



SHIFTING GENERATION

A CROSS-GENERATIONAL STUDY OF
CUSTOMER-BASED BRAND EQUITY
IN LUXURY FASHION BRANDING

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Shifting Generation

*A cross-generational study of Customer-Based Brand Equity
in Luxury Fashion Branding*

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Abstract

It has been widely debated in research to which extent generational differences influence purchase patterns. This is relevant in the luxury fashion industry where recent sales growth and profitability have been challenged by the need to adjust branding strategies to a significant shift in the customer landscape: The emergence of Generation Y as the new group of luxury consumers. Existing studies show that the two currently largest groups of luxury consumers, Generation X and Y, exhibit differences in brand value perceptions. Tailoring branding strategies to factor in these differences for effective targeting of different customer segments can be done by assessing customer-based brand equity (CBBE). Following a qualitative, single-case study design with Louis Vuitton as a focal brand, this study contributes to the existing literature by developing a CBBE model for luxury fashion brands to detect generational differences in CBBE creation. The model identifies four drivers (authenticity, brand image, brand associations, socialization), one moderator (personal values) and two outcomes of CBBE (brand awareness, customer attitudes) of CBBE. Within these parameters, the strongest differences in CBBE creation among Gen X and Gen Y were identified in customer's perception of uniqueness and exclusivity, planning behavior, service preference, social perceptions, lifestyle, and willingness to pay. This study contributes to existing theory by justifying the need for generational cohort segmentation in luxury branding and illustrating generational influences in the creation of CBBE for luxury brands. The findings are further translated into actionable branding strategies along the 4Ps of marketing.

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1. Introduction

In today's fast-paced world, effective branding strategies are becoming increasingly important to the success of brands around the world (Louro & Cunha, 2001). Rapid technological advancements have enhanced the global connectivity and seemingly transformed the world into a globalized market (Luthans & Doh, 2018). In addition to increased competition, brands are confronted with increasingly demanding customers who they need to tailor their branding strategies to (Gutsatz & Heine, 2018). Accordingly, profound customer knowledge becomes a key requirement across all industries for the creation of effective branding strategies to develop a strong brand (Louro & Cunha, 2001).

These developments have left an imprint on people around the world. Generation Y (Gen Y), the first digitally native generation, is argued to have significantly different purchase patterns than previous generations (Palfrey & Gasser, 2013). Born between 1982 - 2000 (Rich, 2008), they are known to be image-driven, self-centered and engaged in value-driven purchases (Williams & Page, 2011). Their parents, Generation X (Gen X), born between 1961-1981 (Howe & Strauss, 2007), are one of the most highly educated generations in history, known to be media savvy, skeptical and pragmatic (Jackson, Stoel & Brantley, 2011). Whereas Gen X rarely switches from trusted products (Bergh & Behrer, 2016) and is concerned with fashionability rather than product authenticity (Littrell et al., 2005), Gen Y individuals are known as self-indulgent, sophisticated shoppers who actively choose brands that match their personality (Williams & Page, 2011).

One industry that is particularly affected by this shift is the luxury fashion industry. While Gen X used to represent the main customer group, raising buying power (Olga et al., 2018) and a larger population size (Hewlett, Sherbin & Sumberg, 2009) positions Gen Y as the new luxury customers (Eisen, 2011). Indeed, the generational shift is likely to disrupt the luxury industry in the future, as "Generation Y and Z [already] accounted for 47% of luxury consumers in 2018" (Bain & Company, 2018). With increasing competitive pressure, the luxury fashion industry is, hence, faced with the challenge of determining how to address this generational shift in their branding strategy.

However, luxury branding is inherently complex and distinct from branding practices used for non-luxury brands. These differences are caused by so-called 'anti-laws' (Kapferer & Bastien, 2009; 2012)

which guide luxury marketing practice. For instance, while advertising is traditionally targeted at raising sales, the opposite is true for luxury brands (Keller & Bastien, 2009). They deliberately limit their sales, use advertising to create a dream by targeting non-customers and raise their prices to increase demand (Keller & Bastien, 2009). These seemingly controversial differences to traditional marketing make it imperative to investigate luxury brand management isolated from traditional brand management. In addition, the central role of the customer in luxury branding requires profound customer knowledge (Okonkwo, 2007).

Relatedly, several scholars have approached varying age groups in the context of luxury brands and have discovered differences among them. For instance, Hauck and Stanforth (2007) investigated the perception of luxury and found young consumers' perception to differ from that of older consumers. Identifying such differences becomes particularly important given the observed generational shift among luxury customers. Yet, little attention has been paid to how the two generations differ in the way they perceive the value luxury brands. Neither have researchers tackled how the shift from Gen X to Gen Y should be addressed by brand managers.

To measure the success of branding strategies, brand managers and scholars alike commonly evaluate customer-based brand equity (CBBE) (Aaker, 1996; Keller, 1993). As such, it measures the value customers ascribe to a brand by assessing their feelings, actions and perceptions towards the brand (Keller, 2001). Doing so across different customer segments results in valuable insights into how the brand is valued and perceived which can in turn be translated back into brand-building activities (Aaker, 1996). As luxury brands are experiencing increased pressure to respond to the generational shift among their customers by developing effective branding strategies, the need to assess their customer-based brand equity in this context becomes apparent.

Hence, this study seeks to contribute to the existing literature by examining whether the differences in age, life experience, and values between Gen X and Gen Y customers have an impact on CBBE development of CBBE and thereby affect how luxury marketing strategies are and should be managed. More concretely, this study seeks to answer the following research question by focusing on luxury fashion brands: *How does the generational shift from Generation X to Generation Y influence the customer-based brand equity of luxury fashion brands?*

The study is organized as follows. The first section gives an overview of the existing literature in the field of luxury management, generational marketing, and brand equity. As such, the nature of the luxury

industry will be illuminated first, followed by an illustration of the complexity surrounding the definition of luxury and the challenges faced in luxury branding. After a description of the luxury fashion consumer, a discussion around the research stream of generational theory follows, pointing out the benefits of generational segmentation for the luxury industry. Moreover, the lack of research on Gen X and generational differences pertaining to Gen X and Gen Y is exemplified. Next, an overview of theoretical developments in regard to CBBE is given. After interrelating the concepts, a relevant CBBE measurement scale, to be used for the data collection process, is derived. Finally, this section is concluded by outlining the identified research gap, deriving the research question and presenting the expected managerial and theoretical contributions of this study.

The second section describes the methodological approach of this study. To investigate generational differences in the creation of CBBE for luxury brands, this study follows a qualitative research format, a constructivist philosophy and abductive reasoning. More precisely, the study is designed as a single-case study with luxury fashion brand Louis Vuitton as the focal case. Primary data is collected through semi-structured interviews and supplemented with secondary data to ensure data triangulation. Lastly, by applying a grounded theory approach and following a process of open, axial and selective coding, primary and secondary data is iteratively analyzed.

The third section highlights the findings derived from data collection and analysis by conceptualizing them into a model of drivers, moderators and outcomes of CBBE. Accordingly, we found Gen X and Gen Y customers to build CBBE based on perceived authenticity, brand image, brand associations and socialization factors which act as drivers. Personal values were recognized to take a moderating role in the creation of CBBE. Lastly, as the outcome of this process, we identified CBBE to be expressed through brand knowledge and customer attitudes. Across all three dimensions, generational differences were found by comparing Gen X and Gen Y, providing evidence for differential effects on CBBE formation.

The last section concludes the study by translating the findings into theoretical and managerial contributions. Accordingly, the findings outline the benefits of applying generational segmentation in the luxury industry and provide evidence for generational effects on CBBE creation for luxury fashion brands. Finally, the section is rounded off by mentioning the limitations and by highlighting opportunities for future research. As one of the main limitations, we suggest that future research should substitute the small sample size of our study by a larger and more heterogeneous sample to increase the generalizability of results.

2. Literature review

Building the theoretical background of this study, this literature review will provide an overview on existing theoretical contributions in the fields of luxury brand management, luxury consumers, generational theory and brand equity. After deriving a brand equity measurement scale, the section finishes with presenting the research gap and question.

2.1 Luxury brand management

2.1.1 The luxury industry

Characterized by complexity, fierce competition, and susceptibility to change (Okonkwo, 2009), the luxury industry spans a broad array of diverse product categories, services, and experiences (Brun & Castelli, 2013), ranging from fine wines (Williams & Atwal, 2013) to luxury automobiles (Štrach & Everett, 2006), or luxury fashion (Fionda & Moore, 2009). Over the years, the luxury industry has changed significantly. Traditionally described as consisting of family-owned businesses that quietly operated for a selected clientele, the luxury industry has grown significantly and developed into omnipresent megabrands that are controlled by global conglomerates (Kapferer, 2014; Kapferer, 2017).

Three driving forces are primarily responsible for the luxury industry's recent growth. The most influential driver is the emergence of newly rich customers who want to display their wealth, mainly originating from emerging economies (Kapferer, 2017). Accordingly, China's economic boom and high growth rates make it a particularly attractive and crucial market for luxury brands (Okonkwo, 2007). Secondly, the luxury industry's growth can be traced back to an increasing number of 'excursionists' (Dubois & Laurent, 1995), a group of customers belonging to the middle or upper class that is not able to regularly afford large luxuries but that occasionally purchases smaller items (Kapferer, 2017). Lastly, the previous drivers lead to the third driver, a significant increase in the visibility of luxury brands that induces higher desirability and accessibility of luxury goods (Kapferer, 2017).

In light of the industry's broad range of product categories, the focal analysis of this paper will be on the luxury fashion segment due to its strong growth and popularity among luxury consumers. Luxury fashion consists of "*couture, ready-to-wear and accessories*" (Fionda & Moore, 2008, p. 348) and is particularly important as it represents a multi-billion dollar business, characterized by a large number of competing brands that are perceived to be exceptionally relevant and influential in today's society (Okonkwo, 2007). Moreover, the complexity of branding luxury fashion, which is driven by the industry's susceptibility to environmental change as well as the variety of items produced and sold under one brand, emphasizes the necessity of investigating luxury fashion brands in more detail (Okonkwo, 2007). At the same time, the luxury fashion segment's strong growth is jeopardized by several trends as well as challenges, which risk to disrupt the luxury fashion market (Kapferer, 2017).

2.1.2 Challenges in luxury fashion industry

The current trends and challenges affecting the industry are primarily of technological and sociological nature (Kapferer, 2017). For instance, luxury fashion brands are challenged by heightened competition following a global market expansion (Okonkwo, 2007). As the concept of luxury becomes increasingly blurry and luxury fashion brands enter new markets (Kapferer, 2017), competition has broadened to include mass fashion and premium fashion brands that often attempt to market themselves as luxury brands (Kapferer, 2017; Okonkwo, 2007). Additionally, by entering new markets, luxury brands are now also competing with local designers and brands and face culturally induced differences (Okonkwo, 2007). To withstand and excel in these competitive environments, luxury brands are required to embrace technological and digital innovations (Kapferer, 2017).

Increasing innovation, however, confronts luxury brands with new challenges (Kapferer, 2017). Not only has the internet revolutionized the retail industry by shifting shopping activity online, it has also enabled dyadic relationships between brands and customers (Kapferer, 2017). Accordingly, customers are increasingly taking control over brands by discussing and comparing them online and interacting with other customers on social media (Kapferer, 2017). Moreover, customers are demanding more digitalization for a seamless online-offline brand experience (Gutsatz & Heine, 2018). To remain relevant to customers, luxury brands, thus, need to build a strong online presence, share and update digital content and offer real-time interaction on social media (Kapferer, 2017).

In addition, the changing and evolving luxury consumer poses a significant challenge for luxury brands (Gutsatz & Heine, 2018). For instance, the movements towards a 'sharing economy' and trends like 'anti-consumerism' are on the rise, challenging not only the luxury but the retail industry as a whole

(Gutsatz & Heine, 2018). Moreover, consumers increasingly emphasize values such as sustainability, requiring luxury brands to act in an environmentally and socially responsible way (Gutsatz & Heine, 2018). The most influential factor and the strongest force in this development originates from the growing influence of a younger customer segment, namely millennials or Generation Y (Kapferer, 2017). As this generation is moving towards becoming the future luxury customers (Kapferer & Michaut-Denizeau, 2019), luxury brands are left with the task of identifying how their customers' values change through this generational shift (Kapferer, 2017). Accordingly, they are required to develop a branding strategy that speaks to both their customers of today and tomorrow (Gutsatz & Heine, 2018).

These challenges and trends present threats to the luxury industry – but also an opportunity when handled correctly. Therefore, it is of utmost importance to identify and fully understand the current environment, particularly the changing customer base, as it represents the most critical driver of change. As the luxury fashion industry is at the heart of the luxury industry, this segment is expected to be most strongly affected by the new consumer landscape. Therefore, it represents an excellent point of analysis, which is expected to lead to valuable insights that can be translated to other luxury categories.

2.2 Defining Luxury

To effectively manage luxury fashion brands, it is essential to fully understand the concept of luxury. It is a complex phenomenon that has influenced society over centuries and has evolved and adjusted itself according to global developments (Brun & Castelli, 2013). Initially, products were recognized as luxury goods mostly due to tangible aspects of performance-related attributes such as high quality, superior technology, durability, or design (Brun & Castelli, 2013). Over time, more intangible and emotional aspects were added to the definition of luxury, revealing a more subjective side of the phenomenon (Brun & Castelli, 2013).

2.2.1 From old to new luxury - exclusivity or mass-market?

Historically, luxury has been viewed as exclusive, an expression of power and wealth as well as the satisfaction obtained from indulging in the consumption of non-necessities (Dubois, Czellar & Laurent, 2005). Luxury was a niche market, offering rare products, and serving only a group of 'selected few' affluent enough to afford the goods (Okonkwo, 2007). Ever since the 1980s, however, the luxury landscape has changed significantly and developed into a mass market with increased exposure (Brun

& Castelli, 2013; Silverstein & Fiske, 2003). The reasons for this development are manifold and can be broadly summarized as the effects of globalization, economic growth, technological advancements and the emergence of luxury conglomerates, as mentioned in the previous section.

However, luxury is traditionally built on the principle of rarity, which, in turn, hinders the growth potential of luxury brands. Large luxury companies are following an ‘abundant rarity’ strategy to capitalize on the increasing number of consumers (Kapferer, 2012). This entails creating rarity artificially by vertically extending a brand’s product line through the introduction of lower-priced items such as accessories, cosmetics or fragrances, as well as secondary product lines that include lower-priced versions of the brand’s original offering (Kapferer, 2012). These products result in a more accessible product offering available to a much broader and more diverse customer group, serving as a point-of-entry into the luxury world (Kapferer, 2012).

This proliferation of luxury through targeting a mass market is often termed ‘mass-prestige’ or ‘masstige’ (Silverstein & Fiske, 2003) and described as the ‘democratization of luxury’ (Crane, 1997). Luxury enjoys such popularity by following a mass marketing strategy, that many brands, even non-luxury brands adapt the term ‘luxury’ or a modification of it to benefit from increased sales and to compete with luxury brands directly (Kapferer, 2017). The multitude of terms, as well as luxury’s omnipresence, have left brand managers and consumers confused about the true meaning of luxury (Okonkwo, 2007).

2.2.2 Functional and psychological conceptualizations of luxury

The abundance of different, sometimes conflicting, definitions of luxury found in literature reflects the confusion around luxury’s true meaning. Although scholars have focused on various aspects when defining luxury, consensus can be found in the conceptualization of luxury goods as items that fulfill both functional and psychological needs (Vigneron & Johnson, 2004). For instance, as one of the pioneers in measuring luxury, Kapferer (1998), adopted a consumer point of view by analyzing which attributes make a luxury brand attractive. Despite finding that luxury brands’ attractiveness is subjective and cannot be generalized, he identified, among others, the following characteristics: A high price, exclusivity, uniqueness, craftsmanship, high quality, beauty, excellence, creativity, a feeling of ‘magic’ and sensuality, heritage, and timelessness (Kapferer, 1998).

Dubois, Laurent, and Czellar (2001) developed a classification of luxury, which is similar to Kapferer's scale (1998). Accordingly, they relate luxury to attributes such as conspicuousness, high prices, scarcity, uniqueness, high quality, and superfluity and describe it as a tool for personal differentiation. Moreover, they link luxury to psychological aspects, such as pleasure and the ability of self-revelation and identification. Additionally, they also connect luxury to the ability of making individuals dream about a product or brand, a phenomenon previously established by Dubois and Paternault (1995). Correspondingly, a brand must possess a dream dimension, that makes consumers enter a dream when purchasing a luxury item. This, in turn, is based on the fact that consumers often react emotionally and impulsively to luxury products (Dubois & Paternault, 1995). Phau and Prendergast (2000), on the other hand, described luxury brands as exclusive brands that display high levels of sales and loyalty, elevated brand awareness and quality, and well-known brand identity.

Vigneron and Johnson (2004) propose a widely accepted and confirmed conceptualization (De Barnier, Falcy & Valette-Florence, 2011). Building upon a previous study (Vigneron & Johnson, 1999) and taking a consumer perception perspective, they proposed a brand luxury index, claiming that luxury varies in the degree of perceived luxuriousness. This can be measured by certain functional and psychological factors that respond to customer needs. These factors translate into five luxury dimensions. Accordingly, three of these dimensions relate to non-personal oriented perceptions (perceived conspicuousness, perceived uniqueness, perceived quality), and two to personal oriented perceptions (perceived extended self and perceived hedonism). Perceived conspicuousness refers to a construct introduced by Veblen (1899), describing the consumption of expensive items to express wealth and status. This dimension, hence, expresses the ability to seek status or to express membership in a social group through the consumption of luxury items. Perceived quality and uniqueness, in turn, present the value consumers derive from the perceived degree of quality or uniqueness, respectively. Referring to Holt (1995), perceived extended self relates to how consumers use a luxury item and its symbolic value to convey their own identity. Lastly, perceived hedonism translates to the emotional and intrinsic benefits consumers gain from consuming luxury. Moreover, Vigneron and Johnson (2004) recognize that luxury is subjective, as the degree of luxury is highly dependent on consumers' individual perceptions.

In coherence with Vigneron and Johnson (2004), Vickers and Renan (2003) describe the motivations for purchasing luxury and differentiate between functional (e.g., quality), experiential (e.g., hedonism) and symbolic (e.g., status-seeking) motivations. Additionally, de Barnier et al. (2012) focused on the multidimensionality of luxury. They combined the luxury scales of Kapferer (1998), Dubois et al.

(2001) and Vigneron and Johnson (2004) to derive a holistic model under the premise of fulfilling the functional, experiential and symbolic aspects of Vickers and Renan (2003). Thereby, they recognized that different brands can be assigned to three different levels, namely **accessible**, **intermediate**, and **inaccessible** luxury, reflecting consumers' perception of brands and their accessibility. Moreover, they found that product categories within a brand may be perceived differently and assigned to different luxury levels depending on individuals' subjective perception of luxury (de Barnier et al., 2012)

However, taking a critical stance, Miller and Mills (2012) thoroughly analyzed a sizable collection of literature published between 1990 and 2010. Contrary to popular belief, their research concluded that often cited aspects, such as design (Keller, 2009), a distinct brand identity (Phau & Prendergast, 2000), heritage (Kapferer, 1998), personal history (Dubois et al., 2001), conspicuousness (Vigneron & Johnson, 2004), and functional, symbolic and experiential value (Vickers & Renan, 2003) are not specific to luxury brands. Thus, they should be regarded as antecedents and consequences of luxury and not conceptualizations. Instead, the authors found the following expressions as characteristic of luxury:

magnificence, extravagance, opulence, sumptuous, lavishness (Miller & Mills, 2012). In contrast, Brun and Castelli (2013), who followed a similar research approach, derived a list of ten critical success factors (CSFs) luxury brands need to fulfill and manage, as shown in Table 1. By taking a more holistic stance on the existing literature, these success factors include both functional and psychological factors and summarize previously presented definitions.

Critical Success Factors of Luxury (Brun & Castelli, 2013)	
1.	Premium Quality
2.	Heritage of Craftmanship
3.	Exclusivity
4.	Marketing Approach: Product Excellence & Emotional Appeal
5.	Global Reputation
6.	Recognizable Style and Design
7.	Association with Country of Origin
8.	Uniqueness
9.	Superior Technical Performance
10.	Creation of Lifestyle

Table 1: Summary of the luxury success factors (Brun & Castelli, 2013)

Reviewing the existing literature reveals the complexity of the luxury concept. It is, however, evident that luxury contains both a functional and psychological dimension. More precisely, luxury's ability to evoke experiential, symbolic, and functional motivations among its consumers differentiate luxury from non-luxury brands. It can also be concluded that luxury is highly subjective. Hence, imposing a general definition is bound to be erroneous and will not cover the real nature of luxury. Instead, taking a multidimensional approach by combining multiple luxury scales and assigning luxury brands to belong to either accessible, intermediate, or inaccessible luxury, as done by de Barnier et al. (2012), appears to be most effective and will be followed in this paper. For ease of differentiation, this research will focus on brands belonging to the 'accessible luxury' level. Figure 1 represents an exemplary division of luxury brands into the three categories, according to the findings of de Barnier et al. (2012).



Figure 1: Examples of luxury brands according to the classification of true brand levels, adopted from de Barnier et al. (2011)

2.3 Luxury branding

Core to developing a successful marketing strategy is recognizing the strategic importance of brands and brand management and the potential to create a sustained competitive advantage (Louro & Cunha, 2001). Indeed, it has been widely accepted that a company's strongest asset for creating value and driving superior market performance lies within its brands and effective branding strategies (Louro & Cunha, 2001). It is, thus, crucial to first understand what constitutes a brand. Kotler (1991) defines a brand as *"a name, term, sign, symbol or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"* (p. 442). Thus, a brand can be defined as the experiences, perceptions, and feelings a person holds towards a brand, built upon the interaction between the person and the company (Okonkwo, 2007).

Consequently, the value of a brand is created within consumers' minds (Okonkwo, 2007). This definition of brands is similarly reflected in the academic development of branding strategies. Accordingly, Merz, He, and Vargo (2009) found that the conceptualization of branding evolved from a product-based definition, referring to a brand's output, to a stakeholder-focus brand era. The latter emphasizes that all stakeholders collectively contribute to the brand value creation through dynamic and social interaction between internal and external stakeholders and the brand. As such, consumers

should be viewed as active contributors and co-creators of a brand, underlining the necessity of profound customer knowledge (Merz et al., 2009).

2.3.1 Creating effective brand strategies for luxury brands

From the previous analysis, it becomes apparent that marketing for luxury brands is complex and inherently different from traditional branding practices. Luxury brands are unique in their ability to appeal to consumers' psychological needs, such as emotions, and provide a differentiated product offering (Okonkwo, 2007). Accordingly, the driving forces of successful branding strategies lie in luxury brands' emotional appeal and ability to differentiate themselves (Okonkwo, 2007). Standing out from the crowd, however, becomes increasingly difficult due to the current challenges. Hence, branding ought to be the core activity of luxury brands and the most important strategic tool (Okonkwo, 2009). Consequently, it is necessary to first understand the underlying phenomena which build the essence of luxury branding: Identity, history and heritage, time, dreams, experiential marketing, and anti-laws.

Firstly, luxury brands' **identity**, which covers the brand's identifiable attributes and how they are perceived by others, represents the most crucial aspect of the brand (Okonkwo, 2007). This element is necessary to raise brand awareness and to build a global reputation and presence, ultimately leading to luxury brands' ability to differentiate themselves from others (Fionda & Moore, 2009). Moreover, luxury brands take on meaning through their identity, carry symbolic value, and must simultaneously create an aspirational image for their target audience to stay relevant (Keller, 2009). As part of the brand's identity, luxury brand managers often develop distinct personalities or characteristics (Heine, Atwal, Crener-Ricard & Phan, 2018). Heine et al. (2018) identified five main dimensions along which luxury brand personalities are developed: Tradition, modesty, elitism, eccentricity, and sensuality. For branding to be successful, brand managers must create a brand identity that resonates with the brand's customers. Therefore, it is important to create a clear, coherent, and cohesive brand identity in line with the brand's target customer segment by incorporating the brand's identity into all elements of the marketing strategy (Keller, 2009; Okonkwo, 2007).

The brand's identity, and its personality, are closely linked to and dependent on the brand's **history and heritage** (Kapferer & Bastien, 2012; Heine et al., 2019). These elements represent a non-commercial aspect of the brand which is crucial for the creation of uniqueness, myth, consistency and authenticity (Kapferer & Bastien, 2012). Therefore, they should be extended into new product offerings (Kapferer & Bastien, 2012), and the customer experience (Fionda & Moore, 2009). Moreover, brands' unique

history and heritage make the brand incomparable to competitors (Kapferer & Bastien, 2012). While many luxury brands benefit from a rich history, new luxury brands are able to create a similar mystique by inventing their own fictional history and heritage or contemporary legend (Okonkwo, 2009).

Moreover, linking the branding strategy to the brand's heritage and history creates a feeling of timelessness (Kapferer & Bastien, 2012). Although **time** is a relevant concept for luxury, it also represents a paradox and challenge: While luxury needs to be timeless, it also has to be trendy and innovative to stay relevant, forcing brands to find a balance between their heritage and modernity (Kapferer & Bastien, 2012).

Furthermore, luxury brands represent **dreams**. Purchasing a luxury product means entering this dream. However, the dream factor entails another paradox: When consumers purchase the product, the dream evaporates. The dream is created through a large number of people being aware of a brand but only a small number of people owning the brand's products. Accordingly, the dream, exclusivity and accessibility are closely linked. Albeit visibility is beneficial for awareness creation and high sales numbers positively influence profits and growth, too much visibility and too many sales deteriorate the dream and dilute the brand value. This relationship reveals one of luxury marketing's anti-laws: contrary to traditional marketing, high visibility, and sales negatively impact the long-term profitability and success of luxury brands (Kapferer & Bastien, 2012). Following, the greater luxury's inaccessibility, the higher the desire (Kapferer & Bastien, 2009). Yet, luxury appears omnipresent today and more accessible than ever. Hence, the challenge lies in finding the right balance between accessibility and exclusivity (Kapferer, 2012).

In addition to dreams, **experiences** are becoming increasingly important in luxury (Atwal & Williams, 2009). Indeed, branding the experience has become as important as branding the luxury products and often leads to a competitive advantage (Fionda & Moore, 2009). Based on Pine and Gilmore's (1998) definition, Atwal and Williams (2009), describe experiential marketing, as "*initiatives that give consumers in-depth, tangible experiences in order to provide them with sufficient information to make a purchase decision*" (p. 341). This trend can be related to the fact that consumers are involved in the brand value creation which is fostered through shared experiences between the brand and the consumer (Tsai, 2005). Nevertheless, luxury brands want to keep a certain distance between them and their customers by limiting customers' involvement to keep the brand's myth and dream alive (Kapferer & Bastien, 2009). Moreover, the internet and other new technologies increase the scope of customer experiences but also make it more challenging to create a coherent brand image (Keller, 2009).

2.3.2 From brand strategy to marketing strategy: The Anti-laws

These findings raise the question of how luxury fashion brands should design effective branding activities. A reason for luxury branding's complexity are the so-called 'anti-laws of marketing' (Kapferer & Bastien, 2012), a set of counterintuitive rules that dictate how the luxury industry works. Based on Kapferer and Bastien (2009, 2012), the following anti-laws are considered particularly important for luxury branding.

Firstly, Kapferer and Bastien (2009, 2012) emphasize the importance of not reacting to an increase in demand. The luxury industry does not focus on volume growth and broad distribution. Instead, luxury is defined by rarity and scarcity (Kapferer, 2012). As a reduction in rarity dilutes the brand and its image, luxury brands should make it difficult for their customers to acquire goods. Desire grows with rising inaccessibility, and customer appreciation of luxury goods rises more after passing obstacles, may they be financial, cultural, or time related.

Moreover, Kapferer and Bastien (2009, 2012) postulate that luxury brands are not comparable. Instead, they should be so unique that positioning them in a classical marketing sense becomes redundant. Consequently, luxury brands should not place as much emphasis on their customers' demands and wishes as traditional marketing suggests (Kapferer & Bastien, 2009, 2012). While it is important to understand customers and their needs, the luxury brand should never forget its roots and remain faithful to its identity.

In contrast, demand can be raised by increasing product prices on a continual basis (Kapferer & Bastien, 2009, 2012). Furthermore, Kapferer and Bastien (2009, 2012) explain that luxury brands' primary goal is not to sell – it is to create a dream and provide an experience that will ultimately lead to product purchase. Rather than pushing products towards customers, they are attracted on their own due to the created dream and experience. Similarly, luxury does not advertise to sell but to create a dream. As such, the brand does not target its future customers with its promotional activities – it targets the broad mass to increase awareness (Kapferer & Bastien, 2009; 2012). Only if many are able to recognize a luxury item a dream is created.

2.3.3 Marketing mix

To get a better understanding of how the listed forces impact luxury branding in practice when translated into a specific marketing strategy, a brief overview of the four P's of the marketing mix – product, price, place, and promotion – is given below.

Product

Products are anything a consumer can purchase, ranging from services to physical goods (Okonkwo, 2007). While luxury products emphasis lies on fulfilling customers' intangible and symbolic needs and dreams (Kapferer & Laurent, 2012). Following, the most important and successful products sold are iconic cult products, i.e., classics that repeatedly appear in the brand's collections (Kapferer, 2017). These products embody the brand's craftsmanship, heritage, superior quality, myth, and symbolic values (Kapferer, 2017). At the same time, giving them a modern twist through re-interpretation links tradition with modernity (Okonkwo, 2007).

This can also be done by including the brand's signature in the design and making new products unmistakably recognizable through resemblance to iconic products or the designer's handwriting (Fionda & Moore, 2009). Moreover, luxury products do not need to be perfect; instead, it is small flaws that speak for high quality and craftsmanship and make the products valuable (Kapferer & Bastien, 2009). To deal with the lessened rarity and heightened accessibility of luxury goods, luxury brands can induce artificial rarity, for instance, through the introduction of limited editions (Kapferer, 2012). The most important challenge for luxury brands remains to find a balance between the brand's traditional design and values and innovation and creativity necessary to remain relevant to a changing customer base (Kapferer & Bastien, 2009)

Price

Generally speaking, luxury brands charge high prices. Indeed, the price charged for luxury items is not related to the actual cost of production but reflects intangible values (Kapferer, 2017). As such, setting a high price also functions as an artificially induced obstacle to purchasing, aiming to ensure rarity and to keep brand penetration below awareness (Keller, 2009).

While some brands that belong to the 'inaccessible luxury' category, such as watchmaker Richard Mille, continuously keep their products in very high price ranges, many other brands, such as Chanel, Louis

Vuitton or Gucci, increasingly offer products along the luxury continuum, going from very high to more accessible prices (Kapferer, 2017). This strategy offers more consumers the opportunity to enter the dream but also increases the risk of reducing exclusivity. As a universally applied rule among luxury brands, no or few discounts are offered with the goal of fostering exclusivity and keeping the dream alive (Kapferer, 2017).

Place

Place includes all channels used to make luxury goods available (Okonkwo, 2007). To ensure exclusivity and low accessibility, it is crucial to follow a strict and limited distribution strategy by minimizing middlemen and restricting distribution primarily to own stores and high-class department stores (Fionda & Moore, 2009). Own stores are crucial for the luxury experience as they directly represent the brand's identity (Fionda & Moore, 2009). Following, they offer customers the opportunity to delve into the brand universe and fully immerse themselves in the experience, enhancing the brand's dream component (Okonkwo, 2007).

Configuring the store concept, the atmosphere, design, lighting, and size corresponding to the brand's identity is a useful tool to deliver a convincing experience (Okonkwo, 2007). Moreover, the stores need to be located in attractive and busy locations to create awareness. Awareness and exclusivity can further be fostered through initiatives such as special editions or limited- time pop-up stores (Okonkwo, 2007). While new technologies such as virtual reality offer great opportunities to enhance the brand experience (Harba, 2019), the online experience poses severe challenges for luxury brands (Keller, 2009). As the internet is available to anyone and enables two-way communication flows, the difficulty lies in remaining exclusive, avoiding brand dilution, and staying coherent (Hennings, Wiedmann, Klarmann & Behrens, 2015).

Promotion

Luxury brands communicate on a variety of channels (Kapferer, 2012). To create the dream (Kapferer & Bastien, 2012), luxury brands need to target the broad mass while creating a feeling of rarity by building distance between brand and audience (Kapferer, 2012). This is done by using highly creative, non-commercial content that is neither explicit nor easy to understand (Kapferer, 2012). An important tool here is storytelling, which allows the brand to communicate a myth and convey emotions while telling the brand's tale (Kapferer, 2012).

Moreover, celebrity endorsement expresses a feeling of selectivity, particularly when coupled with high-class social events, where only a selected few are invited (Kapferer, 2012). In addition, inviting customers to exclusive events or educating them about products and their value revives the brand's myth and builds a profound customer experience (Atwal & Williams, 2009). The internet is also placing strains on luxury's promotional activities: While luxury needs time, the internet is instantaneous and bears the risk of diluting the brand's identity (Kapferer & Bastien, 2012). However, it also offers vast promotional possibilities, such as publishing short movies or similar content online to tell the brand's story. Furthermore, online interaction builds the basis for a strong customer relationship, opening the doors for co-creation and opinion sharing (Kapferer & Bastien, 2012).

2.4 The Luxury Fashion Consumer

The concept of luxury has for many years served to signify status and power and to differentiate between social classes (Berry, 1996). However, due to recent socio-cultural shifts within luxury markets, luxury branding has moved from product-centric to consumer-centric (Seo & Buchanan-Oliver, 2017). This is primarily because luxury brands enter new markets, offer accessible prices and capitalize on cultural embedded differences in ideologies (Seo & Buchanan-Oliver, 2019). Therefore, the meaning of luxury is no more stable or predictable but *"disrupted, subjective and personalized"* (Seo & Buchanan-Oliver, 2019, p. 414). This shift has strongly impacted the relationship between brand and consumers, who have become active brand co-creators. Hence, the necessity to understand societal and cultural developments, as well as customer needs, increases (Merz et al., 2009). Okonkwo (2007) states: *"Today's luxury consumers are different. They have to be surprised, tantalized, captivated, courted, pampered and constantly pleased without end"* (p. 60).

The previous literature review has identified that luxury brands distinguish themselves from non-luxury brands by their ability to appeal to consumers' psychological needs (Okonkwo, 2007). To gain a competitive advantage through strong brand management, luxury brand managers need to understand the values and needs of their customers and emphasize the most important ones through their marketing strategy (Hennings et al., 2015). Luxury consumers are not only influenced by brand created communication but also by other stakeholders, institutions and popular culture (Chandon, Laurent & Valette-Florence, 2016). Therefore, a broad societal view will be taken into account in the following section to shift focus from defining luxury value for the individual consumer towards understanding brand meaning construction by consumers (Roper, Caruana, Medway & Murphy, 2013).

Luxury consumers need to be analyzed based on how they derive value from products to distinguish them from non-luxury consumers. Customer value creation has long been argued to be a fundamental basis for all marketing activities (Holbrook, 1994) and can be seen as “(...) *a precursor to customer satisfaction and loyalty*” (Smith & Colgate, 2007). According to Smith and Colgate (2007), consumers can derive four different types of value from their product purchases: 1) functional/instrumental value, 2) experiential/ hedonic value, 3) symbolic/expressive value and 4) cost/sacrifice value.

Even though luxury brands fulfill functional values such as performance related attributes, the primary driver for luxury purchases are experiential/hedonic and symbolic/expressive values (Okonkwo, 2007). These values stand in line with luxury branding’s emphasis on experiential marketing, the reference to dreams, fantasies, and emotional appeal (Atwal & Williams, 2009). Furthermore, symbolic customer value is relevant as customers use luxury brands as symbols of personal and social identity (Okonkwo, 2007). Here, the consumer’s priority lies in self-identity/worth, personal meaning, self-expression, social meaning, and conditional meaning, which refers to sociotechnical events or traditions (Smith & Colgate, 2007). Hence, luxury consumption behavior has both an active personal and social component.

