential customers. It would be interesting for the luxury managers to try to understand why people who could

afford to buy luxury are not interested in. And the cultural dimensions could be one of the keys to understand this.

II.   Research Question and Conceptualization

Based on the literature review and the ideas and arguments presented in the previous section, it seems obvious that the cultural context influences in some way the luxury value perception. Since every culture is different, the only way to study some general impact of culture's differences is to use cultural dimensions that account for much of the variability across cultures. However, as it has been said previously, few authors have studied the influence of culture on luxury value perception and none have done it with considering every cultural dimension. Moreover, these authors focus most of the time on current customers and not potential ones, i.e. people that for various reasons do not buy luxury. In fact, even people that are not luxury consumer because they cannot afford it or because they are not interested in such products have some personal idea of what luxury is for them.

Considering of both of these literature gap, the aim of this paper is to answer the following research question:

To what extent does culture influence the perception people have of the overall luxury value?

In order to answer this section, a model has been created, using different existing frameworks and 16 hypotheses have been developed.

1) Model

Some authors have developed frameworks about luxury value perception. Wiedmann, Hennigs and Siebels (2007) identify four luxury value dimensions that directly lead to the creation of overall luxury value. As Hennigs et al. (2012) confirm, this framework is relevant and significant in every country and can be used in a cross-cultural study. Moreover, Wiedmann, Hennigs and Siebels (2007, 5) say "In a cross-cultural context it is expected that these key luxury dimensions are perceived differently by different sets of consumers, even if the overall luxury level of a brand may be perceived equally".

Although Hennigs et al. (2012) study between-countries differences in the importance of each of the four dimensions, they take country and not culture

dimension(s) as the independent variable. This means that they are not able to extend the highlighted differences to a general conclusion because the countries are not representative of existent culture dimensions.

It seems therefore relevant to use this framework in a cross-cultural dimension context, to study the impact of several cultural dimensions on the overall luxury value's composition.

In their articles, Wiedmann, Hennigs and Siebels (2009) define the four luxury value dimensions but also highlight the main influencing variables and value drivers of each dimension.

So, first, the financial value is characterised by only one main driver: the price value. This value is still fundamental as, like it has been said, luxury is often synonym of high price in the consumer's mind. But high-priced products may have a positive impact on the consumer's perception of its quality: a high-priced product would be easily associated to high quality than a cheaper product. Moreover, when this high price-high quality is justified, it leads to a higher price acceptability – consumer are ready to pay a higher price if they know that the product will have high quality (Lichtenstein, Bloch, & Black 1988). Then price is an indicator of the high quality associated to luxury and drives the financial value of luxury.

The functional value is characterised by three different drivers: usability value, quality value and uniqueness value. The usability is seen as the core benefit of the product, the job that the consumer wants to hire the product for (Christensen et al. 2005). It is also the first basic use for what the product has been developed and created, before its potential symbolic value or secondary uses. This is obviously taken into account by a customer to evaluate the functional value of a product. Moreover, the perceived quality has a major influence on the propensity of purchase and on the perceived value of a product (Zeithaml 1988). The uniqueness of a product, its rarity, will also increase the willingness of a consumer to acquire it. This can also be related to the Snob effect (Vigneron and Johnson, 2004). Usability, quality and uniqueness are therefore the major components and drivers of the functional value and permit to define it in a precise and concrete way.

Identically, the individual value is driven by self-identity, hedonic and materialistic value. "In contrast to the external (social) facet of one's self, the self-

identity value refers to one's internal (private) aspect in terms of self- perception" (Wiedmann, Hennigs and Siebels 2009, 631). The construction of self-identity can be achieved by the purchase of product, which has a positive image for the consumer. A relationship between self-image and the product's image would be developed and would contribute to the enhancement of the consumer's self-image. This is often the case with luxury products (Kapferer and Bastien 2009b). The hedonic value, defined by Vigneron and Johnson (2004) is also part of the individual value of luxury and describes the fact that luxury product bring self-esteem and individual pleasure to the consumer. Materialism is characterised by pleasure of ownership and acquisition and can also be a reason of luxury product's purchase: as they are expensive and from well-known brands, luxury products are valuable and desirable in a materialistic way. These three aspects define precisely what the individual value consists of.

Finally, the social value is driven by prestige value and conspicuousness value. The prestige value is a consequence of the Bandwagon effect (Vigneron and Jonhson 1999). Consumers may be incited to purchase luxury products in order to be identified as member of a specific prestigious group. On another hand, as Kapferer and Bastien (2009 (1)) notice, consumption is sometimes driven by social recognition and especially when it comes to luxury consumption. Luxury consumption is then a way to gain a social statue, an indicator of elitism and wealth and this conspicuousness value increases when the product is consumed in public.

These nine drivers permit to describe clearly and precisely what constitutes the four luxury values.

To test the impact of cultural context on this model, we will use the four dimensions defined by Hofstede and detailed below: power distance, individualism vs collectivism, masculinity vs femininity and uncertainty avoidance. (Figure 1)

Figure 1. Overall Model

Overall luxury value's components
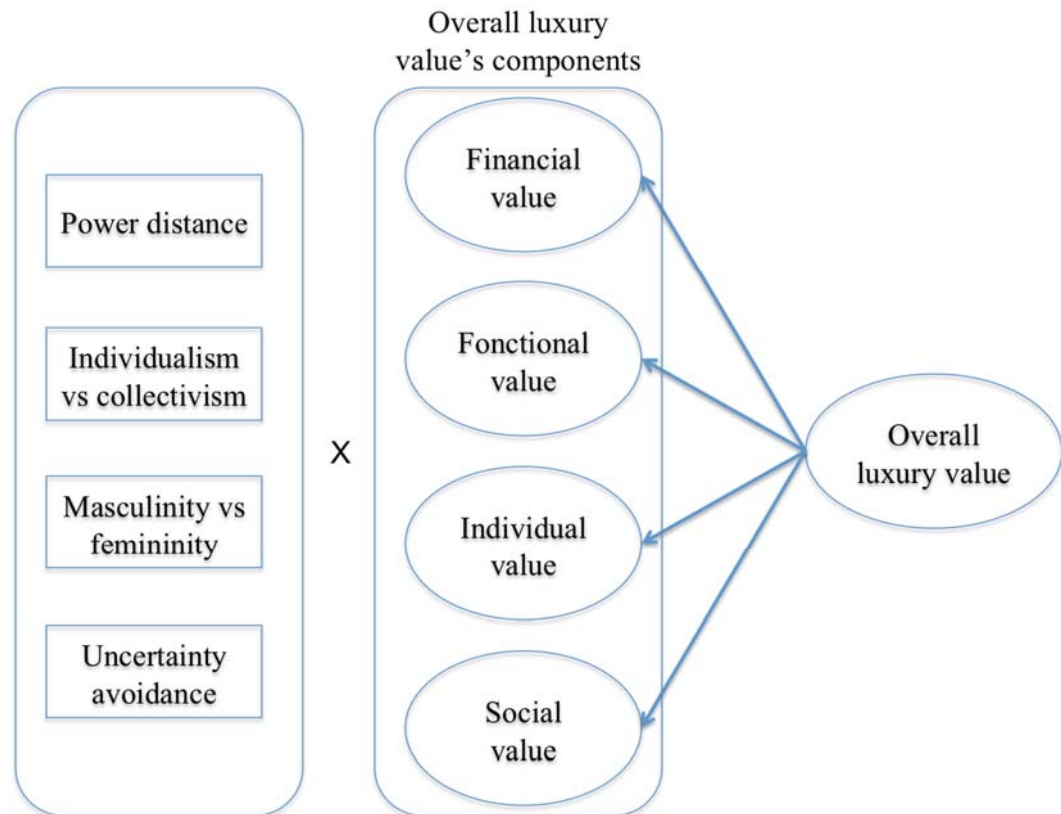
2) Hypothesis

The following sections elaborate on each of these four dimensions and relate them to the four luxury's values dimension.

Power distance

"Power distance in a given society is an indication of how it deals with the fact that people are unequal in their physical and intellectual capacities." (Singh 2006) In a small power distance culture, inequalities are reduced and individuals tend to be equal as in a large power distance culture, inequalities are more expected and play a part in building a strong hierarchy between individuals.

Ensuing from this, people in a larger power distance culture might be more inclined to attach importance to the financial aspects and to what other people think whereas people in a smaller power distance culture might attach more importance to the utility of the product for themselves, both practical and psychological utilities. Thus it can be expected that:

H1: The financial dimension is a significantly larger component of overall luxury value for consumers in large power distance cultures.

H2: The functional dimension is a significantly larger component of overall luxury value for consumers in small power distance cultures

H3: The individual dimension is a significantly larger component of overall luxury value for consumers in small power distance cultures.

H4: The social dimension is a significantly larger component of overall luxury value for consumers in large power distance cultures.

Individualism and collectivism

In this dimension, cultures are divided between individual and collectivist ones, depending on the perceived role of each individual regarding to the rest of the community and its others individuals. In a collectivist society, inherent huge and strong links exist between all the individuals and people are under the group's protection in exchange for unquestioning attachment and loyalty. On the other hand, in individual societies, there is no inherent strong links between individuals and everyone is expected to take care of him or her and to consider his or her well-being as a priority.

So, according to these differences, people would be more inclined to focus on the individual outputs in an individualistic society whereas people in a collectivist society would care more about what people around them think. Moreover, people in an individualistic society would favour items which fulfill their needs and desire while people in a collectivist society would make greater sacrifices in acquiring luxury products (Shukla and Purani 2012, 1420). Knowing that, we make that these different assumptions:

H5: The financial dimension is a significantly larger component of overall luxury value for consumers in more collectivist societies

H6: The functional dimension is a significantly larger component of overall luxury value for consumers in more individualistic societies

H7: The individual dimension is a significantly larger component of overall luxury value for consumers in more individualistic societies

H8: The social dimension is a significantly larger component of overall luxury value for consumers in more collectivist societies

Masculinity and femininity

This dimension of masculinity vs femininity refers to the importance of the perceived masculine or feminine traits in a culture. Masculine traits are thus

competitiveness, assertiveness, high earnings, recognition, and advancement as feminine characteristics are supposed to be modesty, care-giving and care about quality of life.

In more masculine societies, people would thus emphasize the importance of achievement, success, ambition, and earnings…. So, they would be more sensitive to the financial aspect of the luxury goods, as a material proof of their success, and to the individual aspect, as a way to enjoy themselves and their achievement in a hedonistic process. In more feminine societies, people are used to co-operate, care about the quality of live, be less career-oriented and so they are likely to be more influenced by others people's opinion but also to pay attention to the functionality and the quality of a product, which they want to be an answer to their needs. From this, it ensues the following hypothesis:

H9: The financial dimension is a significantly larger component of overall luxury value for consumers in more masculine cultures.

H10: The functional dimension is a significantly larger component of overall luxury value for consumers in more feminine cultures.

H11: The individual dimension is a significantly larger component of overall luxury value for consumers in more masculine cultures.

H12: The social dimension is a larger significantly component of luxury value for consumers in more feminine cultures.

Uncertainty avoidance

Finally, the last dimension developed by Hofstede is the degree of uncertainty avoidance. Uncertainty avoidance is the extent to which people in a society deal with the fact that the future is uncertain and that life has a part of unpredictability. In weak uncertainty avoidance societies, anxiety levels are relatively low, people are aware of this uncertainty but accept it, are less afraid to take risk.

On the other hand, strong uncertainty avoidance culture tries to overcome this uncertainty by limiting every kind of risk and therefore is less likely to spend money and to invest in a product whose quality is bad or uncertain. From this affirmation come new hypotheses:

H13: The financial dimension is a significantly larger component of overall luxury value for consumers in stronger uncertainty avoidance cultures.

H14: The functional dimension is a significantly larger component of overall luxury value for consumers in stronger uncertainty avoidance cultures.