2.4.1 Personalized meanings of luxury brands

Seo and Buchanan-Oliver (2019) investigate how personalized luxury brand meanings are manifested in consumption practices and find that there are five distinct forms of luxury brand consumption: 1) Investing in brand luxury, 2) escaping into/with luxury brands, 3) perpetuating an affluent lifestyle, 4) conveying social status, and 5) engaging in self-transformation. Consumers can **invest in luxury** brands as a justification for the high price, with the motivation to resell later, or with the rationalization that the products will last a lifetime due to superior quality and a high social worth (Seo & Buchanan-Oliver, 2019). **Escaping with luxury brands** can be linked back to experiential/hedonic value for customers, as the temporary escape is a way to experience sensory pleasure, aesthetic beauty, and excitement (Berthon, Pitt, Parent & Berthon, 2009). Purchasing luxury brands to **convey an affluent lifestyle** can also be linked to personal hedonic needs. However, it also includes a socio-cultural component as lifestyle is a mix of personalized meaning and cultural cues (Seo & Buchanan-Oliver, 2019).

Status consumption is “*the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others*” (Eastman, Goldsmith & Flynn, 1999, p. 42). According to Loureiro et al. (2020), motivations for conspicuous consumption include the bandwagon

effect, the Veblen effect, and the snob effect. The bandwagon effect entails purchasing goods based on popular trends to enhance group belonging (Loureiro, de Plaza & Taghian, 2020). As mentioned before, the Veblen effect refers to the belief that higher prices increase the demand for luxury products (Hwang, Ko & Meghee, 2014). The snob effect showcases that desire for a product from an upper-income segment varies inversely with how often lower-income classes request the product (Onu, Kessler & Smith, 2016).

Lastly, Seo and Buchanan-Oliver (2019) describe that consumption behavior can be motivated by the desire of **self-transformation**. Individuals are continuously searching for brands that can close the gap between actual and aspired self (Solomon, 2015). Presuming that products can become part of the personal identity, consumers attempt to do so by incorporating luxury products in their extended self (Belk, 1988; Seo & Buchanan-Oliver, 2019). For instance, when purchasing luxury for its symbolic value, it can showcase social standing and status, but also aid to cope with temporary or permanent transformations of the self (Solomon, 2015). Therefore, the luxury product context is of utmost importance as it has the potential to convey incarnated signs. Goods that carry high levels of incarnated signals are fashion items, vehicles, and luxury goods in general (Solomon, 2015). The luxury fashion industry's embodied cues about personal style and identity, hence, play a central role. Similarly, Okonkwo (2007) highlights that luxury goods cater to intangible benefits and serve consumers in fulfilling ego and self-esteem needs.

2.4.2 Social meanings of luxury brands

Consumer's ideal self is closely linked to their social self, the desire consumers hold to manage how they are perceived by others (Okonkwo, 2007). In most societies, luxury brands are used to signal personal status to others (Veblen, 1899). For instance, luxury brands can serve as entry tickets into affluent networks and socioeconomic elites. These groups are primarily formed based on similar conspicuous consumption patterns (Berg & Clifford, 1999). Social meanings of luxury brands thereby become “(...) *shared criteria and rules which consumers may commonly use in interpreting luxury brands*” (Seo & Buchanan-Oliver, 2017, p. 416). It is relevant to note that dominant social meanings only form if internalized by group members. This internalization results in taken-for-granted-rules, which in turn are highly suitable tools for market segmentation.

However, social meanings may be difficult to interpret, considering the high amount of prevailing paradoxes. For instance, many researchers view sustainability and luxury as opposites due to the friction between constraint and conspicuous consumption (DeWeese-Boyd & DeWeese-Boyd, 2007). On the

other hand, when comparing luxury products with other industries, luxury is often viewed as more sustainable since a high number of consumers perceive craftsmanship, scarcity, and quality as care for the environment (Davies, Lee & Ahonkhai, 2012). Even though there are popular social meanings prevailing, the justification of personal meanings is dependent on individuals' subjective perception (Seo & Buchanan-Oliver, 2017).

2.4.3 Segmenting the luxury consumer

Since the largest market rarely allows the highest rate of return, targeting a segment whose needs a brand can meet most effectively is essential for competitive advantage (Ellson, 2004). Segmentation is based on the rationale that the heterogeneous audience can best be served by identifying smaller, more homogeneous consumer segments (Albrecht & Bryant, 1996). Market segmentation has long been a best practice for strong brands; however, as the luxury consumer becomes more sophisticated and heterogeneous, it becomes increasingly complex to find homogeneous groups based on needs.

Contrary to popular belief, several luxury brand managers argue that their products do not require market segmentation (Okonwko, 2007) as luxury brands have catered to conspicuous consumption for many years by upholding strict consistency between prestige and price premium (Truong, McColl & Kitchen, 2009). However, the luxury market environment is under growing competitive pressure while serving more demanding customers (Okonkwo, 2007). The importance of segmentation has, hence, increased drastically in the past years. A prominent approach to segmenting luxury consumers is proposed by Wiedmann, Hennings and Siebel (2009). They argue that consumers should be segmented based on their value perceptions of luxury brands. Their research combines interpersonal aspects such as impression management, snobbery, and conspicuousness with personal elements such as hedonism and perfectionism while taking economic, societal, and political considerations into account (Wiedmann et al. 2009). Several scholars have utilized and built upon this value-based segmentation approach to classify luxury consumers (Hennings et al., 2012; Srivastava et al., 2016).

Wiedmann et al.'s (2009) framework identifies that consumers' individual luxury value perceptions are based on financial, functional, individual, and social value, which are strongly correlated, yet distinct (Wiedmann et al. 2009). As depicted in Figure 2, values influencing the four key dimensions of customer perceived luxury value include price, usability, quality, uniqueness, self-identity, hedonism, materialism, conspicuousness, and prestige (Wiedmann et al., 2009). These values correspond well with the above analysis of the luxury consumer, which is why it can be argued that utilizing value-based segmentation will reveal relevant insights about luxury consumers. The previous portrayal of luxury

consumers has shown that purchase behavior is strongly influenced by personal and social meanings of the luxury brand.

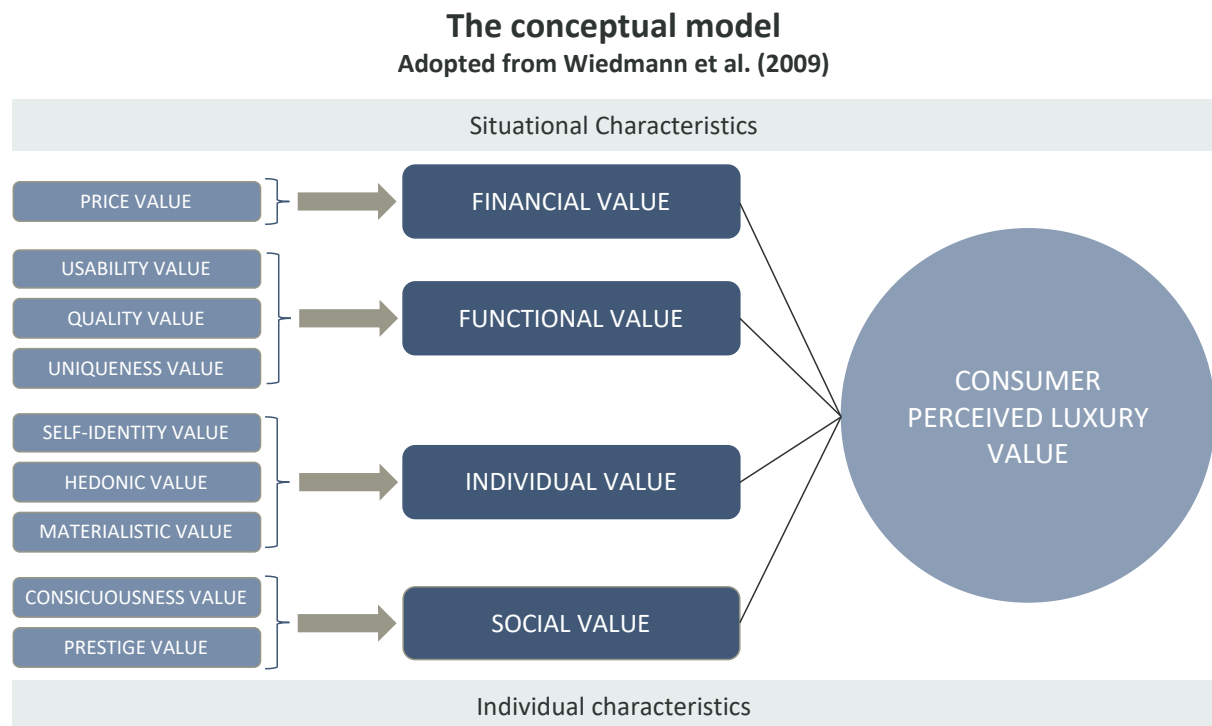


Figure 2: Consumer perceived luxury value, adopted from Wiedmann et al. (2009)

2.5 The generational shift

Using Wiedmann et al.'s (2009) segmentation approach raises the question of how consumers' values can be identified. Values are defined as learned beliefs, translated into guiding principles about how one ought to behave (Parks & Guay, 2009). Hellevik (2002) propose that “(...) *differences in value orientation between age groups are larger than the differences found for any other social background variable*” (p. 286). For instance, it has been uncovered that young consumers' perception of luxury differs from older consumers (Hauck & Stanforth, 2007). However, “*research does not provide adequate knowledge about the influence of age on luxury brand consumption*” (Schade, Hegner, Horstmann & Brinkmann, 2016).

According to Hellevik (2002), there are two different perspectives on why age groups exhibit differences in value orientation: 1) life cycle effects and 2) cohort effects. The life cycle perspective argues that age groups differ due to physical and mental aging, as well as changes in social roles such as becoming a parent (Hellevik, 2002). The cohort effect, on the other hand, postulates that

circumstances during adolescence imprint individuals and thereby form groupings of individuals with similar experiences (Meredith & Schewe, 2002). Hellevik (2002) indicates that value preferences change throughout individuals' life course, resulting in life cycle effects. However, a substantial range of differences in value orientation is also caused by the cohort effect. Hellevik (2002) found that cohorts coming into adolescence in the 1980's or 1990's exhibit a preoccupation with consumption and materialism that has not been seen in previous generations. As consumption preoccupation and materialism is the basis for purchasing products at excessive prices such as luxury items, the cohort effect will be investigated further in this research.

2.5.1 Generational cohort effects

The origins of generational cohort theory date back to Karl Mannheim (1928), who was one of the first scholars to define the term generation. He postulates that a generation is a group of similar-aged individuals whose members have experienced a noteworthy historical event within a set period. This definition is based on the presumption that people are significantly influenced by the socio-historical environment of their formative teenage years. According to Mannheim (1927), events that involved individuals in their youth have the potential to shape the person significantly. Moreover, these events form the basis of how future experiences are perceived. Thereby, individuals who experienced the same events in their youth, regardless of being part of one community or not, are linked by a collective social consciousness. Mannheim (1927) postulates that this set of people thereby forms a generation.

The idea of studying social change by looking at generations was further developed by Ryder (1965), the founder of generational cohort theory. He claims that viewpoints, learning processes, perspectives on work, and how individuals relate to others and society differ per cohort. He identifies birth cohorts as an opportunity for societal change, arguing that young adults in their formative years are "*prominent in war, revolution, imagination, urbanization, and technological change*" (Ryder, 1965, p.9). Afterward, Inglehart (1977) was the first scholar to utilize generational cohort theory to segment populations. He identifies that formal education, current social milieu, and life-cycle effects shape value priorities. However, the strongest predictor for value changes is a given generation's formative experiences (Ryder, 1965). This is supported by Schuman and Scott (1989), who found that members of generational cohorts share similar memories, which is in line with the findings of Hellevik (2002) about generational cohort vs. lifecycle effects. Furthermore, individuals in their teens and early 20s are most prone to "*(...) the socialization from music, movie stars and preferences for apparel*" (Holbrook & Schindler, 1994). Thereby, the individual style is likely to form in these years, which later on has a significant impact on consumption preferences.

According to Howe and Strauss (1991) and Schewe, Meredith and Noble (2000), generational differences are not only explanatory for social changes but also shifts in consumption patterns. Similar to Inglehart (1977), Schewe et al. (2000) segments individuals into cohorts as “*these cohorts have been impacted in a very similar way by external events*” (Eastmann & Liu, 2012, p. 93). According to Schewe et al. (2000), the difference between a generation and a cohort lies in length. A generation is defined as a group of people involuntarily placed in a period which can extend from 20 to 25 years, or, approximately the time necessary to grow and reproduce (Meredith & Schewe, 1994). A cohort, on the other hand, can “*vary in length based on the external events that define it*” (Estmann & Liu, 2012). Thereby, based on either local or global defining moments, different dates, lengths, and values of cohorts arise (Parment, 2013). The most influential events are defined as cataclysmic, including “*wars, economic changes, strong technological advancements.*” (Parment, 2013, p. 189). Nonetheless, the term ‘cohort’ is often used interchangeably with the word ‘generation’ in literature (Markert, 2004).

2.5.2 Defining a generation

There is a widespread inconsistency when defining a generation in terms of time and length, which can also be seen cross-culturally. Hole, Zhong and Schwartz (2010) argue that these discrepancies can be related back to different political, socioeconomic, and cultural events. Especially in Asian countries, differences can be observed (see *Table 2*).

Global Generation Overview

	1950	1960	1970	1980	1990	2000
China		Post 50s generation	Post 60s generation	Post 70s generation	Post 80s generation	Post 90s generation
India	Traditional generation			Non-traditional generation	Gen Y	
South Korea		475 generation	386 generation	Gen X and Gen Y		
Japan	1 st Boomer	Danso generation	Shinjinrui generation	2 nd Boomer	Post bubble	Shinjinrui junior Yutori
Russia	Baby boomers		Gen X		Gen y (Gen “Pu”)	
Bulgaria	Post war generation		Communist generation		Democracy generation	
Czech Republic	Baby boomers		Gen X – Husak’s children generation		Gen Y	
South Africa	Baby boomers			Gen X		Gen Y
Brazil	Baby boomers		Gen X		Gen Y	
US	Baby boomers		Gen X		Gen Y	

Table 2: Global Generation Overview, adopted from Hole et al. (2010).

However, no consensus is found in Western societies either. Markert (2004) uses 20-year timeframes, defining Baby Boomers as born between 1946-1965, Generation X, or ‘baby busters’ born between 1966- 1985, and Generation Y or ‘millennials’ born between 1986- 2005. Norum (2003), on the other hand, defines Gen X as born between 1965-1976 and Gen Y from 1977-1987. The view adopted in this

paper originates from generational researchers Howe and Strauss (2007), who postulate that Baby Boomers are born between 1943-1960, Gen X between 1961-1981, and Gen Y between 1982-2005 (Howe & Strauss, 2007). However, as most scholars classify Gen Y in the time span between 1980/1982 to 1994/1995/2000/2002 (Lafayette, 2011; Kavounis, 2008; Rich, 2008; Littman, 2008), Gen Y is adjusted according to Rich's (2008) definition, namely as individuals born between 1982-2000.

To provide a size estimate, there are approximately 76 million Baby Boomers and 46 million people belonging to Generation X in the United States (Maples & Abney, 2006). According to Hewlett et al. (2009), Generation Y constitutes around 70 million people in the United States, which is significantly higher than the Gen X population. Contrasting the substantial Baby Boomer and Gen Y generations, Gen X has *"largely fallen out of popular discussion, overshadowed by the more numerous generations before and after them"* (Glover, 2018). Therefore, a significant amount of research centers on the Baby Boomer and Millennial generation, skipping Gen X (Connaway & Radford, 2011; Parment, 2013; Beauchamp & Barnes, 2015). As Gen X and Gen Y are currently the most affluent segments in the luxury industry (Bain & Company, 2019), this research aims to fill the gap of missing information about the consumption behavior of Gen X. Furthermore, it contrasts Gen X to the sizable and influential Gen Y, referred to as *"the new wave of luxury spenders"* (Eisen, 2011, p.10).

2.5.3 The formative years of Generation X & Y

As the strongest predictor of value changes is a generation's formative experiences (Ryder, 1965), it is essential to understand the circumstances of Gen X and Gen Y's upbringing. Gen X (1961-1981) is the last generation who experienced their formative years under analog communication (Glover, 2018). Individuals grew up with the immersion of television, recorded music, and mass media, elements that transformed unrecognizably since their upbringing (Glover, 2018). Their macroeconomic environment was characterized by economic and societal uncertainty (Schewe et al. 2000). Recessions in the '80s and '90s and high divorce rates might explain why scholars argue that this generation exhibits a less solid foundation (Eastman & Liu, 2011). Therefore, Gen X is often described as the 'latchkey generation', where adolescents returned to empty homes while their baby boomer parents were off to work (Schewe et al., 2000). Hence, the Gen X individuals grew up as rebellious and skeptical, being self-sufficient and independent from a young age (Jackson et al., 2011).

As of today, Gen X is one of the most highly educated generations, known to be well-acquainted with technology and media, but also disillusioned and pragmatic (Jackson et al., 2011). They are individualists, accept cultural diversity, and value flexibility and freedom in their lifestyle (Schewe &

Meredith, 2004). In a search for anchors, they exhibit political liberalism and a cynical nature that is not easily swayed by marketing campaigns (Schewe et al., 2000). Moreover, Gen X dislikes being singled out for both criticism and praise (Schewe & Meredith, 2004). Schewe et al. (2000) point out that it is challenging for companies to target this generation as it does not have the same amount of defining moments as other generations (Schewe et al., 2000).

Born between 1982 and 2000, Gen Y is a strong economic force due to the relative increase in population size (Olga, David, Dhameeth, Adam & Elliot, 2018). They grew up in a time marked by economic growth, social media, and the disappearance of modernist values such as cynicism and lack of identity and faith (Parment, 2013). Consequently, Gen Y is a protected and indulgent generation (Tucker, 2006) that is strongly influenced by popular culture, (Parment, 2013), an inability to delay gratification (Tucker, 2006), altruism (Gurney, 2010) and a desire to help others (Stanford, 2012). With the world being increasingly internationalized (Williams & Page, 2011; Parment, 2011), Gen Y is more accustomed to multiculturalism than previous generations (Hewlett et al., 2009).

Gen Y is the first high-tech generation (Norum, 2003) and is argued to be socially and environmentally conscious (Eastman & Liu, 2011). Members are regarded as disruptive in terms of environmental consciousness, demanding organizations to address purposes that go beyond the bottom line (Williams & Page, 2011). During Gen Y's formative years, several macroeconomic factors shaped the collective consciousness. Many Gen Y'ers regarded Berlin as a symbol for the end of the cold war and the emergence of a united European Nation and they were strongly affected by the 9-11 terror attack in New York (Parment, 2013). Due to the intense internationalization, trade, and new communication possibilities, "*Generation Y's coming-of-age years dissolved their belief in national solutions for social and economic problems*" (Parment, 2013, p. 192).

2.5.4 Generation-specific consumption behavior

"The steadily growing global luxury market calls for sharper understanding of the consumer's motivation, reaction/ action towards different luxury brand goods (...)" (Kim, 2019, p. 213). The individual luxury value perceptions of different generations can entail relevant insights regarding purchase intention, recommendation behavior, and price premiums (Hennings et al., 2012). Kim (2019) addresses that different generations ought yet to be better understood in terms of ownership, involvement, and cognitive, affective, and behavioral responses towards luxury consumption. As there is a very limited amount of literature contrasting Generation X and Generation Y, especially in the apparel industry or luxury sector, the Baby Boomer generation is included in the analysis to be able to

contrast the two generations. The findings of the literature are summarized in Table 3 and are explained in detail below.

Expenditure: Norum (2003) investigated generational differences in household apparel expenditures and found a linear relationship between age and total spending, arguing that Gen X and Y spent a higher percentage of their income on apparel than Baby Boomers. This makes the two generations more relevant subjects for the study of luxury fashion brands. Furthermore, the difference between Gen X and Gen Y can be addressed, as Gen Y have relatively more money available during and after their formative years due to economic growth (Martin & Turley, 2004). Additionally, Gen Y exhibits growing purchasing power, with the first members reaching the peak of their earning periods.

Brand loyalty & customer-brand relationship: In contrast to Baby Boomers, Gen X is considerably less brand loyal, which underlines their nature as more skeptical consumers (Johnson & Moore, 2001). Bergh & Behrer (2016) argue that marketing to Gen X is similar to an arranged marriages since the generation strives to belong to “(...) *the predominant achiever’s predilection*”, where image and the right company name play an essential role in brand choice (Bergh & Behrer, 2016, p. 236). In contrast, Bergh & Behrer (2016) describe Gen Y as a very critical generation, who only ‘marry a brand’ after careful consideration and many years of evaluation. Contradicting the widespread belief that this generation ‘speed-dates’ with brands and companies, Bergh & Behrer (2016) argue that it takes substantially higher branding efforts to market to Gen Y unless the brand wishes to remain a temporary hype. Furthermore, Gurau (2012) investigates brand loyalty based on life stages and finds similar loyalty patterns between Gen Y and Gen X single and married professionals, which differ, for instance, to Gen Y students. This draws attention to the importance of cultural context and spending power of the population when investigating brand loyalty (Gurau, 2012).

Product selection: Littrell, Ma and Halepete (2005) studied generational differences in the apparel industry and found that Gen X is concerned with fashionability and places lower importance on “*comfort, value, and quality and [is] less focused on product authenticity*” (Littrell et al., 2005, p. 415) than Baby Boomers. Furthermore, Gen X is more likely to be swayed by mall hygiene factors such as location convenience and entertainment features than Gen Y (Jackson et al., 2011). Gen Y is image-driven and chooses brands according to the perceived degree of resonance to their desired self (Williams & Page, 2011). This stands in line with Bergh and Behrer (2016), who argue that products are used as identity building blocks and constitute ‘badge items’ for Gen Y. Moreover, they are self-indulgent, consumption-oriented, and sophisticated shoppers (Williams & Page, 2011; Jackson et al., 2011). Even

though Gen Y is described as very active in social spheres (Hewlett et al., 2009), Gen Y is an objective and goal-oriented shopper in mall environments, not easily persuaded by situational factors (Martin & Turley, 2004). A similar discovery has been made by Parment (2013), who argues that Gen Y purchases durable goods with rational objectives such as price and quality, while product utility is likely to be evaluated through emotional selection criteria.

Status consumption: Eastman and Liu (2011) find differences between the generations with regards to the level of status consumption. The study reveals that the average level of status consumption is highest for Gen Y, followed by Gen X and least for Baby Boomers (Eastman & Liu, 2011). However, the average differences between Gen Y and Gen X are not significant, indicating that the contrast is only prevalent between Baby Boomers and Gen Y. This is supported by Moore and Carpenter (2008) who explored differences between Gen Y and Baby Boomers in regard to prestige sensitivity.

Buyer Involvement: Parment (2013) surveyed 1778 Swedish consumers and found that the millennial generation has a purchase involvement of 10% higher than Baby Boomers. The difference of 10% can be explained by the social consciousness of Gen Y, who worry more about others' perceptions than Baby Boomers. Unfortunately, to our knowledge, similar data is not available for Gen X.

Ownership and collecting behavior of luxury fashion items: In a cross-generational study on the consumption of luxury fashion goods, Kim (2019) found that Gen Y consumes more luxury fashion items than Gen X or Baby Boomers via all retail types. Findings support that Gen Y *“perceive a stronger consistency between how they see themselves and the luxury brand image and they have a stronger belief that such brand reflects who they are (e.g., luxury brand-self congruity)”* (Kim, 2019, p.226), showing stronger emotional attachment to the luxury brand. Furthermore, Gen Y and Gen X own a more numerous and diverse selection of luxury products than Baby Boomers, spanning from accessible to inaccessible luxury fashion items (Kim, 2019). Lastly, Gen Y exhibits the highest collecting behavior, such as maintaining in-depth knowledge regarding the products or sorting the goods at home (Kim, 2019).

	Generation X	Generation Y
Expenditure	Higher than Baby Boomers, lower than Gen Y (Norum, 2003)	Higher purchase power than Gen X, spend a lot (Martin & Turley, 2004)
Brand loyalty	Image and company name play a central role, high loyalty to selected, well-known brands (Bergh & Behrer, 2016). Own more varying products than their Baby Boomer parents (Kim, 2019)	Low brand loyalty (Gurau, 2012) Own many different luxury brands (Kim, 2019)
Customer-brand relationship	Arranged marriage (Bergh & Behrer, 2016)	Long term relationship with initial commitment issues (Bergh & Behrer, 2016)
Product selection	Fashionability, not as concerned about quality and product authenticity as Baby Boomers (Littrell et al., 2005)	Sophisticated and self-indulgent, desires brands that are similar to the individuals' ideal self (Williams & Page, 2011)
Hygiene factors	Values location convenience and entertainment features higher than Gen Y (Jackson et al., 2011)	Goal-oriented, not easily swayed by mall hygiene factors (Martin & Turley, 2004). Omnichannel shoppers (Kim, 2019)
Status consumption	High, no significant difference between Gen X & Y (Eastman & Liu, 2011)	High, no significant difference between Gen X & Y (Eastman & Liu, 2011).
Buyer involvement	No information found	10% higher than Baby Boomers (Parment, 2013)
Ownership	Own luxury products from different categories, own more than Baby Boomers (Kim, 2019)	Own luxury products from different categories (Kim, 2019) Stronger emotional attachment than Gen X (Kim, 2019). Higher collecting behavior than Gen X (Kim, 2019)

Table 3: Summary of findings contrasting Generation X and Generation Y in regard to their purchase behavior

2.6 Brand equity

The analysis thus far has outlined the importance of developing a successful branding and marketing strategy in the complex environment of luxury fashion brands. Therefore, the realization of an effective branding strategy remains key to the success of luxury fashion brands. However, to do so, brands require thorough knowledge of their customers. The above analysis has shown that a value-based segmentation approach is beneficial when addressing specific needs of luxury fashion consumers. These values differ between generations, as different cataclysmic events marked individuals of the two cohorts when they were coming of age, which influences purchasing and consumption patterns as well as brand perceptions. Although Gen X and Gen Y customers are currently the two most prominent customer groups, the generational shift towards Gen Y customers is likely to have an influence on luxury brand management. Hence, a central question remains prevalent: How can effective branding strategies be developed that take both generational cohorts into account?

It is important to recognize customers' central role to the company's success. Therefore, the strength of a brand can best be assessed by considering how customers feel about and interact with a brand (Keller, 2001). To detect generational differences in customers' interaction with luxury fashion brands, a system for measuring brand strength is essential. In addition, assessing customers of different generations is expected to expose how branding strategies can be tailored towards specific customer segments. Brand strength can be measured in a variety of ways (Aaker, 1996). Traditionally, financial measurements such as sales and profits are consulted. This, however, neglects the actual strength of a brand that goes beyond financial results, such as loyalty or a positive brand image (Aaker, 1996). Moreover, differential effects of generational cohorts may be overlooked. Instead, determining brand strength, or brand equity (Aaker, 1996) from a customer perspective allows the assessment of current branding strategies while acknowledging the potential effects of generational differences on brand performance (Keller, 2001). This in turn, leads to important insights into brand building activities, which can be translated into the development of future branding strategies (Aaker, 1995).

2.6.1 The different streams of brand equity

Brand equity is a widely discussed and disputed marketing concept in literature and the business world (Keller & Lehmann, 2006). As the concept quickly gained popularity among scholars, research has taken different, sometimes divergent paths (Ailawadi, Lehmann & Neslin, 2003). Generally speaking, brand equity represents an attempt to measure the value of a brand created by individuals or companies based on their perception of distinct brand-related qualities (Okonkwo, 2007). Correctly measured,

brand equity serves as an effective means to measure the impact of marketing strategies (Simon & Sullivan, 1993).

Brand equity can be classified into two main conceptualizations that are closely related (Okonkwo, 2007): (1) Customer-based brand equity (CBBE) which approaches brand equity from the perspective of customers based on their individual perceptions of brands (e.g., Aaker, 1991, 1996; Keller, 1993) and financial-based brand equity (FBBE) that takes a company perspective to assign a monetary value to brand equity to measure the financial impact (e.g., Simon & Sullivan, 1993; Keller & Lehman, 2006; Ferjani, Jedidi & Jagpal, 2009). While some early scholars, such as Simon and Sullivan (1993), who defined FBBE as the incremental cash flow induced through the sales of branded products as compared to non-branded ones, viewed brand equity as a financial construct on its own, later research realized a connection between CBBE and FBBE (e.g., Keller & Lehmann, 2006). For instance, Keller and Lehmann (2006) found that a company's actions influence how customers feel and think about a brand (i.e. CBBE) which then affects their actions towards the brand as shown in the brand's financial performance (i.e. FBBE). Consequently, some scholars see CBBE as an antecedent to FBBE (e.g., Ferjani et al., 2009).

Despite this relationship, each brand equity construct underlies different perspectives, taking either a firm or customer point of view, and should, hence, be assessed and treated differently (de Oliveira, Silveira & Luce, 2015). As identified earlier, the immediate goal of luxury marketing and branding strategies is not to increase sales but to create an experience and a dream (Kapferer & Laurent, 2012). Expecting an immediate financial effect of marketing strategies on the firm's balance sheet would, thus, undermine the effectiveness of luxury branding strategies (Kapferer & Laurent, 2012). Although the financial benefit derived from a strong brand is essential in estimating a brand's worth, it is necessary to first investigate CBBE. As the before mentioned analysis of luxury branding showed, the involvement of customers and their propensity to co-create the luxury experience and brand value, is of utmost importance. Therefore, investigating luxury brand equity from a customer perspective will give invaluable insights about the brand's relevance for different customer segments which can be translated into the development of marketing strategies (Keller, 2009). Consequently, this study will focus exclusively on CBBE.

2.6.2 Defining customer-based brand equity

As a widely discussed topic, many researchers have approached the brand equity concept and have contributed to a variety of different viewpoints (Davčik, 2013). The term brand equity first emerged in

the late 1980s and gained attention through Farquhar (1989). The author took a strategic stance on the topic and described brands as incorporating intangible features that are bestowed on the company's products, while brand equity represented the incremental financial value created. As such, Farquhar (1989) emphasized the importance of creating a strong brand and the strategic potential behind brand value. Moreover, he opened the discussion about the determinants of brand equity and how it is formed, managed, and leveraged.

Most research on CBBE, however, is built on the work of Aaker (1991, 1996) and Keller (1993, 1998), who both followed a cognitive psychology perspective (Baalbaki & Guzmán, 2016). Being the first to take a customer perspective to conceptualize brand equity implicitly, Aaker is often viewed as the founder of CBBE (Davcik, da Silva & Hair, 2015). He defines brand equity as “(...) *a set of brand assets and liabilities linked to a brand, its name, and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers*” (Aaker, 1991, p.15). Importantly, these assets need to be closely linked to the brand's name or symbol and require continuous investment from the firm to be created, maintained, and improved (Aaker, 1991, 1996). Furthermore, they can be divided into four primary categories that represent customer perceptions: **brand awareness**, **brand loyalty**, **perceived quality**, and **brand associations** (Aaker, 1996).

Accordingly, **Brand awareness** denotes how present a brand is in the mind of customers on a continuum ranging from recognition to recall, top of mind, and dominant. **Brand loyalty** refers to how loyal existing customers are to a brand. As articulated by Aaker (1996), brand loyalty is a particularly important dimension, as it is less costly to keep loyal customers than attract new ones. **Perceived quality** assesses the status of a brand's overall quality. Lastly, **brand associations** indicate any kind of association a customer forms in relation to a brand and are directly linked to the brand's identity. Forming a strong brand, hence, means creating a strong identity (Aaker, 1996). Aaker (1991) further identifies that CBBE, although created in customers' minds, benefits both customers and the firm. On the customer side, it may facilitate purchase decisions and increase satisfaction (Aaker, 1991). From a company perspective, it may allow firms to charge a price premium, increase loyalty, provide higher margins, and offer an important competitive advantage (Aaker, 1991). It is necessary to understand how brands create value in order to capitalize on this property and develop effective brand strategies (Aaker, 1996).

Keller (1993) takes a different approach to CBBE. He defines CBBE as “(...) *the differential effect of brand knowledge on consumer response to the marketing of the brand*” (Keller, 1993, p.2), placing

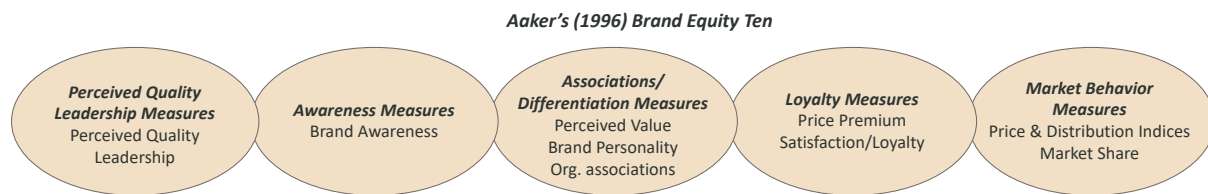
emphasis on how customers react to the marketing mix elements set in place by companies. Following, strong CBBE is created only if customers hold favorable, unique, and strong brand associations in their minds, which are created through brand knowledge (Keller, 1993). Keller (1993) conceptualizes brand knowledge through two components: **brand awareness** and **image** (Keller, 1993). **Brand awareness** consists of brand recognition (customers' ability to recognize a brand when given a cue) and brand recall (customers' ability to remember a brand when confronted with a product category). Brand awareness is considered an important influence in the decision-making process of customers as it is directly related to a customer's consideration set and the formation of brand associations (Keller, 1993).

Brand associations are the building blocks of the **brand image** component and represent customers' perception of a brand. Essentially, these associations are built around three categories: attributes that characterize a product (product and non-product related), the personal value of these attributes in the form of benefits (functional, symbolic or experiential), and brand attitudes, i.e., how consumers evaluate the brand as a whole (Keller, 1993). Accordingly, CBBE is created in customers' minds and differs between individuals (Keller, 1993). The more favorable customers react to a brand's marketing mix elements, the stronger the created CBBE. Similarly, the higher the customers' brand awareness, and the more positive the perceived brand image, the better the derived benefits for firms, such as increased brand loyalty and a stronger competitive position. Consequently, Keller (1993) views the investigation of brand equity as a particularly beneficial tool that provides a guideline to improve a brand's marketing initiatives (Keller, 1993).

Contrasting Aaker (1991) and Keller (1993), both streams show significant drawbacks. Aaker's (1991) contributions leave several open questions and paths for future investigation. For instance, his research does not identify which features underlie the identified assets, how these individually contribute value to CBBE, and how they should be measured (Davčík et al., 2015). Moreover, Aaker takes a rather superficial view on customers and does not give any indication regarding the brand's role in short- and long-term strategy building (Davčík et al., 2015). Compared to Aaker (1991), Keller (1993) takes a closer look at the individual customer and how brand equity may differ between individuals. However, Keller (1993) falls short on customers' emotional involvement and how the interplay of emotions and engagement contributes to the creation of CBBE and its measurement (Davčík et al., 2015).

4.6.3 Measuring customer-based brand equity

Both Aaker (1991) and Keller (1993) focus on the conceptualization of CBBE, but neither of them provided a formal scale for brand equity measurement (Baalbaki & Guzmán, 2016). Recognizing the need for measurement, Aaker (1996) later suggested the ‘Brand Equity Ten’, a list of ten measures grouped into five categories, of which the first four are related to his four dimensions of CBBE (loyalty, perceived quality, associations, and brand awareness), representing customer perceptions, and one additional category to track the brand’s market behavior (Aaker, 1996). These brand equity measures are intended to provide marketers with the necessary tools to assess the strength of their branding activities across products and markets (Aaker, 1996). The measures are divided as follows: Loyalty Measures, Perceived Quality/Leadership Measures, Associations/Differentiation Measures, Awareness Measures, and Market Behavior Measures (Aaker, 1996) (Model 1).



Model 1: Aaker's (1996) Brand Equity Ten

According to Aaker (1996), loyalty can be measured through price premium and customer satisfaction/loyalty measures. Price premium refers to a brand's ability to charge a higher price based on their customers' willingness to pay and is defined in relation to competitors. Satisfaction or loyalty measures, in turn, are measured by investigating existing customers. Moreover, Aaker (1996) suggests measuring perceived quality as it is closely linked to other elements of brand equity, such as benefits or price premiums. It can further be measured by taking into account leadership. This measure draws a comparison between competitors, relates to innovation, and refers to popularity and customer acceptance (Aaker, 1996).

To measure how associations and differentiation affect CBBE, Aaker (1996) suggests evaluating perceived value in terms of a brand's value for money. Additionally, marketers should look at brand personality as it gives an indication of how the customers use brands for self-expression, attach emotions, and build relationships with brands. Notably, certain personalities may be more important in some industries than others and need to be adjusted when measuring brand equity. Furthermore, customers may also differentiate between brands according to associations regarding the organization behind the brand, especially when these are visible or corporate brands are included (Aaker, 1996).

Additionally, Aaker (1996) stresses the importance of brand awareness. Similar to what Keller (1993) proposed, Aaker (1996) postulates that brand awareness can be measured through recognition, recall, top-of-mind, brand dominance, brand knowledge, and brand opinion. Lastly, Aaker (1996) includes two measures, market share and price indication indices, that are used to assess brands' market behavior. These measures, however, do not take a customer-perspective but rather offer financial insights to brand equity (Aaker 1996).

A significant drawback of the presented model is the fact that several measures such as price premium, perceived quality or value, require a comparison with a definite set of competitors. This does not acknowledge the complexity of the true competitive environment. Moreover, some measures, such as loyalty and satisfaction, only refer to current customers and neglect the contribution of non-customers to the creation of CBBE. It can, therefore, be argued that the presented set of measures should be complemented by more inclusive and holistic measures. Moreover, Aaker (1996) states the importance of customizing the measures according to specific brands as not all measures are equally relevant to CBBE depending on specific product category/industry contexts.

4.6.4 Customer-based brand equity scales

Reacting to the scarcity of existing CBBE measurement scales, many scholars established their own CBBE scales based on Aaker's (1991, 1996) and Keller's (1993) contribution, focusing on different contextual backgrounds (e.g. Yoo & Donthu, 2001; Srinivasan, Park & Chang, 2005; Christodoulides, de Chernatony, Furrer & Abimbola, 2006; de Oliveira et al., 2015). One of the first and most widely recognized CBBE scales is presented by Yoo and Donthu (2001), who developed a multi-dimensional brand equity scale (Christodoulides & de Chernatony, 2010). By conducting research with American and Korean subjects, Yoo and Donthu (2001) used Aaker's (1991) and Keller's (1993) conceptualizations to derive a cross-cultural brand equity scale.

The authors found three dimensions to be important for CBBE, namely brand loyalty, perceived quality, and brand awareness/brand associations and identified a total of ten scale items. Their study contributes to the understanding of how CBBE is influenced by and created through factors such as the environment, brand knowledge structures, consumption and usage experience as well as a brand's marketing efforts (Yoo & Donthu, 2001). Moreover, the model indicates a potential causal relationship between the dimensions of CBBE: While brand awareness and associations appear to be formed prior to perceived brand quality, the latter seemingly influences brand loyalty. However, the cross-cultural

generalizability and external validity of Yoo and Donthu's findings are limited, calling for further validation across varying product categories.

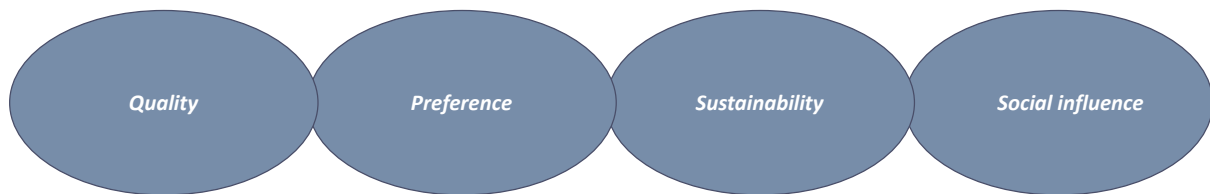
Accordingly, Washburn and Plank (2002) investigated the robustness of Yoo and Donthu's (2001) CBBE model by employing it in a co-branding context and by modifying the items used. Their findings support the model of Yoo and Donthu (2001), yet in an improved version with 15 instead of ten items. However, the authors recognize that future research should adjust the items to fit to the brand in question, pointing out the need for further scale development. Subsequently, several CBBE measurement scales were published, across a plethora of different research contexts, such as the sport shoe industry (Vasquez, del Río & Iglesias, 2002; Kocak, Abimbola & Ozer, 2007), online brands (Christodoulides et al., 2006) and restaurants and hotels (Nam, Ekinci & Whyatt, 2011).

A number of researchers have recognized the potential of taking a more holistic approach to brand equity by following a multi-perspective approach (e.g. De Oliveira et al., 2015; Davčík et al., 2015). According to Davčík et al. (2015), taking into account only one perspective of brand equity (e.g. customer or company) is too narrow and diminishes the real value of brand equity. Moreover, the authors emphasize the stakeholder value perspective as an important element of brand equity, as they define brand equity as a dynamic and social process that is heavily influenced by a company's stakeholders rather than customers or the company alone. Following, they stress the importance of considering all three perspectives as well as the impact they have on each other in the long- and short-term. Based on their findings, Davčík et al. (2015) identify the need for a generalizable and unified brand equity theory that includes a stakeholder, company and customer perspective simultaneously.

In a recent study, Baalbaki and Guzmán (2016) discovered that most scales, especially when based on Aaker (1991) and Keller (1993), are merely conceptual in nature, with their relevance not being validated for customers. Following, they developed a measurement scale based on the concept of 'consumer-perceived consumer-based brand equity' which includes dimensions that are derived from customers and their perceptions of brands (see *Model 2*). Following, Baalbaki and Guzmán (2016) derived a measurement scale with four consumer-perceived CBBE dimensions: Quality, preference, social influences, and sustainability. The quality dimension is similar to what was identified by Aaker (1991) and Keller (1993) and focuses, for instance, on functionality, reliability, and performance. Preferences refer to customers' reasons to be loyal to a brand. Social influence pertains to how customers perceive their social standing and social affiliation when using luxury goods. Lastly, the sustainability dimension is based on customers' increased attention to a company's societal and

environmental impact and measures how sustainable and socially responsible a brand is (Baalbaki & Guzmán, 2016). This dimension is entirely new in the measurement of brand equity. By introducing their measurement scale, Baalbaki and Guzmán are the first to focus on customer perceived dimensions. However, the generalizability of their results is questionable, as the used sample size is limited, and the study was conducted focusing on one product category only.

Baalbaki & Guzmán's (2016) Consumer-perceived CBBE Scale



Model 2: Baalbaki & Guzmán (2016) Consumer-perceived CBBE

2.7 Interrelating the concepts

As described in the preceding section, CBBE is a potent tool to detect the effectiveness of marketing efforts and branding strategies on a brand's customers. The growth trade-offs luxury brands are dealing with do not only risk brand dilution and over-exposure but also loss of brand equity (Hennings et al., 2015). To face these challenges and implement an effective marketing strategy, luxury brands need to be close to their current and future customers to understand how their brand equity is affected by changes in the environment (Keller, 2009). Therefore, it is crucial to carefully assess how customer groups differ, emphasizing the need of investigating CBBE in relation to generational differences. The following sections will outline the current development of CBBE in regard to the luxury industry as well as generational cohort effects.

2.7.1 Brand equity and luxury

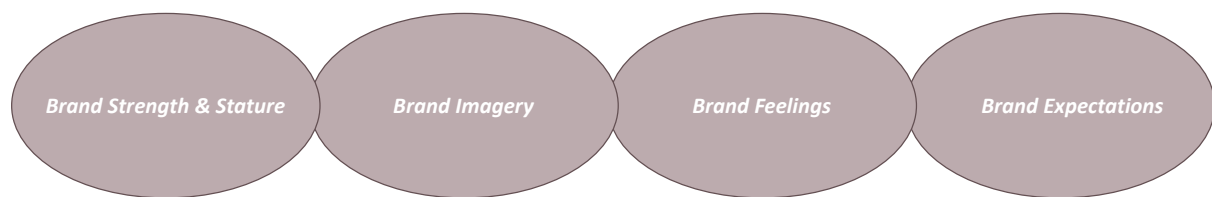
As outlined by Keller (2009), the dimensions that are most influential for CBBE creation in the luxury industry differ from those of non-luxury industries and are often less well-established (Keller, 2009). The challenge of identifying relevant CBBE measures can be attributed to the before mentioned complexity of the luxury concept as well as its unique branding principles and rules (see *Luxury Branding*, p.14).

Several scholars have approached CBBE in a luxury context (Kim & Ko, 2012; Godey, 2016). For instance, Kim and Ko (2012) studied whether social media has an impact on CBBE of luxury brands.

Moreover, Kim and Kim (2005) investigated the impact of brand equity on luxury hotel's performance and found evidence for a positive relationship between brand loyalty, perceived quality, and brand image on luxury CBBE. Gabrielli, Grappi and Baghi (2011) investigated the effect of counterfeits on luxury goods by measuring CBBE and did not find any evidence for negative effects. Instead, awareness of counterfeits appears to positively affect CBBE.

To facilitate the measurement of luxury CBBE, Keller (2009) identified several dimensions that are particularly relevant for luxury brands (Model 3). To measure a brand's strength, Keller (2009) suggests the investigation of a brand's degree of perceived differentiation, energy (i.e. the sense of momentum), and relevance. Moreover, by looking at how a brand is regarded (its esteem), and customers' knowledge of luxury brands, the brand's stature can be measured. Monitoring these measures will provide marketers with insights about a luxury brand's past and future (Keller, 2009), and provide an opportunity to further track a brand's status.

Brand Equity Measurement for Luxury Brands (Keller, 2009)



Model 3: Keller (2009) CBBE Measurement for luxury brands

Additionally, Keller (2009) emphasizes the importance of brand imagery for luxury brands as they are built on intangible aspects. Here, the brand image held by customers is formed through own experiences or external factors such as the brand's communication efforts. Keller (2009) proposes four main types of associations related to brand image that are of particular importance for brand equity creation in a luxury context: 1) user profiles (e.g. actual or idealized), 2) purchase or usage situations (e.g. channels, store locations, activities), 3) personality and values (how customers feel about luxury brands) and 4) history, heritage, and experiences, ranging from private to public associations and experiences. It is particularly important to consider customer segments when assessing these dimensions as this will reveal crucial differences in how the brand is perceived by customer groups (Keller, 2009).

Furthermore, brand feelings refer to customers' emotions regarding a brand and feelings about themselves or related to other individuals when purchasing or using a brand (Keller, 2009). Brand feelings may take on a variety of forms and likely differ across customer segments (Keller, 2009). Lastly, Keller (2009) acknowledges brand expectations as an important element for luxury brands as he

views luxury brands as ‘promises’ to customers. Accordingly, customers’ expectations may range from what the luxury brand could, should, and will actually do (Boulding, Kalra, Staelin & Zenithal, 1993).

2.7.2 Brand equity and cohort effects

Despite the variety of research streams observed within CBBE literature, the impact of generational cohorts on brand equity has, thus far, gained little attention. Some authors have researched brand equity for specific generations, mostly focusing on Gen Y (e.g. Nowak, Thach & Olsen, 2006; Kim, Knight & Pelton, 2009). Extensive empirical exploration of Gen X in regard to brand equity appears to be lacking, further exemplifying the limited attention paid to Gen X in branding literature. Similarly, to our knowledge, no cross-generational comparisons between Gen X and Gen Y related to CBBE have been conducted thus far. However, Kim and Brandon (2010) have approached the differential effect of brand extensions on brand equity for Gen Y and Baby Boomers in the apparel industry to account for differences in needs and lifestyles of the two generations. To do so, the authors have included three dimensions of CBBE – brand awareness/associations, brand perceptions in terms of quality and emotional value, and brand resonance (Kim & Brandon, 2010). They found significant differences between the two generational cohorts in relation to brand resonance. Accordingly, they point out the necessity of adjusting a brand’s marketing strategy to effectively speak to members of each generation.

Generally speaking, insights into generational differences in CBBE literature remain scarce and underdeveloped. Yet, as Schewe et al. (2000) and Howe and Strauss (1991) emphasize, generational effects are likely to influence and ultimately alter how different customer groups experience and consume brands. This is based on the fact that values anchored in individuals' personality are strongly affected by their upbringing (Inglehart 1977; Ryder, 1965) and translate into how they perceive and interact with brands (Norum, 2003). Relatedly, CBBE being a construct that is specific to individuals and how they perceive and assign value to brands (Keller, 1993), it is expected that generational effects manifest themselves by leading to differences in CBBE.

2.8 Developing a measurement scale

As the above analysis clearly shows, no CBBE measurement scales currently exist that have previously been applied in the context of luxury branding and generational differences. However, profound customer knowledge, which is required for the development of effective branding strategies, is to be

generated through the measurement of CBBE (Keller, 2001). As the dynamic nature of CBBE has so far prevented the development of a generalizable CBBE model (Davčík et al., 2015), a new measurement scale needs to be derived to inform the creation of luxury branding strategies. Consequently, we develop a measurement scale based on existing scales found in literature which is expected to generate important insights on how generational differences impact the creation of CBBE in the distinct context of luxury brands. For the purpose of this endeavor, building upon an existing measurement scale that has been widely applied and approved in literature appears most reasonable.

Therefore, Aaker's (1996) 'Brand Equity Ten' will function as the construct for CBBE measurement in this study. As emphasized by Aaker (1996), it is necessary to adjust this scale to the specifications of the respective product and industry in question. Consequently, the 'Brand Equity Ten' will be modified through the use of more recent CBBE scales of Keller (2009) and Baalbaki and Guzmán (2016) to account for the complexity and specifications of the luxury industry, recent societal and environmental developments and customer perceptions. In addition, Aaker's market behavior measures are not considered as they are not directly linked to CBBE.

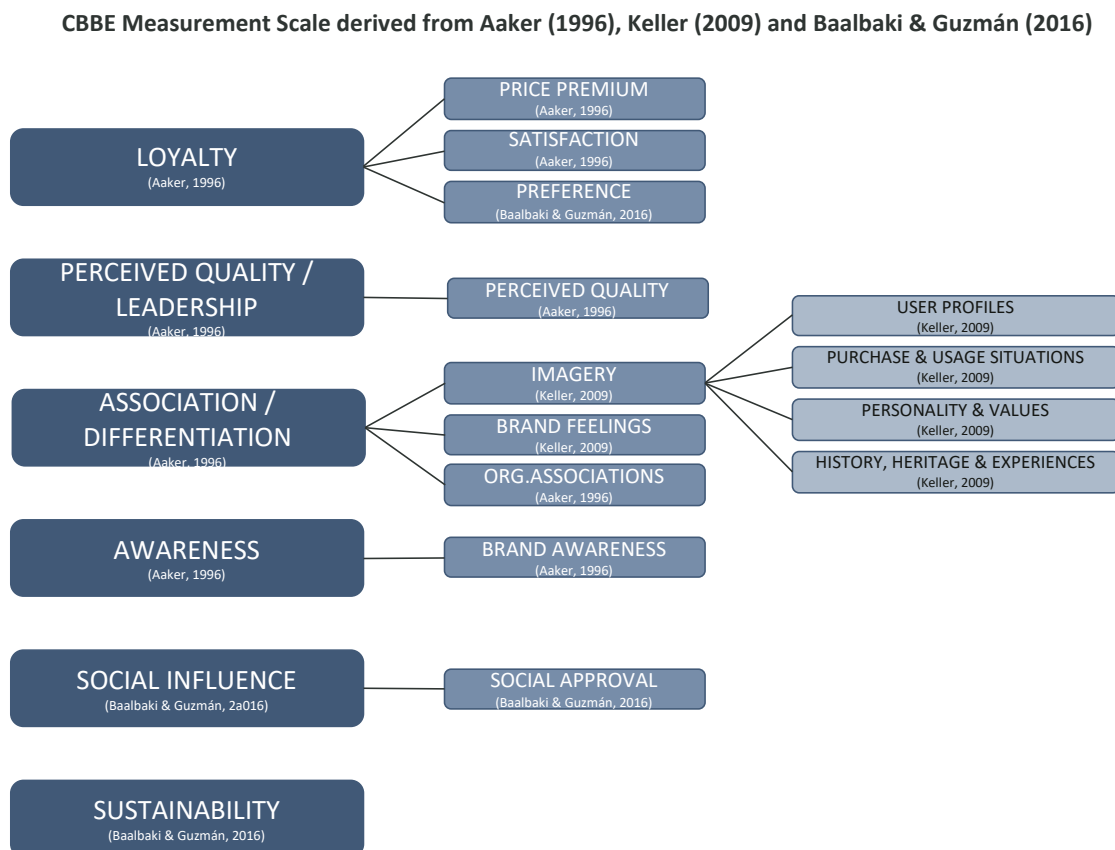


Figure 3: CBBE Measurement Scale derived from Aaker (1996), Keller (2009) and Baalbaki & Guzmán (2016)

Firstly, Aaker's (1996) loyalty measures 'price premium' and 'satisfaction' are both related to important characteristics of luxury goods. As mentioned before, luxury brands are characterized by high price levels (Kapferer & Laurent, 2016) and are expected to leave customers above satisfied (Brun & Castelli, 2013). Taking customers' willingness to pay a higher price as well as their satisfaction into account will provide important indications on how customers perceive a luxury brand. Moreover, this dimension can be linked to Wiedmann et al.'s (2009) findings which segment luxury consumers, among others, according to their financial value perception. To generate further insights into customer loyalty, Baalbaki and Guzmán's (2016) 'Preference' dimension will be included.

Secondly, the essence of luxury brands is to deliver high quality products (Brun & Castelli, 2013), which makes Aaker's (1996) perceived quality measurement an important element of CBBE. This dimension can be linked to luxury customers' functional value perceptions (Wiedmann et al., 2009). Furthermore, leadership dimensions will not be used to assess competitive positioning due to luxury brands' inherent uniqueness (Kapferer & Bastien, 2012) but instead to determine a brands' popularity and innovativeness.

Thirdly, association and differentiation measures are pivotal as they relate to the luxury brand's most important asset, its identity (Okonkwo, 2007). Moreover, as pointed out by Wiedeman et al. (2009) and Okonkwo (2007), the individual value luxury customers assign to a brand, which is mirrored in the perceived brand image, is crucial for self-expression and hedonic consumption. Therefore, this dimension as proposed by Aaker's (1996) should be modified to include all luxury brand imagery components (user profiles; purchase and usage situations; personality and values; history, heritage and experiences) and brand feeling elements introduced by Keller (2009).

Furthermore, Aaker's measurement item 'perceived value' focuses on financial value in terms of value for money. However, luxury items are naturally overpriced compared to production costs. (Kapferer & Bastien, 2012). Hence, value for money does not represent a relevant measure for luxury brands and will be substituted by perceived value as described by Keller (2009). In addition, the luxury industry has changed significantly, and most luxury brands are owned by large corporations (Kapferer, 2014). Therefore, looking into organizational associations is expected to provide interesting insights into CBBE creation (Aaker, 1996). Lastly, Aaker's (1996) brand awareness measures will be applied. Luxury brands require high brand awareness as they are only able to create a dream and desire for their products when the brand is well known and recognized by a large number of people (Kapferer &

Laurent, 2012). Assessing items such as brand recognition or recall will, hence, lead to valuable insights.

In addition to the outlined dimension above, two dimensions are included based on Baalbaki and Guzmán's (2016) consumer perceived CBBE dimensions: Social influences and sustainability. Luxury customers ascribe social value to luxury products (Wiedmann et al., 2009) which refers to the importance of social worth and meaning of luxury products (Seo & Buchanan-Oliver, 2017; Okonkwo, 2007). Using Baalbaki and Guzmán's (2016) social influence dimension will, thus, shed light on how luxury brands are used to shape social structures. The authors' sustainability dimension is becoming increasingly relevant in today's environment which puts pressure on luxury brands to be transparent and show social and environmental responsibility. Due to the emergence of more sustainable consumers, this dimension is expected to reveal differences between Gen X and Y in regard to CBBE. A visualization of the developed CBBE measurement scale is presented in Figure 3.

3. Research Gap

The luxury industry is facing several challenges which risk jeopardizing the success of long-standing luxury brands. Moving towards a mass market by including accessible luxury items in brands' offerings (Kapferer, 2012) has opened up the industry to an increasing number of competitors, threatening to weaken the building blocks of luxury and heavily intensifying competition (Kapferer, 2017). At the same time, technological advancements have shifted the scope of interaction between luxury brands and its customers, giving the latter more power over value and meaning creation (Okonkwo, 2007). Consequently, more than ever, luxury brands are required to find a way to stay ahead of the competition while remaining relevant to their customers.

Louro and Cunha (2001) recognize effective branding strategies as key to developing a competitive advantage, which Okonkwo (2007) supports as particularly relevant for luxury brands. However, the absence of a consensus about what constitutes luxury and how luxury brands should be managed (Kapferer, 1998; Vigneron & Johnson, 2004; de Barnier et al., 2011) underlines the complexity of building effective branding strategies in a luxury context. Several authors have approached the topic, focusing on a variety of marketing elements (e.g. Fionda & Moore, 2009; Keller, 2009; Atwal & Williams, 2009). Addressing the involved complexity, Keller and Bastien (2009, 2012) have established so-called 'anti-laws of marketing' which serve to translate the complex nature of luxury into guidelines for the development of marketing strategies.

An important element that these contributions to luxury branding have in common is the central position of the luxury customer. Accordingly, scholars have widely introduced the practice of segmenting luxury consumers through a value-based approach (Wiedmann et al., 2009; Hennings et al. 2012; Sharda & Bhat, 2019). For instance, Wiedmann et al. (2012) found customer perceptions to be built around financial, functional, individual, and social perceived value of luxury brands. To conduct value-based segmentation, however, it is necessary to identify the values of individual customer segments. Addressing this difficulty, Hellevik et al. (2002) found that age groups strongly differ in value orientation, which is in line with Inglehart (1977) who postulates that socio-historical events in an individual's youth result in distinct variations of how value is perceived across generations. While currently both Gen X and Gen Y customers take a prevalent position in the luxury customer landscape, the industry is undergoing a generational shift turning Gen Y into the dominant luxury customer of the

future (Eisen, 2011). Given these findings, it becomes clear that the ongoing generational shift in the luxury customer landscape is likely to implicate significant differences on customer value formation, ultimately influencing the effectiveness of branding activities.

Even though this shift currently represents a large challenge for luxury brands, research has paid little attention to generational differences in the luxury industry so far. This gap appears particularly prevalent when investigating Gen X. The limited stream of research that does investigate Gen X's purchasing behavior is primarily focused on the general apparel industry and only few researchers draw comparisons between Gen X and Gen Y (e.g. Norum, 2003; Gurau, 2012; Bergh & Behrer, 2016). This may result in the loss of nuances between Gen X and Gen Y, which are essential indicators for managing the generational shift in the luxury sector. Moreover, this clearly indicates the need for further research on the influence of Gen X and Gen Y on branding activities.

Detecting these influences can be done by investigating CBBE. Due to the multifaceted nature of CBBE, no model that is universally applicable across industries could be developed so far (Davčik et al., 2015). Building on Aaker (1991, 1996) and Keller (1993, 1998), many scholars have approached the development of CBBE measurement scales (e.g. Yoo & Donthu, 2001; Vasquez et al., 2002; Baalbaki & Guzmán, 2016). However, a comprehensive CBBE model for luxury brands has not been constructed yet, despite several researchers attaining the measurement of CBBE in a luxury context (e.g. Keller, 2009; Kim & Ko, 2012; Gabrielle et al., 2011). Moreover, only a very limited stream of literature was found that included generations when assessing CBBE, although the application of CBBE to develop branding strategies requires profound knowledge of a brand's customers. Furthermore, identified studies only involved Gen Y and Baby Boomers (e.g. Nowak et al., 2006; Kim et al., 2009; Kim & Brandon, 2010).

3.1 Research question

The synthesis of the literature shows an important interconnectedness between the three research streams on Luxury Branding, Generational Cohort Marketing, and customer-based Brand Equity and identifies a research gap in their intersection (Figure 4).

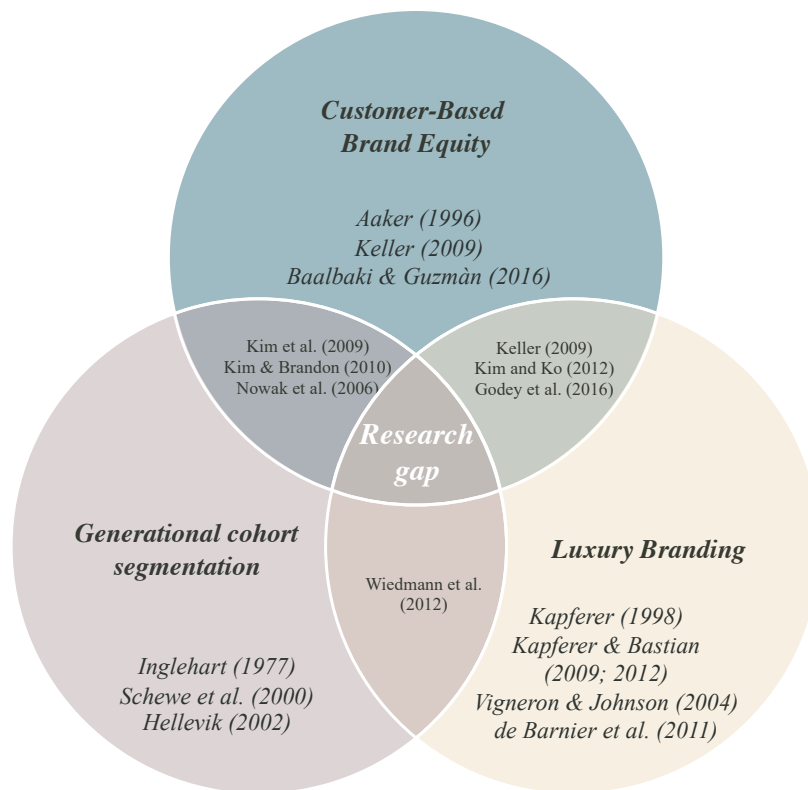


Figure 4: Illustration of intersection of CBBE, generational cohort marketing and luxury branding

Despite a thorough assessment of existing literature, no evidence could be found for the application of a cross-generational assessment of CBBE in the luxury industry. To our knowledge, a research gap exists in this field. Potential generational effects on CBBE of luxury fashion brands are deemed an essential factor in assessing the effectiveness of current and future branding strategies. Identifying such differences is particularly important given the current shift in customer segments from a Gen X domination towards Gen Y as the future luxury customer. Consequently, more knowledge regarding the effect of generational cohort membership on CBBE is required to serve as a guide for the development of effective branding strategies in the luxury industry. These are required to overcome the challenges imposed by the generational shift of luxury customers and are necessary to stay relevant to both Gen X and Gen Y customers by appealing to their unique value perceptions. This study, therefore, aims at closing the identified research gap by investigating the following research question:

How does the generational shift from Generation X to Generation Y influence the customer-based brand equity of luxury fashion brands?

3.2 Theoretical and managerial contributions

Answering the proposed research questions is expected to result in both theoretical as well as managerial contributions. First of all, this study will enrich the existing literature by being among the first in the field to investigate the influence of different generations on the development of CBBE in a luxury context. To do so, the CBBE measurement scale based on the existing scales of Aaker (1996), Keller (2009), and Baalbaki and Guzmán (2016) will serve as a guiding construct for data collection (see *Measurement Scale*, p.41). Due to the absence of a universally applicable measurement scale, it was derived based on the unique features of luxury brands.

Moreover, the selected CBBE dimensions can be related to the value variables identified by Wiedmann et al. (2009) who proposed four dimensions of luxury value perceptions (financial, functional, individual, and social value). Therefore, the established CBBE scale is expected to provide relevant theoretical insights into the value perception of both Gen Y and Gen X luxury customers as well as indications on how these are manifested in the creation of CBBE. The results are expected to serve as a basis for theory development and encourage future research streams. Moreover, this study will increase the scope of existing research streams on CBBE, luxury branding and generational cohort marketing.

Secondly, the results of this study will provide important insights for luxury brand managers. Pressured by the need of accommodating existing customers and capitalizing on the prevalence of a younger customer segment, they are required to adjust their branding strategies in meaningful ways to remain relevant across all customer segments. By investigating CBBE across both Gen Y and Gen X luxury customers, this study will identify relevant differences as well as similarities in how these two segments determine the value of a brand. The generated insights, in turn, will be translated into guiding principles, supporting luxury brand managers in adjusting branding strategies to effectively address the two customer segments. This will support luxury brands in building a strong brand and obtaining a balance between keeping a profitable base of existing customers and growing the brand further by attracting and maintaining future luxury customers. Consequently, implementing the principles will help brand managers to develop effective branding strategies, possibly leading to a competitive advantage.

4. Methodology

This section outlines the research strategy followed in this thesis. First, the methodological approach is discussed. Secondly, the data sources are outlined. Lastly, the section is rounded off by reviewing the strategy for data analysis and its implications.

4.1 Qualitative research

Researchers commonly distinguish between quantitative and qualitative research methods. Quantitative research methods have long been the dominant strategy for conducting business research, with its core focus laying on measurement, causality, generalization, and replication (Bryman & Bell, 2015). When executed correctly, this approach ensures reliability and validity to a higher extent than qualitative research (Bryman & Bell, 2015). However, quantitative research has often been criticized for its inability to distinguish between the natural and the social world, applying natural science models to the social world as if they were identical. The focus on causality creates a static view of the social world, where variables do not take people's social, ever changing realities into account (Blumer, 1956). The meaning of events to individuals and how they interpret them is thereby overlooked. This study, however, explores the concept of customer-based brand equity (CBBE), which pertains to the value customers assign to a brand in their minds and is subject to a variety of dynamic forces (Keller, 1993). Moreover, the aim of this study is to cast light on the different and underlying points of views in the poorly understood field of generational differences in luxury branding. As a quantitative approach based on static causality does not grasp the continuously changing social realities of customers, it is, thus, not deemed suitable. Instead, a qualitative research approach will be followed.

Qualitative research is inductivist, constructionist, and interpretivist in nature, even though not all properties are always fulfilled (Bryman & Bell, 2015). It is inductivist in the sense that theory is generated through the use of research, interpretivist since it examines interpretations of the world by its participants, and constructivist as it views the social world as created by its members, rather than separating phenomena from people involved in their construction (Bryman & Bell, 2015). Many researchers find it problematic to specify the exact nature of qualitative research, as it incorporates many distinct research methods such as ethnography, qualitative interviewing, focus groups, language-based approaches, and the analysis of texts and documents (Bryman & Bell, 2015).

However, there are underlying mechanisms that differentiate qualitative research. Firstly, qualitative researchers are preoccupied with seeing through the eyes of participants, concerned with “*capturing other people’s meanings rather than testing hypotheses*” (Marshall, 1984, p. 116). This proves beneficial when trying to understand which meanings customers of different generations ascribe to luxury fashion brands. Secondly, emphasis is put on context and process, where social life is viewed as how patterns and events unfold over time in their unique environments. This study is highly context-specific, as the current generational shift is a temporal rather than static phenomena, thereby emphasizing the need for a heightened focus on the unique circumstances in time and space.

The main benefit of qualitative research entails its focus on the complex interrelationship of social phenomena and human experience (Stake, 1995). By collecting thick data, it enables the emergence of a wide diversity of meanings. More precisely, thick data refers to detailed and complex descriptions pertaining to contextual meanings surrounding the subject of study as well as processes, activities, and people (Geertz, 1973; Bochner, 2000). This requires a flexible research approach facilitated by the unstructured nature of qualitative research methods (Brymann & Bell, 2015). The literature review highlights the importance of understanding the taken-for-granted rules that drive collective consumption behavior, related to luxury brands’ necessity of understanding the needs and underlying values of their customer base. Qualitative research offers the unique possibility of understanding the thoughts, feelings, and beliefs of consumers while acknowledging the importance of consumer context (Marks, 2000). Contextuality is central to this study as the current generational shift in luxury consumers is a contemporary phenomenon that cannot be investigated detached from its current environment. Furthermore, the development of CBBE is inherent in the minds of individual consumers, hence the importance of unique thoughts, feelings, and beliefs.

Yet, the qualitative approach also entails significant drawbacks which, however, can be mitigated. Qualitative research is often criticized to be too subjective, difficult to replicate, and challenging to generalize. The subjective nature of qualitative studies can be problematic as results are often heavily reliant on the researcher’s unsystematic interpretations. This research tries to mitigate subjectivity by utilizing a structured approach to the interpretation of data (see *Grounded Theory*, p.67). External reliability, the extent to which a study can be replicated, is challenging to guarantee in qualitative research, as the exact research context cannot be established twice due to the fact that situational factors such as personas, culture, and environment change (Brymann & Bell, 2015). Therefore, additional testing of the generated theory will be needed, preferably in a different context, as this will result in

profound findings likely to increase reliability. The last drawback is the generalizability of qualitative research. Due to the thickness of data, it is not possible to have equally large sample sizes as in quantitative research. Respondents may have strongly differing positions, making systematic comparisons complex and increasing the difficulty of making claims about a larger population. However, by carefully selecting respondents from various backgrounds (see *Sampling*, p.59), generalizability is expected to increase.

4.1.1 Research philosophy

As mentioned above, qualitative research is often interpretivist and constructivist in nature and will build the foundation for the epistemology and ontology of this study. Epistemology refers to the theory of knowledge and defines what is regarded as acceptable knowledge in the research (Brymann & Bell, 2015). As opposed to positivism, which is the epistemology prevalent in natural sciences, interpretivism assumes that knowledge resides in the subjective meaning of social action (Bryman & Bell, 2015). The focus of our study is hence how customers make sense of their social world. Secondly, ontology is the study of being and centers around the question of whether social entities are constructed or have an external reality (Bryman & Bell, 2015). Whereas objectivism assumes that social phenomena have an independent existence separate from actors, constructivism argues that social phenomena are created by social actors and have no separate existence (Bryman & Bell, 2015). By adopting a constructivist ontology, we are aware that our study presents a specific view of social reality, rather than a static, definitive one. In detail, we do not expect our participants' claims to be an objective truth, but rather a personally observed meaning constructed through the interaction with others.

The research paradigm adopted for the inductive part of the study is social constructionism, which is in line with the interpretivist and constructivist nature of this study. Hence, knowledge and reality are jointly constructed in the social interaction between researcher and participant (Holstein & Gubrium, 2008). In detail, the researcher and participant co-construct data whereby it becomes the product of the research process rather than simply an observed object (Holstein & Gubrium, 2008). The fundamental characteristics of a social constructivist approach are that reality is multiple, processual, and constructed and subjectivities are inherent in both data analysis and data collection. This can be perceived as a drawback as it challenges generalizability. However, employing an “(...) *abstract understanding of particular situations can allow social constructionists to move from local worlds to a more general conceptual level*” (Holstein & Gubrium, 2008, p.402). A benefit of the social constructionist approach is that it encourages innovation and the generation of novel theoretical interpretations of the studied life

(Holstein & Gubrium, 2008). An innovative approach is necessary when investigating poorly understood concepts, such as the influence of generational differences on CBBE of luxury fashion brands.

4.1.2 Abductive approach

The relationship between theory and research is a crucial consideration, and researchers divide it into inductive and deductive approaches. Deduction utilizes existing theory to establish predictions that afterwards are tested through the use of data (Gilbert, 2001). A strict deductive approach requires a logic, hypothesis-testing procedure built on preselected theory often utilized for the analysis of quantitative data. The difficulty of deduction lies in selecting the right theory, which is challenging as no data has been collected prior. Induction, on the other hand, collects data in order to generate theory (Gilbert, 2001). As qualitative research is exploratory, the reasoning for synthesizing data is often an inductive inquiry in this research field (Brymann & Bell, 2015). A limitation of induction is, however, that no amount of empirical data necessarily allows for theory building.

Logically, induction and deduction are distinct, however in the course of doing research, they are often intertwined (Gilbert, 2001). This has been the case in this research as well. The research question has been established based on a puzzle, namely the perceived differences between generations when purchasing luxury fashion. Afterwards, we determined the CBBE scale for luxury fashion brands by researching existing theories, with the goal to test the theoretically generated scale with the use of our data. This process, hence, followed a deductive approach. However, after collecting initial data and analyzing it, findings crystalized iteratively that made it evident that the theoretically generated scale needed refinement. This resulted in the creation of a slightly more complicated, but improved theory. Hence, an ongoing approach shifting between deduction and induction has been employed, which very much resembles abductive reasoning.

Abductive reasoning is a “(...) *back-and-forth engagement with the social world as an empirical source for theoretical ideas, and with the literature (...)*” (Bryman & Bell, 2015, p.27). It is built on the pragmatist approach first introduced by Charles Peirce (1931) and argues that abduction belongs to the context of discovery, where possible explanations are found for a puzzle in the world. Moreover, he claims that through a back and forth with theory, a plausible interpretation can be established. Mantere and Ketokivi (2013) refer to it as the best explanation among competing options that can be drawn from the data. This is essential in this study, as the qualitative, reflexive and process-oriented approach allows for an ongoing interplay between theory and method and ensures to take contextuality into account

(Hesse-Bieber & Leavy, 2011). The ongoing abductive approach hence enables to understand the context of the discovery, the generational shift, and its ongoing implications for the management of luxury fashion brands.