However, consumers in a strong uncertainty avoidance culture would have less trust in products and so they would have tendency to be influenced by the others' opinion. On the other hand, consumers in a weaker uncertainty avoidance culture are more curious and their shopping are convenience-oriented whereas the consumers in a strong uncertainty avoidance culture are more anxious and consider that what is different is dangerous so they are more likely to follow the others and to be influenced by the other's opinion. According to this, two last assumptions can be made:

H15: The individual dimension is a significantly larger component of overall luxury value for consumers in weaker uncertainty avoidance cultures.

H16: The social dimension is a significantly larger component of overall luxury value for consumers in stronger uncertainty avoidance cultures.

III.   Method

The suggested pattern of luxury value perception and the impact of culture on it will be tested with the help of a quantitative analysis built with a web-based survey conducted in two European countries, France and Norway, characterised by really different national cultures.

France and Norway have been chosen for the following major reasons. Both countries are at a comparable stage of development and have a population characterized by a quite high standard of living, with a significant part of its population who can economically afford to buy luxury products. However they have been shown to be culturally very dissimilar and their population have different approaches to luxury.

Nowadays Asiatic countries like China or India are well known to be the biggest luxury consumers and so plenty of authors have focused their research about luxury perception and consumption on these countries… Some of them have tended to compare it to the luxury perception of other European or American countries (Phau and Prendergast 2000, Shukla 2010) but these comparisons did not allow the authors to generalize their findings to some global and theoretical cultural dimensions. Therefore, the studied countries are not representatives of the different opposite facets of a cultural dimension, and a generalization is thus impossible.

However most of these authors focus on the Asiatic countries when it comes to luxury, so it seemed interesting to take a look on another part of the world.

Moreover Europe is known to be the birthplace of luxury and France has a very strong luxury tradition. On the other hand, even if these two countries are part of Europe, there are a lot of cultural differences between them and a point of this study is to highlight the mistakes that luxury marketers could possibly make by assuming that consumers from geographically close countries will respond in similar manners. Indeed, they already start to adapt their communication to new consumer's countries as Asia or Middle Eastern countries but they keep on doing the same one for all the countries in the same continent or area. Table 1 presents the scores of France and Norway in Hofstede's five cultural dimensions. These scores have been established using a scale from 0 to 100. As we can see, France and Norway have quite different scores, except for the individualism/collectivism dimension, where they have close but still not similar scores. As this dimension has already been the topic of one study (Shukla and Purani 2012), using a similar luxury value's framework, we would be able to double check our findings on its dimension to be sure that our conclusions are right and not biased by this small difference. So it will be possible to use the table below at the end of the analysis, in order to evaluate the hypothesis and to interpret the results; it will be possible to establish a parallel between the surveys' results and the scores of the two countries on these four dimensions in order to generalize our findings.

Table1. Scores on cultural dimensions

Culture dimension	France	Norway
Power distance	68	31
Individualism/collectivism	71	69
Masculinity/femininity	43	8
Uncertainty avoidance	86	50

Source: Hofstede, Geert. 1983. " The cultural relativity of organizational practices and theories" *Journal of International Business Studies* (pre-1986) Fall 1983: 75-89

1) The survey

Data has been collected by an online survey on French and Norwegian people (See Appendix 2). A web-based survey method has been used to collect the primary data of this study. For more convenience, the questionnaire has been developed in English. It permitted to collect a maximum of answers from both countries in the most convenient way and then to analyse them. The questionnaire

was anonymous, easy to answer, short enough to avoid as much as possible the quitting effect and did not require the respondents to be exposed to any visual stimulus.

The participants had to answer the same questions, in a neutral language –English– to avoid inequalities and interpretations of the questions. Moreover, it has been sent or submitted online at the same time for both Norwegian and French. There was no presence of a control/experimental group: as the studied independent variable of this study is the home country, it was exactly the same scenario for both studied nationalities. All this information ensures the respect of the internal validity. As the survey was sent randomly to a maximum of people, the external validity that states the found results of the survey have to be true for the entire studied population has been respected.

Moreover, the construct validity and the reliability of this study is well proved by the different works on luxury value and especially by the one of Wiedmann, Hennigs and Siebels (2009), which provided the different luxury value variables to this study.

At the beginning, the first section contains general questions about luxury to try to capture how the respondent feels about luxury, his/her luxury consumption habits and what is contained in this term according to him/her (See Appendix 2). For example, respondents have been asked to rate from not luxurious (1) to very luxurious (5) some random brands (Porsche, Chanel, Apple…). Then, to test the hypothesis, the survey focuses on the five selected dimensions and their impact on the overall luxury value by 5 different sections containing assumptions related to one of the five dimensions. The last section is finally about demographic details and information (gender, age, earning and nationality), in order to check if these demographic aspects might have an impact on the studied dependent variable, but also to divide the population by their native country in order to analyse the results by looking at the difference in the answers between cultures.

The study derives items from Shukla and Purani (2012, 1421), as the validity of this scale has already been proved. All the items in the 5 sections concerning the luxury value have been presented on a five-point Likert-type scale, ranging from strongly agree to strongly disagree. As the respondents' perceptions of luxury value motivated their answers, they permit to evaluate the simple main effect of each dimension on overall luxury value by variance analysis.

2) Pre-testing of the survey

The survey has been sent to a pre-test sample, composed by fourteen people: seven French, five Norwegian and two British. This has been carried out to make sure of the validity and the comprehension of the questionnaire. These people have received the survey by e-mail and have been asked to write all their comments and potential questions while they fill it in. Then, their comments have been taken into account and led to some small adjustments in the survey (changes in the wording, swaps in the pages' organisation…). Moreover, the two British people have been in charge of judging the clarity of the survey in English, to avoid any possible misunderstanding. In both French and Norwegian respondents, two people have been asked to translate the survey to their native language and these translations have been checked to be sure that the meaning of the survey was still the same and that the questions could not be misunderstood by people from these countries. These surveys were also kept as backup surveys in case using surveys in French or Norwegian language would have been required.

3) Sampling

The respondent were not randomly selected but the questionnaire has been sent by email to a large number of people and uploaded on social medias like Facebook pages in order to reach a maximum of random individuals. This is equivalent to a non-probability sampling method, the convenient sampling. Some of the respondents were also asked by email to pass the survey around to get a maximum of random participants and reach a validated number of respondents. This method is called snowball sampling and uses the fact that people are related to others in order to enlarge the sample by using respondent's contacts and connections.

As Table 2 shows, 183 completed questionnaires were received, 125 (68,3%) from French people and 58 (31,7%) from Norwegian people. In total, 62,8% of the respondents were woman and the majority of the respondents were between 18 and 28 years (69,9%) and with an annual income smaller than 30 000€, so this majority was probably students' respondents. Thus, we will pay attention and check the potential impact of these different demographic variables in the luxury value's perception.

Table 2. Sample characteristics

	Total	Age				Sexe		Annual income			
		18-28 yrs	28-40 yrs	40-55 yrs	+55 yrs	Male	Female	Less than 30K€ (NOK 250K)	Between 30K-50K€ (NOK 250K-400K)	Between 50K€-80K€ (NOK 400K-650K)	Over 80K€ (NOK 650K)
French 68,3%	125	92	9	12	12	44	81	93	15	10	7
		73,6%	7,2%	9,6%	9,6%	35,2%	64,8%	74,4%	12,0%	8,0%	5,6%
Norwegian 31,7%	58	36	15	5	2	24	34	27	13	12	6
		62,1%	25,9%	8,6%	3,4%	41,4%	58,6%	46,6%	22,4%	20,7%	10,3%
Total	183	128	24	17	14	68	115	120	28	22	13
		69,9%	13,1%	9,3%	7,7%	37,2%	62,8%	65,6%	15,3%	12,0%	7,1%

IV. Data analysis and results

1) Factor Analysis

First, to reduce the number of variables, a factor analysis using the principal component method has been conducted. This analysis has been performed in order to validate the chosen framework i.e. to prove that luxury value can be divided in four different values. In the survey, the 17 questions were expected to reflect the four studied luxury values: functional value (5 items), individual value (5 items), social value (5 items) and financial value (3 items).

As Singh says, "An orthogonal rotation is appropriate when the researcher is interested in reducing the original number of variables" (Singh 2006, 181). Then the choice of a factor analysis using orthogonal rotation (Varimax) has been seen as the most appropriate in this study compared to oblique rotation.

First, the Kaiser- Meyer-Olkin value was .79, exceeding the recommended value of .6 (Kaiser 1970, 1974) and Bartlett's Test of Sphericity reached statistical significance (sig=.00<.05), so factor analysis is appropriate (See Appendix).

The factor analysis suggested five potential factors instead of four. In fact, this principal components analysis revealed the presence of five components with eigenvalues exceeding 1, explaining respectively 25.3%, 12.7%, 8.9%, 6.9% and 5.8% of the variance. But the first four were sufficient to explain 53,7% of the total variance (See Appendix) and the screen plot (See Appendix) show an elbow after the fifth factor, which convinced me to keep the initial number of four factors, using Catell's (1966) screen test. To aid in the interpretation of the component, varimax rotation was performed. The repartition of the variables in the four factors after this rotation is shown in the Table 3. The first component can

be identified as the individual value regrouping the items n°2, 8, 9, 10, 11 and 12. The second one corresponds to the social value with the five expected components: n°13,14, 15, 16 and 17. The third one has three items n°6,7 and 18 and is the financial value, and finally the last one with is the functional value, with only four items: n°1,3, 4 and 5.

On the 18 items, 17 are components of the predicted factors. Only the item "luxury is pleasant" is part of the individual value while it was expected to be a component of the functional value. But, regarding the sentence, it's explained by the fact that the item can be understood as "For me, luxury is pleasant" or else, "Consuming luxury products is something that pleases me".

Table 3. Pattern/Structure coefficients

Rotation de la matrice des composantes

	Composante			
	1	2	3	4
1.In my opinion, luxury is useless	-,137	,128	,052	-,632
2. Luxury is pleasant	,758	,161	,146	,231
3. According to me, true luxury products can not be mass-produced	,154	,101	,255	,649
4. When I purchase a luxury good, I'm concerned about its performance and quality I perceive rather than the opinion of others about it	,023	-,109	-,063	,864
5. According to me, luxury is overall about high quality	,257	-,026	,125	,731
6. For me, luxury is always synonym of high prices	,167	,096	,805	-,041
7. A product with a low price could not be considered as a luxury product	,100	,119	,800	-,001
8. I would never buy a luxury product that does not reflect who I am and match my personality	,458	,010	,314	,152
9. I see the purchase of luxury products for me as a way to reward myself in a particular occasion	,562	,174	,144	,036
10. I think luxury consumption is a way to reduce stress and to enjoy myself	,571	,195	,105	-,023
11. According to me, luxury consumption should overall enhance the life quality of the consumer	,458	,315	-,177	,396
12. For me, luxury consumption is a source of individual pleasure	,692	,116	,232	,133
13. Regarding luxury consumption, I like to follow style trends by watching what others buy and consume	,351	,571	-,008	-,191
14. Before purchasing a luxury product, I like to be sure that my friends approve the product and the brand	,148	,738	,195	-,005
15. Purchasing a luxury product is a way to identify myself to the other consumers of this product	,280	,719	,072	-,168
16. In general, my friends and I tend to like and buy the same brands	,050	,718	,066	,133
17. I would not buy a luxury product or brand that makes bad impression on others	-,071	,685	,067	,019
18. I would be ready to pay more for a luxury product than for a regular product	,149	,063	,625	,090

After having found these factors, the measures were tested for their reliability using Cronbach's alpha method. For the factor 1 "individual value", Cronbach's alpha is equal to 0.726; for the factor 2 "social value", Cronbach's alpha is equal to 0.761; for the factor 3 "financial value", Cronbach's alpha is 0.718; and finally for the factor 4 "functional value", it is equal to 0.656. A Cronbach's alpha superior or equal to 0.7 "is considered desirable for the internal consistency of a scale" (Singh 2005, 181). So, the factors' consistency is validated for thefirst three. But some authors like Malhotra and Peterson (2006) or Hennigs et al. (2012) say that a Cronbach's alpha of 0.6 is considered to be acceptable and that it is not unusual. So, it confirms that the proposed conceptualization with four luxury value dimensions is relevant and can be used.