4.2 Single Case Studies

To grasp the complexity of the proposed research question in a meaningful way, this study will be designed as a case study. Case studies may be used to create descriptions, to test a theory or inductively generate theory by following an exploratory approach (Eisenhardt, 1989). As postulated by Eisenhardt (1989), case studies represent an applicable research design if a lack of existing literature on the investigated phenomenon requires the generation of new knowledge, if existing knowledge appears conflicting or if it is deemed inadequate due to low substantiation. Moreover, the applicability of case studies is further dependent on the study's research question, the researchers' scope of control as well as the study's focus (Yin, 2014). Accordingly, case studies typically answer 'How' and 'Why' research questions, as their nature allows for the identification of links within phenomena as required by this type of question rather than quantifiable incidences. Besides, case studies are best used when the focus of investigation lies on contemporary phenomena which cannot be controlled by researchers, but which necessitate the investigation of a variety of elements through observation (Yin, 2014).

The application of case study research is deemed appropriate to conduct this study for the following reasons. First of all, this study's research question, namely how the generational shift from Generation X to Generation Y influences customer-based brand equity of luxury fashion brands, constitutes a 'How' question which is in line with the very nature of case studies. Moreover, the observed generational shift in luxury consumers is a contemporary phenomenon and the development of CBBE context-specific and entirely inherent to the mind of individual consumers, meaning that it cannot be controlled. Lastly, due to the outlined lack of empirical evidence investigating this specific phenomenon tackled by the research question, the need for an exploratory research approach to generate new knowledge on the topic is best addressed by the application of case study research.

4.2.1 The nature of case studies

Yin (2014) proposes a two-fold definition of case studies. Accordingly, *"a case study is an empirical inquiry that investigates a contemporary phenomenon (the 'case') in-depth and within its real-world context, especially when the boundaries between phenomenon and context may not be clearly evident"*

(Yin, 2014, p. 16). Put differently, case studies build a frame of investigation and are used to approach and thoroughly understand complex, real-world phenomena whose boundaries are not easily differentiable and separated from the context surrounding them. As such, cases represent unique and specific systems (Stake, 1995) that may be, among others, of “*individual, group, organizational, social [or] political*” nature and that include a variety of different variables of interest (Yin, 2014, p. 4). Yin’s (2014) two-fold definition further entails that case studies are commonly built upon existing theoretical contributions that act as guidelines for the collection and analysis of data. Additionally, their subsequent analysis requires multiple data sources which are combined through triangulation (see *Data Collection*, p.58).

Case studies may include either quantitative or qualitative research methods or a mix of both (Eisenhardt & Graebner, 2007). Furthermore, they “*can accommodate a rich variety of data sources, including interviews, archival data, survey data, ethnography and observations*” (Eisenhardt & Graebner, 2007, p. 28). However, interviews are often chosen as the primary data collection method due to their ability to extract rich empirical evidence, generally shifting the main focus of case study research towards qualitative methods (Eisenhardt & Graebner, 2007). Therefore, this case study has been approached using qualitative interviewing. Due to their holistic approach, case studies can examine the full complexity of phenomena and result in a plethora of thick data available for data analysis through the application of qualitative research methods (Stake, 1995).

4.2.2 Choosing an appropriate case study

Stake (1995) distinguishes between three different types of case studies: 1) Intrinsic case studies, which emphasize the interest in a specific case rather than a general phenomenon, 2) instrumental or single case studies which are studied on the premise of applying the insights of a specific case to gain understanding about a general phenomenon and 3) collective or multiple case studies, which apply several instrumental case studies to gain a broader understanding of a specific phenomenon. Yet, Stake (1995) recognizes that the lines between these types are to some extent blurry, accounting for the possibility of overlap between them.

To choose an appropriate case, it is important to recognize that the central issue, i.e. the study’s research question, holds a dominant position in the respective case (Stake, 1995). Moreover, cases should be chosen to maximize the potential learning effects (Stake, 1995). Particularly when aiming at generating theory, theoretical sampling rather than random or stratified sampling should be applied for case selection (Eisenhardt & Graebner, 2007). This refers to purposefully choosing cases based on their

anticipated ability to elucidate relationships and constructs to answer the research question and derive theoretical insights (Eisenhardt & Graebner, 2007).

4.2.3 Single vs. multiple-case studies

Case studies may be undertaken using either single or multiple cases (Eisenhardt, 1989). Although both are based on the same inherent characteristics and premises as outlined in the two previous sections, they are distinct from each other in their application as well as the results they derive.

In contrast to multiple-case studies, single case studies are centered around the in-depth analysis and complexity of one particular case (Bell, Bryman & Harley, 2019). Despite only considering one case, single case studies represent a powerful tool that offers the possibility of choosing a specific case that is particularly well-equipped to illuminate certain phenomena and provide valuable insights on a specific topic (Siggelkow, 2007). Following, selecting an appropriate case for a single case study through theoretical sampling usually leads towards the choice of a particularly revelatory or extreme case or typical cases (Yin, 1994). While extreme cases refer to cases that are so particular in their nature that they are expected to unravel phenomena that were never before researched (Yin, 2003), a typical case provides the opportunity to shed light on a broader range of cases (Gerring, 2007). More precisely, this is achieved by choosing a case that is believed to be representative of a broader population of cases in order to increase generalizability (Yin, 2003). Consequently, single case studies offer the possibility of investigating and thoroughly describing the existence of specific phenomena (Siggelkow, 2007) under distinct conditions (Eisenhardt & Graebner, 2007).

On the other hand, multiple-case studies are used as a comparison mechanism, looking at specific phenomena through the application of multiple cases (Bell et al., 2019). Following, multiple-case studies may detect idiosyncrasy of a phenomenon to a single case or a phenomenon's consistency over a series of cases, indicating higher external validity and generalizability than generated by single case studies (Eisenhardt & Graebner, 2007). This kind of study may, thus, result in the emergence of more robust theory backed up by deeper and more varied empirical evidence (Eisenhardt & Graebner, 2007). Furthermore, it is claimed to lead to more accuracy and depth of depicted relationships and constructs resulting from data analysis while simultaneously increasing their testability (Eisenhardt & Graebner, 2007). Authors such as Eisenhardt (1989) further concluded that to reap the full potential of theory building, four to ten cases should be used.

Despite these benefits, multiple-case studies also entail several drawbacks. The application of theoretical sampling for case selection becomes an inherently difficult task as outlined by Eisenhardt & Graebner (2007). Accordingly, while single-case studies emphasize the uniqueness of the chosen case, multiple-case studies need to fulfill the complex task of defining a collection of cases that collectively lead to the generation of theory. Moreover, the amount of thick data accumulated through data collection is multiplied by the number of cases applied, often leading to an overload of data that is difficult to manage and analyze (Eisenhardt, 1989). On top of requiring higher amounts of resources, multiple-case analysis, hence, runs the risk of leading to the creation of overly complex and difficult to grasp theories that lack the simplicity often derived by single case studies (Eisenhardt, 1989).

Although multi-case research presents advantages in terms of generalizability, testability and robustness compared to single case research, this research is designed as a single case study focused around a typical case. Due to time and resource constraints, this study is not designed as a multiple case study. Instead, this research intends to examine the existence of a specific phenomenon. Therefore, making use of a single case study and a typical case that is expected to shed light on the phenomenon's wider application and increase generalizability, is perceived as a more appropriate means for data collection.

4.2.4 Benefits and drawbacks of single case studies

The benefits of single case studies contribute to this study for several reasons. First of all, the purpose of single case studies is the generation of knowledge that provides insights on a larger population (Gerring, 2007). Cohort effects on CBBE of luxury brands are so far a poorly understood and novel concept in branding literature. Therefore, the holistic approach and exploratory nature of single case studies represents a particularly critical advantage (Gerring, 2007). In addition, single case studies reveal causal inferences. Although looking at a single cause does not provide enough evidence to identify formal cause and effect relationships, case studies allow the thorough investigation of the subject of study. Thereby, they expose the deeper reasoning and feelings of subjects that underlie their actions and opinions, which are particularly important to determine the development of CBBE. This, in turn, leads to the discovery of potentially pivotal causal mechanisms that may guide future research.

Moreover, single case studies recognize the existence of multiple realities (Stake, 1995), referring to the meaning people give events and how they interpret them differently. This is not only in line with the constructivist research approach of this study but also crucial given the subjectivity of CBBE and how it is derived in the mind of each individual customer. Lastly, data required for this research is dependent on individual brands. Although similarities may exist between brands, CBBE is brand

specific and thus lends itself to the choice of a particularly relevant case to undertake single case research, by choosing one brand as the focal point of study. The results, however, are expected to give insights on a larger population of luxury fashion brands by choosing a typical case that is deemed representative of other luxury fashion brands.

Despite these advantages, several weaknesses are inherent to single case studies which may, however, be mitigated. For instance, the analysis of such studies requires the interpretation of data and can, thus, suffer from subjectivity and bias (Yin, 2014). However, subjectivity and bias represent potential drawbacks to all types of research methods (Yin, 2014). Consequently, we will use grounded theory to decrease subjectivity and follow a structured approach to data analysis (see *Grounded Theory*, p.67). Moreover, analyst triangulation by conducting this study with two researchers, further decreases the risk of subjectivity. Additionally, conducting case study research is often perceived as time consuming and data heavy (Yin, 2014). This drawback, however, can be mitigated through adjusting the research design to include data collection methods that are limited in their scope as done in this study by selecting interviews as the main source of data (Yin, 2014).

The most often criticized weaknesses of single case studies are their limited external validity and generalizability (Gerring, 2007). Due to a naturally small number of cases investigated, single case studies are in principle not representative of the whole population (Gerring, 2007). This propensity causes single case studies to suffer from a generally weaker external validity than other research methods (Gerring, 2007). However, by selecting a ‘typical case’ external validity is increased to some extent (Gerring, 2007). Furthermore, the small set of cases is often claimed to inhibit the generalizability of single case studies (Stake, 1995, Yin, 2014). Indeed, the analysis of a single case does not render itself to the creation of generalizations about a respective population (Yin, 2014). Nevertheless, it is possible to make analytical generalizations and modifications on existing theories in the field of study based on single case study research (Stake, 1995; Yin, 2014). Under careful examination, data analysis is likely to derive insights on the particular case at hand that may confirm existing theoretical contributions or indicate divergent tendencies, thereby refining existing knowledge and representing an important contribution to existing literature (Stake 1995, Yin, 2014). By further including secondary data to the analysis and by making use of triangulation, the generalizability of the present study will be further strengthened (see *Data Collection*, p.58).

4.2.5 Research context: Louis Vuitton

For this single case study, the luxury fashion brand Louis Vuitton (LV) has been chosen as the case. Part of the LVMH group founded in 1987, the company is the globally leading luxury conglomerate in terms of revenue and size with a broad portfolio of around 75 luxury brands in a variety of categories, ranging from fashion and leather goods to fine spirits (LVMH, 2020a). LV is not only the most successful brand in LVMH's portfolio (Masè & Cedrola, 2017) but is widely acclaimed to be the largest luxury brand worldwide (Cavendar & Kincade, 2014). The brand itself is focused on the production of leather goods and ready-to-wear clothing and accessories (Masè & Cedrola, 2017).

Founded in 1854 in Paris by a French craftsman, the company is built on tradition and a rich heritage originally crafting trunks (Louis Vuitton, 2020a). Focusing on innovation since its founding, LV introduced one of their most iconic features, the waterproof and resistant canvas pattern used to coat trunks, back in 1888 (Louis Vuitton, 2014). Emphasizing tradition and heritage as well as innovation and high quality, LV has managed to develop into a well-established luxury brand and remains ahead of its competition even after decades of success (Masè & Cedrola, 2017). Introducing both iconic as well as traditional product lines that range from affordable to inaccessible luxury (e.g., Louis Vuitton, 2020b), the brand continues to showcase exceptional growth (LVMH, 2020a). Moreover, LV operates its stores around the globe and enjoys high awareness across all geographic regions (Masè & Cedrola, 2017). With clients as the brand's main focus (Masè & Cedrola, 2017), LV's customer base covers all age ranges (Ahuja, 2014) and is frequently endorsed by celebrities (Masè & Cedrola, 2017).



Image 1: Illustration of LV's rich heritage (LVMH, 2020b)

Due to the company's long-lasting leading position in the global luxury market, Cavendar and Kincade (2014) describe LV as “(...) *representative of an archetypal luxury company*” (p.234). LV does not only fulfill the definition criteria of a luxury fashion brand but its success, geographic dispersion, and longevity lead to the conclusion that LV is representative of other luxury fashion brands. Studying LV may, thus, be classified as a typical case, which enhances potential for generalizability to a larger population of luxury fashion brands. Moreover, due to LV's high brand awareness, popularity, and diversified customer base of varying age groups, it is expected that LV is subject to generational effects on its CBBE concerning the brand's Gen X and Gen Y customers. Consequently, this study aims to expose these effects through an in-depth analysis of the brand's customers.

4.3 Data collection

This section illuminates the rationale behind the data sources selected for this study. As pointed out by Tracy (2013), multiple data sources may be combined to improve the credibility and strength of results gathered through qualitative research methods. This practice is commonly referred to as triangulation and was broadly acknowledged by Denzin (1970). He further recognized the possibility of enriching a research's findings through multiple observers, theoretical perspectives or methodologies in addition to data sources. Essentially, the strategy of triangulation is aimed to generate results of higher credibility or validity (Bell et al., 2019), by validating findings through multiple data points, for instance by making use of multiple data sources or researchers (Denzin, 1978). Consequently, to increase the validity of findings, this research includes multiple data sources. Accordingly, this study primarily collects data through semi-structured interviews, which is complemented by secondary data.

4.3.1 Sampling and Sampling techniques

Purposive Sampling

As commonly prevalent in qualitative research (Bell et al., 2019), this study will follow a non-probability sampling approach by applying purposive sampling to select subjects. In contrast, probability or random sampling methods are appropriate when aiming to reach generalizability over a large population and when the study does not require individuals to display certain requirements to be sampled (Bell et al., 2019). As this research is based on a single case study, purposive sampling is chosen as it selects subjects in a deliberate manner (Yin, 2011). More precisely, in purposive sampling, the research question is at the center and indicates the characteristics required by individuals to provide

the information that is most relevant to answer the research question (see *Figure 4*). Following, subjects are sampled strategically based on a defined set of characteristics (Bell et al., 2019) and to maximize the amount of information to be extracted (Kuzel, 1992). To reduce bias, the sampling of subjects should further include contrasting views by intentionally selecting subjects whose opinions are likely divergent to generate data covering a broad range of perspectives (Kuzel, 1992).

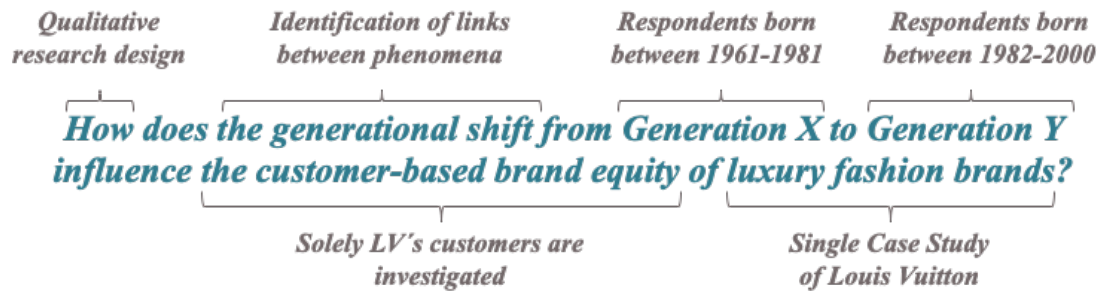


Figure 4: The research question is at the center of our methodological approach

Recognizing the necessity of discovering interrelationships and thereby generating theory, this study will follow a specific form of purposive sampling, namely theoretical sampling based on the concept of grounded theory (Glaser & Strauss, 1967). Interviewees, are selected to aid theory generation in an iterative process, building upon preceding interviews and theoretical insights derived thereof to collect additional information required for subsequent theory generation (Bell et al., 2019). The process is continued until theoretical saturation is reached (Charmaz, 2006).

Following the principle of theoretical sampling, the interviews of this study have been selected based on their ability to contribute to theory generation. As a guiding principle derived a priori based on this study's research question (Hood, 2007), interviewees needed to fulfill the following criteria to be eligible for this study: First of all, interviewees should belong either to Generation Y, born between 1982-2000, (Rich, 2018) or Generation X, born between 1961-1981 (Howe & Strauss, 2007). This specification is required to detect generational effects on CBBE of luxury brands. As CBBE is a brand-specific concept that is developed in the mind of the brand's customers (Keller, 1993), interviewees have to be customers of LV, the focal case of this study. We define being a customer as currently possessing at least one item of the brand. Moreover, to reduce bias and ensure a broad range of perspectives, participants should ideally be balanced in terms of gender, professional backgrounds, and nationalities.

Sample size and description

To guarantee the generation of theory through the conduction of interviews in-depth, the number of subjects in qualitative single-case studies is naturally limited by the study's scope. As Onwuegbuzie and Collins (2007) put it, *“sample sizes in qualitative research should not be so small as to make it difficult to achieve data saturation, theoretical saturation, or informational redundancy. At the same time, the sample should not be so large that it is difficult to undertake a deep, case-oriented analysis”* (p.289). Applying purposive sampling techniques in the form of theoretical sampling, the sample size is accordingly determined by reaching theoretical saturation (Bell et al., 2019).

Theoretical saturation is reached when no more relevant data appears to be extracted from the data sources. In detail, this occurs when categories can be established based on the extracted data, and relationships between these categories can be thoroughly derived (Strauss & Corbin, 1998). However, no clear formal rules or criteria exist that indicate when theoretical saturation is reached, leaving this determination to the subjective perception of the researcher (Guest, Bunce & Johnson, 2006). As for this study, concepts and categories started to noticeably reappear after the 10th interview. Given the scope of this study, it was concluded that theoretical saturation has been reached after the 16th interview. At this point, it did not appear that more relevant data could be extracted from any additional interviews that would significantly contribute to the generation of theoretical insights.

The sample consists of a total of 16 participants, of which eight respondents belong to the Gen X cohort, ranging between 46 and 54 years of age, and the other eight fall within the Gen Y cohort, spanning an age range of 20 to 25 years. They exhibit equal gender distribution, across and within cohorts, respectively. All Gen Y interviewees are currently enrolled as students. All but one Gen X participant, who currently stays at home, are employed in a variety of fields, such as medical assistance, real estate management, or consulting. In total, the sample includes six nationalities: seven interviewees of German nationality, three Italians, two Portuguese, one Dutch, one Austrian, one Danish, and one Swiss. Overall, the different backgrounds and nationalities of interviewees ensure a variety of perspectives and thereby increase the sample's representativeness. This is further supported by the equal age distribution which evenly classifies respondents as belonging either to Gen Y and Gen X. Table 4 provides a comprehensive overview of all participants and their demographics.

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Male 1	German/ Swiss	Male	24	Student	On Skype	10.03.2020
Gen Y Male 2	Dutch/ Italian	Male	20	Hotel Management	On Skype	04.03.2020
Gen Y Male 3	Italian	Male	24	Student	Copenhagen	06.03.2020
Gen Y Male 4	Austrian	Male	25	Student	On Skype	01.03.2020
Gen Y Female 1	Danish	Female	21	Student	Copenhagen	02.03.2020
Gen Y Female 2	Portuguese	Female	22	Student	Skype	22.03.2020
Gen Y Female 3	German	Female	25	Student	Skype	18.03.2020
Gen Y Female 4	Portuguese	Female	22	Student	Skype	23.03.2020
Gen X Male 1	German	Male	50	CEO of service company	On Skype	12.03.2020
Gen X Male 2	German	Male	53	CTO at tech company	Düsseldorf	01.03.2020
Gen X Male 3	Italian	Male	46	Investment Banker	On Skype	10.03.2020
Gen X Male 4	German	Male	49	Partner at consultancy	On Skype	05.03.2020
Gen X Female 1	German	Female	52	Housewife	Düsseldorf	01.03.2020
Gen X Female 2	German	Female	54	Real Estate	Düsseldorf	01.03.2020
Gen X Female 3	Italian	Female	50	Works in Advertising	On Skype	05.03.2020
Gen X Female 4	German	Female	52	Medical assistant/ orthopedist	On Skype	20.03.2020

Table 4: Overview of sample, demographics and interview time and place

4.3.2 Semi-structured interviews

When conducting qualitative research, in-depth interviews are often chosen as the primary research method (Bell et al., 2019). Qualitative interviews can be either semi-structured or unstructured. Both permit for more flexibility than quantitative interviewing due to a less structured approach (Bell et al., 2019). As such, the goal of qualitative interviews is to investigate how individual subjects make decisions, create meaning, think, and behave to shed light on social complexities (Brenner, 2006). Conducting qualitative interviews is perceived as an adequate method to shed light on the complex process of CBBE formation and detect potential differences among LV customers belonging to Gen X and Gen Y.

Qualitative interviewing allows to adjust the sequence and direction of questions asked, which enables researchers to react to individual interviewees' responses and explore emerging themes (Bell et al., 2019). They resemble a conversation that allows for two-way communication (Yin, 2011), building a relationship between interviewee and interviewer (Seidman, 2006). The respondent is central in qualitative interviewing, hence the interviewer ought to engage just enough in the conversation as to initiate the interviewee's responses and simultaneously give the interviewee enough room to ensure his or her autonomy (Seidman, 2006).

Contrasting semi-structured and unstructured interviews, the latter provide even more flexibility as they do not follow any structure and instead follow the natural flow of conversation prompted by an initial question (Bell et al., 2019). Semi-structured interviews, in contrast, offer more structure as they are built on interview guides that list specific questions to be addressed during the interview (Bell et al., 2019). This study will be based on semi-structured interviews because of the following advantages.

Firstly, the higher emphasis on structure allows for a more specific research focus (Bell et al., 2019). By creating an interview guide, questions may be formulated prior to the first interview to ensure that all relevant dimensions of CBBE are addressed throughout the interview. Furthermore, it ensures a certain degree of consistency across interviews which will facilitate the analysis of cross-generational data. At the same time, semi-structured interviews allow us to steer the interview into different directions and follow up on relevant themes. This offers the valuable opportunity to dive deeper into the participants' realities and reveal taken-for-granted assumptions, ultimately supporting the generation of relevant insights. The interview guide has been modified iteratively in line with grounded theory.

One of the main limitations of interviews is the risk of incorrectly interpreting the meaning of the data (Yin, 2011). Participants often attribute meanings to mannerisms or words which the researchers may not be aware of, leading to a false interpretation of meaning (Yin, 2011). Relatedly, respondents may not be able to equally well express themselves in an obvious manner. To mitigate this risk, we have focused on listening carefully during the interview and subsequently analyze interviewees' responses in a coherent and consistent manner to discover the underlying meanings, attitudes and perceptions of the respondents (Rubin & Rubin, 1995).

Interview Design

The 16 in-depth interviews were conducted within a time period of three and a half weeks (01.03.2020-25.03.2020). Out of the 16 interviews, five were conducted in person in Düsseldorf and Copenhagen. The remaining eleven were conducted via Skype. This enabled to include more respondents of different nationalities in the sample to ensure a broad set of perspectives and to reduce bias. Moreover, the last five interviews had to be undertaken via Skype due to the global outbreak of Covid-19, which prohibited physical contact with participants.

Overall, the interviews lasted between 30 and 60 minutes, resulting in a total of 646 minutes of interview recordings. The interview length was heavily influenced by the participants' immersion with LV. Selecting a variety of different LV consumers to guarantee the coverage of different perspectives in this study, hence, explains the variance in interview length. Full transcripts of all interviews can be found in Appendix 4. The interviews were transcribed in parallel to their conduction, leading to an early identification of occurring themes and facilitating the selection of additional interviewees.

The interviews were organized as follows:

1. Upon selection of the single case LV, an initial interview guide was created, covering all relevant dimensions of CBBE (see *Measurement Scale*, p.41). During the interview process, this guide was modified iteratively based on the findings and insights generated.
2. The guide and the criteria for sample collection were developed simultaneously following the purposive sampling procedure.
3. Potential interviewees were selected and contacted. Not all interviews were scheduled immediately but instead in the course of one month to incorporate first insights of previous interviews into the selection of additional participants.

4. Interviews were scheduled in quiet environments and to the convenience of the interviewee and digitally recorded to ensure accurate transcription.

Interview guide

Following the implications of semi-structured interviews, an interview guide was designed (see Appendix 1). This guide is built around the dimensions of CBBE derived from Aaker (1996), Keller (2009) and Baalbaki and Guzmán (2016). The guide was designed to reveal how customers belonging to different generational cohorts build brand equity in relation to LV, serving as a framework to ask the same questions to both generations so that they could be compared to one another afterwards. The respondents themselves were not aware of the generational component of this study, and the questions were designed to explore personal experiences, social worlds and attitudes of respondents in relation to LV. To be able to analyze generational differences without priming respondents' opinions, they were not asked about age or generational cohort related matters.

Importantly, this guide only suggests a loose structure and encourages the change of sequence and the modification of the overall guide during the interview process. As such, questions were adjusted and added as insights emerged during the interviews which were not previously considered. This process is in line with grounded theory, which stresses *"the importance of not starting out with too many preconceptions"* (Bell et al., 2019, p. 440). To ensure the successful extraction of information and avoid the induction of bias and respondents' answers, questions throughout the guide are primarily posed in an open-ended, non-directive and straightforward fashion (Yin, 2011; Tracey, 2013). The following section will elucidate the interview guide's structure.

- 1) The introduction presents the interviewee with background information on the researchers and the study, highlighting elements such as interview durability, confidentiality and recording of the interview.
- 2) The first section serves to create rapport between interviewer and interviewee and, hence, focuses on background and lifestyle. After a general introduction, generative questions, such as *"How do you describe your own lifestyle?"*, are intended to make the respondent feel comfortable and induce his willingness to share information (Tracey, 2013). Furthermore, questions were steered towards shopping habits without probing connection to the luxury market yet.

- 3) The third section directly addresses respondents' engagement with luxury purchases. Open questions such as “*Do you purchase luxury goods?*” are asked to generate unbiased insights regarding the participants’ general involvement and attitudes towards luxury consumption.
- 4) After providing interviewees with a definition of what constitutes luxury fashion, the fourth section is divided into six subsections to cover the different dimensions of CBBE: Brand awareness, brand imagery, organizational association and brand leadership, social influence, loyalty, and sustainability. The sequence of CBBE dimensions in the guide is arranged according to how sensitive the required information is.
 - a) Brand awareness was incorporated by asking questions concerning brand recall and recognition. Moreover, to fully explore the dimensions of CBBE, this section first introduces LV as the focal brand, functioning as the first indicator of participants’ involvement with the brand.
 - b) Brand imagery addresses brand personality and values, brand feelings and the brand’s history, heritage, and experiences. Moreover, questions regarding usage and purchase situations and user profiles were asked.
 - c) Organizational association and brand leadership concerns LV’s perceived uniqueness, innovativeness and popularity. It also asks participants regarding their opinions towards LVMH.
 - d) Social influence explores topics of social approval by asking questions related to how LV products affect the way consumers perceive themselves or others.
 - e) The loyalty dimension is directed at participants’ satisfaction and preference as well as the brand’s price premium.
 - f) The sustainability dimension specifies two forms of sustainability, namely environmental and social sustainability (Hansmann, Mieg, & Frischknecht, 2012). Upon giving participants an overview on these forms of sustainability, they are asked to evaluate LV’s engagement in environmental and social sustainability, respectively.
- 5) Finally, respondents are given the opportunity to finish the interview on their own terms (Bell et al., 2019). Therefore, the interview is wrapped up by asking participants for any further remarks on what makes LV as a strong brand in their eyes.

4.3.3 Secondary Data

Secondary data has been included in this study to ensure the triangulation of data (Denzin, 1970). By using more than one data source, retrieved data can be cross-checked and complemented (Bell et al., 2019). This, in turn, serves to increase the validity of generated insights (Guba and Lincoln, 1994). Therefore, next to pursuing primary data collection methods, secondary data sources were used to enrich

the outcome of this study. Secondary data, which includes any kind of data not collected by the researchers themselves (Bell et al., 2019), thus, played a critical role in the data collection and analysis process. More precisely, it was collected to support the analysis of primary data as well as the generation of theoretical insights.

Accordingly, it was gathered in response to emerging themes and concepts derived from primary data collection and the open coding process (see *Open Coding*, p.70). As such, secondary data sources are intended to provide additional insights and perspectives on the topic of generational influences on CBBE for luxury fashion brands. While similarities between primary and secondary data functioned to strengthen the validity of identified concepts, differences were used to challenge and critically question generated insights. For the purpose of this study, secondary data was extracted from online reports as well as user-generated content found on social media platforms, an online forum and a fashion blog. Table 5 provides a list of the different data sources that were consulted. An overview of all secondary data used in this study can furthermore be found in Appendix 2.

Data source	Collected data
Instagram	18 posts
Twitter	16 posts
LinkedIn	7 posts
Online Forums	5 posts
Blogs	1 post
Reports	2 reports

Table 5: Overview of secondary data sources

4.4 Data Analysis

To analyze the data retrieved through in-depth interviews and secondary data sources, this research applied a grounded theory approach. Accordingly, data analysis was conducted following a three-phase coding process, including open coding, axial coding, and selective coding.

4.4.1 Grounded Theory

This research follows a grounded theory approach as it enables the generation of theory based on qualitative data in a structured manner (Bryman & Bell, 2015). Some characteristics of grounded theory analysis have already been highlighted in previous sections: this study follows the principles of theoretical sampling in the selection of the case and interviewees, while the sample size was determined through theoretical saturation. Furthermore, data was collected iteratively through in-depth interviews and secondary data.

Grounded theory enjoys popularity among researchers as it represents a systematic and thorough framework guiding the inductive analysis of qualitative data (Tracy, 2013). While the concept was originally introduced by Glaser and Strauss (1967), both authors continued to work separately on the topic after their joint publication in 1967 as their perspectives diverged, leading to the Straussian view becoming more prominent (Kelle, 2005). Subsequently, the Straussian view of grounded theory, which is followed in this study, was further developed by Strauss and Corbin (1990) and Charmaz (2006).

Strauss and Corbin (1998) describe grounded theory as “(...) *theory that was derived from data, systematically gathered and analyzed through the research process*” (p. 12) while “(...) *data collection, analysis, and eventual theory stand in close relationship to one another*” (p.12). Grounded theory is based on two essential characteristics. First, it enables the generation of theory from collected data (Bell et al., 2019). Second, theory generation is realized by iteratively pursuing data collection and analysis, meaning that both are done in parallel by moving from one to the other until theory is generated (Bell et al., 2019). In addition to these characteristics, grounded theory is built on four essential tools, namely theoretical sampling, coding, theoretical saturation and a process of constant comparison (Bell et al., 2019). The details of theoretical sampling are highlighted in *Purposive Sampling* (p.59), while the concept of theoretical saturation is explained in *Sample Size* (p.60). However, theoretical saturation does not only refer to the data collection process but is also applied during the coding process. Theoretical saturation in coding is reached when it appears no longer necessary to further review data to develop concepts and categories (Strauss & Corbin, 1998). Details on coding and the process of constant comparison are provided in the following section (see *Coding*, p.67).

Applying these four tools and adhering to the principles of grounded theory enables the application of a systematic framework facilitating the complex task of analyzing thick and rich qualitative data (Bell et al., 2019). Furthermore, it represents an encompassing tool for the generation of theory (Charmaz, 2006; Bell et al., 2019). Resulting theoretical contributions may be substantive, relating to specific cases, or formal, referring to a higher level of abstraction and broader applicability (Bell et al., 2019).

Nevertheless, several scholars have criticized grounded theory in spite of the associated advantages. Scholars have argued that the coding process fragments data in a way that leads to the loss of contextual background (Coffey & Atkinson, 1996). Furthermore, Charmaz (2000) accuses most grounded theory approaches of being objectivist, claiming that they are preoccupied with the discovery of “*a reality that is external to social actors*” (Bell et al., 2019, p. 530). Instead, Charmaz (2000) stresses the importance

of researchers in the dialectical construction of knowledge, and thus, reality. This is in line with the social constructivist stance of our study. Hence, the role of both the researcher and research subjects in the creation of reality are considered in our coding process.

Due to the identified research gap regarding CBBE of luxury fashion brands, following a grounded theory approach is deemed appropriate for the generation of new theoretical insights pertaining to the topic, as it allows a structured, yet flexible approach to investigate participants' social worlds. Particularly, the iterative approach advocated in grounded theory is deemed an effective way to ensure the inclusion of varying perspectives in the data collection and analysis process. Therefore, the benefits associated with applying a framework for the systematic analysis of data are expected to outweigh potential drawbacks. As suggested by Strauss and Corbin (1990), data is analyzed following a three-phased coding process which is described in the following section.

4.4.2 Coding

In grounded theory, coding serves as a tool to reduce the amount of data generated, while simultaneously supporting the researcher in systematically organizing and assigning meaning to it (Tracy, 2013; Huberman & Miles, 1994). In contrast to quantitative analysis, codes derived through a grounded theory approach are not established based on fixed or existing codes, but rather *in vivo*, emerging from the data in question (Bell et al., 2019).

As a first step of theory generation, collected data is broken down into components. Labels, or codes, are then assigned to these segments based on the researcher's interpretation (Charmaz, 2000). This practice serves to separate and organize data and should be undertaken in parallel to data selection (Charmaz, 2000). Following, codes are developed into concepts and categories that directly feed into the process of theoretical sampling and that are used to build theory (Strauss & Corbin, 1998). Coding follows an iterative process of constant comparison, which is why we reviewed, compared, and refined codes in a continuous interplay with theoretical sampling during the data analysis and collection process (Glaser & Strauss, 1967). The coding process was carefully prepared manually in advance, and the interview guide, the sample, and secondary data included were iteratively adjusted.

Ultimately, derived codes function as an index that facilitates the interpretation of data and subsequent generation of concepts, categories, and theory (Bell et al., 2019). More specifically, concepts refer to phenomena identified in the data which are assigned labels and build the foundation of theory generation (Strauss & Corbin, 1998). In contrast, categories are more abstract and comprise two or more concepts

(Strauss & Corbin, 1998). For the successful generation of concepts, categories, and, finally, theory, data is coded following a three-phase approach: open, axial, and selective coding (Strauss & Corbin, 1990). For the purpose of this study, the data was coded using the computer-assisted qualitative data analysis software NVivo (Bell et al., 2019). The NVivo software enables the structured implementation of a grounded theory approach by facilitating the tasks of writing, organizing, and retrieving codes. The detailed coding process can be found in Appendix 3.

Open Coding

According to Strauss and Corbin (1990), open coding refers to “(...) *the process of breaking down, examining, comparing, conceptualizing and categorizing data*” (p.61). At this first stage, codes, or labels, are created and assigned *in vivo*, pertaining to the practice of developing codes directly from the language and expressions used by subjects during the data collection process (Strauss, 1987). Not considering existing theoretical contributions at this stage was expected to reduce the risk of bias in the creation of codes.

We followed a line-by-line coding approach, looking at emerging themes in the data and coding in the language that is used by the participants in order to minimize bias from existing conceptual data and to enable theory generation. Codes were merged and categorized based on how frequently they were mentioned. For instance, ‘*being up to date*’ was merged with ‘*modernity*.’ Initial categories were also created; for instance, grouping the codes ‘*fits with outfit*’ and ‘*desire for style*’ were subcategorized under the code ‘*fashionability*.’ Other codes were also discarded due to lack of evidence frequency or relevance for other participants, for instance, ‘*freedom*’ or ‘*hype*.’ The over 100 open codes generated, and their reference frequency can be found in the Nvivo codebook (*Appendix 3.4*). Two examples of open coding can be found below (*Table 4*).