2) Principal t-test analyses

As the reliability of the four factors has been confirmed, the next step is to run the suited analysis to study possible differences between French and Norwegian answers. In fact, in that analysis we want to compare the means of two different groups of people (French and Norwegian) on the four previously determined factors that are all continuous variables. In this situation, the best way to do it is to run a series of t-tests where the independent, categorical variable is the country of origin (with two distinct groups, France and Norway) and the dependant variables are the perceived luxury value dimensions (the four factors).

According to the structure of the survey and the way it has been done, as previously explained, the assumptions concerning level of measurement, random sampling, independence of observations, normal distribution and homogeneity of variance are intrinsically respected, thus it has been possible to run a series of t-tests.

The results of the t-tests are presented in the tables 4 and 5. For each value, few French data are missing (between one and four); this might be explained by some submitted answers that would be incomplete. As the number of missing data is very small, it is still possible to interpret the results. According to the Levene's test for equality of variance, (Table 5, second column) the equal variance's assumption is right for individual value, social value and functional value (sig= .079; .491; .612 which are superior to .05). However, it is wrong for the financial

value (sig=.018<.05), then the values will have to be checked in the "Equal Variances not assumed ("Hypothèse de variances inégales) for this variable.

Table 4. Group statistics

Group statistic

	Please indicate your nationality	N	Moyenne	Ecart type	Moyenne erreur standard
Individual_Value	French	123	2,3862	,57708	,05203
	Norwegian	56	2,3839	,70848	,09467
Social_Value	French	121	3,2397	,71116	,06465
	Norwegian	56	3,2429	,82039	,10963
Financial_Value	French	125	2,1280	,82037	,07338
	Norwegian	56	2,4018	1,02434	,13688
Fonctional_Value	French	124	2,1089	,79008	,07095
	Norwegian	56	1,8214	,83355	,11139

Table 5. Independent sample Test

Test des échantillons indépendants

		Test de Levene sur l'égalité des variances		Test t pour égalité des moyennes						
		F	Sig.	t	ddl	Sig. (bilatéral)	Différence moyenne	Différence erreur standard	Intervalle de confiance de la différence à 95 % Inférieur	Supérieur
Individual_Value	Hypothèse de variances égales	3,128	,079	,022	177	,982	,00225	,10009	-,19528	,19978
	Hypothèse de variances inégales			,021	89,562	,983	,00225	,10803	-,21239	,21689
Social_Value	Hypothèse de variances égales	,476	,491	-,026	175	,979	-,00319	,12077	-,24153	,23516
	Hypothèse de variances inégales			-,025	94,660	,980	-,00319	,12727	-,25587	,24949
Financial_Value	Hypothèse de variances égales	5,702	,018	-1,917	179	,057	-,27379	,14280	-,55557	,00800
	Hypothèse de variances inégales			-1,763	87,929	,081	-,27379	,15531	-,58243	,03486
Fonctional_Value	Hypothèse de variances égales	,259	,612	2,221	178	,028	,28744	,12941	,03207	,54281
	Hypothèse de variances inégales			2,177	101,234	,032	,28744	,13207	,02547	,54942

The series of independent-samples t-tests have been conducted to compare the perception of the four luxury dimensions between Norwegian and French. For three out of the four values, there was no significant difference in scores for these two groups (See Table 5).

-       For the individual value, the means difference is equal to .00225 and is not significant at all (sig=0.982>.05);

-       For the social value, the means difference is equal to .00319 (Norwegian have an higher mean than French) and is not significant at all either (sig=0.979>.05);

-       For the financial value, the means difference is equal to .27379 but is also not significant (sig=0.081>.05).

However, there is a significant difference in scores for these two groups on the functional value: the mean difference is equal to .28744 (with sig equal to .028>.05). Thus we can conclude that the country of origin has a significant impact on the weight of the functional dimension in the overall luxury value perception: **the functional dimension is a significantly larger component of overall luxury value for Norwegian than for French** (the mean is the smallest for Norwegian).

Knowing this, I used the Table 1's data to interpret our findings and integrate the cultural dimension.

First, Norway has a quite small score on the power distance dimension (31<50) while the French one is superior to the mean (63>50). Then, obviously Norway has a smaller score on the power distance dimensions than France, which means that the French culture is more characterized by inequalities and hierarchy than the Norwegian one (Hofstede 1983). As we found out that the functional dimension is a significantly larger component of overall luxury value for Norwegian than for French, we can widen our findings using these power distance scores to say that the functional dimension is a significantly larger component of overall luxury value for consumers in small power distance cultures. Then H2 is confirmed.

Regarding the individualism/collectivism cultural dimension, the scores of both countries are quite high (>50), and close (71 for French and 69 for Norwegian). These scores show that both French and Norwegian cultures are quite individualist, but the individualism is slightly larger in France than in Norway. This would imply that the functional dimensions are a significantly smaller component of overall luxury value for consumers in more individualist culture. Moreover, Shukla and Purani, which focused their study on this individualism/collectivism culture dimension, found out that the functional/utilitarian dimension is a larger component of overall luxury value for

consumers in individualist cultures than in collectivist countries. This finding confirms our results and so, H6 is validated.

Then, concerning the masculinity/femininity duality, Norway and France has significantly different scores (43>8): Norwegian culture is known to be a very feminine one, as France is not very masculine one but still more masculine than Norway. Thus, as H10 predicted, the functional dimension is a significantly larger component of overall luxury value for consumers in more feminine culture, and so H10 is validated.

Finally, France has a culture with much stronger uncertainty avoidance than Norway's one (86>50). This means that the functional dimension is a significantly larger component of overall luxury value for consumers in a culture with weaker uncertainty avoidance. So, the hypothesis H14 is rejected.

This test has finally validated three of our hypothesis and rejected one.

To try to identify some other interactions, t-tests analysis on the 18 items have been run. The table 6 displays the results of the Independent sample test.

The significant result that has been proved for the functional dimension on the factor level is also reflected by the results on the items level: the means difference for the item "When I purchase a luxury good, I'm concerned about its performance rather than the opinion of others about I'" was significant (difference=.398, sig=.011). This item was a component of the functional factor and shows that for Norwegian people, quality is a more important dimension of luxury than for French people. This confirms that H2, H6, H10 are validated and that we can reject H14.

Moreover, we identified two other impacts of the country of origin on these luxury value perceptions: For the item "For me, luxury is always synonym of high prices" French agree significantly more than Norwegian (means difference= -.377, sig=.008), which means that French people tend more to consider the price as a luxury indicator than the Norwegian people. If we restrict financial value only as the product's price (without considering any other material or psychological costs), this might show that the country of origin has a significant impact on the weight of this value i.e. the price's perception in the overall luxury value.

Using the cultural dimensions' scores of both countries as we previously did, this finding can be analyzed. As the French culture has a larger power distance than the Norwegian one, the financial value, when considered only as the price, is a

significantly larger component of overall luxury value for consumers in large power distance cultures. H1 is validated. Then, the French culture is more individualist than the Norwegian one, so contrary to the predicted relationships, the financial value, when considered only as the price, is a significantly larger component of overall luxury value for consumers in individualist cultures. H5 is rejected but this confirms the finding of Shukla and Purani (2012, 1422). The French culture is also known to be more masculine than the Norwegian one. As H9 was predicting, the financial value, when considered only as the price, is a significantly smaller component of overall luxury value for consumers in more feminine cultures. Finally France has a culture with stronger uncertainty avoidance than Norway. Thus, the financial value, when considered only as the price, is a significantly larger component of overall luxury value for consumers in cultures with stronger uncertainty avoidance, which is consistent with H13.

Considering financial value purely as the price's product, H1, H5, H9 and H13 are then confirmed.

On another hand, for the item "In general my friends and I tend to buy the same brands", Norwegian agree significantly more than French (means difference= .322, sig=.039). But as this question is not specifically about luxury, we cannot conclude anything from it; the fact that in Norway, people tend to buy the same brands than their friend in a higher measure than in France does not concern only luxury and might be a general trend.

Table 6. Independent Sample test table. T-test analysis on the items level

Test des échantillons indépendants

		Test de Levene sur l'égalité des variances		Test t pour égalité des moyennes						
		F	Sig.	t	ddl	Sig. (bilatéral)	Différence moyenne	Différence erreur standard	Intervalle de confiance de la différence à 95 % Inférieur	Supérieur
Item 1	Hypothèse de variances égales	7,890	,006	-,907	179	,366	-,148	,163	-,470	,174
	Hypothèse de variances inégales			-,825	86,086	,412	-,148	,179	-,505	,209
Item 2	Hypothèse de variances égales	,704	,402	-,418	179	,676	-,052	,124	-,296	,192
	Hypothèse de variances inégales			-,388	89,744	,699	-,052	,133	-,316	,213
Item 3	Hypothèse de variances égales	1,126	,290	-1,690	179	,093	-,260	,154	-,564	,044
	Hypothèse de variances inégales			-1,669	102,774	,098	-,260	,156	-,570	,049
Item 4	Hypothèse de variances égales	2,234	,137	2,585	178	,011	,398	,154	,094	,702
	Hypothèse de variances inégales			2,730	121,569	,007	,398	,146	,109	,687
Item 5	Hypothèse de variances égales	1,733	,190	1,245	179	,215	,185	,148	-,108	,478
	Hypothèse de variances inégales			1,185	94,699	,239	,185	,156	-,125	,494
Item 6	Hypothèse de variances égales	5,496	,020	-2,681	179	,008	-,377	,141	-,654	-,099
	Hypothèse de variances inégales			-2,442	86,316	,017	-,377	,154	-,683	-,070
Item 7	Hypothèse de variances égales	2,250	,135	-,946	179	,346	-,171	,181	-,527	,186
	Hypothèse de variances inégales			-,912	97,410	,364	-,171	,187	-,543	,201
Item 8	Hypothèse de variances égales	1,193	,276	,511	180	,610	,078	,153	-,224	,381
	Hypothèse de variances inégales			,543	125,922	,588	,078	,145	-,208	,365
Item 9	Hypothèse de variances égales	2,130	,146	-1,380	179	,169	-,202	,146	-,491	,087
	Hypothèse de variances inégales			-1,328	99,374	,187	-,202	,152	-,504	,100
Item 10	Hypothèse de variances égales	1,674	,197	1,464	180	,145	,245	,167	-,085	,575
	Hypothèse de variances inégales			1,378	94,267	,172	,245	,178	-,108	,598
Item 11	Hypothèse de variances égales	,045	,832	1,477	179	,141	,237	,161	-,080	,555
	Hypothèse de variances inégales			1,439	102,152	,153	,237	,165	-,090	,565
Item 12	Hypothèse de variances égales	17,089	,000	-1,621	179	,107	-,254	,157	-,563	,055
	Hypothèse de variances inégales			-1,403	79,684	,165	-,254	,181	-,615	,106
Item 13	Hypothèse de variances égales	2,644	,106	,702	178	,484	,118	,168	-,214	,450
	Hypothèse de variances inégales			,665	96,067	,508	,118	,178	-,234	,471
Item 14	Hypothèse de variances égales	,022	,882	-,766	177	,445	-,127	,166	-,454	,200
	Hypothèse de variances inégales			-,738	99,980	,462	-,127	,172	-,468	,214
Item 15	Hypothèse de variances égales	,340	,561	-,023	177	,981	-,004	,178	-,356	,347
	Hypothèse de variances inégales			-,023	100,844	,982	-,004	,184	-,370	,361
Item 16	Hypothèse de variances égales	,001	,975	2,077	178	,039	,322	,155	,016	,628
	Hypothèse de variances inégales			2,023	102,516	,046	,322	,159	,006	,638
Item 17	Hypothèse de variances égales	1,428	,234	-1,541	177	,125	-,250	,162	-,571	,070
	Hypothèse de variances inégales			-1,471	95,695	,144	-,250	,170	-,588	,087
Item 18	Hypothèse de variances égales	,393	,531	1,503	177	,135	,218	,145	-,068	,504
	Hypothèse de variances inégales			1,440	96,406	,153	,218	,151	-,082	,518

3) Further analyses

To study some potential annexe interaction, I ran other analyses in order to highlight some other possible variables that could interact with the studied ones: the interest in luxury of the two groups, the influence of the gender, the age and the annual income.