Open Coding	Quote
Envy	<u>Gen X Female 1:</u> “[Do you feel people respect or admire you for that when they see this bag?] Yes, I could imagine that. And maybe they would like to have something like that themselves.”
	<u>Gen Y Male 1:</u> “I think there is a certain jealousy regarding people that are buying nice stuff for themselves. So I think that's just something that comes with the culture. So whether its LV or Stone Islands or something I kind of always take up the label or whatever, because I just don't want to make it seem like I have a lot of money to spare.”
Status	<u>Gen X Female 3:</u> “Because an Italian is always, okay not always but most of the time, we are well dressed and we really care about these things. And of course, this cannot be for all the society, because not everybody can afford these things. But if you are at a certain level, you like it. But you also need to have these things.”
	<u>Gen Y Male 1:</u> “But I also think it's people that kind of have achieved something in their lives and most often, maybe if you have your recent promotion and you've got a large salary increase a LV bag would be something you treat yourself to. Because you feel like it gives you a sense of achievement and it kind of lifts you in a very different social status.”

Axial Coding

The second stage is axial coding, which Strauss and Corbin (1990) define as “(...) a set of procedures whereby data are put back together in new ways after open coding, by making connections between categories” (p. 96). Whereas open coding is argued to fragment the data, axial coding can be seen as the process of unifying the data in a meaningful way, rearranging and combining these fragments and identifying relationships between them (Gilbert, 2001). More precisely, tentative relationships between existing concepts and categories are investigated by taking into account the context and consequences, as well as related interactions and causes of the underlying data (Bell et al., 2019). While categories are directly linked to phenomena identified through concepts, sub-categories are established to provide further insights into these phenomena (Strauss & Corbin, 1998). In this process, we merged the open codes or discarded them based on the presence of data and connections to each other. For instance, the codes ‘investing in luxury’, ‘affording the brand,’ became subcategories under the category ‘willingness to pay.’ The extraction of the axial coding is provided in Table 7.

Axial coding	Open Coding	Quote
Ingroup vs outgroup	Envy	<i>Gen X Female 1: “[Do you feel people respect or admire you for that when they see this bag?] Yes, I could imagine that. And maybe they would like to have something like that themselves.”</i>
		<i>Gen Y Male 1: “I think there is a certain jealousy regarding people that are buying nice stuff for themselves. So I think that's just something that comes with the culture. So whether its LV or Stone Islands or something I kind of always take up the label or whatever, because I just don't want to make it seem like I have a lot of money to spare.”</i>
	Status	<i>Gen X Female 3: “Because an Italian is always, okay not always but most of the time, we are well dressed and we really care about these things. And of course, this cannot be for all the society, because not everybody can afford these things. But if you are at a certain level, you like it. But you also need to have these things.”</i>
		<i>Gen Y Male 1: “But I also think it's people that kind of have achieved something in their lives and most often, maybe if you have your recent promotion and you've got a large salary increase a LV bag would be something you treat yourself to. Because you feel like it gives you a sense of achievement and it kind of lifts you in a very different social status.”</i>

Table 7: Example of axial coding

Selective coding

In selective coding, the final stage of the process, the aim is to pursue the “(...) *procedure of selecting the core category, systematically relating it to other categories, validating those relationships, and filling in categories that need further refinement and development*” (Strauss & Corbin, 1990, p.116). Core categories represent the main focus points of the analysis, which all other categories can be attributed to. Categories must display conceptual density and a high level of abstraction to qualify as a core category in order to ensure the necessary foundation required for theory generation (Strauss & Corbin, 1990).

In this study, multiple core categories are selected. Doing so entails the flexibility of remaining open to modifying codes and potentially shifting their focus at this stage (Thornberg & Charmaz, 2012). Consequently, codes were adjusted according to emergent themes throughout all of the stages of coding in this study. By using a mind-map tool (Appendix 3.1), categories, and their relationship was validated. Seven core categories emerged from the primary and secondary data: Authenticity, brand image, brand

associations, socialization, personal values, brand knowledge, and customer attitudes. Furthermore, a synthesis to theory was provided, comparing the core categories with the CBBE measurement scale derived from Aaker (1996), Keller (2009), and Baalbaki and Guzmán (2016). An example of the selective coding for socialization is provided in above provided Table 8.

Theoretical synthesis	Selective Coding	Axial Coding	Open Coding	Quote
Social influence (Baalbaki & Guzmán, 2016)	Socialization	Ingroup vs outgroup	Envy	<i><u>Gen Y Male 1:</u> “I think there is a certain jealousy regarding people that are buying nice stuff for themselves (...) I just don't want to make it seem like I have a lot of money to spare.”</i>
			Status	<i><u>Gen X Female 3:</u> “(...) But if you are at a certain level, you like it. But you also need to have these things.”</i>
			Group Acceptance	<i><u>Gen Y Female 3:</u> “ I think it's just human to try to feel that you belong to a certain group. (...) everyone tries to fit in somehow.”</i>
		Social perception	Perception of self	<i><u>Gen Y Female 1:</u> “Well, I hope that they think ‘Oh she has style’.”</i>
			Perception of others	<i><u>Gen X Female 2:</u> “Well-off. And I always see a sporty, elegant person in front of me. So... not too funky, confident”.</i>
			Insider recognition	<i><u>Gen Y Male 2:</u> “I don't like...I like to be recognized like by my friends, but not by, like, everyone”</i>

Table 8: Example of selective coding

5. Findings

This section presents the findings derived to answer the research question: *'How does the generational shift from Generation X to Generation Y influence the customer-based brand equity of luxury fashion brands?'*. The findings are structured in three core parts. Firstly, they present our model of CBBE and explain the synthesis between our theoretical model and the CBBE model used for data collection. Secondly, the different drivers of CBBE are illustrated in detail, pointing out generational differences and similarities. Lastly, the identified moderator and outcomes of CBBE who are exemplified in a similar manner.

5.1 The CBBE model for luxury fashion brands

The literature review revealed that loyalty, perceived quality and leadership, association and differentiation, social influence, and sustainability are highly relevant parameters when measuring the CBBE specifically of luxury brands (Aaker, 1996; Keller, 2009; Baalbaki & Guzmán, 2016). However, the data analysis showed that not all of these parameters, to the same extent, are significant for the CBBE of LV for the customers of Gen X and Gen Y. For instance, some parameters, such as social influence, were found to be highly impactful, whereas sustainability is not very influential for the formation of CBBE of LV.

Furthermore, findings revealed that not all parameters play the same role in constructing the CBBE of LV. Instead they have differing impacts, where some parameters *drive* CBBE and others are emerged as *moderators* or *outcomes* of LV's CBBE. To explore whether Gen X and Gen Y influence the brand equity of luxury fashion brands, we developed the conceptual model to illustrate generational differences among luxury customers (Figure 5). It synthesizes the theoretically derived CBBE model with the derived codes that emerged from data analysis.

In more detail, the model's *drivers* are identified as authenticity, brand image, brand associations, and socialization, which can be related to the theoretically derived concepts such as perceived quality and leadership (Keller, 1996), associations and differentiation (Keller, 1996), and social influence (Baalbaki & Guzmán, 2016). Furthermore, personal values in line with Wiedmann et al.'s (2009) value-based

segmentation are found to play a *moderating role* in the formation of CBBE. Lastly, brand knowledge and customer attitudes result as outcomes of LV's CBBE for the consumers, entailing notions of Keller (1993) and Baalbaki & Guzmán (2016).

A Luxury Fashion Brand Equity Model To Identify Generational Differences

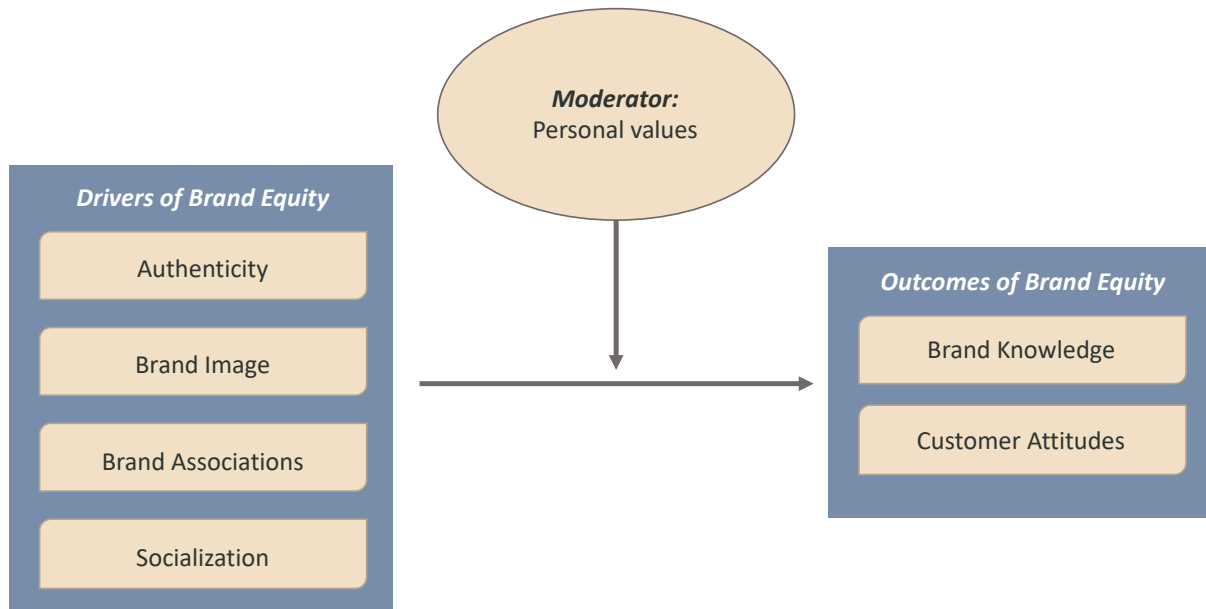


Figure 5: CBBE Model for Luxury Fashion Brands based on Gen X and Gen Y data

5.2 CBBE Drivers

Four identified drivers influence the creation of CBBE, namely authenticity, brand image, brand associations and socialization. They play an important role in the development of CBBE for both Gen X and Gen X. In the following, these drivers will be down into different components or sources, where generational differences and their role in CBBE creation are highlighted and discussed.

5.2.1 Authenticity

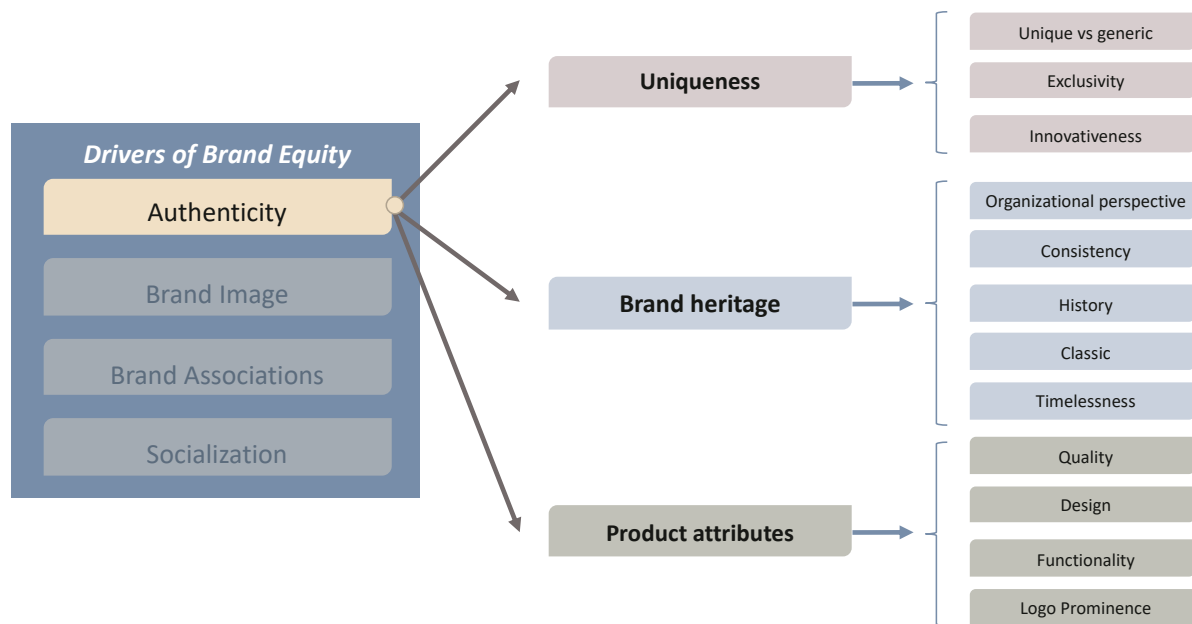


Figure 6 – The Authenticity Driver of LV's CBBE

The first driver of CBBE for LV resonates with the concept of brand authenticity. For the respondents of both Gen X and Gen Y, authenticity appears highly relevant when purchasing luxury brands as it gives the brand a sense of timelessness and trustworthiness. Respondents define authenticity as a careful balance of uniqueness, heritage, and specific product attributes. Similarities can be found to Kapferer (1998), who argues that exclusivity, uniqueness, craftsmanship, high quality, heritage, and timelessness define luxury brands' attractiveness. Although this attractiveness is subjective, there are overarching qualities that consistently contribute to the perceived brand authenticity of LV, which, however, differ between the generations to some extent.

Uniqueness

Respondents mention that uniqueness is an essential factor in making LV authentic. LV's uniqueness is described in terms of three features: Unique in contrast to being generic, innovation, and exclusivity. Gen X perceives LV to be unique to a greater extent than Gen Y. Whereas Gen X highlights the strong recognizability and LV's capability to innovate and inspire as **unique**, several Gen Y respondents argue that products have become **generic** due to similar patterns and lack of exclusivity, ultimately reducing the brand's attractiveness. Yet, one Gen Y individual describes counterfeit as a way of 'proving' that the brand is unique.

Gen X Female 4: *"I do not know anything that would be comparable. It is extremely well known."*

Gen X Male: *"I would not even say unique, I think it is a brand that has managed to establish itself, and that is still up to date and that still, indeed always manages to inspire."*

Gen Y Female 1: *"There is the same print on every bag, and yeah, that is not unique, in some way. I would think it would be more unique if there was one designer as with Chanel."*

Gen Y Male 3: *"I mean. there are also copywriters so that is definitely a sign of uniqueness."*

The emphasis on the lack of individuality of Gen Y also shows that **exclusivity** seems to be an essential parameter for this generation, which was also found for Gen X. Both generations have a desire for exclusivity when purchasing luxury, yet, they are still distinct in the sense that Gen Y has a sharper focus on personal differentiation, whereas exclusivity for Gen X can also be connected to do with special treatment, for instance by being invited to exclusive events.

Gen Y Male 1: *"Obviously (...) I do not need to wear something that everybody else wears."*

Gen Y Secondary Data 39: *"While I have the Neverfull GM, my fav is the Monogram Deauville. The Neverfull is now a common bag, and I like to be different."*

Gen X Male 3: *"They should profile the clients and invite them to specific events. Let's say that I bought only belts and bags at LV for the last 20 years; they would need to do an event where they unite all the people that buy majority belts and bags and present to them that."*

The quotes exemplify that exclusivity for Gen Y is tied very closely to the concept of being different from the mass, having something not everyone has. For Gen X, exclusivity is additionally liked to the wish for differential treatment. Moreover, as previously pointed out, some Gen X respondents perceive LV's uniqueness to be connected to the **innovativeness** of the brand.

Gen X Female 1: *"Oh, I think they are innovative, every year in autumn some classic handbag comes in a new (...) freaky pattern."*

Gen X Female 3: *"I think the thing that makes them special is that they are, they continue to be classical. But they also try to innovate themselves."*

Even though it is pointed out that there are new colorful collections each year, Gen X seems to welcome innovation as a variation of the classic. Innovation ought to be held within the recognizable, with small design variations centered around core products. However, in contrast, this strategy seems to diminish the perception of uniqueness for Gen Y. Gen Y argues that LV is not very modern and often does not innovate much. For some Gen Y, the classical side appears as a strength, whereas for others, it increases the generic perception.

Gen Y Female 4: "I do not think that is very modern, very unique. I just think LV at its core is very unique."

Brand heritage

Brand heritage contributes to authenticity as it gives the brand a notion of consistency and a DNA. Features that are found to contribute to the perception of LV's brand heritage are the organizational perspective, consistency over time, the brands' history, and associations to being classic and timeless. Brand heritage is a parameter where Gen X and Gen Y do not differ significantly. Regarding the **organizational perspective**, most respondents did not know the organization LVMH (see LV, p.57). However, they were likely to trust them when hearing the brand names operating under LVMH.

Gen X Female 1: "LVMH... all their brands are names that did not appear five years ago and were gone again at some point, but all names that have an uncanny past and that have been around for an uncanny long time. So that is stability."

Gen Y Female 4: "Ehm, it is interesting how even though they are a very big corporation, every brand is unique in its own way. But I (...) do not have a deeper opinion."

Secondary data shows that LVMH and some of their initiatives, as described in the *research context* (p.57), are widely known in the business world. However, LV as a brand itself is separated from the business perspective, as most consumers interviewed are not informed about LV's business conduct and how the business evolved over time. Hence, the organizational perspective does not seem to influence the brand heritage in the minds of the consumer to a large extent. However, the stability mentioned by Gen X does significantly impact the heritage of LV. Both Gen X and Gen Y argue that **consistency** makes the brand authentic in the sense that it is reliable, stays of value, and does not change too much.

Gen X Female 3: "LV is unique because they really did not change...luckily, they continued to produce what they made when they became famous and known all over the world."

Gen Y Male 3: “My opinion of LV is...I think it's cool. Reliable. I really like the fact like, I don't know there, are no sales. There is no huge shift, like season from the season, stuff like that. So it makes me feel that when I'm buying something, it stays the value that it is, right?”

That both generations perceive LV as consistent and stable emphasizes the importance they place on products that are linked to the brand's tradition and heritage. Indeed, it turns out that LV's rich **history** and its **classic** products are one of the main reasons that the brand enjoys such popularity with its customers, particularly for Gen X customers. They perceive LV's history as a story of craftsmanship, perfectionism, and classic, beautiful products

Gen X Female 1: “And it's, has never lost its relevance, because it's just so classic. And I find that very beautiful.”

However, taking a closer look into Gen Y reveals that they are split between those who either see the design as outdated which diminishes the uniqueness or those who see the brand's uniqueness anchored in LV's history and their products.

Gen Y Female 1: “I know a lot of girls who have an LV bag. In my opinion, I think it's outdated because I'm not sure I would buy another bag if I did not find a unique one that I really loved.”

Gen Y Male 3: “I guess it's the whole story made it [unique] so like, eh, from the trunk constructor, things like that. So there's a whole journey and this tradition that they carry.”

Moreover, the wish for classic, iconic products might explain consumers' desire for **timeless** design, which both generations seem to agree on as an essential factor when purchasing luxury.

Gen X Female 3: “Ehm, then I would also consider that it has to be a timeless design, nothing bold, something that I know that I will wear for a long time.”

Gen Y Male 3: “It makes you feel like you are wearing something that is like not crazy or like it's not going, like next season (...) or in one year, it's nothing. Timeless design, that's cool.”

The descriptive characteristics ‘timeless’ and ‘long-lasting’ are correlated concepts. Therefore, the brand heritage builds not only on timeless design but also a timeless brand that does not diminish in brand value and thereby justifies the higher prices.

Product attributes

The last parameters that contribute to the authenticity perception of LV are its distinct product attributes. The respondents highlight quality and design as essential factors of LV's brand strength. Also, logo prominence is a widely discussed topic that seems to contribute to LV's brand authenticity. Functionality, however, has less impact on brand authenticity for both generations. All respondents agree that **quality** is an essential parameter of luxury fashion brands. Gen X highlights the robustness, and Gen Y argues that long-lasting is the most critical feature of LV's quality. Following, the quality associations are similar and are highly correlated to the notion of timelessness discussed earlier. Gen Y contrasts quality more often in relation to the price as compared to Gen X, which can be related to the generation's potential budget constraints. Whereas everyone perceives LV as long-lasting, people are skeptical of the material used, which often is plastic-based.

Gen X Female 4: "What I would also like to do is to buy an LV travel bag and pass it on to the next generation. It is durable (...), and it will last for decades. I would like that I could leave something like that behind for my children."

Gen X Male 1: "For the price, you could get better material than plastic."

Gen Y Secondary Data 36: "I have about six bags that are worth every penny. They are classic and will last forever if you take care of them."

Gen Y Female 4: "I think the pattern is unique. Because it is a patent, and the quality is very good."

Accordingly, Gen X speaks of the symbolic value involved when passing on long-lasting, classic luxury products to the next generation. It is noteworthy to point out that mainly Gen Y describes quality as a necessary base value that ought to be there, rather than an exceptional feature that increases brand equity.

Gen Y Male 1: "You kind of expect it to last for as long as possible because you are buying a more superior product in that sense."

Gen Y Female 1: "If I am going to spend a lot of money on a product, I hope it lasts."

The **design** seems to play a more significant role than long-lasting quality when it comes to evaluating product attributes that make LV a strong brand. Both Gen X and Gen Y argue that they like the canvas, the pattern and the colors, described as minimalistic by Gen Y and classic by Gen X. In regard to Gen X, especially the males seem to put exquisite importance on the design aspect of the brand. Most Gen X members refer to design mainly to product attributes, such as colors or patterns, only one Gen X

member refers to the designer of the product. It is interesting to see how Gen X describes that the real value of LV does not lay in its quality, but rather in what it conveys to the public eye in terms of design.

Gen X Male 1: “For the public image, appearance, (...), the shapes and colors and so on, they are good. But if you look into the depths, if you just look at the quality of these things, then from our point of view it is excessive. But we are going along with it anyway.”

In contrast, many Gen Y participants have a more holistic association to design, linking it to brand heritage and craftsmanship rather than specific forms and colors. For Gen Y, the role of luxury designers on CBBE creation was found to be more pronounced. Accordingly, the more immersed participants are in fashion, the more they emphasize the influence of designers on their brand perception. They celebrate design changes and often mention and praise Virgil Abloh, the creative director of LV’s men's fashion division, which results in a favorable association to LV. Moreover, they express that the presence of a designer adds to the perceived uniqueness of a brand.

Gen Y Male 1: “I first saw the huge travel bags they had. And I thought they looked really, really cool. (...) It just seemed like a really nice-looking product that portrays kind of genuine craftsmanship.”

Gen Y Female 1: “Yeah, yeah, more unique and I also have a feeling of one person standing behind that one bag that you are purchasing.”

Gen Y Secondary data 34: “Walked out of Louis, looking like a Virgil discount.”

Whereas design can be argued to be the most essential product attribute for the respondents, **functionality** seems to be the least important. Both Gen X and Gen Y argue that there is a certain sense of practicality, comfort, and robustness in the products, but none sees it as an essential feature of the brand.

Gen X Male 3: “Not the functionality. There are brands which are much more functional than LV.”

Gen Y Male 2: “Of course, there are differences in quality, but whether you're paying 500 euros for a belt or twenty euros for a belt, the function is the same.”

Lastly, a product attribute that both generations agree to play an essential role is the **brand’s logo**. Many respondents talk about the famous, easily recognizable monogram that is imprinted on many bags. However, respondents of both generations differ in opinions on whether they like the logo to be

prominent or not. Preference for logo prominence seems to be linked to demographics and social groups rather than generational differences.

Gen X Male 3: “[So the brand name is important to you?] Yeah, absolutely. What I am saying is I do not like to have the brand like, all over the product.”

Gen X Male 4: “When I am on the road somewhere privately, then you can see the logo, of course.”

Gen Y Female 2: “This is so bad what I am about to say, and I feel really ashamed...But I think that if I have to pay 800 euros for a bag, I want the logo to be on it.”

Gen Y Female 1: “I do not want to wear a bag and people think, Ah, that is LV. Actually not. I would like to hide it. But you can see the brand on my bag.”

Interestingly, the same tendencies are perceived in both generations. Many individuals secretly want the logo to be there, but preferably not too visible. Some individuals hide the logo and argue that the quality and design speak for itself, while others would like the brand visible so that it becomes evident that much money has been spent on this item. Nonetheless, it seems to be an essential aspect of LV to buy a branded item, often as a justification for the high price. Furthermore, the signaling effect of wearing the logo can be linked to the socialization aspect of brand equity, which will be discussed in *Socialization*. It shows that depending on the peer group, there is either a strong preference for showing the logo or hiding it.

5.2.2 Brand Image

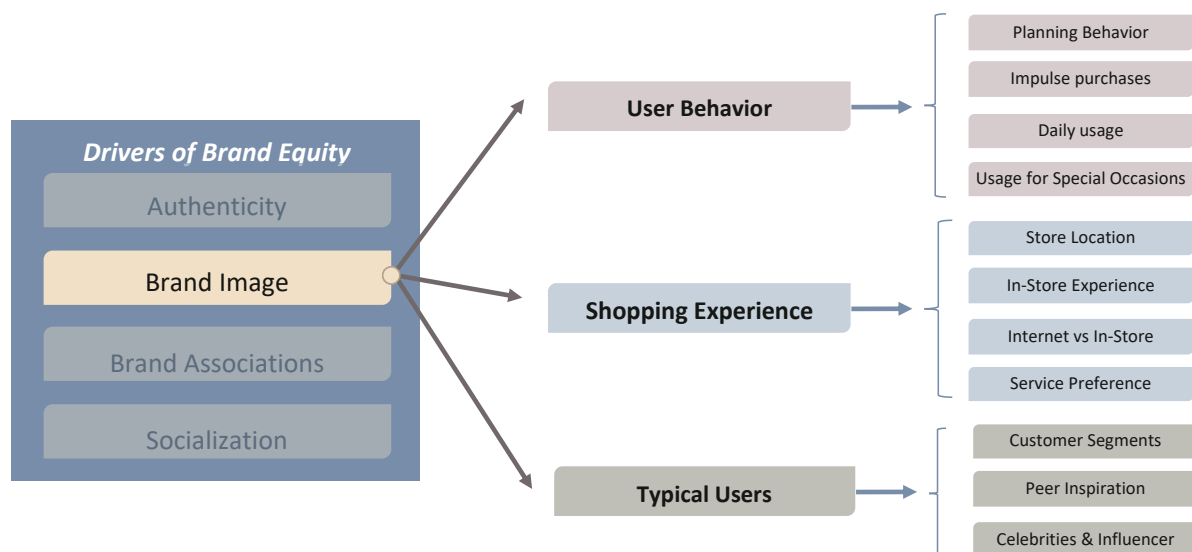


Figure 7 – The Brand Image Driver of LV's CBBE

The second important driver of LV's CBBE is Brand Image. Keller (2009) emphasizes that imagery is significant as luxury brands at their core evolve around intangible aspects. Thereby, the brand image held by the consumers is formed through personal experiences or external factors such as brand communication, creating sensory and emotional connections to the brand, ultimately supporting the creation of CBBE. The parameters that are especially important for the respondents of this study can be summarized under user behavior, shopping experience, and typical users.

User Behavior

Looking into user behavior, the difference between daily usage or usage on special occasions becomes prevalent. Moreover, an emergent theme contrasts planned purchases with impulsive purchase behavior. Indeed, one of the most considerable generational differences in the drivers of CBBE is the variance in purchase planning. While Gen X individuals plan their purchases much more carefully, Gen Y purchases more impulsively. More precisely, five out of eight Gen X respondents exhibited careful **planning behavior** when purchasing LV. Only three occasionally buy impulsively and that is correlated with these individuals emphasizing that they value fashion a lot. However, all other respondents do not associate themselves with being spontaneous buyers and link the act of purchasing luxury to goal setting, planning, and a sense of achievement after the purchase has been completed.

Gen X Female 1: "So I am not a spontaneous buyer who would ever come up with the idea of going over the Düsseldorf Kö, into a shop and find shoes that I like and say: 'Look, they cost 500 Euros.' I would not do that."

Gen X Male 1: "Simple, you set yourself a goal, what you think is beautiful, and you want to have it, and then it takes a little while until you can afford it. And then once you've bought it, you feel good."

In contrast, Gen Y does engage in **impulse purchases** to a higher extent. The two youngest respondents in the study (20-21 years old) exhibit the highest levels of impulse purchases. Respondents highlight that the element of scarcity or a sudden gain in money can trigger spontaneous purchases.

Gen Y Female 1: "Because the employee said, 'If you wait two hours, I'm sure it's going to be gone.' So it was a little bit impulsive and maybe stupid, but I was like okay."

Gen Y Male 2: "[When I got paid] I would really just go spend it like 'Oh, I see a nice pair of sunglasses for 400 euros. Let's go buy it'."

However, as all Gen Y participants are students, they are often met with budget constraints, which sometimes requires them to engage in planning behavior as well. If Gen Y plans for purchase, they analyze their options in thorough detail, knowing the exact bag, color, or product specifications. In that sense, Gen Y is more extreme than Gen X on both sides, having more impulse buyers but also exceptionally well-planned, high-involvement product search.

Gen Y Female 4: "I want to buy Chanel, a vintage Chanel. Eh, with a gold medal."

Gen Y Male 1: "I want to buy a nice bracelet. Have I got it planned? Yes, for two months, at least."

Gen Y Female 3: "If I have enough money, there's a handbag from Celine. It's a shopper with a minimalistic design and a lot of color options available."

Whether the product is **used daily** or on **special occasions** is tied closely to the image the consumers ascribe to LV. For Gen Y, due to budget restrictions, the products are either used only for special occasions as they are perceived as too special for daily usage or worn daily with the argumentation that it was costly to purchase and, therefore, ought to have utility and purpose.

Gen Y Female 2: "In the beginning, I would only use [LV] for special occasions. Like, the first day of college or important dinners, special events. Yeah. Good moment memories."

Gen Y Male 3: "Usually, a luxury product is something I will buy because it's something that I use a lot. (...) So, it must have a purpose to it, that's the main thing."

The same holds for Gen X, depending on income and frequency of luxury purchases, the products either remain an item for unique experiences or become part of their daily life.

Gen X Male 1: "We always use [our LV items] on special occasions. So not every day in the city or at work."

Gen X Female 4: "If I take a bag, I take it for, like, two, three, four months. (...) I use them every day when I have them in use."

Thereby, there is no distinct generational difference observed; the usage frequency depends very much on the individual and his/her financial status and associations with LV.

Shopping Experience

Secondly, the shopping experience is vital for the formation of a strong brand image in the consumers' minds. As typical for luxury brands, the store experience plays a significant role, which entails both

location, service, and whether the purchase is made online or offline. Gen X and Gen Y did not differ significantly in this category, except for how they prefer to be treated by the service personnel. The **store location** is, by respondents of all ages, described as one of the core items that constitute the strength of LV as a brand. Accessibility is perceived as something positive, making the brand recognizable and present in the minds of consumers.

Gen X Male 2: "LV is a strong brand because of its strong store presence, that is representative of Louis Vuitton."

Gen Y Male 1: "Whether that's in Japan, in the UK or Ireland like you will find [an LV store] wherever the rich and wealthy or nice areas are. I think that kind of makes the brand omnipresent in your mind because you automatically associate a neighborhood with an LV store or LV."

Respondents of all ages place a high value on the **in-store** experience, arguing that purchasing on the **internet** is not comparable. In both generations, the online experience is only used prior or post the in-store experience, either to research products and attributes or find a better price.

Gen X Male 4: "I like the store experience. Although if I look on the web, it's only to look for a better price."

Gen Y Male 1: "I look for the product online. I think that's the first point of information. Where you can look at some of the reviews of the people using it."

A pattern that emerged from the interview is that Gen Y preferably and more regularly than Gen X use the internet for product search prior to entering the store. The reason for this difference can be explained by the **service preference**, where a large discrepancy between the generations becomes evident. Several Gen Y respondents describe service as a pressure, arguing that they feel pushed by employees to buy something as soon as they come in the store, and therefore prefer to be prepared in advance. No Gen X participant seems to have the same issue.

Gen Y Female 3: "I like to be prepared, especially because sometimes employees are a bit...not that nice and not that welcoming. So I would like to do my research online before."

Gen Y Male 2: "When I would come into a store, and I would just look around (...) They would really be like kind of walking up to me and always checking up on me like 'make sure you buy something'."

Servicing Gen Y is a complex task. Whereas half of the respondents feel very pressured and sometimes prefers to be left alone, the other half deliberately seeks knowledgeable personnel and does not accept if the service is not superior.

Gen Y Male 3: "I'm not doing online because I want to speak to a person that is very knowledgeable about it."

Gen Y Male 4: "[The service personnel] forced me to speak English in my own country, right. I didn't want to speak English. I asked for someone who actually speaks German, and there was nobody. That store atmosphere was really cheap, so I left again."

Gen X uses service quite differently than their younger counterparts. They argue that service is an essential part of the experience and utilize it actively. Individuals of that cohort enjoy the expertise and ascribe value to excellent service while tying the service experience directly to the brand's products.

Gen X Male 1: "We go into the store and ask for advice. We tell our ideas and what we want, but then we carefully listen to the advice given. No online purchase or anything like that, but inside the shop. Personal contact."

Gen X Male 4: "When you have a friendly, good salesman, then that's a lovely thing. (...) Because every time I see my item, I enjoy it, thinking back at the moment of purchase."

4.3.3 Typical users

The parameter typical users refers to LV's customer segment as well as the source for their personal inspiration. Whereas both generations agree on LV's regular customer segments, they differ in their inspirational preferences: Gen X is oriented towards peers for luxury fashion inspiration, whereas Gen Y is inspired by celebrities wearing the brand. Both Gen X and Gen Y argue that LV's **customer segments** have broadened significantly over the last decade and now span across all age groups, social classes, genders, and nationalities. Gen X perceives this development as a sign of LV's capability to adapt, which, at the same time, threatens the brand's classical core. In comparison, Gen Y argues that this is a negative development that diminishes exclusivity and makes the brand less attractive and too mainstream. Following, both generations argue that the broader customer segment diminishes the CBBE of LV.

Gen X Female 1: “The customer now has all ages, all social classes. All kinds of styles. So it has no particular style anymore. Not like it used to be (...). It is too broad in my eyes.”

Gen Y Female 1: “I think LV is more like standardized and I have the feeling that people who do not really know what to buy, they'll just buy LV (...). So many people have LV right now that [the brand] killed itself in a certain way.”

Even though LV's popularity attracts plenty of customers, the broad customer segments are one of the factors that diminish LV's CBBE most significantly, as it drives focus away from the core and reduces exclusivity. When looking at the kind of consumer segments that inspire the respondents, it is interesting to point out that their source of reference differs among generations. Many Gen X individuals get **inspired by their peers** and people they see walking by on the street.

Gen X Female 3: “I saw this young lady [with a Hermes Birkin bag] some years ago, and it remained on my mind. So you start to see people with the same bag. And it's a particular bag. Then you want to have this bag too.”

For Gen Y, peers are not the source of primary inspiration. There was only one Gen Y that mentioned admiring a peer wearing LV, which however was not connected to any form of purchase intent, as it is for many Gen X respondents. Instead, Gen Y is very **inspired by influencers and celebrity endorsements**. Several individuals describe how they saw items worn by celebrities and feel the desire to possess it as well.

Gen Y Male 2: “You think 'Oh, man. Like, I'm not about spending money, but the shoes that he had on.' And just because your celebrity, your idol, had those shoes on, you're like, 'oh, I have to get those shoes.' So I feel like it is irrational, but at the same time, we are kind of blind to it.”

Most Gen Y members highlight that they see desirable items on Instagram first. Only one Gen X member mentioned celebrity endorsement or Instagram. The source of inspiration for Gen X and Gen Y is thereby different, centered around aspirational role models for Gen Y and real-life peers for Gen X.

5.2.3 Brand Associations

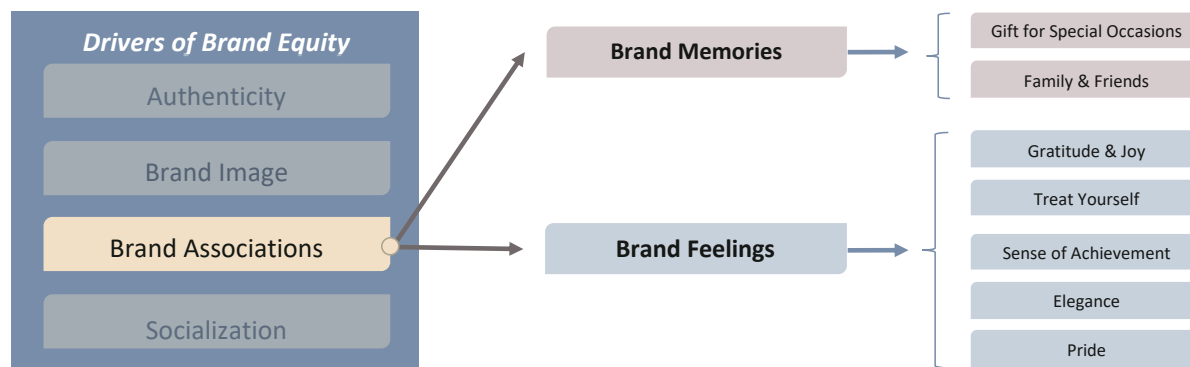


Figure 8 – The Brand Association Driver of LV's CBBE

Brand associations are any kind of association a customer forms in relation to a brand, which is directly linked to the brand's identity (Aaker, 1996). Associations are closely related to the above discussed brand image category, in the sense that both build on the importance of tangible and intangible experiences between brand and customer (Atwal & Williams, 2009). These shared experiences highlight the importance of the consumers' involvement in the brand value creation. For the consumers of LV, brand memories and brand feelings are argued to be a central part of the associations formed in the minds of the consumers.