1) The table 7 shows the Independent sample test concerning the overall luxury perception with the same two groups (Norwegian and French). There is no significant difference between Norwegian and French on the overall interest for luxury (Means difference=.116, sig=.288).

But there is a significant difference in the way they consider themselves as luxury consumers. In fact, to the questions " How often do you buy a luxury product" (Means difference= .479, sig= .001) and "I consider myself as a consumer of luxury products" (Means difference= .823, sig= .000), the Norwegian respondents

agreed that they were buying and consuming luxury products significantly more often than the French respondents.

Table 7. Independent Sample test table. T-test analysis on overall luxury perception

		Test de Levene sur l'égalité des variances		Test t pour égalité des moyennes						
									Intervalle de confiance de la différence à 95 %	
		F	Sig.	t	ddl	Sig. (bilatéral)	Différence moyenne	Différence erreur standard	Inférieur	Supérieur
Are you interested in luxury ?	Hypothèse de variances égales	,332	,565	1,066	174	,288	,116	,109	-,098	,330
	Hypothèse de variances inégales			1,060	103,111	,292	,116	,109	-,101	,332
We are interested in your purchase of luxury products.- How often do you buy luxury products?	Hypothèse de variances égales	2,476	,117	3,349	180	,001	,479	,143	,197	,762
	Hypothèse de variances inégales			3,119	92,200	,002	,479	,154	,174	,785
We are interested in your purchase of luxury products.- How often do you wish that you could buy more luxury products?	Hypothèse de variances égales	4,269	,040	-,303	180	,762	-,058	,192	-,436	,320
	Hypothèse de variances inégales			-,280	90,799	,780	-,058	,207	-,470	,354
We are interested in your perception of yourself.-I consider myself a consumer of luxury product	Hypothèse de variances égales	3,614	,059	4,831	180	,000	,823	,170	,487	1,160
	Hypothèse de variances inégales			4,521	93,208	,000	,823	,182	,462	1,185
We are interested in your perception of yourself.-I like using luxury products	Hypothèse de variances égales	,004	,952	1,920	179	,056	,335	,174	-,009	,679
	Hypothèse de variances inégales			1,861	100,954	,066	,335	,180	-,022	,692

Moreover, questions were asked to evaluate which brands' categories the respondents were considered to be luxurious, in order to find out if one of the two groups has a narrower perception of what is luxurious than the other. Table 8 presents the results of t-tests analysis on these items.

Table 8. Independent Sample test table. T-test analysis on the brands' categories
evaluation

Test des échantillons indépendants

		Test de Levene sur l'égalité des variances		Test t pour égalité des moyennes						
		F	Sig.	t	ddl	Sig. (bilatéral)	Différence moyenne	Différence erreur standard	Intervalle de confiance de la différence à 95 %	
									Inférieur	Supérieur
Fashion & Accessories	Hypothèse de variances égales	5,293	,023	1,356	180	,177	,086	,064	-,039	,212
	Hypothèse de variances inégales			1,444	126,963	,151	,086	,060	-,032	,205
Watch & Jewelry	Hypothèse de variances égales	6,796	,010	2,794	180	,006	,238	,085	,070	,406
	Hypothèse de variances inégales			2,892	118,198	,005	,238	,082	,075	,401
Food	Hypothèse de variances égales	,439	,509	,704	179	,482	,056	,080	-,101	,214
	Hypothèse de variances inégales			,705	109,081	,482	,056	,080	-,102	,215
Cars	Hypothèse de variances égales	,582	,447	-,102	179	,919	-,007	,069	-,144	,130
	Hypothèse de variances inégales			-,107	124,685	,915	-,007	,066	-,137	,123
Wine	Hypothèse de variances égales	,034	,855	-,335	180	,738	-,027	,079	-,183	,130
	Hypothèse de variances inégales			-,337	110,062	,737	-,027	,079	-,183	,130
Property	Hypothèse de variances égales	2,242	,136	-,438	178	,662	-,036	,082	-,198	,126
	Hypothèse de variances inégales			-,459	122,969	,647	-,036	,078	-,191	,119
Furniture & Home accessories	Hypothèse de variances égales	19,570	,000	-1,865	180	,064	-,126	,068	-,260	,007
	Hypothèse de variances inégales			-2,192	161,274	,030	-,126	,058	-,240	-,013
Cosmetic & Skincare	Hypothèse de variances égales	3,897	,050	-,181	180	,856	-,016	,087	-,187	,155
	Hypothèse de variances inégales			-,202	142,725	,840	-,016	,078	-,169	,138
High Tech	Hypothèse de variances égales	1,763	,186	-,595	180	,552	-,051	,086	-,220	,118
	Hypothèse de variances inégales			-,643	131,632	,521	-,051	,079	-,208	,106

As we can see, there are two brands' categories that are perceived differently by
the two groups:

- The "Furniture & Home Accessories" category is considered significantly more
luxurious by Norwegian than by French (Mean difference=-126, sig= .03 -unequal
variances' situation-, with an higher mean for the Norwegian and a scale that was
from 1: no brands to 3: most brands)

- The "Watch & Jewelry" category is considered significantly more luxurious by
French than by Norwegian (Mean difference= .238, sig=.005).

These results can not allow to conclude that one of the groups has a narrower
definition of luxury but that their perception of what luxury is differs in some
way, as some categories are perceived as significantly more luxurious for
Norwegian than for French and vice versa.

2) A significant difference between men and women concerning the interest in
luxury has been found (means differences= .211, sig=.041): generally women are
significantly more interested in luxury than men. Even so further analyses showed
that this difference in interest has no significant effect on the way both genders
purchase luxury or perceived themselves as luxury consumers. (See Appendix 4
Figure 1).

Aware of this difference, I ran another t-test to evaluate the potential influence that the gender might have on the weight of each luxury value dimension in the overall luxury value.

The independent sample test table of this analysis (See Appendix 2 Table 2) shows that the gender has one impact: the individual value is a significantly larger component of overall luxury value for women than for men (means difference= .23342, sig= .022 -unequal variances situation). The purchase of luxury goods are more motivated by individual factors like rewarding herself, matching her personality, giving personal pleasure… for women than for men.

Running an ANOVA to see if age has an significant impact on the way people define their relationship with luxury highlights one point (See Appendix 4 Figure 2 and 3), namely the fact that there is a significant effect of the age on the willingness to buy more often luxury products (sig=.002<.05). The mean plot (See Appendix 4 Figure 3) may prove that the people from 18 to 28 wish more often that they could to buy luxury products in comparison with the older people. This result tends to show that the young people might be more attracted to luxury or at least do not buy luxury products as often as they wished.

Another ANOVA (See Appendix 4 Figure 4), considering the annual income, shows that this variable has also an impact on three items: the general interest in luxury (sig=.03), the frequency of their luxury purchase (sig=.002) and the way they consider themselves as luxury consumers (sig=.002).

These different further analyses tend to confirm the fact that these characteristics –age, gender, standard of living- might influence the luxury perception in some way and so, make the hypothesis more difficult to evaluate.

This set of analyses allows us to make some conclusions.

First, we validate seven of the assumptions made at the starting point of the study, and we had sufficient results to reject another one. In fact, we've got significant results concerning differences between cultures for weight of the financial dimension, when considering it only as the price, and the functional dimension in the perception of the overall luxury value.

Moreover, further analysis highlighted the fact that different parameters such as the gender, the age and the standard of living influences the way each consumer or potential consumer defines and perceive luxury.

V. Discussion and conclusion

The goal of this thesis was to study the impact of cultural differences on the way the consumers and potential consumers perceive luxury. In order to do that, a framework has been created with four different cultural dimensions, using Hofstede's works, and four luxury value's: functional, individual, social and financial value. The method chosen was to select two different countries (France and Norway) to represent the two different facets of each of the four cultural dimensions. Then a survey has been sent to random people, from both nationalities, asking them questions about their luxury habits, definition, and perception and some others focused on the four luxury dimensions. The results have been compared and analysed and some conclusions have been made.

First, we validate seven of the assumptions made at the starting point of the study, and we had sufficient results to reject another one. In fact, we've got significant results concerning differences between cultures on the weight of the financial dimension, when considering it only as the price, and the functional dimension in the perception of the overall luxury value. The functional dimension is a larger component of the overall luxury value for consumers in a small power distance, individualist, feminine or with a weaker uncertainty avoidance culture. As for the financial value, when it makes reference only to the product's price, it's a larger component of the overall luxury value for consumers in a culture with large power distance, collectivist, masculine or with stronger uncertainty avoidance.

Moreover, further analysis highlighted the fact that different parameters such as gender, age and standard of living influences the way each consumer or potential consumer defines and perceives luxury. Another t-test shows also that gender has a significant impact on the weight that the individual value has in overall luxury value.

To summarize the findings from our study, we do find partial support for the framework we proposed. We had suggested that consumers' luxury value perception would depend on the culture they belong to. As we were not able to highlight some significant results for two of the luxury value dimensions – individual and social dimensions, the analyses provided enough significant results to validate seven of our initial assumptions and reject one.

<u>Implications for marketers</u>

The findings of this study validate the assumption that culture has an impact on the definition that consumers and non-consumers have of luxury. More specifically, the four defined luxury dimensions do not have the same weight in the overall luxury value from one culture to another. This has strong implications for the marketers.

In fact, nowadays, luxury brands are selling their products across the entire world and they struggle with the difficulty to seduce consumers from different cultures with similar products.

First they should think about the four luxury value dimensions when creating and defining their products. In fact, they should have in mind that some cultures would be more sensible to the price, others to the utility and quality of the products, others to the individual pleasure that they will have when using it and finally, some to the social credibility that the product will give to the consumers. When they develop products, they should try to work on these four aspects in order to attract the maximum of people.

Moreover, they should think about these differences while they create the communication and advertising associated to the product. For example, they could develop three different advertisings, each of them will communicate and insist on one dimension: one will communicate on the product's superior quality, another on the pleasure that the use will give to the consumer and present the use as a full product's experience; another could show the product's users in a social situation. They would be able to implement each communication in the countries where it will be most attractive for consumers or combine the three communications in one. Of course, this way of communicating would respect the current luxury codes, the luxury brand would continue not to communicate on these three aspects in a direct way, but to integrate them in their advertising strategy, where dream and storytelling are two major aspects. Currently for example, even if luxury brands tend to keep their image of "best quality products", they do not communicate on this value at all in their advertising. They should consider that people in some cultures would be more interested in their products if the communication was on the quality and material benefits. Its highlights also the importance of having several different communication, as this way of communicate could have a negative effect on consumers from some other

cultures, more inclined to be attracted by luxury products because of their individual or social benefits.

Contributions

Research on the differences of luxury perceptions across the world had mostly focused on comparing countries or groups of customers instead of cultures (Jain 1989, Li and Su 2006, Hennigs et al 2012) and all these articles highlight differences between these categories. With this study, we chose to focus on the culture's aspect, as every consumer in the world is consciously or unconsciously influenced by his culture (Overy, Woodruf and Gardial 2005). This paper combines frameworks of overall luxury value's dimensions and of cultural dimensions to try to find some influence of the second notion on the first one.

While some Hofstede's (1983, 1991) cultural dimensions have been used to explain differences in the way people perceive luxury (Shukla and Purani 2012), the setting offered here takes all of the four dimensions into consideration to predict the outcome.

The division of the overall luxury perception into four dimensions, using existent framework has simplified the analysis to allow the integration into the framework of the four cultural dimensions.

Moreover, most of the authors who studied luxury value perception focus on the current customers, selecting their respondents. One of this study's guidelines was to provide a large analysis, with as little selection and restriction as possible, to take also into account the opinion of non-luxury consumers, considering them as potential consumers.

Limitations and future researches

Even if some measures have been taken to aim at having a representative sample of both populations and to have "exploitable" results, this study has some limitations.

First, there are some other variables than culture that might influence the respondents' answers. Further analyses allowed us to study some partial influences of the gender, the age and the standard of living. As we noticed, these variables have an influence on the overall luxury perception and on the weight each luxury dimension represents in this overall luxury value. For example, the gender has a significant impact on the way people consider their relationships

with luxury and more specifically on the individual value's importance. As this survey was designed to keep a very general point of view, we decided not to select the respondents. According to the results, it could be interesting to conduct a set of similar studies that would deal with this same topic but that would select respondents in order not to have any influence of these three other characteristics. A study could be for example designed on the same topic (impact of culture on the overall luxury perception), and integrate only the answers from women between 28 and 40 years old or with an annual income between 30 000 and 50 000€.

Moreover, these further analyses show that the influence of gender, age and standard of living on the luxury perception could be interesting to study separately. As it was not the initial purpose of this thesis, it was impossible to analyse them in an in-depth way. The small analysis conducted on the impact of the gender on the overall luxury value shows that there is enough material to make it the central theme of a future analysis. In fact, gender, like age or standard of living, is a variable that significantly influences the way people perceive what is luxury.

Finally, this study has compared the results of two different countries, Norway and France and used these results to generalize its findings to the four Hofstede's cultural dimensions. Even if these two countries have different scores of the four cultural dimensions, for some of them, the scores are quite close. As we previously said, the problem has been avoided for individualism/collectivism as Shukla and Purani (2012) already tested it and our results were coherent with their previous findings. But Norwegian and French cultures are also close when it comes to masculinity/femininity and uncertainty avoidance. Some future studies could take into account one of these four dimensions, selecting countries that have similar (or almost similar) scores for three of the dimensions and very different scores for the one that is supposed to be tested. Again, this study was made to consider all of these dimensions at once in order to provide first general observations and to be used as a starting point if needed: in fact, it has highlighted the fact that future specific studies should be carried out in order to deeply consider the influence of each parameter.

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Appendices

Appendix 1- Models

Figure 1: Shukla and Purani's (2012) Model overview.

Figure 2: The luxury value's Conceptual Model Wiedmann, Hennigs and Siebels (2007)

Figure 3: Cross-national perceptions of luxury value dimensions (Hennigs et al 2012, 1028)
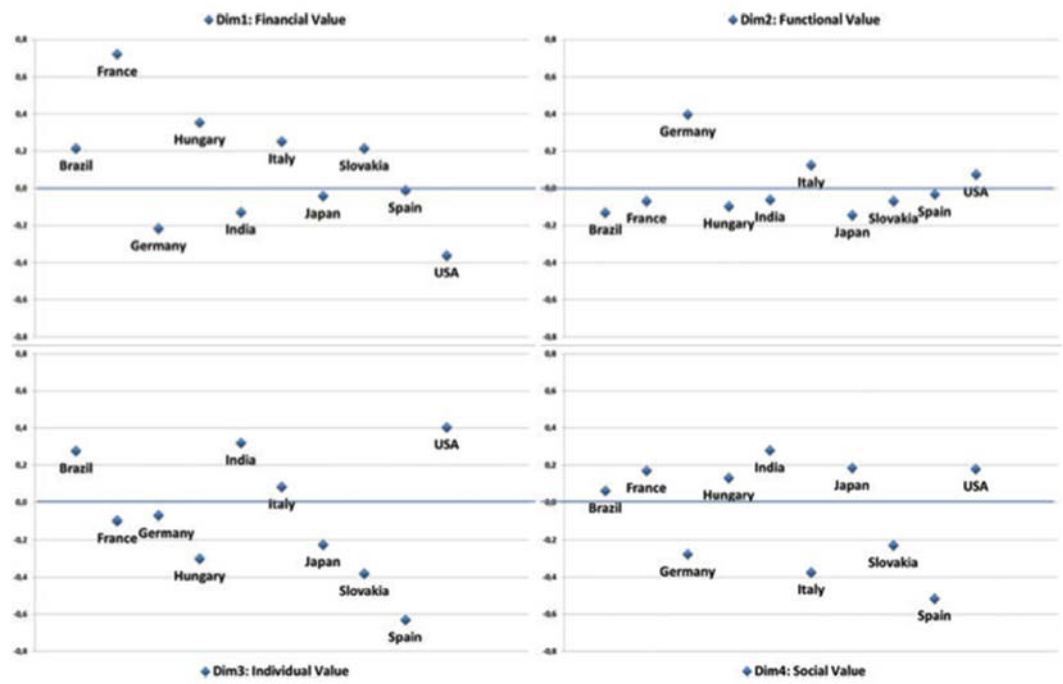
Appendix 2 - Survey template

Are you interested in luxury ?

- ○ Really interested
- ○ Somewhat interested
- ○ Not interested

We are interested in your purchase of luxury products.

	Very often	Often	Sometimes	Rarely	Never
How often do you buy luxury products?	○	○	○	○	○
How often do you wish that you could buy more luxury products?	○	○	○	○	○

We are interested in your perception of yourself.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I consider myself a consumer of luxury product	○	○	○	○	○
I like using luxury products	○	○	○	○	○

In general, do you think no brands, some brands, or most brands in the following categories would be considered luxurious?

	No brands	Some brands	Most brands
Fashion & Accessories	○	○	○
Watch & Jewelry	○	○	○
Food	○	○	○
Cars	○	○	○
Wine	○	○	○
Property	○	○	○
Furniture & Home accessories	○	○	○
Cosmetic & Skincare	○	○	○
High Tech	○	○	○

How would you rate the following brands on luxuriousness?

	Not at all luxurious	Somewhat luxurious	Moderately luxurious	Luxurious	Very luxurious	I've never heard of this brand
Nina Ricci	○	○	○	○	○	○
Porsche	○	○	○	○	○	○
Breitling	○	○	○	○	○	○
Gucci	○	○	○	○	○	○
L'Oreal Paris	○	○	○	○	○	○
Dom Pérignon	○	○	○	○	○	○
Dolce&Gabbana	○	○	○	○	○	○
Tesla Motors	○	○	○	○	○	○

Ladurée	○	○	○	○	○	○
Bang & Olufsen	○	○	○	○	○	○
Nespresso	○	○	○	○	○	○
Hermès	○	○	○	○	○	○
Lancôme	○	○	○	○	○	○
Eames Design	○	○	○	○	○	○
Stella Mc Cartney	○	○	○	○	○	○
Moët & Chandon	○	○	○	○	○	○
Omega	○	○	○	○	○	○
BMW	○	○	○	○	○	○
CHANEL	○	○	○	○	○	○
Tiffany & Co	○	○	○	○	○	○
Apple	○	○	○	○	○	○
Harry Winston	○	○	○	○	○	○
Bentley	○	○	○	○	○	○

Here we are interested in your opinion of luxury products in general.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
In my opinion, luxury is useless	○	○	○	○	○
Luxury is pleasant	○	○	○	○	○
According to me, true luxury products can not be mass-produced	○	○	○	○	○
When I purchase a luxury good, I'm concerned about its performance and quality I perceive rather than the opinion of others about it	○	○	○	○	○
According to me, luxury is overall about high quality	○	○	○	○	○
For me, luxury is always synonym of high prices	○	○	○	○	○
A product with a low price could not be considered as a luxury product	○	○	○	○	○

Here we are interested in your opinion on purchasing and consuming luxury products.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would never buy a luxury product					
that does not reflect who I am and match my personality	○	○	○	○	○
I see the purchase of luxury products for me as a way to reward myself in a particular occasion	○	○	○	○	○
I think luxury consumption is a way to reduce stress and to enjoy myself	○	○	○	○	○
According to me, luxury consumption should overall enhance the life quality of the consumer	○	○	○	○	○
For me, luxury consumption is a source of individual pleasure	○	○	○	○	○

Please indicate how strongly or weakly you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Regarding luxury consumption, I like to follow style trends by watching what others buy and consume	○	○	○	○	○
Before purchasing a luxury product, I like to be sure that my friends approve the product and the brand	○	○	○	○	○
Purchasing a luxury product is a way to identify myself to the other consumers of this product	○	○	○	○	○
In general, my friends and I tend to like and buy the same brands	○	○	○	○	○
I would not buy a luxury product or brand that makes bad impression on others	○	○	○	○	○
I would be ready to pay more for a luxury product than for a regular product	○	○	○	○	○

Please indicate your nationality

○ French

○ Norwegian

○ Other, please specify:

Please indicate your age

○ 18-28 yrs

○ 28-40 yrs

○ 40-55 yrs

○ Over 55 yrs

Please indicate your gender

○ Male

○ Female

Please indicate your annual income

○ Less than Euros 30 000 (NOK 250 000)

○ Between Euros 30 000- 50 000 (NOK 250 000- 400 000)

○ Between Euros 50 000-80 000 (NOK 400 000- 650 000)

○ Over Euros 80 000 (NOK 650 000)

Appendix 3 - Factor Analysis

Figure 1. KMO indice and Bartlett's test

KMO indice and Bartlett's test

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,793
Test de sphéricité de Bartlett	Khi-deux approx.	886,841
	ddl	153
	Signification	,000

Figure 2. Screenplot

Tracé d'effondrement
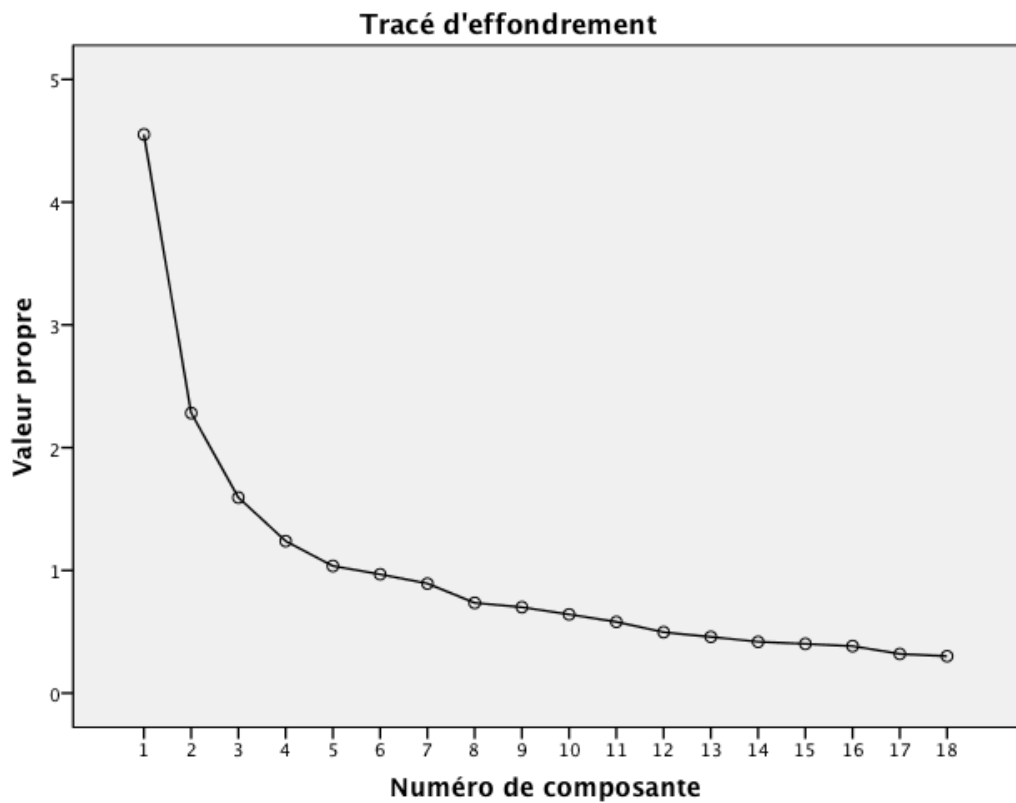
Figure 3. Total explained variance