Brand Memories

Regarding customer's brand memories, many respondents have personal experiences with the brand. However, events with friends, families and special occasions associated with LV are remembered more vividly by the consumers than direct personal experiences with the brand. It stands out that most Gen X members speak of memories of the past, mainly around the time they were in their 20ies. Gen Y has more recent memories, however also often related to the first contacts with the brand. Thereby, it can be argued that the most robust emotional connections are made through first purchases. Vividly held memories were often tied to memorable events, where LV appeared as a **gift for a special occasion**.

Gen X Female 3: "I did my thesis, and as a present for my thesis, I got my first business bag, and it was from LV. And I still have it. And I like it a lot."

Gen Y Female 3: "I own a LV bag that my parents gave to me. And I got that when I was in the beginning of my bachelor's. So that reminds me of that time."

Interestingly, the two generations have similar narratives about their gifts, and these gifts were offered to them in comparable periods of their life. Not one Gen X member speaks of recent events when asked

about their LV memories. Instead, the emotional value of a gift made many years ago is high, and their owners still use these gifts until recent days. **Friends and family**, in general, play an essential role in the formation of emotionally charged memories of the brand. This shows that peer groups have a significant importance in introducing individuals to the brand.

Gen Y Female 1: “[LV is a] companion, absolutely. (...) It's been with me in the sense that my mother also owned purses and accessories.”

Gen X Male 1: “It just came out of our fortunate situation. From our friends, from our professional life. That's when we became aware of the brand.”

Gen Y Female 4: “My first bag was a Louis Vuitton. My mother's too. (...) Because it's history, you know?”

Brand Feelings

Findings show that feelings associated with LV are most often centered around pride, self-care, a sense of achievement and the sensation of elegance. Especially online, customers express their deep-rooted emotional connections to the brand explicitly.

Gen Y Secondary Data 1: “I may have cried. Happy Mother's Day to ME! (...) I've wanted a @LouisVuitton for like 15 years!”

Gen Y Secondary data 28: “I knew it when I first laid eyes on you [the LV bag], I'll fall in love with you (am I talking about the bag or my boyfriend who gifted this to me?)”

The strong desire to possess a particular item and the delayed gratification of waiting for it appears to increase feelings of **gratitude and joy** for LV customers. In general, both generations express very similar feelings towards LV. For instance, both **treat themselves** to luxury products in a comparable way.

Gen X Female 2: “[Luxury for me means] that you decorate yourself with beautiful accessories and know what you are working hard for. And when a hard day comes, then, as they say, treat yourself to something.”

Gen Y Male 1: “I just want to treat myself to something. Let's say you have worked hard for something. (...) It just feels nice to have a quality product in your hands.”

Treating yourself is a concept that participants either connected to pleasure or related to a **sense of achievement** when working hard. All Gen Y male participants argue that purchasing luxury is an act

of rewarding oneself for recent performances. It can also be observed in Gen X males, although not as prevalent.

Gen Y Male 1: “If you have your recent promotion and you've got a large salary increase, an LV bag would be something you treat yourself to. Because you feel like it gives you a sense of achievement and it kind of lifts you in a very different social status.”

Gen Y Male 4: “When I was maybe 13 or 14, I was standing in front of the [LV store] and I thought wow, I can never afford that. (...) My family really does not have a lot of money. (...) I thought that one day I want to go in and I want to buy something from there.”

Gen Y males feel empowered by working hard and using earned money to purchase LV. Whereas this is a tendency that can be observed more in Gen Y participants, Gen X emphasizes the sensation of **elegance**. Six out of eight Gen X participants mention how elegance is one of the core features of LV, which makes individuals feel classic and timeless. Gen Y participants, on the other hand, are not utilizing the word elegance as much. Instead, terms such as ‘minimalistic’, ‘fancy’, and ‘unique’ are associated with their individual brand feelings. Furthermore, participants of both generations associate **pride** with wearing LV.

Gen X Female 3: “With LV, you can feel really elegant and never over the line.”

Gen X Male 2: “I mean, I am, of course, proud to wear such a product.”

Gen Y Female 3: “Since it's a brand that accompanies me since I'm quite young, I would say there's still this feeling of pride maybe.”

Gen Y Female 2: “Well, it makes me feel unique and special. It makes me feel it's not like fancy but like between fancy and special. And pretty.”

In general, the feelings expressed towards LV do not differ significantly between generations. There is a slight tendency of Gen Y customers to purchase LV products as a reward for achievements, whereas in Gen X, there is a focus on the elegant and stylish feeling when wearing the brand.

4.2.4 Socialization

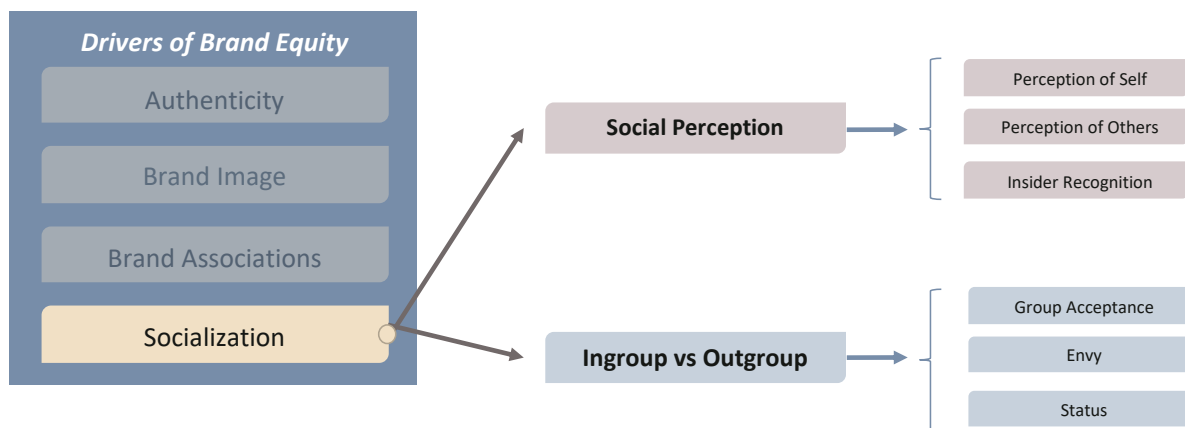


Figure 9 – The Socialization Driver of LV's CBBE

Customers use luxury to portray not only personal but also social identity (Okonkwo, 2007). Social influence affects customers perceive their social standing and social affiliation when using luxury goods (Baalbaki & Guzmán, 2016). This study finds that individuals' socialization concerning LV is linked to both their social perception of themselves and others, as well as group thinking, where participants either distance themselves from peers or feel like they belong to certain groups when purchasing LV. Socialization is found to be the driver in which the two generations differ most significantly. Gen X members appear to have stronger affiliations to their social identity and how their peers perceive them than Gen Y. Gen Y, in contrast, emphasizes individuality to a stronger extent, which is also identified as a moderator of CBBE (see *Individuality*, p.97).

Social perception

Social perception entails the customer's self-perception, the attitudes towards other LV customers, and whether the brand enables group acceptance or access to specific networks. Participants **perception' of themselves** when wearing LV differs between the generations. Most Gen X members argue that LV makes them feel sophisticated, classy, or wealthy. In general, they regard it as a way to elevate themselves from others in a positive way, by wearing a classical, conservative, and elegant product. A few individuals argue that others may judge them for wearing LV but highlight that they do not overthink about it.

Gen X Female 3: "I am a classical person for certain things. (..) Okay, they can kind of think either 'Okay, she can afford it' or 'She can use it.'"

Gen X Male 4: "Yes, you actually feel like somehow, you look cool on the one hand, and on the other hand, you just say what makes you stick out from the masses."

Gen Y, on the other hand, argue that when they wear LV, there is a significant potential that they are perceived negatively by their peers. When displaying the brand too obviously, Gen Y feels a sensation of embarrassment, highlighting the urge to hide the brand. Their fear is to be perceived as cocky or just 'one of them.' At the same time, they also want to display their style to peers (see *Individuality*, p.97). This delicate balance can be related to the continuum between popularity and exclusivity that the brand ought to manage to retain Gen Y customers. For Gen Y, the potentially negative self-perception appears to be one of the main factors that diminish the CBBE of LV.

Gen Y Female 1: "Well, I hope that they think 'Oh, she has style.' But sometimes I'm also actually with the LV when I'm wearing that I'm a little bit like concerned that people will just see me as one of them."

Gen Y Male 2: "But imagine if I would go like walking all around in Versace, and LV everything. I would kind of be embarrassed by myself."

This critical self-perception when wearing the brand openly displayed is also reflected in Gen Y's attitude of other LV users.

Gen Y Male 1: "If I see someone who is completely decked out in a very obvious way [I think to myself] 'Is that really necessary?' I get it, you have money. Or whatever. Or your parents have money, and that's okay. But is there a reason to make it that obvious?"

Gen Y Male 3: "I admire the people that wear LV without showing that it is LV. I don't know how to say it."

Whereas displaying the brand too obviously is perceived negatively regarding both self-perception and peers, Gen Y values the **recognition of insiders** highly. Whereas showing the brand off is perceived negatively, the desire to be recognized by peers is strong. Accordingly, they want to be seen in their individuality, but often prefer to be recognized by a selected few instead of the mass.

Gen Y Female 4: "If there's someone who appreciates luxury and understands how good some bags are, they will be like 'wow, you know what you are doing,' you know? You want to be around the people who understand why you do what you do."

Gen Y Male 2: "I like to be recognized like by my friends, but not by, like, everyone."

Interestingly, not one Gen X customer speaks about insider recognition. Gen X is not too concerned about whether a product is displayed obviously or not. Instead of wanting to be recognized by insiders, Gen X is worried about who else is wearing the same products. Thereby, the peer reference group seems

of utmost importance. For instance, they care about the brand being worn by individuals of a similar age or style. It is essential to be associated with the right peer group and to make a good impression.

Gen X Female 2: “Yeah, I care about whoever else wears these things. So, if young women mainly wore a luxury product, I would not buy it anymore. So it is also essential for me, who, eh, basically is the customer of this brand. This is also part of the fact that I want to identify myself with it.”

As it is vital for their purchase decision to be associated with the right peer group, it is thereby not surprising that Gen X has a more positive attitude towards their peers than Gen Y.

Ingroup vs Outgroup

The findings show that whether using LV products has a significant impact on group acceptance, perceptions of envy, status, and social class seems to be dependent on the individual rather than their generation. For instance, there are no substantial generational differences in the **desire for peer acceptance**, even though it is a little more prevalent in Gen X. It appears to depend more on individual environments and personal preferences than age differences. In Gen X, while some participants value **peer acceptance** highly, others ascribe no relevance to it at all.

Gen X Female 3: “To be accepted by the other people [at my son's school], you should be dressed and have certain things. (...) If you are in a particular position and you go out with certain people for sure, you have to; you must have a Hermes bag, an LV bag, and so on.”

Gen X Male 3: “Because only weak people need an accessory or some clothes on it to be accepted from a peer group.”

Most Gen Y individuals argue that being accepted in certain social groups does not influence their preference for LV. However, whereas many people state that they do not aspire to belong to certain social groups, they tend to argue still that they would wear an LV bag to a job interview or other important occasions with relevant people. Other Gen Y individuals are very open about their desire to fit in. Consequently, there seems to be no difference to the Gen X individuals.

Gen Y Male 1: “No, not at all. I do think it definitely helps [to get accepted in social groups]. But I don't think that's ever a reason why I bought [LV]. No, I can't think of a single reason for why I should do this, because that's just too superficial for me.”

Gen Y Female 3: "I think it's just human to try to feel that you belong to a certain group. By buying designer brands or by dressing a certain way, I think everyone tries to fit in somehow."

Furthermore, both generations argue that envy plays a role in why some LV owners are perceived in a negative light. Whereas Gen X states **envy** merely as a fact that may even be viewed as a compliment, Gen Y participants argue that they try to counteract envy by making their products appear less evident to the unknown eye.

Gen X Female 1: "Yes, I could imagine that [people admire my bag]. And maybe they would like to have something like that themselves."

Gen Y Male 1: "I think there is certain jealousy regarding people that are buying nice stuff for themselves. (...) I always take off the label or whatever, because I just don't want to make it seem like I have a lot of money to spare."

Most respondents argue that they do not purchase the brand for a display of **status** or social class. Nonetheless, most participants highlight that wealth and elevation is associated with the brand. Interestingly, individuals argue that they do not buy LV for that reason, and when speaking about portraying status, they consistently mention other consumers, never themselves.

Gen X Male 1: "I don't think, I don't think there's anybody higher, higher up because he has an LV bag now."

Gen Y Male 2: "You know we humans love to be recognized and especially, you know, if it's so easy to be recognized by wearing designer, then that's really the reason why people buy it. Because they get this recognition, and they don't really have to do anything for it."

5.3 CBBE Moderator

Our model identified personal values as a moderator of CBBE. As such, differential effects in drivers of brand equity can be partly attributed to originate from these values, while they further strongly influence the manifestation of generational differences in the outcome of brand equity. Due to this propensity, these personal values were identified to have a moderating effect on generational differences in the creation of CBBE for luxury fashion brands across Gen X and Gen Y.

5.3.1 Personal Values

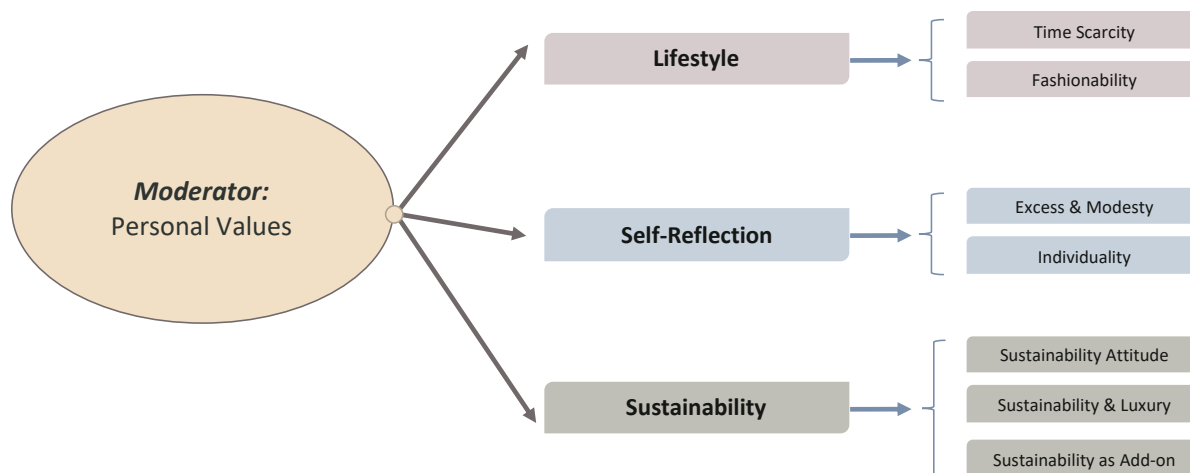


Figure 10 – The Personal Values Moderator of LV's CBBE

During data analysis, certain personal values that participants held were identified to be particularly influential on their perceptions of luxury brands. These values were classified as belonging to the participants' lifestyles, self-reflection and sustainability. Evidence for significant differences in regard to these values were found between the two generations. Particularly lifestyle values and self-reflection lead to more accentuated generational differences both in the identified drivers as well as outcomes of brand equity, which is in line with Schewe et al. (2000). Contrary to the findings of Baalbaki and Guzmán (2016), sustainability was not found to function as a direct driver for CBBE in the case of LV. However, customers' values in relation to sustainability provide implications for possible future developments.

Lifestyle

Participants' personal values are influenced by their lifestyle in terms of time scarcity and the importance of fashionability. Both parameters reveal differences among Gen X and Gen Y. **Time scarcity** is found to be a particularly influential factor for Gen X. All Gen X members mention that they experience time pressure, often caused by their work. They acknowledge that time scarcity limits the amount of time they can spend with their family or friends. Therefore, they try to be efficient in their professional and private life to maximize their free time to the extent possible, which also affects their shopping behavior. Accordingly, they value convenience, try to avoid crowded shopping areas and do not go shopping very frequently. Instead, they sometimes look at products online in advance, to be more efficient and goal-oriented when shopping.

Gen X Male 3: *“It is very busy, although since my daughter was born, I have decided to impose to myself very strongly to [...] (have) some free time during the week in order to dedicate it to my daughter.”*

Gen X Female 3: *“I prefer to do that (online shopping) because I don't have too much time [...]. And then, I watch on the internet and if I have time, okay, I go to a shop or otherwise I buy it on the internet.”*

In contrast, time scarcity is not a frequently mentioned topic among Gen Y. When they talk about time constraints, they are usually related to having time to themselves and taking care of their own well-being, representing a more self-centered stance of Gen Y.

Gen Y Female 3: *“And then I take, try to have one complete day off that I can like, have a little bit of ‘me time’ and, ehm, try not to stress about Uni that much.”*

Additionally, both generations value **fashionability** as part of their lifestyle, leading it to play an important role in how they perceive and consume luxury brands. Fashionability is referred to as having items that can be easily matched to a variety of outfits (see *Classic*, p.78). Yet, a crucial difference emerged between Gen X and Gen Y in their approach to fashionability. All Gen X participants stressed the importance of fashion for their luxury purchases. As such, they explain that they buy luxury products that conform to fashion standards that helps elevate their look, so others perceive them as fashionable, reflecting the importance they place on how they are perceived by their peers (see *Socialization*, p.90).

Gen X Female 3: *“But I like to have nice things. I like to have things that last for a certain period. I like fashion. So I like to dress up with fashion.”*

Gen X Male 1: *“Yeah, I just like [LV]. They are really very, very, very fashion-conscious and just go along with new trends and create new things.”*

In contrast, Gen Y participants talk about fashionability less in the sense of what is perceived as fashionable by society, but rather in terms of their individual style. Hence, while Gen X is more interested in fitting into the general perceptions of fashion, Gen Y appears more self-centered, trying to express their own, contemporary style to others through luxury products.

Gen Y Female 1: *“No, I think it's more like the look. It's not that I want people to look at me and think, okay, she's wealthy. I would more want people to look at me and think, okay, she has style.”*

Self-Reflection

For both generations, personal values are influenced by self-reflection. More precisely, the study reveals that generational differences are fueled by how customers reflect upon **excess and modesty** and their own **individuality**.

Several Gen X participants talked about **excess and modesty** in relation to their luxury consumption. For some, it was important to differentiate themselves from luxury customers that are extremely wealthy, perceive luxury purchases as ordinary and regularly engage with them. Gen X members carefully tried to depict themselves as modest, describing how luxury purchases represent a special occasion and emphasizing that they also own non-luxury items. Some compare themselves with less fortunate individuals. This appears to stir a form of guilt and a feeling of excess in relation to their luxury consumption. To compensate for this feeling, one Gen X member engages in voluntary work, while another rethinks past luxury consumptions entirely. Overall, the feeling of excess and modesty leads Gen X consumers to a more conscious, selective and planned luxury consumption.

Gen X Male 1: “We are not one of those wealthy people who just go to a shop and buy everything that is there, but we wait and see and sometimes, we treat ourselves to it and are happy when we have done that.”

Gen X Female 1: “Yeah, actually, I'd like it to, uh, yeah, give back a little of what I have and feel. Not everybody feels that way. And I'm very grateful for that. And this is my way of expressing in a social way (volunteering) that I find that you can and should get involved.”

In contrast, Gen Y is more focused on themselves. They do not address the topic of modesty, nor consider social differences. Instead, they talk about excess in terms of spending money excessively to purchase luxury. As such, Gen Y questions the real value of luxury and whether it is worth the price (see *Willingness to pay*, p.105). Yet, when they engage in luxury purchases, they justify the high expense with the personal satisfaction and joy they gain from it.

Gen Y Male 1: “I really want to be sure that if I'm going to spend this kind of money, it's on something I enjoy, that's what I care about. And obviously, also the question: Is it really necessary to buy this? Isn't there a different option alternative?”

Gen Y Male 2: “It's cool to see it. It's lovely to be with this belt. But, you know, you're just wasting your money, in a sense. It's better to save that money and spend it on something that will make you more money.”

For both generations, it is important to use fashion items to express **individuality**. They claim to buy fashion based on what they like and what they feel comfortable in. They try to express their own personality and want to differentiate themselves from others. Notably, both generations mention that they do not want to look the same as others. This partly drives both generations towards luxury, as luxury items are naturally scarcer. At the same time, it prevents some of the participants from buying certain products, such as accessible products, as they feel these are becoming too present in society (see *Exclusivity*, p.76).

Gen X Male 3: "You know that LV has done some bags which are totally black or totally white, where there are no no big, big logos on it. Those are my preferred ones, but I think I'm one of the few that likes that kind of stuff. It's like you don't see it around."

Gen Y Female 1: "I don't think it means a lot to me to have the style that people want me to have. It's more like 'What do I like? In what do I feel is pretty?' So I think it's more, 'What do I want to wear?'"

The interviews showed that Gen Y's interest in expressing their individuality is often linked to the concept of fashionability. At the same, this connectedness reveals a controversy among Gen Y. While they desire to express their individuality and do not care about the perception of others, they also say that they want others to perceive them as stylish. The same holds true for Gen X. Their longing to distinguish themselves stands in contrast to desiring items that make them look fashionable in the eyes of others and making a good impression on others (see *Socialization*, p.90).

Sustainability

The underlying values connected sustainability were found to partly impact participants and provide an important indication of future developments. These values are related to the general attitude towards sustainability, the connection between sustainability and luxury and its potential to be used as a marketing add-on.

The generations differ in their general **attitude towards sustainability**. Gen X is aware that sustainability is becoming a relevant topic. Yet, they admit that it has only recently become part of their life due to an upsurge in news coverage. Although they increasingly try to implement sustainability into their lives, most of them confess that they have not yet fully embraced the concept. Moreover, one Gen X participant attributes her relatively low involvement to the role sustainability is related to her country of origin.

Gen X Female 1: *"I have to make a big effort to change some stuff in my life. (...) We pay attention to the water and to these things and to use less plastic. But, of course, in Italy we are far away"*

Gen X Male 1: *"It's moving more into the direction of simply asking: 'How sustainable are they? What are they doing for the future? What are they planning?' What you didn't even question a few years ago."*

In comparison, sustainability appears to take a more prominent role in the lives of Gen Y. They stress that sustainability is important and that it is necessary that things change. While they try to implement sustainable habits, they state that they are not doing enough. They engage in behavior they know is not sustainable, such as shopping at fast-fashion chains, which often causes them to feel guilty retrospectively. Interestingly, a pattern emerges between genders. While Gen Y females are emotionally affected by sustainability and feel a strong sense of personal responsibility, Gen Y males appear less involved on a personal level, leading to a lower sense of responsibility.

Gen Y Female 1: *"This won't sound right because I still buy things at Zara and like the fast fashion brands. But I feel like you shouldn't be contributing for the success of a company that you don't relate to".*

Gen Y Male 1: *"Oh, that's a tough one. I mean, I'm a CEMS student, so sustainability is to some extent a topic in my everyday life. (...). So there is certain knowledge of the topic. There is a certain care about it, but it's not something I burn for."*

Interestingly, neither of the generations takes sustainability into account when purchasing luxury fashion products, despite claiming its importance. However, both generations mention that they expect companies like LV to act responsibly, particularly socially, due to the high price charged for their products. Furthermore, Gen Y customers justify their luxury purchases and reduce their guilt by claiming that they act sustainably by purchasing luxury as they buy less products and items that are long-lasting.

Gen X Female 2: *"I have honestly thought very little about the sustainability of products so far."*

Gen Y Female 1: *"I know some people are very, like, have strong opinions about this, but I'm, yeah, I'm sorry to say that I'm not really considering it that much."*

Gen Y Female 3: *"Also for luxury products, I think, since you will have them in the best case for your whole life. That would be something sustainable because you wouldn't buy something new that often."*

Despite not considering sustainability as an important factor in the purchasing situation, both Gen X and Gen Y acknowledge the power of **sustainability as an add-on**, especially as a marketing tool. Both generations mention that knowing about the brands' sustainability efforts would positively influence their attitude towards the brand.

Gen X Male 4: "Absolutely, I think it would be good if [sustainability efforts] were made transparent, also in a campaign, which would definitely influence something."

Gen Y Male 2: "You know, like not using animal resources for clothing, like if they start a huge campaign on that. (...) I think that's a great idea you could come up with. Because (...) you're also creating awareness in a sense."

Looking into secondary data shows evidence for the positive effect of including sustainability in LV's marketing campaign. For instance, in the context of the current Covid-19 outbreak, LV has engaged in social responsibility activities by providing gowns and face masks for medical workers (LVMH, 2020c). These efforts have attracted a lot of attention and have gone viral on social media. Although the business and the brand are disconnected in the minds of consumers (see *Organizational perspective*, p.82) it is evident that LV's activities have resulted in positive responses among members of both generations.

Gen X Secondary Data 42: "Well done to the luxury brands for using the skills and resources to make these gowns and support the medical world."

Gen Y Secondary Data 44: "Amazing! I love how the world is coming together to fight the virus together....Apart! Thank you Louis Vuitton!!!"

5.4 CBBE Outcomes

Our model identifies brand knowledge and customer attitudes as the outcomes of CBBE. Both the drivers and the moderator were found to jointly influence the creation of CBBE, leading to the manifestation of generational differences in brand knowledge and customer attitudes. Both parameters, in turn, express the nature of CBBE created. Despite generational differences, CBBE of LV is identified as strongly positive among both Gen Y and Gen X.

5.4.1 Brand Knowledge

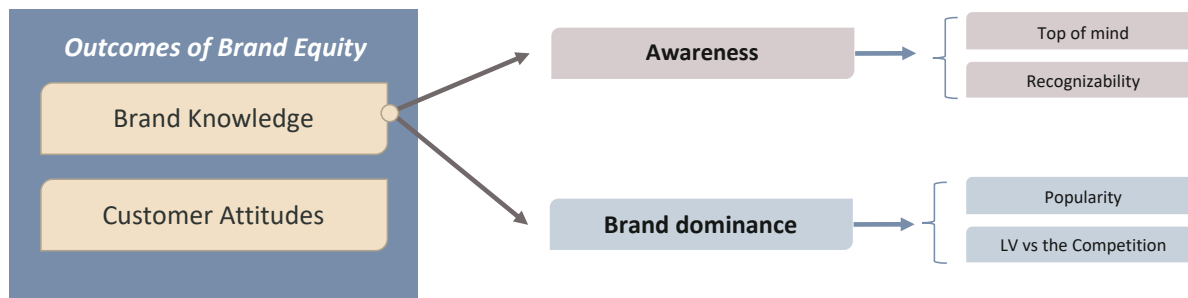


Figure 11 – The Brand Knowledge Outcome of LV's CBBE

Brand knowledge refers to the knowledge structures that reside in customers' minds (Keller, 1993). In this study, the key dimensions associated with the development of brand knowledge for Gen X and Gen Y luxury customers are identified as brand awareness and brand dominance. In line with Keller (1993), these two dimensions reflect the position luxury brands take in the mind of the customer in comparison to other luxury brands and thus represent a strong indicator of CBBE. Only subject to minor generational differences, both dimensions were found to be strongly positive across the two generations, indicating strong brand knowledge of LV.

Awareness

The brand awareness dimension is determined by customers' ability to recall the brand from the top of their mind and by how recognizable customers perceive the brand to be. As revealed during the interview, both brand recall and recognizability are strongly influenced by the associations and perceptions of Gen X and Gen Y customers concerning LV as well as their personal values (see *Associations*, p.87; *Personal values*, p.94). Brand recall and recognizability are strong across both generations, indicating high brand awareness.

Across both generations, LV was **recalled** as one of the top brands. Although almost all Gen X members recalled LV as one of the first five brands coming to their mind, it was seldom mentioned as the first brand. In contrast, Gen Y participants almost exclusively listed LV as the first or second brand that came to their mind. This indicates a slightly higher presence of LV for Gen Y customers as compared to Gen X.

Another insight relates to the set of brands mentioned by participants. Both generations indicated that they consider different brands based on the product category. For instance, Gucci was mentioned as often as LV for Gen Y and even more frequently for Gen X, showing that the brand takes a prominent,

and likely, competitive position for both generations. Some brands were more prominent or even exclusively mentioned for one generation. Accordingly, Dior, Chanel and Hermès were recalled more frequently within Gen X and Gen Y exclusively mentioned brands such as Céline, Furla and Balenciaga. This shows that despite similarities, the competitors of LV are not perceived as identical for the two generations.

Gen X Female 2: Gucci, Chanel, Dior, Louis Vuitton. And yes, it depends on which direction you are thinking about now, whether it is about clothes or, eh, such things, yeah.

Gen Y Female 2: "Louis Vuitton, Gucci and Furla. Err....wait, I know I know a lot. But wait. Could it, could it also be like, ehm, watches?"

Both generations describe LV's **recognizability** as high and link it closely to the brand's famous logo and canvas pattern (see *Authenticity*, p.75). Almost unanimously, they mention this recognizability as a factor that makes LV a strong brand and that the strong logo presence and popularity play an important role in determining the brand's strength.

Gen X Male 2: "Also the label or the pattern of Louis Vuitton, which is actually always visible."

Gen Y Male 3: "Everybody can connect LV with like Louis Vuitton. Everybody sees the monogram and is like okay, there is the brand and stuff."

Brand dominance

The brand dominance is determined by how popular customers believe the brand to be and how they assess the brand compared to its competition. Findings revealed that the two concepts are interlinked in the case of LV. Both generations believe the **popularity** of LV to be very high. They describe LV as a brand that they often see people wearing and point out that LV's increased product range and the inclusion of more accessible products has further strengthened the brand's popularity. Gen X perceives the brand to be popular across all age groups.

Gen X Female 2: "Well, I consider it [popularity] very high. These are very popular items."

Gen X Female 4: "[The product range] has changed, so I believe that for many people [LV] is much closer than many years ago. Like, maybe one person can only afford perfume. It's affordable and it is still a luxury."

In contrast, while Gen Y in general considers LV's popularity as very high, some of them differentiate between customer groups. As such, they perceive the brand's popularity as particularly pronounced among a younger customer segment, which they attribute to the brand's increased affordability.

Gen Y Female 3: "I think Louis Vuitton is really popular among the younger generation. Because it still is one of the most known designer brands, so ehm... I think everyone knows it."

In addition, participants of both groups justify their perception of LV's popularity by making reference to the brands' position in regard to **competing brands**. Both generations describe LV as taking a dominant position, particularly in relation to handbags and accessories. Moreover, they refer to the brand's long-standing success in the luxury market, describing how the brand has managed to stay ahead of competition over decades.

Gen X Male 1: "Yes, it is the fashion brand par excellence, I think, when it comes to bags."

Gen Y Female 2: "Louis Vuitton is always on top of their game. And, even...I don't know, eh... I'm pretty sure that in 30,40 years Louis Vuitton will still be a big, a huge brand."

On a more personal level, individuals in both groups describe LV to have a dominant position in their mind, particularly when they consider the brand's leather goods. Accordingly, the majority of Gen X and Gen Y name LV as their favorite luxury brand.

Gen X Secondary Data 24: "My LV addiction started only about 4 years ago when I had drinks with my friend and she brought her black epi Brea."

Gen Y Male 4: "I am really into Louis Vuitton. That's actually...So when I am in the store it's like my, oh my god like I want to have it."

It is important to note that both generations differentiate between luxury brands according to their exclusiveness. Although they describe LV as dominant and leading, they perceive LV to be in a somewhat lower category of exclusiveness. As such, they frequently compare LV with Gucci but differentiate it from brands such as Hermès, Chanel and Dior, which they perceive as more prestigious and exclusive due to the higher price level of products.

Gen X Male 4: "Hermès is, for example...from a relative point of view, regarding the pricing, it is again another category [than LV]."

Gen Y Female 4: I mean, Hermès has a really long history too, but it's too... it's very exclusive due to the price. So I don't take it as much into consideration [as LV]. (...) And so is Chanel, but it's different because they're super expensive, you know?"

Both Gen X and Gen Y perceive LV as a very popular brand and superior to its competition, particular in regard to the brand's leather goods. This provides the brand with a dominant position in its customers' minds, which positively contributes to the development of brand knowledge.

4.4.2 Customer Attitudes

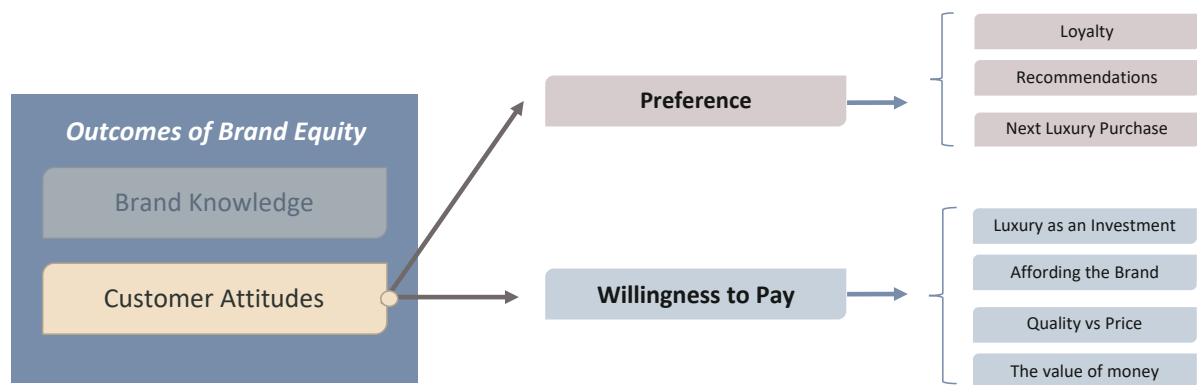


Figure 12 – The Customer Attitudes Outcome of LV's CBBE

Finally, the last outcome of LV's CBBE is found to be customer attitudes. This parameter can be related to Keller's (1993) notion of brand attitudes, hence, how consumers evaluate the brand as a whole. Consumers' preference for the brand and their willingness to pay were found to be of particular importance to measure customer attitudes. Interestingly, the findings suggest similar elements; however, a different structure than the previously identified theory. Whereas our theoretically derived model suggests that Aaker's (1996) loyalty dimension can be divided into the loyalty measures such as price premium (Aaker, 1996), satisfaction (Aaker, 1996) and preference (Baalbaki & Guzman, 2016), the findings suggest that those customer attitudes are formed based on their preference and willingness to pay. Hence, loyalty is a subcategory of preference, in inverse order to the theory, and the willingness to pay has been given more emphasis. This structure is argued to more effectively measure the CBBE of LV in terms of generational differences, as both generations say that they are predominantly not loyal. However, they do have preferences for the brand.

Preference

When consumers develop a preference for LV based on the drivers identified, it is argued to impact their loyalty and whether they would recommend the brand or buy it on the next occasion. Interestingly, **loyalty** is found to be the least important indicator of preference for LV. Only two out of sixteen customers declare themselves loyal, one from each generation, respectively. Notably, Gen Y emphasizes that the brand ought to fit their preference, their needs, and suit what they find beautiful. Gen X, however, speaks about loyalty from a product-focused perspective. Following, Gen X ascribes their loyalty as dependent on specific products and their features, while Gen Y attributes their lack of brand loyalty to their desire to express their individuality.

Gen X Male 3: “Not really, no. Loyal in terms that I've been buying it for 20 years yes for sure. Loyal to the extent that if I find something better than LV, I will switch from one day to the other.”

Gen Y Male 1: “I wouldn't no. I think regarding brand loyalty I am the wrong person to talk to because I just buy whatever I think is nice. And I am not really bound to brands. [...] Like, I am just picking whatever I like.”