Variance totale expliquée

Factors	Valeurs propres initiales			Sommes extraites du carré des chargements			Sommes de rotation du carré des chargements		
	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé
1	4,552	25,288	25,288	4,552	25,288	25,288	3,078	17,100	17,100
2	2,282	12,678	37,966	2,282	12,678	37,966	2,647	14,708	31,807
3	1,594	8,853	46,819	1,594	8,853	46,819	2,043	11,350	43,157
4	1,239	6,881	53,700	1,239	6,881	53,700	1,898	10,543	53,700
5	1,036	5,754	59,454						
6	,968	5,379	64,833						
7	,893	4,961	69,794						
8	,736	4,088	73,882						
9	,700	3,891	77,773						
10	,642	3,564	81,338						
11	,581	3,225	84,563						
12	,496	2,758	87,321						
13	,459	2,550	89,870						
14	,418	2,325	92,195						
15	,402	2,232	94,427						
16	,383	2,128	96,555						
17	,319	1,773	98,328						
18	,301	1,672	100,000						

Méthode d'extraction : Analyse en composantes principales.

Appendix 4. Gender t-test and one-way ANOVA results

Figure 1. Independent Sample test table. T-test analysis comparing the impact of gender in purchase of luxury and perception of himself/herself as luxury consumers

Test des échantillons indépendants

		Test de Levene sur l'égalité des variances		Test t pour égalité des moyennes						
		F	Sig.	t	ddl	Sig. (bilatéral)	Différence moyenne	Différence erreur standard	Intervalle de confiance de la différence à 95 %	
									Inférieur	Supérieur
Are you interested in luxury ?	Hypothèse de variances égales	1,044	,308	2,056	174	,041	,211	,103	,008	,414
	Hypothèse de variances inégales			2,111	151,522	,036	,211	,100	,014	,409
How often do you buy luxury products?	Hypothèse de variances égales	1,034	,311	1,087	180	,278	,153	,141	-,125	,431
	Hypothèse de variances inégales			1,114	151,697	,267	,153	,138	-,119	,425
How often do you wish that you could buy more luxury products?	Hypothèse de variances égales	,050	,824	1,342	180	,181	,245	,183	-,115	,606
	Hypothèse de variances inégales			1,327	135,987	,187	,245	,185	-,120	,611
I consider myself a consumer of luxury product	Hypothèse de variances égales	,185	,668	,470	180	,639	,082	,174	-,261	,424
	Hypothèse de variances inégales			,476	146,555	,635	,082	,171	-,257	,420
I like using luxury products	Hypothèse de variances égales	,034	,854	1,145	179	,254	,194	,169	-,140	,527
	Hypothèse de variances inégales			1,156	142,249	,250	,194	,167	-,137	,525

Figure 2. Independent Sample test table. T-test analysis comparing the impact of gender in the four luxury value dimensions.

Test des échantillons indépendants

		Test de Levene sur l'égalité des variances		Test t pour égalité des moyennes					Intervalle de confiance de la différence à 95 %	
		F	Sig.	t	ddl	Sig. (bilatéral)	Différence moyenne	Différence erreur standard	Inférieur	Supérieur
Social_Value	Hypothèse de variances égales	,050	,824	1,574	175	,117	,18157	,11533	-,04604	,40919
	Hypothèse de variances inégales			1,587	140,162	,115	,18157	,11441	-,04462	,40776
Financial_Value	Hypothèse de variances égales	,840	,361	,777	179	,438	,10685	,13745	-,16440	,37809
	Hypothèse de variances inégales			,791	148,997	,430	,10685	,13511	-,16013	,37382
Individual_Value	Hypothèse de variances égales	3,924	,049	2,468	177	,015	,23342	,09458	,04677	,42006
	Hypothèse de variances inégales			2,318	111,903	,022	,23342	,10068	,03393	,43290
Fonctional_Value	Hypothèse de variances égales	3,308	,071	,317	178	,752	,03965	,12523	-,20748	,28678
	Hypothèse de variances inégales			,303	122,382	,762	,03965	,13088	-,21944	,29874

Figure 3. ANOVA table comparing the impact of age in purchase of luxury and perception of himself/herself as luxury consumers

ANOVA

		Somme des carrés	ddl	Carré moyen	F	Sig.
Are you interested in luxury ?	Intergroupes	,487	3	,162	,361	,782
	Intragroupes	77,490	172	,451		
	Total	77,977	175			
How often do you buy luxury products?	Intergroupes	1,945	3	,648	,762	,517
	Intragroupes	151,357	178	,850		
	Total	153,302	181			
How often do you wish that you could buy more luxury products?	Intergroupes	20,625	3	6,875	5,136	,002
	Intragroupes	238,254	178	1,339		
	Total	258,879	181			
I consider myself a consumer of luxury product	Intergroupes	2,143	3	,714	,555	,646
	Intragroupes	229,159	178	1,287		
	Total	231,302	181			
I like using luxury products	Intergroupes	3,948	3	1,316	1,093	,354
	Intragroupes	213,190	177	1,204		
	Total	217,138	180			

Figure 4. Meanplot from the ANOVA analysis showing the impact of age on the willingness of buying more luxury products' frequency.
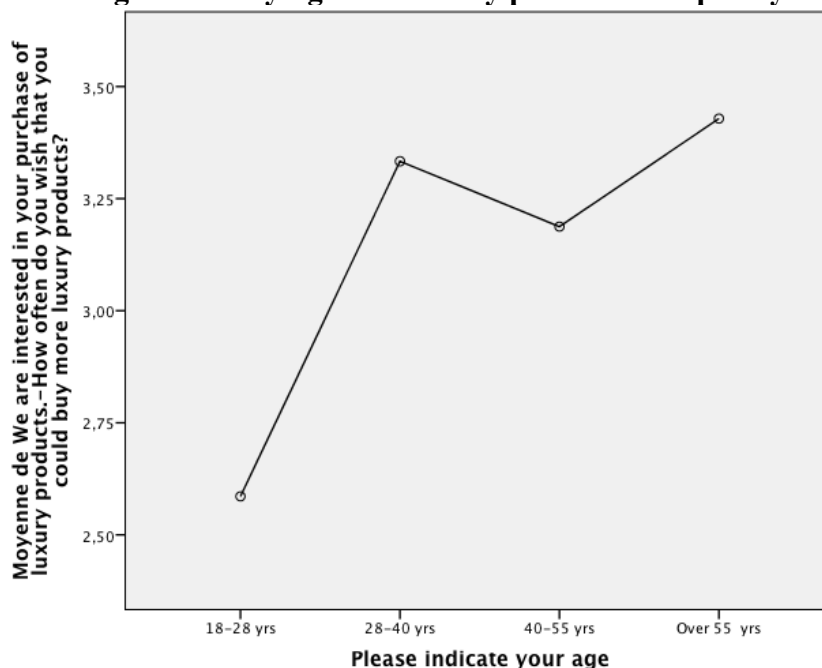
Figure 5. ANOVA table comparing the impact of people's annual income in purchase of luxury and perception of himself/herself as luxury consumers

ANOVA

		Somme des carrés	ddl	Carré moyen	F	Sig.
Are you interested in luxury ?	Intergroupes	3,931	3	1,310	3,044	,030
	Intragroupes	74,046	172	,430		
	Total	77,977	175			
How often do you buy luxury products?	Intergroupes	12,158	3	4,053	5,111	,002
	Intragroupes	141,144	178	,793		
	Total	153,302	181			
How often do you wish that you could buy more luxury products?	Intergroupes	5,798	3	1,933	1,359	,257
	Intragroupes	253,081	178	1,422		
	Total	258,879	181			
I consider myself a consumer of luxury product	Intergroupes	18,827	3	6,276	5,257	,002
	Intragroupes	212,475	178	1,194		
	Total	231,302	181			
I like using luxury products	Intergroupes	1,729	3	,576	,474	,701
	Intragroupes	215,409	177	1,217		
	Total	217,138	180			

Appendix 5- Preliminary Master Thesis

Introduction

The luxury market has exceptionally grown over the last twenty years and in 2013 it's estimated to be 217B€ (Bain & Company 2013). If many authors consider the huge role of China and others Asian countries in this growth (Tynan, McKechnie and Chhuon 2010; Chadha and Husband 2006; Zhan and He 2012), luxury is a worldwide notion and luxury's consumers exist in every country. These observations show that luxury is a flourishing and attractive business that has several opportunities and that know how to attract and charm consumers.

The current challenge for the luxury managers is to well understand what their consumers but also their potential consumers expect in order to answer to their needs and desires. As Tynan, McKechnie and Chhuon (2010, 1156) say, "successful luxury goods marketing requires the customer to perceive sufficient value in the luxury good to compensate for the high price charged, particularly in times of recession".

Define the consumer's perceived value of luxury is more than necessary for the luxury brands' manager as soon as they need to be aware what luxury means for the consumers. Thus, nowadays the notion of "consumer's value" is a more and more studied topic, to try to understand which values consumers perceive in a given product and how this perception's process is made. In fact, according to Smith and Colgate (2007, 8), two meanings of the term "consumer's value"

dominate, which are "value for the customer (customer perceived value or customer received value) or value for the firm (value of the customer, now more commonly referred to as customer lifetime value)". In this work we will focus on the first meaning, applied in a luxury context to try to understand what are the perceived value of luxury for the (current and potential) consumers.

As luxury is different from other business and has some particularities, it's required its adapted model of luxury value perception. Also as Kapferer and Bastien (2009, 110-115) notice, the customer's perception of what luxury is, is different among the countries. They even consider that "the codes of luxury are cultural" (Kapferer and Bastien 2009, 19). So, some recent studies focus on the consumption of luxury in one or two countries but very few take an interest in testing a global framework in a cross-cultural context. But among others, Wiedmann, Hennigs and Siebels (2007) choose to study this luxury value perception in a global way, being aware that "the needs of luxury consumer segments cross national borders and that common structures in luxury value perception exist cross-culturally – even if the relative importance of the decision determinants may vary" (Wiedmann, Hennigs and Siebels 2007, 1). Knowing that, they build a framework highlighting four major dimensions of the luxury value perception but without testing it in different cultures.

The objective of this paper is to develop and test this framework of luxury value perception in a cross-cultural context but also to highlight the moderating role of culture in the influence of each value's dimension on the overall luxury value perception. It is critical that luxury marketers understand these differences in luxury value perception to be aware of the type of communication and marketing that would be more effective in each culture. Thus they could deliberately choose to adapt -or not- some aspects of their global communication to each cultural luxury value perception.

In order to do that in the clearest way, the paper is structured as follows. In the next session the literature review is presented, which is based on existing findings in the fields of consumer value perception, and specially luxury value perception as well as the notion of culture and its impact on luxury value perception. Then, the chosen model and the suggested hypothesis are developed. In a third part, the method that is going to be used to test these hypothesis and model is shortly

described and argued. Finally a theoretical timeline for data collection and this thesis progression is presented.

1. Literature Review

Consumers' value perception

Something difficult in studying customer's value is there are several meanings of this word (Woodall 2003). One of those is the customer's perceived value, which is defined by Woodruff (1997, 141) as "a customer's perceived preference for, and evaluation of, those product attributes performances, and consequences arising from use that facilitates (or blocks) achieving the customer's goals and purposes in uses situations".

Most of the time this value that customer perceives is highly personal and depends of each individual (Zeithaml 1988, 13). Nevertheless some researchers try to explain what constitutes customer's value in a scientific way. At first, Zeithaml (1988, 13-15) sees the customer's perceived value as a relation between what customers "get" and what they "give" (benefits versus sacrifices). Holbrook (1999, 2005) focus his different researches on the customer's value concept and defines it "as an (1) interactive, (2) relativistic [(a) comparative, (b) personal, and (c) situational], (3) preference, and (4) experience" (Holbrook 2005, 2). According to him, customer's values are divided in several categories, as they can be extrinsic or intrinsic, self-oriented or other-oriented.

Using these works as well as several previous conceptual framework, Smith and Colgate (2007) build and drawn their own customer value conceptual framework, which they want to be applicable to every business context. In order to do that, their framework focus on categories of values rather than each specific values, benefits or sacrifices. Thus, they distinguish four major types of customers' values that can be created: functional/instrumental value, experiential/hedonic value, symbolic/expressive value, and cost/sacrifice value. In this framework, the functional value concerns the product's characteristics that permit to fulfil the main product's function; the experiential value is about the experiences, feelings, emotions than purchasing and using the product provide to the customer; the symbolic value refers to the psychological meanings that the customer associate to the product. Smith and Colgate (2007) emphasize the fact that this symbolic value is very important when it comes to luxury product who "appeal to consumer's self-concepts and self-worth—that is, they make us feel good about ourselves—

either in possession or in giving" (Smith and Colgate 2007, 10). The last customer's value type – the cost/sacrifice value- is concerned with the transaction costs, the customer experiences during the purchase. This costs is not only the material one - the product's price – but it comprises also psychological-relating costs as search cost, stress, conflict…

This framework is supposed to be applicable in every business category, so in luxury as well. But this sector has some very specific characteristics and thus, some authors have developed some specific consumers' perceived value frameworks for luxury, which required at first to define what is luxury.

Luxury definition and luxury value perception

The definition of luxury is quite complex and several interpretations of the word co-exist. "Luxury is particularly slippery to define. A strong element of human involvement, very limited supply and the recognition of value by others are key components" (Cornell 2002, 47).

The meaning of this term that authors and researchers choose to adopt has a direct effect on how luxury value perception can be defined.

 Mc Kinsey (1990) chooses an economic approach and define luxury brand as the category where "prices are appreciably higher to products presenting comparable tangible features", where price and quality ratios are the highest of the market. According to this point of view, the consumer's perceived value of luxury focuses only on the cost/sacrifice part i.e. everything which is expensive compared to some identical products, can be considered as luxury.

On the other side, Roux and Floch (1996) take a symbolic approach, explaining that a luxury brand is characterized by a symbolic, imaginary or social added value, which differentiates it from other brands. Keller (2009, 291-293), combines both of these approaches and improves them by defining ten characteristics of luxury brands including concrete aspects – quality of the products, brand elements, premium pricing strategy... but also symbolic needs – premium and inspirational image, intangible brand associations and secondary associations… which makes the perception of what is luxury very personal and peculiar to each consumers.

Because luxury value perception seems to be a complex notion that contains a lot of dimensions, recent authors have focused their work on create framework to organize these dimensions. At first, Vigneron and Johnson (1999) identify five

perceived values of prestige brands (divided in three levels: upmarket, premium and luxury brands): conspicuous value, unique value, perceived social value, perceived hedonic value and perceived quality value. To built this, they use some theories, that were previously developed by others searchers, among others the Veblen effect which says that conspicuous consumption are used by people to signal wealth and, by inference power and status. In another study, Vigneron and Johnson (2004) improve this framework by splitting these five values up into two major dimensions: conspicuousness, uniqueness and quality are part of the "non-personal perceptions" and hedonic and extend self are part of the "personal perceptions", meaning that both are liable to be highly different from a consumer to another, depending on each individual. Kapferer and Bastien (2009) then go further in the definition by distinguishing luxury from premium category – which they define by high quality and price. They integrate the notion of pleasure as one of the main part of the luxury definition and consider that when it comes to luxury, hedonism take a bigger place than functionality. For them, luxury consumption has also two different aspects: a social one and a personal one as an access to pleasure.

Wiedmann, Hennigs and Siebels (2007) uses and extent the framework build by Vigneron and Johnson (2004) to create a scale to specifically measure luxury value cross-culturally by identifying and conceptualizing the primary dimensions (Appendix Figure 2). They finally achieve to identify four luxury value dimensions: financial, functional, individual and social value that lead to create the overall luxury value.

Even if luxury has some unique characteristics and luxury perceived value required specific framework, some authors manage to adapt the Smith and Colgate (2007)'s framework to this sector Tynan, McKechnie and Chhuon (2010) test the validity of this framework on the luxury sector and, using concepts developed by some others authors, detail what each of the fives values are composed of in the case of luxury brand. This study conducts him to modify the initial framework by splitting the symbolic/expressive value up into two categories: an outer-directed and an self-directed to be more adapted to the luxury sector.

Taking this new framework up, Shukla and Purani (2012) test it in a cross-national context, comparing the luxury value perceptions among British and Indian consumers (Appendix Figure 1). Using one of the four Hofstede's cultural

dimensions, this study provides a detailed comparison of the differences in luxury value perception between collectivist and individualist cultures. It permits to validate this framework but also to highlight that many variations exist between cultures concerning the influence of the different luxury value perception on the overall luxury value.

Even if there are some differences, all these frameworks concerning luxury value perception have some similarities and they highlight several important indicators of luxury value.

Culture & luxury consumption behavior

"Although the literature offers many definitions of culture, most fall into two major categories: (1) objective (or explicit) culture and (2) subjective (or implicit) culture." (Overby, Woodruff and Gardial 2005, 145). In this vision, objective culture is the ensemble of a society's tangible aspects, acts and products and at the opposite, subjective culture is the ensemble of the "mental processes such as beliefs, values and norms shared by a group of people" (Overby, Woodruff and Gardial 2005, 145). Overby, Woodruff and Gardial, just as most of the authors, choose to define the term culture as the notion of subjective culture above. According to them " a subjective conceptualization of culture, using values and norms at the nation-state level, has been the most commonly employed approach for studying culture in the marketing literature." (Overby, Woodruff and Gardial 2005, 145)

In this context the use of Hofstede's research on cultural dimensions seems to be the best to categorize different cultures in the most general way. In fact, Hofstede is regarded as one of the most influential culture theories in social science research (Nakata and Sivakumar 2001) and so, his work permit to build a cross-cultural study. Hofstede (1991) identifies and defines 4 cultural dimensions, which will be described below: (1) power distance, (2) collectivism vs individualism, (3) femininity vs masculinity and (4) uncertainty avoidance.

If some authors have developed frameworks about luxury value perception - more or less inspirited by overall consumer's perceived value frameworks - very few of them have tested the validity of the framework in a culture and so, almost none of them have done a cross-national or cross-cultural study to test these frameworks. Despite this lack of focusing on the influence of culture on luxury value

perception, this topic merits further consideration. In a general way, Singh (2006) highlights that "culture not only affects the specific products people buy but also the structure of consumption, individual decision and communication about the product." Concerning luxury value perception, all the authors who study this topic agree that the cultural context has a huge impact on the differentiated perception of luxury value (Vigneron and Jonhson 1999; Wiedmann, Hennigs & Siebels, 2007; Kapferer and Bastien 2009; Shukla and Purani 2011) and should be study. Recently, a number of authors have conducted studies about differences in luxury consumption in one country or between two or several countries (Zhan & He 2012; Bian & Forsythe 2012; Shukla 2011). Even if they are really useful and show the importance of this topic, these studies build mostly their own framework, based on two or three specific values, which are relevant in the studied countries.

Only Shukla and Purani (2011) choose to use an existing framework and to test it in a cross-cultural study: in doing their study on Indian and English consumers, actually they highlight some differences in the degree of the influence of the five luxury value perceptions on the overall luxury value between collectivist and individualistic culture (using one of the Hofstede's cultural dimensions). In order to do that, they use and validate the framework built by Tynan, McKechnie and Chhuon (2010). But this study has some limitations. The main one is they just study one cultural dimension of Hofstede's work, while the three others one are also potential factors of differences on luxury value perception. One other limitation that is shared by most of the searchers is that they focus only on the current luxury consumers, putting aside potential customers. It would be interesting for the luxury managers to try to understand why people who could afford to buy luxury are not interesting in. And the culture dimensions could be one of the keys to understand this.
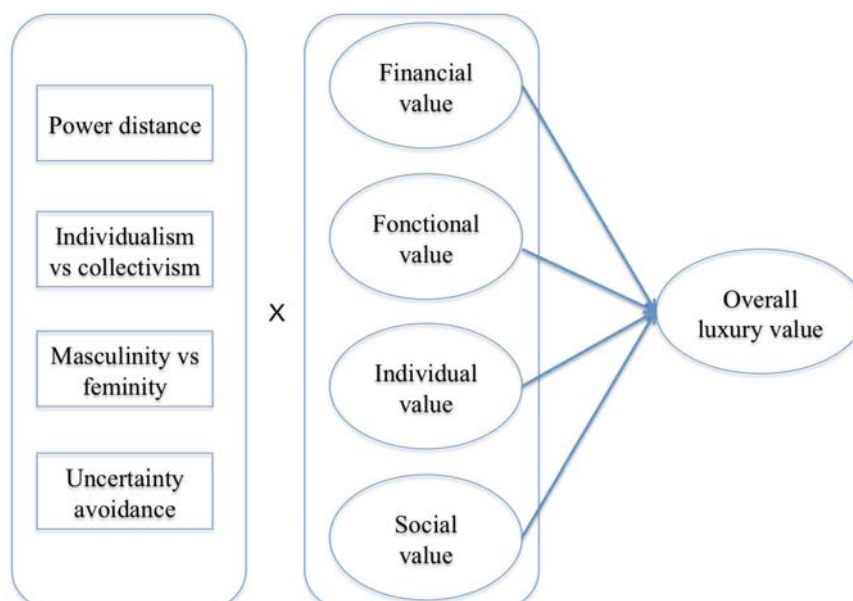
2. Model and research question

Based on the literature review and the ideas and arguments presented in previous sections it seems obvious that the culture context influences in some way the luxury value perception.

As said before, some authors have developed frameworks about luxury value perception. Wiedmann, Hennigs and Siebels (2007) identify four luxury value dimensions that directly lead to the creation of overall luxury value. The first one,

the financial dimension, contains all direct monetary aspects (price, discount...) and tallies with the cost/sacrifice value used by Shukla and Purani (2012). Then, the functional dimension represents the core benefits and basics utilities of the product, including the notion of quality, uniqueness and usability of the product and is equal to the utilitarian/functional value of Shukla and Purani's framework. The third one, the individual dimension, "focuses one the customer's personal orientation on luxury consumption" (Wiedmann, Hennigs and Siebels 2007, 4) and includes notion such as materialism, hedonistic and self-identity values. This dimension also groups together the experiential/hedonic and the self-directed symbolic/expressive values of Shukla and Purani's as both deal with the customer's personal emotional profits towards the use of luxury's product. Finally, the social dimension is the effect that the consumption of luxury goods has and matches with the other-directed symbolic/expressive value used by Shukla and Purani (2012).

Using this framework to study cultural difference in luxury value perception makes sense as it is supposed to be a cross-cultural model and at the same time, hasn't been tested in different cultures yet. Moreover, Wiedmann, Hennigs and Siebels (2007, 5) say "In a cross-cultural context it is expected that these key luxury dimensions are perceived differently by different sets of consumers, even if the overall luxury level of a brand may be perceived equally".