Surprisingly, whereas most respondents do not consider themselves loyal, they all argue that they would **recommend** the brand to family and friends. Individuals of both generations highlight the long-lasting quality and symbolic value of the brand. A few outliers would not recommend it to close family as they argue that the high prices are not justified. However, across both generations, most customers claim to be very satisfied with the brand. Some Gen Y individuals highlight that LV is a suitable brand for the first luxury purchase.

Gen X Male 2: “I would recommend it because it is long-lasting and high quality.”

Gen X Female 1: “Yes, I have already recommended [LV] to my children.”

Gen Y Male 2: “I would not recommend it to my family. Because I care about my family and I don't want to waste money. But let's say like maybe one of my friends, he wants to look good. Yeah, I would recommend it to him.”

Gen Y Female 1: “Nobody buys Balenciaga when it's like the first bag. It's not a good way to start. I feel like a Louis Vuitton is definitely like the first, the best first bag you can have.”

In line with the low level of loyalty ascribed to LV, neither of the two generations explicitly opts for LV as their next luxury purchase. In the case of Gen X, most of the participants did not have any future luxury purchases specifically planned at all. Those that did predominantly planned to buy a product of

a less accessible brand, such as Hermès. In regard to Gen Y and in line with their either impulsive or thorough planning behavior, those individuals that are anticipating a luxury purchase have painstakingly planned the item and purchase occasion (see *Planning*, p.82). Furthermore, Gen Y argues to value variability, with one respondent claiming that she would not buy the same luxury brand twice.

Gen X Male 1: “[Would your next purchase be LV?] Mhhh yeah. But I'm sure other brands come into consideration.”

Gen X Female 3: “I think it will be another brand [than LV]. But I think it's also due to my age.”

Gen Y Female 1: “Yeah, I'd like to purchase another brand that I don't have already.”

Willingness to pay

Individuals' financial value perception indicates customers' attitudes towards the brand. Hence, how much consumers are willing to pay for certain products is a relevant outcome of the drivers of CBBE of LV. The parameter entails whether individuals perceive luxury as an investment, how they afford the brand and the trade-off between quality and price.

Six out of eight Gen Y members argue that they purchase luxury as an investment, whereas only one Gen X member mentions a similar tendency. Following, Gen Y mentions that LV items do not lose their value over time and can easily be resold if desired due to LV's long-lasting quality, strong brand identity, and recognizability. This approach to luxury influences their product choice accordingly. Moreover, Gen Y often focuses on making a good deal due to their limited budget, for instance by buying a luxury product second-hand. This tendency did not emerge from the interviews with Gen X customers.

Gen Y Male 3: “If I bought [LV items] like two years ago now if I would like to buy it again, it would cost only more. So that is definitely good.”

Gen Y Male 2: “[I like to buy luxury items] that I will not outgrow. That I can always wear. (...) No, at least the belt I can bring with me for several years depending how I treat it. So at least it will still be in a sort of an investment that I can keep.”

Regarding the trade-off between quality and price, individuals differ in their opinions on whether LV's price is justified for the products' quality. Gen X emphasizes the quality versus price trade-off more frequently than Gen Y. Moreover, Gen Y predominantly mentions the products' durability, whereas

Gen X considers more diverse components such as materials, working conditions, production, and value over time (see *Quality*, p.79).

Gen X Female 4: "Good quality has a certain price. (...) However, many things are absolutely overpriced. I guess there has to be a stop at some point. I mean I look for good craftsmanship that it is properly manufactured without blood traces or child labor. That has to be paid for, the quality, the value of the product."

Gen Y Female 4: "When it comes to accessories, like shoes and bags, I usually go for more expensive ones, because I think they pay off. But if it's just normal clothes, I go to Zara, it's cheaper."

Findings reveal that Gen Y justifies higher prices by arguing that purchasing luxury is a beneficial investment for the future, whereas Gen X rationalizes the high expenditure by evaluating the brand on the quality versus price continuum.

6. Summary of findings

The following table highlights the generational differences and similarities found in the drivers, moderators and outcomes of LV's CBBE (Table 9). Significant differences between the generations are marked in bold.

	Generation X	Generation Y
Uniqueness	<ul style="list-style-type: none"> · Unique → recognizability and capability to inspire · Exclusivity important → desire special treatment 	<ul style="list-style-type: none"> · Generic → find LV's pattern generic and perceive lack of exclusivity · Exclusivity important → desire for personal differentiation
Brand Heritage	<ul style="list-style-type: none"> · View business and brand detached · Emphasis on classic and timeless design · Brand consistency over time valued 	<ul style="list-style-type: none"> · View business and brand detached · Differentiate between style (temporary) and timeless (long-lasting)
Product attributes	<ul style="list-style-type: none"> · Quality = robustness, properly produced, durability · Design = Fashion, e.g. colors & shapes, affects public image · Logo visibility similar to Gen Y 	<ul style="list-style-type: none"> · Quality = long-lasting & necessary base value, not a value-adding feature · Design = linked to heritage, craftsmanship, to specific designers · Logo visibility similar to Gen X
User behavior	<ul style="list-style-type: none"> · Careful planning behavior (unless caring a lot about fashionability) · Usage frequency depends on individual 	<ul style="list-style-type: none"> · Either impulse purchase or extreme planning behavior · Usage frequency depends on individual
Shopping experience	<ul style="list-style-type: none"> · Store location important, in-store experience valued · Use internet for search for better price · Service = used by many as a valuable advice on products and influences purchase decision 	<ul style="list-style-type: none"> · Store location important, in-store experience valued · Use internet to be informed pre-purchase · Service = Perceived as a pressure, when needing advice, Gen Y expects highly knowledgeable staff
Typical users	<ul style="list-style-type: none"> · Broadened customer segment threatens classic core of brand · Inspired by peers 	<ul style="list-style-type: none"> · Broadened customer segment diminishes exclusivity · Inspired by celebrities
Brand memories	<ul style="list-style-type: none"> · Memories connected to first purchases (approx. 20 years ago) · Gifts, friends & family are important 	<ul style="list-style-type: none"> · Memories connected to first purchases (recent memories) · Gifts, friends & family are important

Brand feelings	<ul style="list-style-type: none"> · Pride & treat-yourself are important feelings · Feeling of elegance is relevant 	<ul style="list-style-type: none"> · Pride & treat-yourself are important feelings · Sense of achievement is relevant
Social perception	<ul style="list-style-type: none"> · LV makes a good impression, elevates individuals from general population · Desire to be associated with the right peer group, 'who else is wearing the brand?' 	<ul style="list-style-type: none"> · LV is mainstream, fear of being perceived as 'just one of them' · Do not want to display brand too obviously · Desire insider recognition, want to be recognized in their individuality
Ingroup vs outgroup	<ul style="list-style-type: none"> · Desire for group acceptance and status differs between individuals · Envy is a compliment 	<ul style="list-style-type: none"> · Desire for group acceptance and status differs between individuals · Envy is something to be avoided by hiding the brand
Lifestyle	<ul style="list-style-type: none"> · Desire for efficiency due to time-scarcity, convenience important when shopping · Buy luxury that conforms with the fashion standard 	<ul style="list-style-type: none"> · Desire for self-centrality, value personal space and me-time · Buy luxury that stands out from the fashion standard -> Individuality
Self-reflection	<ul style="list-style-type: none"> · Engage in conscious and selective luxury consumption to balance out feelings of excess and modesty in relation to social differences · Express individuality through luxury 	<ul style="list-style-type: none"> · Justify high prices of luxury through personal satisfaction and joy, modesty not a societal topic but rather self-focused on whether luxury is worth the price · Express individuality through luxury
Sustainability	<ul style="list-style-type: none"> · Low involvement with sustainability · Do not consider sustainability when purchasing luxury, it is an add-on 	<ul style="list-style-type: none"> · Much knowledge about sustainability, low involvement · Do not consider sustainability when purchasing luxury, it is an add-on
Awareness	<ul style="list-style-type: none"> · Brand recall & recognizability high 	<ul style="list-style-type: none"> · Brand recall & recognizability even higher than Gen X
Brand dominance	<ul style="list-style-type: none"> · Perceive LV as equally popular and often superior to competition 	<ul style="list-style-type: none"> · Perceive LV as equally popular and often superior to competition
Preference	<ul style="list-style-type: none"> · Not loyal · Would recommend the brand, might purchase it at next occasion 	<ul style="list-style-type: none"> · Not loyal · Would recommend the brand, might purchase it at next occasion
Willingness to pay	<ul style="list-style-type: none"> · Consider balance between price and quality · Do all not consider themselves as main users 	<ul style="list-style-type: none"> · Purchase luxury as an investment · Affording the brand is connected to a sense of achievement

Table 9: Generation X and Generation Y in regard to the features of CBBE drivers, moderator and outcomes

7. Conclusion & Discussion

This section discusses the contribution of the findings to brand management theory. Furthermore, the managerial implications and the limitation of this study will be highlighted, and future research opportunities proposed.

7.1 Conclusion

To explore whether Gen X and Gen Y influence the brand equity of luxury fashion brands, we developed a model that synthesizes the theoretically derived CBBE measurement scale based on Aaker (1996), Keller (2009) and Baalbaki and Guzmán (2016) with our data analysis. The findings reveal that the CBBE of Louis Vuitton, the focal brand of this study, can be summarized under four drivers (authenticity, brand image, brand associations and socialization), one moderator (personal values) and two outcomes (brand awareness and customer attitudes).

Within these parameters, the strongest differences between generations were found to be in the perception of uniqueness and exclusivity (authenticity), planning behavior and service preference (brand image), social perception (socialization), lifestyle (personal values) and their willingness to pay (customer attitudes). Accordingly, the generational shift is found to influence three out of four drivers of CBBE as well as the moderator, ultimately affecting the outcomes of CBBE due to differences in customer's different perceptions of the brand on certain parameters.

On the other hand, similarities were found between the generations as well. These include the generations' feelings towards logo visibility (authenticity), usage frequency and shopping behavior (brand image), formation of brand memories and feelings (brand associations), low involvement in sustainability (personal values), awareness and brand dominance (brand knowledge) and their preference for the brand (customer attitudes). Thereby, this research suggests the existence of specific parameters which lead to a differential effect on CBBE creation of luxury fashion brands among Gen X and Gen Y. At the same time, other parameters were found to not be affected by the generational shift of luxury consumers and, therefore, do not lead to differences in CBBE. This has significant implications for both the theoretical and managerial contributions of this study.

7.2 Theoretical contributions

Scholars widely acknowledge that the changing and evolving luxury consumer poses a significant challenge for luxury brands (Gutsatz & Heine, 2018), highlighting the importance of customer-centric brand strategies (Okonkwo, 2007). Overall, this research contributes to brand management literature as it shows how segmenting customers into generational cohorts can be a useful tool for luxury fashion brands when creating brand strategies. More specifically, the derived CBBE model enables the detection of generational differences by pointing out specific parameters which have a differential effect on CBBE, and which should, thus, be addressed in the branding strategies of luxury fashion brands. Furthermore, this research contributes to filling the gap of research on Gen X, which is often overshadowed by the more numerous Gen Y and Baby Boomer generation in generational studies (Connaway & Radford, 2011; Parment, 2013; Beauchamp & Barnes, 2015). Three concrete theoretical contributions ought to be highlighted.

First of all, the findings confirm that luxury branding requires a different set of CBBE measurement scales than traditional brands. In line with Keller (2009), this study highlights the importance of brand imagery and brand associations for luxury brands, as luxury is built on intangible aspects. Moreover, uniqueness, heritage, user types, experiences, and brand feelings are identified as essential drivers for the formation of CBBE of luxury fashion brands, which confirms Keller's (2009) findings. However, the results also emphasize that some traditional measurement scales are not applicable in the given context. For instance, preference was argued to be more revealing for the customer attitudes than the loyalty parameter proposed by Aaker (1996). Hence, the argumentation that luxury brands must be exclusive and display high levels of sales and loyalty, as illustrated by Phau and Prendergast (2000), has not been confirmed in this study. Instead, respondents argued that high levels of sales diminished their perception of the brands' value which is in line with the concerns voiced by Keller (2012) in relation to the democratization of luxury and the inherent loss of rarity. Despite a lack of perceived exclusivity, respondents still indicated their preference for LV.

Secondly, this study proves that generational cohort segmentation based on values is a useful approach to analyze the customer of luxury fashion brands. The values of the two generations were found to play a moderating role in the formation of CBBE, which highlights that individuals' held beliefs strongly affect their luxury value perceptions as proposed by Wiedmann et al. (2009). Furthermore, as suggested by Hellevik (2002), two different perspectives on why age groups exhibit differences in value orientation were found: 1) life cycle effect and 2) cohort effect. For instance, affording the brand can

be ascribed to be a lifecycle influence, as it is likely connected to Gen Y's budget constraints experienced as students. On the other hand, Gen Y's desire for individuality is argued to be a generational cohort effect supported by Williams and Page (2011), arguing that Gen Y is a self-indulgent generation. However, this distinction cannot be easily made for all parameters, as it is difficult to differentiate between what is caused by life stage or values imprinted in the cohort.

Thirdly, this study confirms that individual luxury value perceptions of different generations entail relevant insights into the creation of CBBE of luxury brands. Furthermore, these value perceptions influence several of the identified CBBE parameters of luxury fashion brands outlined in our model. The most pertinent influences are highlighted below.

Relating to authenticity, individuals refer to the classical side of the brand that appear as a strength for some Gen Y members, whereas for others, it creates a generic image. The difference between respondents in that regard can be related to the challenge of balancing heritage and modernity, as described by Kapferer and Bastien (2012). Furthermore, timelessness and long-lasting quality are correlated concepts for the respondents. Thus, brand heritage does not only translate into a timeless product design but also creates a timeless brand that does not diminish in brand value and therefore justifies higher prices charged. Both generations perceive LV as consistent and stable which is in line with Okonkwo (2007), who argues that innovation should only be achieved through re-interpretation that links tradition with modernity, placing high importance on maintaining a consistent core in terms of products and brand image over time. A key finding related to authenticity is that Gen Y fears to be mainstream and perceives LV's increased accessibility as particularly detrimental to their perception of exclusivity. As exclusivity is one of the core features of luxury brands (Kapferer, 1998), a lack of it is likely to diminish the brand's CBBE.

In brand imagery, it ought to be highlighted that the two generations differ in their purchase planning behavior. While only one Gen X member engages in impulse purchases and cohort members usually plan their luxury purchases in advance, many Gen Y members purchase items impulsively. The engagement in impulse purchases can be related to Tucker (2006), who argues that Gen Y has an inability to delay gratification. Furthermore, Hennings et al. (2015) contend that customers increasingly engage with luxury brands on social media and shop online, which the findings confirm. However, only a few respondents argue that they would purchase luxury online, and everyone highlights the importance of the in-store experience and service. Hence, findings reveal that individuals use the internet to search

for product information or better prices. However, the store is likely to be the central conversion point for both Gen X and Gen Y.

In terms of brand associations, a breach with the theory is found. Whereas Kim (2019) argues that Gen Y assigns stronger emotional attachment to luxury items than Gen X, our findings highlight that brand feelings and memories are similar between the two generations. Although a slight difference can be seen in Gen Y connecting luxury to a sense of achievement, while Gen X connects it to elegance, they were both found to have comparable emotional attachments with regards to intensity and emotional involvement.

Socialization is one of the parameters with considerable differences between the two generations. Whereas Gen X cares about who else is wearing the same brand and is inspired by their peers, Gen Y prefers to not display the brand logo too obviously and looks up to celebrities and influencers for inspiration. Therefore, it can be concluded that it is more important for Gen X to convey an affluent lifestyle than it is for Gen Y (Seo & Buchanan-Oliver, 2019). Eastman and Liu (2011) argue that status consumption for both Gen X and Gen Y is high. However, this is not directly supported by our data, as all respondents spoke about status consumption only in the third person, never directly admitting that they personally care about social status.

Furthermore, whether belonging to affluent networks is of importance differs between individuals rather than generations. That individuals form groups based on similar conspicuous consumption patterns, as proposed by Berg and Clifford (1999), is only supported by two out of sixteen respondents. More precisely, most respondents do not speak openly about their consumption with peers. For Gen Y specifically, many individuals even try to hide the brand to a certain extent. For Gen X respondents, it can further be concluded that the internalization of social norms about luxury consumption results in taken-for-granted rules, as suggested by Seo and Buchanan-Oliver (2017). For instance, Italian consumers often refer to their country norms when speaking about why and how they consume luxury, pointing towards the influence of cultural differences.

The personal values moderator finds that Gen X are often pressured to shop efficiently due to time constraints, while they value fashionability for the sake of portraying a particular image to their peers. Interestingly, this is in line with Littrell et al. (2005), namely that Gen X bases product selection on fashionability and less out of a concern for quality or product authenticity. Connecting this to the socialization driver, it is evident that Gen X cares a lot about how peers and society perceive them and

their products. In contrast, findings reveal that Gen Y members are more self-centered in their approach to both fashionability and the use of time. They highlight the importance of individual style and having enough time for themselves. This is connected to Williams and Page (2011), who argue that Gen Y is a sophisticated and self-indulgent shopper that desires brands that are similar to the individuals' ideal self. This can be linked to the fact that Gen Y is inspired by celebrities rather than peers such as Gen X. Gen Y's ideal self is portrayed by influencers or celebrities, hence, to transform to their ideal self, they purchase the items of their role models. Importantly, both generations do not consider sustainability when purchasing luxury. Thereby, it contradicts many scholars that claim that consumers, especially Gen Y, increasingly emphasize values such as sustainability, requiring luxury brands to act in an environmentally and socially responsible way (Gutsatz & Heine, 2018, Eastman & Liu, 2011). Even though all respondents argue that sustainability, especially social sustainability, is essential, most do not consider it when making luxury purchase decisions.

Lastly, the outcomes of CBBE, namely, awareness and customer attitudes, are relevant. They reveal that the meaning of luxury is no more stable or predictable but "disrupted, subjective and personalized" (Seo & Buchanan-Oliver, 2019, p.414). Whereas awareness is high, and the brand is perceived as dominant by both generations, the same is also argued to diminish exclusivity and hence desirability. The customer attitudes are disrupted, subjective and personalized. Gen Y's preference for the brand depends mainly on the perceived exclusivity and individuality of the brand. Gen X, on the other hand, perceives their social reference group as a crucial factor. Outcomes of these customer attitudes are found to result in preference and willingness to pay. Both Gen X and Gen Y are not loyal to the brand, which is in line with theory (Gurau, 2012; Bergh & Behrer, 2016). Regarding their willingness to pay, Seo and Buchanan-Oliver (2019) argue that consumers can invest in luxury brands as a justification for the high price. This behavior is supported by seven out of eight Gen Y members, whereas only one Gen X member mentions luxury as an investment. This is connected to the emphasis on classic and timeless products, which thereby obtains a new significance for Gen Y.

7.3 Managerial contributions

For luxury fashion brands, it is particularly important to stand out from the competition and remain relevant to customers through effective branding strategies. This requires profound knowledge of an increasingly demanding and changing luxury customer. The results of this study lead to several practical implications for the development of luxury branding strategies by anticipating the generational shift

from Gen X to Gen Y. These implications are aimed at supporting luxury brand managers in appealing to current customers and simultaneously attracting the luxury customer of the future. Consequently, they support luxury brand managers in tailoring their branding strategies to meet the demands of their changing customer base. At the same time, it can facilitate the creation of strong CBBE in the present and future and likely lead to a competitive advantage.

The most prevalent task for luxury brands appears to be centered around finding a balance between growing the brand and maintaining a feeling of exclusivity and uniqueness among its customers. At the same time, luxury brands need to take into account the personal values of Gen X and Gen Y as well as their reasons to consume luxury goods. By addressing these issues, the practical implications resulting from this study can be broadly categorized into the four P's of marketing – Product, Place, Promotion and Price. While these suggestions serve as an indication on how to approach the different generations, they should not be seen as exclusively applicable to one generation only.

Product

In terms of products, our study identifies the inclusion of easily distinguishable, visual cues such as logos, color schemes or patterns as a crucial element in creating high brand recognition, which is necessary to develop brand knowledge. High logo prominence, however, also bears the risk of decreasing desirability among both Gen Y and Gen X. While some individuals prefer a prominent logo on products, others prefer a subtle or even hidden logo. Therefore, luxury brands should include both products that are strongly branded to ensure continued brand recognition, but also more subtle products in their product range, which are particularly important to appeal to Gen Y.

In addition, focusing on logo prominence as the main design feature across product lines is likely to result in a generic brand perception across Gen Y that diminishes brand uniqueness and should, hence, be avoided. Instead, brands should focus on product innovation. While reinterpretations of core products in terms of colors and materials keep the brand relevant for Gen X, it does not qualify as innovation to Gen Y and should, thus, be seen as a standard requirement. Following, brands need to focus on more innovative initiatives to stay relevant to the younger generation, ranging from collaborations with artists to initiatives that go beyond the regular scope of activities. Importantly, innovation must be seen as a crucial tool to keep the brand relevant, while customers of both generations predominantly purchase classic products. Consequently, classic and timeless products should always remain at the core of the brand's product offerings.

Many brands, such as LV, have broadened their product lines to include more accessible products. While this increases brand dominance due to a larger customer base, it diminishes exclusivity and risks to avert customers of both generations from the brand. Therefore, it is of utmost importance that luxury brands do not stretch their product offering too much and instead focus on increasing exclusivity. This can be done, for instance, by creating artificial rarity (Kapferer, 2012), through limited editions, collaborations, or products that are only offered at specific locations. This will not only increase feelings of exclusivity and uniqueness among both generations, but rare products will particularly support Gen Y in their desire to express their individuality. Moreover, limited editions are likely to trigger impulsive purchase behavior of Gen Y.

Place

It is important to differentiate between online and offline locations. Although both generations prefer to purchase products in-store, the online environment is becoming increasingly important for luxury brands, especially for Gen Y. Therefore, luxury brands should ensure a coherent online presence that reflects their brand image. This is particularly important as the virtual brand interface likely is the first point of contact between new Gen Y customers and the brand. As Gen X primarily visits a brand's online shop due to time constraints, luxury brands should design their website in a convenient and straightforward way. Functions such as retrieving information on a product's availability in a certain store or the possibility of booking a personal sales appointment should be designed so that they are attractive and convenient to customers, as particularly desired by Gen X.

Both generations value the experience and use luxury to treat themselves, while luxury purchases evoke feelings of pride. Accordingly, the store design should invite customers to enter the brand universe and make them feel special in a visually and emotionally appealing way. While amenities such as a glass of champagne are helpful, especially for Gen Y, the most important feature is good customer service. Accordingly, luxury brands should guarantee knowledgeable and attentive sales taking on the role as advisor for Gen X and knowledge expert for Gen Y. Moreover, sales assistants should take an unobtrusive role in the purchase situation unless specifically approached, thereby avoiding the intimidation of customers, which is particularly relevant for Gen Y. The store presence, the interaction with sales personnel and the purchase situation itself should all contribute to the enjoyment of the customer, which will subconsciously help customers to justify the high price paid for products.

Furthermore, personalized customer service should be integrated in the store experience. In addition to offering appointments, sales personnel should keep personal records of their customers, which keep track of past purchase activity and products purchased. Moreover, frequent customers should be offered perks such as invitations to special events. While such personalized services induce a feeling of exclusivity, particularly for Gen X, it also provides convenience, for instance in the case of after-sales services. Our findings suggest that customer service should be seen as an extension of the product that supports exclusivity and uniqueness. Therefore, customer service should meet equally high-quality standards as the brand's products.

Promotion

Three specific promotion opportunities emerged from the interviews. Firstly, celebrities and social media influencers represent an important source of inspiration for Gen Y customers. Therefore, luxury brands should actively engage in celebrity endorsement and make use of influencers to promote their products. However, celebrities and influencers should be carefully selected to be in line with customers' perception of the typical or aspirational user related to the brand. While selecting celebrities or influencers that do not align with the perception of typical or aspirational users might attract new customers, it might change the brand image and thereby risks averting existing customers. This tradeoff should therefore be carefully considered according to the brand's strategy.

Secondly, including designers in the brand's communication strategy is a powerful tool to increase the perception of uniqueness, especially as perceived by Gen Y. As the example of LV's men fashion designer Virgil Abloh shows, designers may become an iconic part of the brand. By giving them a prominent role in the brand's communication strategy, they become an influential brand advocate that further increases the brand's uniqueness and, thus, authenticity.

Lastly, even though Gen X and Gen Y customers currently do not consider sustainability when purchasing luxury, luxury brands should openly and transparently communicate their sustainability efforts as part of their branding strategy. Findings suggest that being aware of luxury brands sustainability initiatives positively influences how customers perceive the brand. Knowing a brand is acting sustainably is likely to mitigate the guilt Gen Y customers often feel in relation to their consumption habits, as well as Gen X feelings of consuming excessively. Moreover, the topic of sustainability is recently gaining a lot of attention. Therefore, customers' attitudes are likely to change

in the future, which might increase the pressure on luxury brands to act sustainability and should, therefore, be monitored and anticipated.

Price

Branding activities related to the price category should play a subordinate role for luxury brands, as customers' willingness to pay is closely related to the effectiveness of the remaining three branding aspects. As the price of luxury products is generally a lot higher than their production price (Kapferer, 2017), favorable brand perceptions will lead customers to judge the price of products as justified. To facilitate this development for Gen X, luxury brands must match the high price charged with high quality standards of products. For Gen Y, luxury must represent a good investment. Luxury brands can support this perception by integrating the suggestions mentioned above, such as offering timeless and long-lasting products or good customer service that lead to a favorable brand experience. Moreover, the practice of stretching the price range to include more accessible products should be minimized as already mentioned in the product category, as low product prices diminish the feeling of exclusivity.

7.4 Limitations and Future Research

While this study is subject to several limitations, it also provides opportunities for future research. First, an important limitation arises from collecting data through interviews. This is caused by the concept of double hermeneutics, which entails a double interpretation process during data collection (Bell et al., 2019). Initially the interviewee first interprets his or her own social world and realities when engaging with the interviewer. Afterwards, the interviewer then interprets what was said by the interviewee. This double process inevitably adds subjectivity to the results of this study. Acknowledging this risk, we intended to minimize subjectivity by following data triangulation and supplementing primary with secondary data. Moreover, we analyzed the data separately to further reduce subjectivity of interpretations, which were then jointly discussed and concluded in the findings. Future research ought to triangulate data even further by using other additional data sources, for instance by conducting focus groups or field observations.

Secondly, the study design limits the external validity of results. Conducting a single case study allows to follow a holistic approach by exploratively investigating the novel research field of generational effects on CBBE of luxury fashion brands. Yet, choosing only one brand as the focal point of analysis inhibits the ability to validate results outside of the research context. Although LV was considered a

typical case that is expected to be representative of a larger population of luxury brands (Yin, 2003), the results first need to be validated in the context of other luxury brands to be generalized. This is particularly relevant given the fact that luxury brands are built on the premise of uniqueness, which makes them incomparable to other luxury brands (Kapferer & Bastien, 2012). Therefore, future research should replicate this study and increase the number of cases to include different luxury brands to test our findings. The external validity of our results is furthermore of concern as selecting primary data solely through conducting in-depth interviews likely results in mono-method bias. Consequently, future research should triangulate data even further by collecting primary data through additional data sources, such as a netnography or focus groups.

Third, the generalizability of our results is further limited due to a relatively small sample size of 16 participants. Although participants were sampled to include different nationalities and an equal distribution of gender and age to reach heterogeneity, the sample is likely not representative of the broader population of luxury customers. For instance, all sampled Gen Y participants are currently students, meaning that the data is biased towards Gen Y participants with a higher education background. Furthermore, it does not account for Gen Y customers that are currently employed, which is likely to affect their discretionary income and hence their ability to engage in luxury purchases. Additionally, all Gen X participants are subject to a high income of their own or their partner. This leads them to enjoy an affluent lifestyle which likely influences their engagement with luxury brands in comparison to Gen X luxury customers of a weaker financial background. While this study's findings provide a valuable first indication of differences between Gen X and Gen Y luxury customers in terms of CBBE, future research should address the issue of generalizability by including a larger sample size. By doing so, attention should be paid to incorporate different educational and vocational backgrounds.

Making use of a larger sample size in future research will further ensure stronger theoretical saturation during the data collection and analysis process. Although theoretical saturation was concluded after the 16th interview, it is likely that a larger and more heterogeneous sample would have led to the emergence of further perspectives well beyond the 16th interview. The before-mentioned mono-method bias is also likely to have influenced the premature identification of theoretical saturation. Therefore, future research should not only include a larger sample size, but it is also deemed beneficial to incorporate multiple primary data collection methods to investigate the creation of CBBE from a cross-generational perspective.

Moreover, while this research serves as a first indication of generational differences on CBBE of luxury brands, the presented research design as well as the derived theoretical model may be extrapolated to include not only a larger sample size but also a broader range of luxury customers. For instance, the findings provide tentative evidence for causal inferences between customers' perception of luxury brands, generational cohort membership and their cultural backgrounds. Therefore, replicating the research design or testing our theoretical model across specifically chosen nationalities will result in valuable insights in the future research. In particular, we believe that contrasting nationalities that are known to be culturally distant (Hofstede & Hofstede, 2005), such as Asian and European countries, will result in significant findings. Given the growing importance of emerging countries for the luxury industry (Kapferer, 2016), such insights on generational differences generated in a cross-cultural setting may lead to important implications for the development of global branding strategies.

Furthermore, another future research opportunity is presented by including additional generations in the presented research design, such as generation Z (Gen Z) born after 2000 (Rich, 2008). As Gen Z is slowly entering the luxury market, studying them and how they create CBBE in comparison to other generations such as Gen X and Gen Y is expected to result in a future outlook on the long-term development of luxury branding strategies. In addition, not only cohort effects but also life cycle effects were found to influence differences in customers and the creation of CBBE. However, these were not specifically investigated in this study. Accounting for differences in the participants' life stages within generations as suggested by Gurau (2012) and Hellevik (2002) is expected to result in even more nuanced findings concerning generational differences in CBBE creation.

Lastly, through the data analysis process, authenticity was concluded to be a driver of CBBE creation, encompassing brand perceptions such as uniqueness or brand heritage. As brand authenticity did not emerge as a particularly important factor of CBBE for luxury brands during the literature review, it was not formally addressed in the data collection process. However, based on this study's findings, the role of brand authenticity should be further investigated in future research. Obtaining profound knowledge on the concrete role of brand authenticity on CBBE in a luxury context will provide both scholars as well as brand managers with important implications on the concept's role in luxury brand management.

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9. Appendix

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Appendix 1: Semi-structured Interview Guide

Introduction (5 min):

Thank you for joining our interview and meeting me today. I very much appreciate that you are offering your time to me today.

Background:

We are 2 CBS students studying a Master in Brand and Communication Management. The study will be used as one of 16 interviews building the foundation for our master thesis analysis, with an oral defense in June.

Duration:

The interview will last about 50 minutes. I am very interested in your elaborate answers. To not go beyond your time constraint however, might redirect the interview at some points to cover all the topics of this interview.

Purpose of the study:

Our thesis concerns changing purchase patterns of luxury fashion customers. I will be asking you questions about how you live your life and how luxury fashion brands fit into it.

Anonymity

The interview is anonymous and I will not use what I hear in this interview in other interviews or other contexts and will not be published. Besides 2 supervisors and my thesis partner, nobody is going to hear what is being said in the interview.

Recording the interview:

Our conversation will be recorded on tape. I do this to make sure I remember all the information I get from you correctly. This is for our own use only. Everything you say will be treated confidentially.

I will turn on the tape recorder now and I will say when I turn it off again. Do you have any questions before I start? Alright, let's initiate the interview.

Background & Lifestyle (5 min)

1. Tell me a little about yourself.
 - a. Age, gender, education, nationality, occupation
2. How do you describe your own lifestyle?
3. Do you think you have a similar lifestyle to many of your close friends?
4. Describe your typical week and day-to-day activities?
5. What things are important to you in your day-to-day environment?
6. How often do you go shopping? Which kind of items do you buy?

Luxury Purchases (5 min)

7. Do you purchase luxury goods?
 - a. If yes, which ones?
 - b. For who - for you or for others?
8. How does it make you feel to purchase and own a luxury brand?
 - a. emotional and sensory experiences vs. symbols for personal and social identity

Brand equity (35 min)

Now we will zoom in on luxury fashion brands and more specifically on the Brand Louis Vuitton. Luxury fashion includes couture (e.g. hand-tailored clothes), ready-to wear clothes and accessories such as handbags.

Awareness

1. **When you think about luxury fashion, which brands come to your mind?** (Top of mind & Recall, Brand dominance)
2. **Which is your favourite luxury fashion brand?**
 - a. How frequently do you think of this brand?
3. **Have you ever heard of Louis Vuitton? (Recognition)**
 - a. What do you associate with Louis Vuitton? (Brand knowledge)
4. **What is your overall opinion of Louis Vuitton?**
 - a. Admiration? Like? Respect? Negative?

Brand Imagery

1. **If Louis Vuitton was a person, how would you describe him/her?** (Personality & Values)
 - a. Personality dimensions: sincerity, excitement, competence, sophistication, ruggedness
 - b. What do you think would this person's values be?
2. **Which feelings does Louis Vuitton evoke?** (Brand feelings)
 - a. Warmth, fun, excitement, security, social approval, self-respect
3. **Which memories do you recall with Louis Vuitton?** (History, heritage, experience)
 - a. Has the brand played an important part in your life?
 - a. E.g. experiences, peer groups

Usage situations and user type

1. **How would you typically buy a luxury product?** (Purchase & Usage Situations)
 - a. Can you buy Louis Vuitton products in a lot of places?
2. **When and how do you/would you use a Louis Vuitton product?** (Purchase & Usage Situations)
3. **Who do you think are typical users/owners of Louis Vuitton products?** (User Type)
 - a. age, gender, demographics etc.
 - b. To what extent do you identify with people who buy the products?

Perceived quality

1. **What is the most important feature when you buy luxury brands?**
2. **What kind of value do luxury brands offer to you?**
 - a. What does Louis Vuitton offer to you? (special features?)
 - i. performance related attributes (functional value)
 - b. Quality?
 - c. How much do you like the look, feel and other design aspects of this Louis Vuitton?

Brand Leadership & Organization

- 1. How unique is Louis Vuitton?**
- 2. How innovative do you perceive Louis Vuitton to be?**
- 3. Do you know the organisation that stands behind Louis Vuitton?**
 - a. LVMH - Moët Hennessy Louis Vuitton
 - b. Do you trust them?
 - c. What is your opinion about them?
- 4. How popular do you think Louis Vuitton is?**
 - a. growing in popularity? declining?

Social influence

- 1. To what extent do people admire and respect those who own Louis Vuitton products?**
 - a. Do you identify with those people?
- 2. How do you feel others would perceive you when you wear a Louis Vuitton product?**
 - a. Do you think wearing Louis Vuitton products would make a good impression on others?
 - b. Would it help you to feel accepted in a certain group?

Loyalty

- 1. Would you buy a Louis Vuitton product at the next opportunity to purchase a luxury brand?**
 - a. first choice?
 - b. Are you attached to Louis Vuitton?
- 2. Would you recommend your friends and family to purchase a Louis Vuitton brand?**
- 3. Do you think the price for Louis Vuitton items is justified?**
- 4. Do you in general consider yourself loyal to any luxury fashion brand?**

Sustainability

- 1. What do you consider important values in your life?**
- 2. Is sustainability important to you?**
 - a. How is that for luxury products?

One way to look at sustainability is to differentiate between social, environmental and economic sustainability. We want to focus on environmental and social sustainability. Environmental sustainability refers to the impact corporations have on the environment through their business conduct and favours activities such as reducing emissions or recycling. Social sustainability refers to a company's conscious commitment to build a positive relationship with all of the company's stakeholders by acting responsibly. Such activities include for instance ensuring safe work conditions for employees or supporting underprivileged people with education.

3. To what extent do you feel that Louis Vuitton is an environmentally responsible brand?

a. why/why not? Do you care?

4. To what extent do you feel that Louis Vuitton is socially responsible?

a. why/why not? Do you care?

Final question

What else makes you perceive Louis Vuitton as a strong brand?