To test the impact of cultural context on this model, we will use the four dimensions defined by Hofstede and detailed below: power distance, individualism vs collectivism, masculinity vs femininity and uncertainty avoidance.

The following sections elaborate on each of these four dimensions and relate them to the four luxury's values dimension.

Power distance

"Power distance in a given society is an indication of how it deals with the fact that people are unequal in their physical and intellectual capacities." (Singh 2006) In a small power distance culture, inequalities are reduced and individuals tend to be equal as in a large power distance culture, inequalities are more expected and play a part in building a strong hierarchy between individuals.

Ensuing from this, people in a larger power distance culture might be more inclined to attach importance to the financial aspects and to what the others think whereas people in a smaller power distance culture might attach more importance to the utility of the product for themselves, both practical and psychological utilities. Thus it can be expected that:

H1: The financial dimension has a higher influence on overall luxury value for consumers in large power distance cultures.

H2: The functional dimension has a higher influence on overall luxury value for consumers in small power distance cultures

H3: The individual dimension has a higher influence on overall luxury value for consumers in small power distance cultures.

H4: The social dimension has a higher influence on overall luxury value for consumers in large power distance cultures.

Individualism and collectivism

In this dimension, cultures are divided between individual and collectivist ones, depending on the perceived role of each individual regarding to the rest of the community and its others individuals. In a collectivist society, inherent huge and strong links exist between all the individuals and people are under the group's protection in exchange for unquestioning attachment and loyalty. On the other hand, in individual societies, there is no inherent strong links between individuals and everyone is expected to take care of him or her and to consider his or her well-being as a priority.

So, according to these differences, people would be more inclined to focus on the individual outputs in an individualistic society whereas people in a collectivist society would care more about what people around them think. Moreover, people

in an individualistic society would favour items, which fulfil their needs and desire while people in a collectivist society would make greater sacrifices make in acquiring luxury products (Shukla and Purani 2012, 1420). Knowing that, we make that these different assumptions:

H5: The financial dimension has a higher influence on overall luxury value for consumers in more collectivist societies

H6: The functional dimension has a higher influence on overall luxury value for consumers in more individualistic societies

H7: The individual dimension has a higher influence on overall luxury value for consumers in more individualistic societies

H8: The social dimension has a higher influence on overall luxury value for consumers in more collectivist societies

Masculinity and femininity

This dimension of masculinity vs femininity refers to the importance of the perceived masculine or feminine traits in a culture. Masculine traits are thus competitiveness, assertiveness, high earnings, recognition, and advancement as feminine characteristics are supposed to be modesty, care-giving and care about quality of life.

In more masculine societies, people would thus emphasize the importance of achievement, success, ambition, and earnings…. So, they would be more sensitive to the financial aspect of the luxury goods, as a material proof of their success, and to the individual aspect, as a way to enjoy themselves and their achievement in a hedonistic process. In more feminine societies, people are used to co-operate, care about the quality of live, be less career-oriented and so they are likely to be more influenced by others people's opinion but also to pay attention to the functionality and the quality of a product, which they want to be an answer to their needs. From this, it ensues the following hypothesis:

H9: The financial dimension has a higher influence on overall luxury value for consumers in more masculine cultures.

H10: The functional dimension has a higher influence on overall luxury value for consumers in more feminine cultures.

H11: The individual dimension has a higher influence on overall luxury value for consumers in more masculine cultures.

H12: The social dimension has a higher influence on overall luxury value for consumers in more feminine cultures.

Uncertainty avoidance

Finally, the last dimension developed by Hofstede is the degree of uncertainty avoidance. Uncertainty avoidance is the extent to which people in a society deal with the fact that the future is uncertain and that life has a part of unpredictability. In weak uncertainty avoidance societies, anxiety levels are relatively low, people are aware of this uncertainty but accept it, are less afraid to take risk.

So strong uncertainty avoidance culture try to overcome this uncertainty by limiting every kind of risk and so are less likely to spend money and to invest in a product of which the quality is bad or uncertain. From this affirmation come to new hypothesis:

H13: The financial dimension has a higher influence on overall luxury value for consumers in stronger uncertainty avoidance cultures.

H14: The functional dimension has a higher influence on overall luxury value for consumers in stronger uncertainty avoidance cultures.

However, consumers in a strong uncertainty avoidance culture would have less trust in products and so they would have tendency to be influenced by the others' opinion. On the other hand, consumers in a weaker uncertainty avoidance culture are more curious and their shopping are convenience-oriented whereas the consumers in a strong uncertainty avoidance culture are more anxious and consider that what is different is dangerous so they are more likely to follow the others and to be influenced by the other's opinion. According to this, two last assumptions are made:

H15: The individual dimension has a higher influence on overall luxury value for consumers in weaker uncertainty avoidance cultures.

H16: The social dimension has a higher influence on overall luxury value for consumers in stronger uncertainty avoidance cultures.

3. Method

The proposed pattern of luxury value perception and the impact of culture on it will be test with the help of a quantitative analysis built with a web-based survey conducted in two European countries, France and Norway, characterised by really different national cultures.

France and Norway have been chosen for the following major reasons. They both are at a comparable stage of development and have a population characterized by a quite high standard of living, with a significant part of this population who can economically afford to buy luxury products. However they have been shown to be culturally very different and their population have different approach of luxury.

As a lot of authors focus on the Asian countries when it's comes to luxury, it seemed interesting to take a look to another part of the world. Moreover Europe is known to be the birthplace of luxury and France has a very strong luxury tradition. On the other hand even if these two countries are part of Europe, there are a lot of cultural differences and a point of this study is to highlight the mistake that luxury marketers could possibly make by assuming consumers from geographically close countries to respond in similar manners. Indeed, they already start to adapt their communication to new consumer's countries as Asia or Middle East countries but they keep on doing the same one for all the countries in each same continent or area.

Data will be collected by an email/ online survey on French and Norwegian people. For more convenience, the questionnaire will be at first developed in English and if it's needed could be translate in French and in Norwegian.

 It will permit to collect a maximum of answers from both countries in the most convenient way and then to analyze them. The questionnaire will be short enough and will not require the respondents to be exposed to any visual stimuli. The respondent will be not selected but the questionnaire will be sent by email to a maximum of people and upload on social medias in order to reach a maximum of individuals.

To test the hypotheses, the survey will focus on the five selected dimensions and their impact on the overall luxury value. The short first section will also be about demographic details and information (gender, age…). Then, the study will derive items from Shukla and Purani (2012, 1421), as the validity of this scale has already been showed. All the items will be presented on a five-point Likert-type scale, ranging from strongly agree to strongly disagree. The respondents' perceptions of luxury value would motivate their answers. The answer will permit to evaluate the simple main effect of each dimension on overall luxury value by variance analysis. A pilot test, with approximately ten people, will be at first carried out to be sure of the validity and the comprehension of the questionnaire

Then, in order to evaluate the hypothesis and to interpret the results, we will need to establish a parallel between the survey's results and the scores of the two countries on the four cultural dimensions of Hofstede, which are presented in the Table 1.

Table1. Scores on cultural dimensions

Culture dimension	France	Norway
Power distance	68	31
Individualism/collectivism	71	69
Masculinity/femininity	43	8
Uncertainty avoidance	86	50

Source: Hofstede, Geert. 1983. " The cultural relativity of organizational practices and theories" *Journal of International Business Studies* (pre-1986) Fall 1983: 75-89

4. Plan for Data Collection and Thesis Progression

Month	Advancement
January-February	Literature review research and writing; beginning of the survey's writing
March	End of survey's writing, questionnaire's pre-test (using a convenience sample of people) to make sure of its comprehension and utility
April	Uploading of the questionnaire (putting on social media, sending by e-mail) and collecting the answer
May	Analysis of the first answers, second larger sending of the questionnaire and interview's implementation if it's needed, first conclusions

| June	Global analysis of all the results, writing of the analysis; comparison between results and hypothesis, writing of conclusion, managerial implication and limitations.
July-August	Final read-through and corrections

Appendix

Appendix Figure 1: Sukhla and Purani's model overview using the framework
built by Tynan, McKechnie and Chhuon (2010)
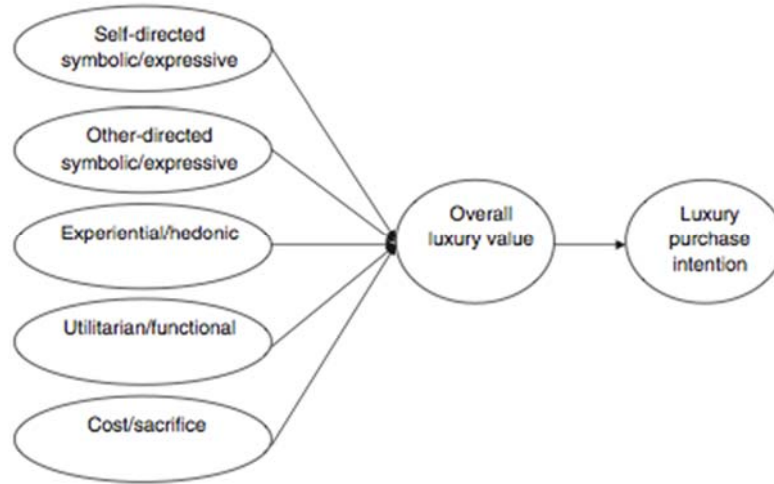
Source: Shukla, Paurav and Keyoor Purani. 2012. " Comparing the importance of
luxury value perceptions in a cross-national contexts". *Journal of Business
Research* 65: 1418.

Appendix Figure 2: Wiedmann, Hennigs & Siebels model
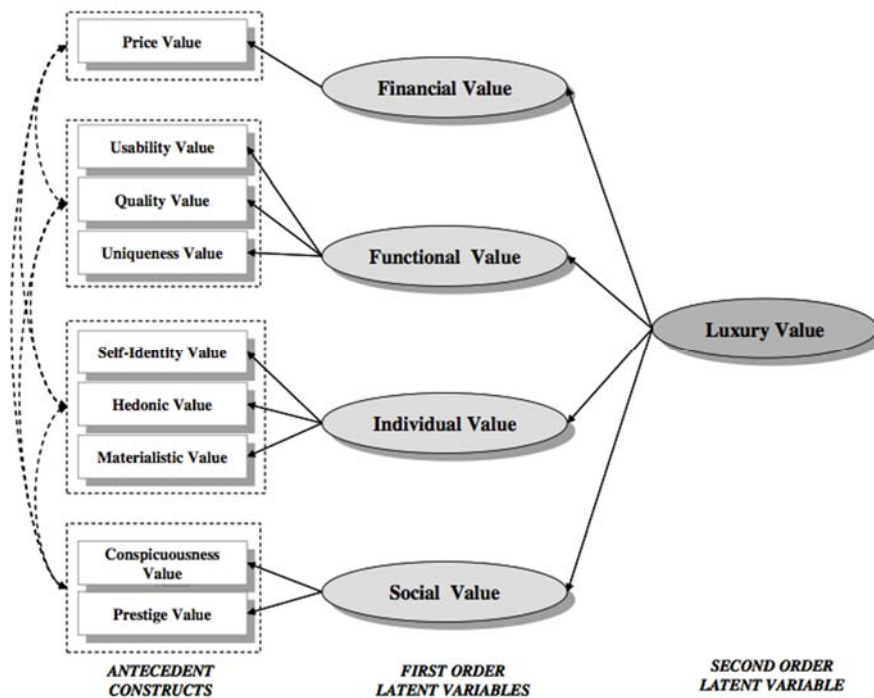
Source: Wiedmann, Klaus-Peter, Nadine Hennigs and Astrid Siebels. 2007.
"Measuring Consumer's Luxury Value Perception: A Cross-Cultural Framework"
Academy of Marketing Science Review 7: 5.

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