Appendix 2: Secondary data sources

Secondary Data 1: Gen Y Female

Codes: *Treat Yourself, Planning Behavior,*



Twitter, 28.04.2020

Retrieved from:

<https://twitter.com/RMcFadden86/status/12>

Secondary Data 3: Gen Y Female

Codes: *Gratitude & Joy, Pride*



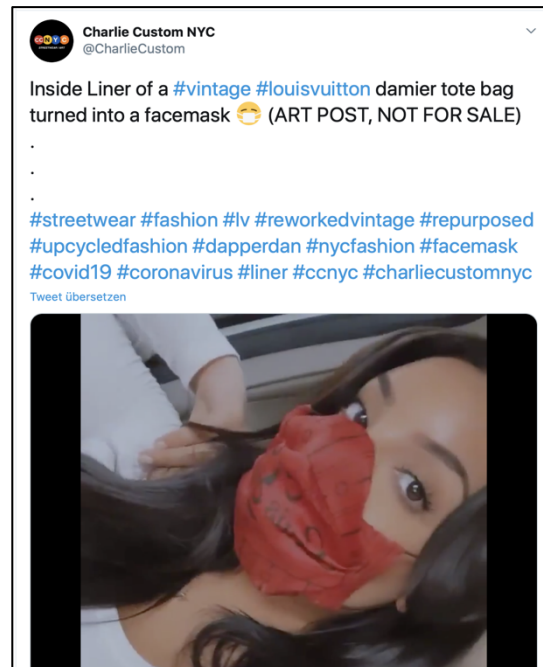
Twitter, 27.04.2020

Retrieved from:

https://twitter.com/CaliKnight_/status/1254

Secondary Data 2: Gen Y Male

Codes: *Sustainability & Clothing,*



Twitter, 27.04.2020

Retrieved from:

<https://twitter.com/CharlieCustom/status/12>

Secondary Data 4: Gen Y Female

Codes: *Treat Yourself*



Twitter, 25.04.2020

Retrieved from:

<https://twitter.com/alexaaburke/status/1254>

Secondary Data 5: Gen X Female

Codes: *History*



Twitter, 28.04.2020

Retrieved from:

<https://twitter.com/kateStrasdin/status/1255>

Secondary Data 7: Gen Y Female

Codes: *Functionality*



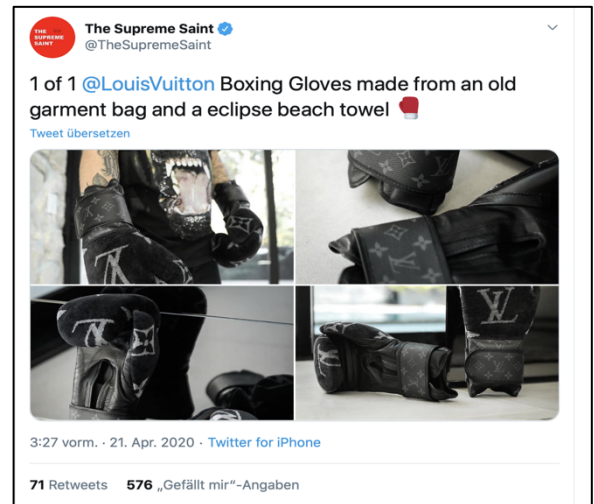
Twitter, 24.04.2020

Retrieved from:

<https://twitter.com/evaneedsprada/status/12>

Secondary Data 6: Gen Y Male

Codes: *Sustainability & Clothing,*



Twitter, 21.04.2020

Retrieved from:

<https://twitter.com/TheSupremeSaint/status>

Secondary Data 8: Gen Y Male

Codes: *Recognizability, Popularity,*



Twitter, 23.04.2020

Retrieved from:

<https://twitter.com/OfficialBLD/status/1253>

Secondary Data 9: Gen X Male



Twitter, 22.04.2020

Retrieved from:

<https://twitter.com/SheikhTarek8/status/125>

Secondary Data 10: Gen Y Male

Codes: Pride, Treat Yourself, Internet vs Instore, Service Preference



Twitter, 21.04.2020

Retrieved from:

<https://twitter.com/nineinchsl0th/status/125>

Secondary Data 11: Gen Y Female

Codes: Sustainability as Add-On, Treat



Twitter, 20.04.2020

Retrieved from:

<https://twitter.com/chasingNY/status/12520>

Secondary Data 12: Gen X Male

Codes: Fashionability, Design/Designer



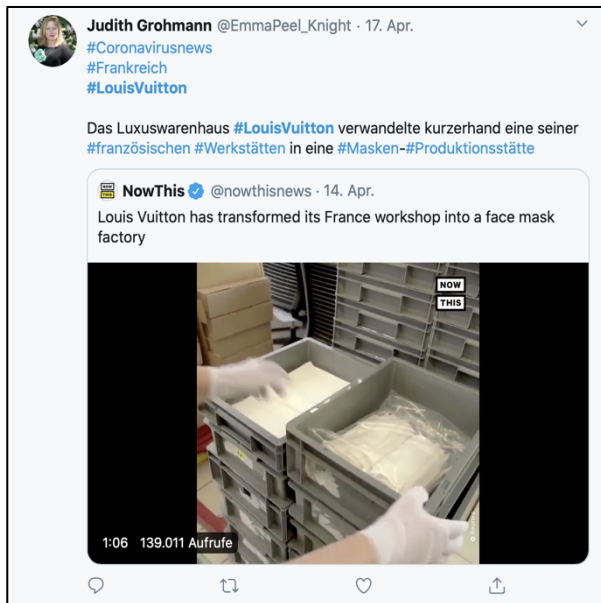
Twitter, 18.04.2020

Retrieved from:

<https://twitter.com/Benioff/status/12516245>

Secondary Data 13: Gen X Female

Codes: *Sustainability as Add-On,*



Twitter, 17.04.2020

Retrieved from:

https://twitter.com/EmmaPeel_Knight/status/12508

Secondary Data 14: Gen X Male

Codes: *Sustainability as Add-On,*



Twitter, 16.04.2020

Retrieved from:

<https://twitter.com/LeoAuteur/status/12508>

Secondary Data 15: Gen X Male

Codes: *Sustainability as Add-On,*



Twitter, 15.04.2020

Retrieved from:

<https://twitter.com/OTRAXER/status/1250>

Secondary Data 16: Gen Y Female

Codes: *Quality, Service Preference*



Twitter, 15.04.2020

Retrieved from:

<https://twitter.com/kaiserjalex/status/12496>

Secondary Data 17: Gen X Female

Codes: *History, Treat Yourself, Exclusivity*



Instagram, 24.03.2020

Retrieved from:

<https://www.instagram.com/p/B->

Secondary Data 18: Gen X Female

Codes: *Treat Yourself*



Instagram, 23.03.2020

Retrieved from: <https://www.instagram.com/p/B->

FfOU7oNOI/

Secondary Data 19: Gen X Female

Codes: Treat Yourself



Instagram, 24.04.2020

Retrieved

from:

https://www.instagram.com/p/B_X3nLfol51/

Secondary Data 20: Gen X Female

Codes: History, Exclusivity, Service Preference



Instagram, 17.04.2020

Retrieved

from:

https://www.instagram.com/p/B_FyZ8UIius/

Secondary Data 21: Gen X Male

Codes: Fashionability, Perception of Self, Status, Group Acceptance



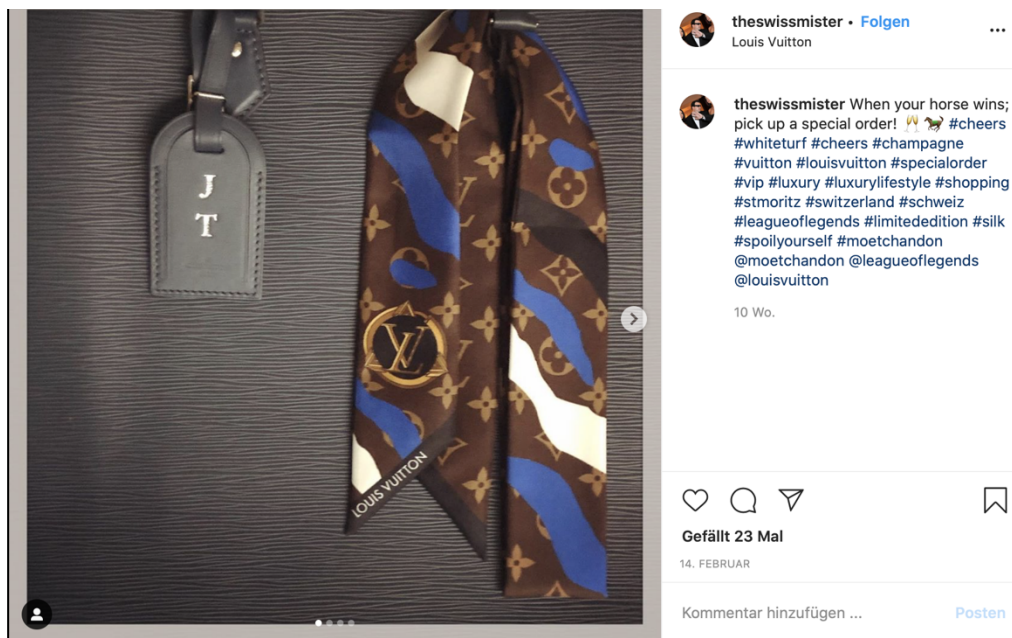
Instagram, 14.03.2020

Retrieved from:

https://www.instagram.com/p/B9t_HVVHnDR/

Secondary Data 22: Gen X Male

Codes: Treat Yourself, Exclusivity, Perception of Self, Status, Group Acceptance



Instagram, 14.02.2020

Retrieved

from:

https://www.instagram.com/p/B9t_HVVHnDR/

Secondary Data 23: Gen X Female

Codes: Recommendation, Loyalty, Quality, Design



Instagram, 22.04.2020

Retrieved from:

https://www.instagram.com/p/B_UjHERnIZx/

Secondary Data 24: Gen X Female

Codes: Family & Friends

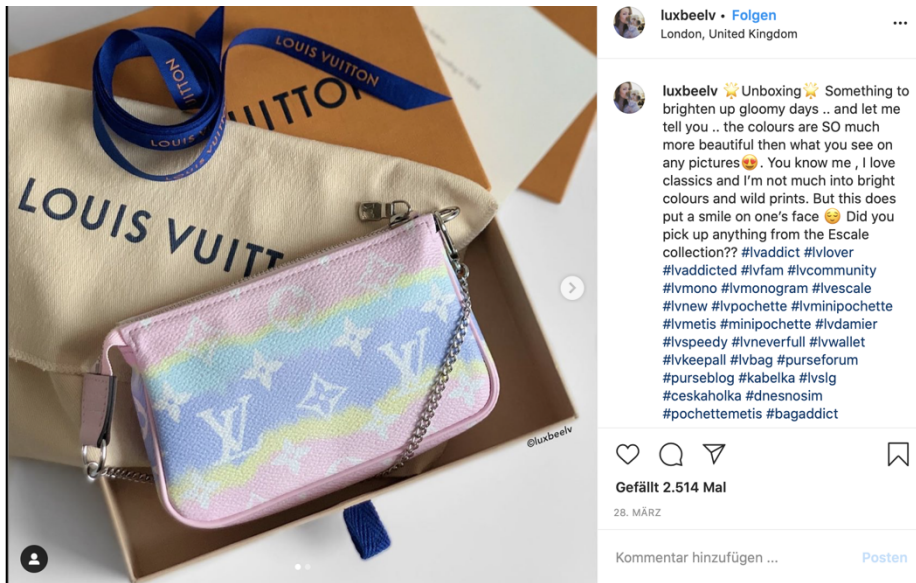


Instagram, 01.04.2020

Retrieved from: <https://www.instagram.com/p/B-cAcVCHHBT/>

Secondary Data 25: Gen X Female

Codes: Classics, Innovativeness



Instagram, 28.03.2020

Retrieved from:

<https://www.instagram.com/p/B-RnZnPHGgx/>

Secondary Data 26: Gen X Female

Codes: Daily Usage, Planning Behavior



Instagram, 25.04.2020

Retrieved from:

https://www.instagram.com/p/B_cZMznH3K1/

Secondary Data 27: Gen Y Female

Codes: *Excess & Modesty*



Instagram, 04.02.2020

Retrieved from:

<https://www.instagram.com/p/B8Jp78kHhWg/>

Secondary Data 28: Gen Y Female

Codes: *Gift for special occasion*



Instagram, 26.04.2020

Retrieved from:

https://www.instagram.com/p/B_fVUTnnnhI/

Secondary Data 29: Gen X Male

Codes: *Treat Yourself, Special Occasion, Perception of Self, Group Acceptance*



Instagram, 16.01.2020

Retrieved from:

https://www.instagram.com/p/B7Y_DB0J9FS/

Secondary Data 30: Gen X Male

Codes: *Family & Friends*



Instagram, 03.04.2020

Retrieved from:

<https://www.instagram.com/p/B-iAFiSpiG0/>

Secondary Data 31: Gen X Male

Codes: *Daily Usage, Treat Yourself*



Instagram, 22.04.2020

Retrieved from:

https://www.instagram.com/p/B_Su8e5hDJg/

Secondary Data 32: Gen Y Female

Codes: *Internet vs. In-store*



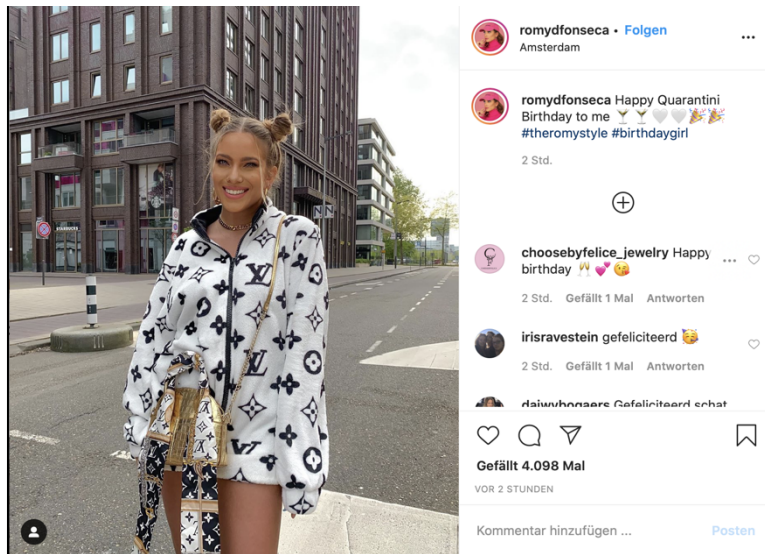
Instagram, 27.04.2020

Retrieved from:

https://www.instagram.com/p/B_g4o4_H6Qv/

Secondary Data 33: Gen Y Female

Codes: *Fashionability, Individuality, Treat Yourself*



Instagram, 28.04.2020

Retrieved from:

https://www.instagram.com/p/B_j0H6gpQ_u/

Secondary Data 34: Gen Y Male

Codes: *Instore-Experience, Design/Designer*




Instagram, 22.01.2020

Retrieved from:

<https://www.instagram.com/p/B7oo-vuhfDJ/>



Secondary Data 35: Gen Y Female


Codes: *Quality, Willingness to Pay*

**Audrey G.** @audreyg22 • Follow
asked a question about Louis Vuitton

How's the quality ?




ALABAMA - 14 DAYS AGO

 1 

**Hannah H.** @hannah5537902 • Follow

LV has amazing quality! On everything. Yes it's kind of expensive, but the purses and bags last YEARS before even looking a little bit used. They are known for their amazing quality.

12 DAYS AGO

 1  Reply 


Influenster Forum

Retrieved from:

<https://www.influenster.com/reviews/louis-vuitton/questions/how-the-quality->




Secondary Data 36: Gen Y Female


Codes: *Quality vs. Price., Willingness to Pay, Luxury as Investment*

**Tara B.** @tarab33 • Follow

I have a weekender and a never full that came with a wristlet and it's the best money ever spent! I love Louis Vuitton!!!




25 DAYS AGO




  Reply 


**Sarah C.** @iheartmisscarter • Follow

I have about 6 bags that are worth every penny. They are classic and will last forever if you take care of them.

25 DAYS AGO




 3  Reply 

  Reply 

**Chloe R.** @chloer78 • Follow

Yes very good if you want an expensive bag and they last forever

25 DAYS AGO

 2  Reply 


Influenster Forum

Retrieved from:

<https://www.influenster.com/reviews/louis-vuitton/questions/is-lv-worth-buying->


Secondary Data 37: Gen Y Female


Codes: *Quality vs. Price,, Willingness to Pay, Luxury as Investment, InStore*

**Latoyia D.** @latoyiadows • Follow
asked a question about Louis Vuitton

I've been eyeing a LV bag for a while. Is it worth the money?




HATTIESBURG, MS - 3 MONTHS AGO




**stephanie D.** @stephanied80 • Follow

Absolutely. They last forever and the customer service in store when you go and buy one is amazing.




2 MONTHS AGO

 1 Reply

**Alicia S.** @alicias85 • Follow

YES!! I have a few and I will never stop using them. Pricey, but they stand behind their products and are truly an investment.

3 MONTHS AGO

 1 Reply


Influenster Forum

Retrieved from:

<https://www.influenster.com/reviews/louis-vuitton/questions/ive-been-eyeing-a->



Secondary Data 38: Gen Y Female


Codes: *Luxury as Investment*

**Mandy K.** @mandyk5 • Follow
asked a question about Louis Vuitton

Is anyone owns LV Bag?and do you like it or not?



MANTECA, CA - 5 MONTHS AGO



**Pauline F.** @pauldine • Follow

I have several and love them. They last a LONG time and have a decent resale value if/when you want to get rid of it.

3 MONTHS AGO

 1 Reply


Influenster Forum

Retrieved from:

<https://www.influenster.com/reviews/louis-vuitton/questions/is-anyone-owns-lv->

Secondary Data 39: Gen Y Female


Codes: *Exclusivity, Individuality, Unique vs. Generic, Functionality*

**Chris W.** @cwolfe • Follow
asked a question about Louis Vuitton

What's your favorite handbag style from here?

ORANGEVALE, CA - 7 MONTHS AGO

♡ 2



**Jackie T.** @quetta1920 • Follow

♡ ↩ Reply


**Lauren V.** @laurvb • Follow

♡ 1 ↩ Reply



Secondary Data 40: Gen Y Female

Codes: Sustainability as Add-On, Designer

**Hannah Spicer** • 3.+
E-commerce & Digital Marketing Consultant specialising in luxury and fas...
1 Woche • 🌱

I dialled into 2 conferences last week, which were different in some ways, but surprisingly united in the key takeaways.

Virgil Abloh, CEO at [#offwhite](#) & Artistic Director at [#louisvuitton](#) menswear spoke on Vogue's Global Conversations in a very inspiring and positive way about realigning the industry's goals with sustainability and diversity.

He said "We are now in the service industry" and that "Humanity needs to come first, not commercial objectives. This will inspire a new level of creativity." Hearing this coming from somebody in an incredibly influential position in the fashion industry, was refreshing and encouraging. And of course, we've already seen this in action at brands like Barbour and LVMH.

Similarly from a conversation called 'COVID-19. Sustainability. What's Next?' hosted by SustainAbility, my key takeaway was that companies need to reevaluate their place in the world and take on a "servant mindset" in order to survive this period and succeed on the other side.

As someone who has always believed customer centricity is key to any business, and who believes sustainability and resilience are key to long term survival, this feels like a very hopeful message during an incredibly challenging time for the retail and fashion industry.

[#inthisttogether](#) [#covid19](#)


LinkedIn, 21.04.2020

Retrieved from:

https://www.linkedin.com/posts/hannahspicer_offwhite-louisvuitton-

Secondary Data 41: Gen X Female


Codes: Innovativeness

**Commercial Organizational Development na Philip Morris International**
3 Tage • 🌱

This an example, by a luxury brand, that is starting to adapt their core activity to the current consumer's needs.

... mehr anzeigen

[Übersetzung anzeigen](#)



Louis Vuitton Unveils a New Homeware Line That Comes With Monogrammed Workout Gear

robbreport.com

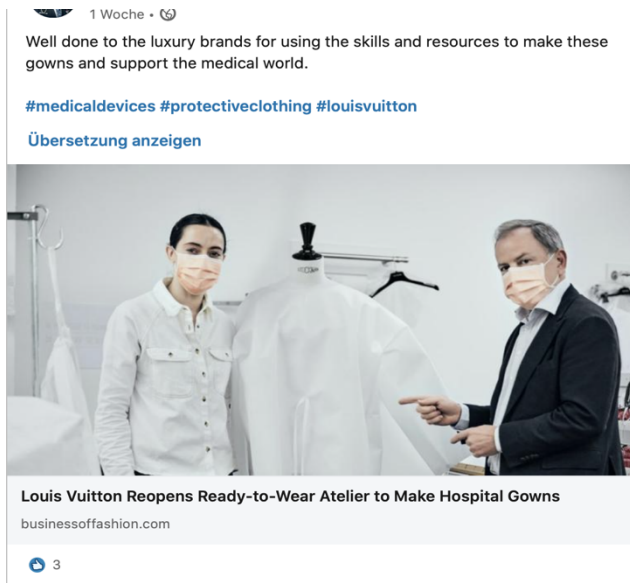
LinkedIn, 25.04.2020

Retrieved from:

https://www.linkedin.com/posts/v%C3%A2nia-cruz-guerreiro-4a711827_louis-vuitton-unveils-a-new-homeware-line-activity-6660142060303077376-Fbg-

Secondary Data 42: Gen X Male

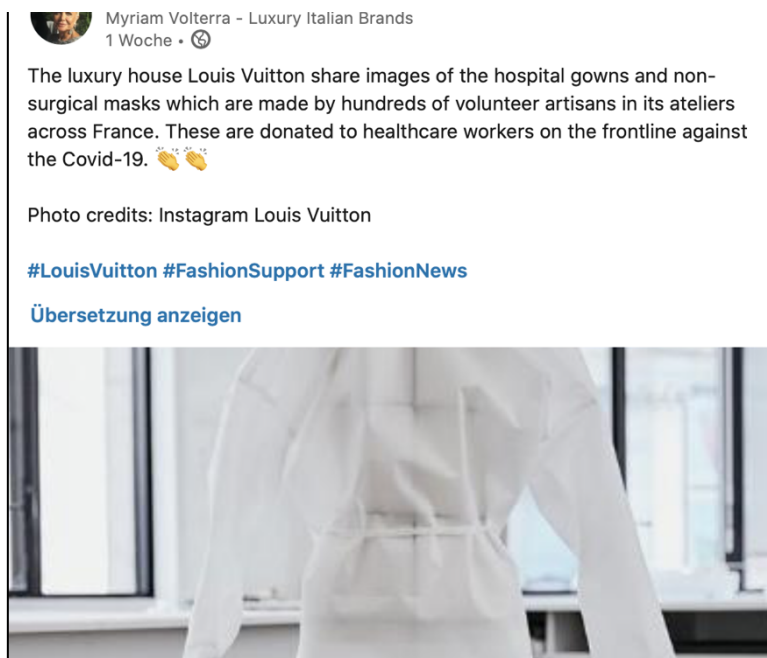
Codes: Sustainability as Add-On, Organizational Perspective



LinkedIn, 21.04.2020

Secondary Data 43: Gen X Female

Codes: Sustainability as Add-On, Organizational Perspective

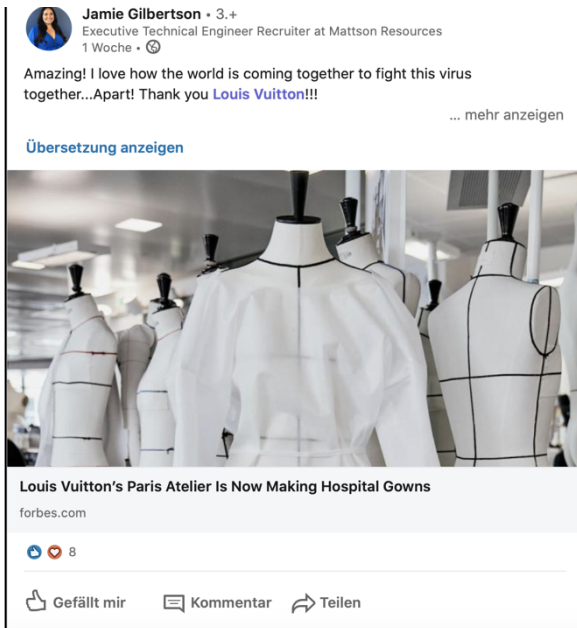


LinkedIn, 21.04.2020

Retrieved from: https://www.linkedin.com/posts/myriamvolterra_louisvuitton-fashion-support-fashionnews-activity-6658757777445396480-XOu1

Secondary Data 44: Gen Y Female

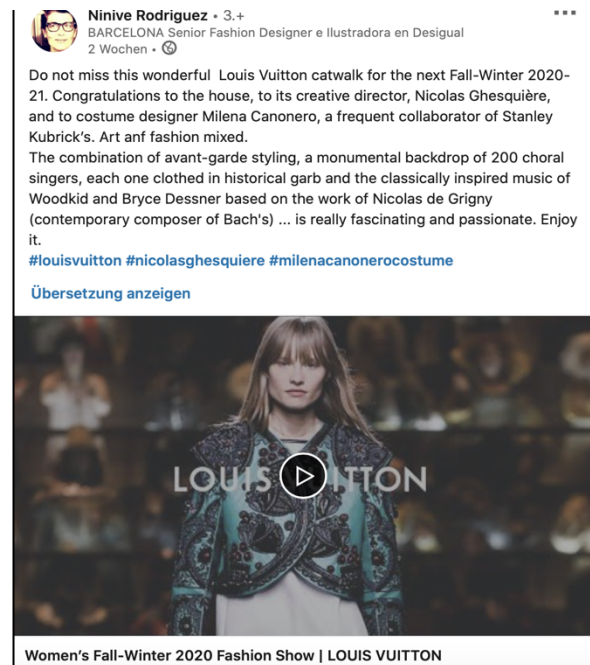
Codes: Sustainability as Add-On, Organizational Perspective



LinkedIn, 21.04.2020

Secondary Data 45: Gen X Male

Codes: History, Classic, Design, Designer




LinkedIn, 14.04.2020

Retrieved from: <https://www.linkedin.com/posts/ninive-rodriguez-625b4728-womens-fall-winter-2020-fashion-show-louis-activitv->

Secondary Data 46: Gen X Female

Codes: *Innovativeness*


**Shirley Meerson** • 3.+
Ageless Wellness Lifestyle Coach | Global Spa Consultant | Writer
1 Woche • 🌐

WTF Department: As a wellness coach promoting healthy lifestyle practices for decades and struggling to get people to realize the benefits of regular exercise and mixed now with a tanked global economy....

I'm not even going to comment 😊 on this one...

[#fitness](#) [#healthylifestyle](#) [#lifestylecoach](#) [#exercise](#) [#homegym](#)
[#healthcoach](#) [#louisvuitton](#)
<https://lnkd.in/gQaQkR7>

[Übersetzung anzeigen](#)



Louis Vuitton has just launched the most luxurious gym equipment

[harpersbazaar.com](https://www.harpersbazaar.com)

LinkedIn, 07.04.2020

Retrieved from:

<https://www.linkedin.com/feed/update/urn:li:activity:6658672660584763392/>

Secondary Data 47:

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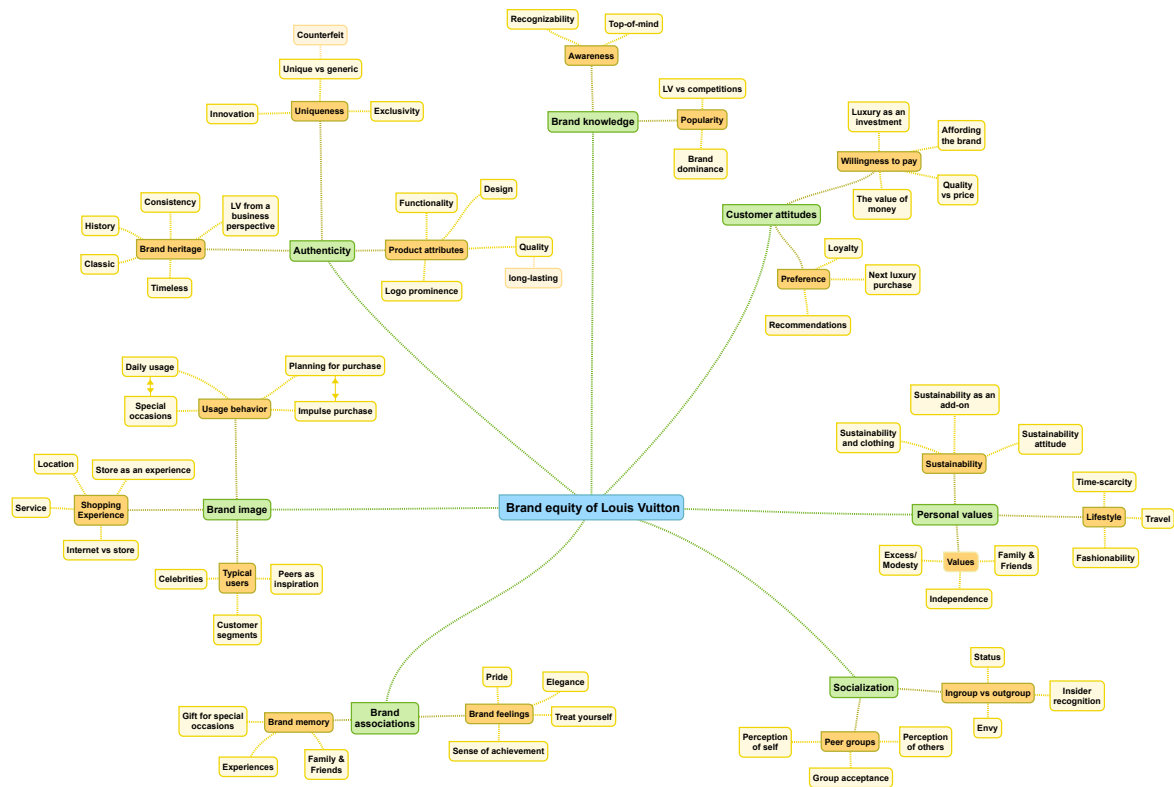
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Appendix 3 - The coding process

Appendix 3.1 - Overview of final selective coding



Appendix 3.2 Selective, axial and open codes with central quotes

Authenticity

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Authenticity	Uniqueness	Unique vs Generic	<i>"I don't know anything that would be comparable. It is extremely well known"</i>	Gen X Female 4	Mentions pattern a lot and recognizability - and classics
			<i>There is like the same print is of every bag and yeah, that's not unique you know in some way. I would think it would be more unique if like, there was one designer as, as with Chanel.</i>	Gen Y Female 1	I don't like having things that a lot of people have. - F2, they mention counterfeit a lot
		Counterfeit	<i>I think you, yourself know what you have bought and what you are wearing. And whether everyone really knows whether it's original or fake, I don't know. But for me it's important that you see for yourself or know for yourself that it's real and therefore it's okay.</i>	Gen X Male 1	Doesn't change the image that there are counterfeit products. You might not know which one is real or fake, but it doesn't change anything
			<i>I mean... there are also ehm... copywriters so (laughs) that, that is definitely a sign of uniqueness.</i>	Gen Y Male 3	It can be unique despite counterfeit.
		Innovation	<i>Oh, I think they're innovative, so... ehm, every year in the past, ehm, autumn, basically some classic handbag comes in a different pattern, a completely colourful pattern, a funky pattern and so on and so forth.</i>	Gen X Female 1	Innovation as a variation of classic
			<i>I don't think that is very modern, eh very unique. I just think what's really, is like Louis Vuitton at it's core is very unique. So their, their patterns, their leather and how the leather, and how the leather changes color, the more that you use it. I feel like that's unique.</i>	Gen Y Female 4	They have a classical elegance, but with a nice touch, with a modern touch that gives something special to the brand M3
		Exclusivity	<i>Yes, it is important that not everyone has the bag. Because if I didn't care, I would just go to Zara and buy a bag for 40-60 Euro, that also looks pretty</i>	Gen X Female 2	Well, I think it would suck if the whole world was running around with these handbags.F1
			<i>Eh, is it unique? Because I don't like having things that a lot of people have.</i>	Gen Y Female 2	Lv lost its roots
		LV from a business perspective	<i>LV does not give the production not to everybody. But they try to ... I think they make a big research to find their suppliers. This is what I know. And I know how difficult it is to work for LV. Because everything should be perfect. You can not make any mistake or otherwise it would be really a problem. This is why the brand is so expensive.</i>	Gen X F3	Beside that, the feeling I have is that I know that the owner of LVMH is very careful to the world in general to help the others M3
			<i>I think it's innovative in that sense that it manages to constantly adapt to a changing market environment and changing surroundings. And really discovers that the different kind of target groups it goes for.</i>	Gen Y M1	(LVMH)with some brands in particular, they are doing a lot of work on rebranding for like, eh, younger people and like, eh, trying to adapt into, from like passing from boomers to millennials, so I think they're doing quite fine M3
Authenticity	Brand heritage	Consistency	<i>But LV is unique because they really they didn't change...luckily, they continued to produce what they made when they became famous and known all over the world.</i>	Gen X Female 3	
			<i>My opinion of LV is...I think it's cool. Reliable. I really like the fact like, I don't know there is no sales. There is no huge shift, like season from season, stuff like that. So it makes me feel that when I'm buying something, it stays the value that it is, right?</i>	Gen Y M3	
		History	<i>ago and were gone again at some point, but all names</i>	Gen X F1	posting this picture I uploaded yesterday in my stories since I was tagged by
			<i>I would, I would say, like the design, obviously. But going beyond that, I guess it's, ehm... the whole story, made it... behind it... so like, eh, from the trunk constructor, things like that. So there's a whole journey and then like, ehm, this tradition that they carry.</i>	Gen Y Male 4	I have some but ehm, I think, I think...ehm...I mean, I like them mainly because it's, it's very old, so it gives you like a vintage vibe. F4
		Classic	<i>And it's, eh...has never lost its relevance, because it's just so classic. And I find that very beautiful.</i>	Gen X F1	Perceived as grounded, pretty, timeless
			<i>girls just bought a LV bag. I think, it's in my opinion, I think it's outdated because I'm not sure I would buy another bag if I didn't find a unique one that I really loved.</i>	Gen Y F1	Can have a sense of outdated, but not everyone thinks so
		Timeless	<i>Ehm, then I would also consider that it has to be a timeless design, ehm, nothing bold, something that I know that I will wear for a long time.</i>	Gen X F3	
			<i>it makes you feel like you are wearing something that is like not crazy or like it's not going like, like next season I don't know what, it's nothing, or in one year, it's nothing. Timeless design, that's cool.</i>	Gen Y M3	Ehm, then I would also consider that it has to be a timeless design, ehm, nothing bold, something that I know that I will wear for a long time.F3

Authenticity	Product attributes	Functionality	Not the functionality. There are brands which are much more functional than LV.	Gen X Male 3	
			Of course, there are differences in quality, but whether you're paying 500 euros for a belt or twenty euros for a belt, the function is the same.	Gen Y Male 2	Sense of timelessness and long-lasting
		Design	LV managed over many years with more or less the same design or design changes that are not too striking. It has to be said that this is a good marketing style, to keep it practically up to date.	Gen X Male 2	Gen X Males are obsessed with design
			But I just like the design and the way that... because the thing with fashion is that in one year a thing can be like the best thing ever. And then two years later, it's not anymore. And Louis Vuitton like always found a way to like, be, eh, on top of their game.	Gen Y Female 2	Describe the design as functional, especially Gen Y males
		Quality	On the subject of public image, yes. Appearance, as I said, quality not, but shapes and colors and so on, they are good. But if you look into the depths, if you just look at the quality of these things, then from our point of view it is too much. But we are going along with it anyway.	Gen X Male 1	Bag should be long-lasting, robust
			I first saw like the huge travel bags they had. And I thought they looked really, really cool. I think those those back then, they weren't as flashy as they might be now. And it just seemed like a really nice looking and a product that portrays kind of genuine craftsmanship. And that's kind of how I started liking it and discovered this for myself.	Gen Y Male 1	Mainly the males are obsessed with quality
		Long-lasting	What I thought about, what I would also like to do is to buy an LV travel bag and pass it on to the next generation. It is durable and then simply passing it on to another generation. That would be beautiful from an ideal value. That it will last for decades. I'd like that I could leave something like that behind for my children.	Gen X F 4	Everyone agrees they are long lasting
			Because if I'm spending money on something that was expensive, obviously, I want it to be lasting me for a long time. And then I don't really care what it has like brand wise on there. But instead I want the product to have a good feel, to like feel that I'm making a purchase that I'm not saying it lasts a lifetime, but it's more like a long term perspective.	Gen Y M1	
		Logo prominence	So like the brand name is important to you? Yeah, absolutely. What I'm saying is I don't like to have the brand like, all over the product.	Gen X M3	
			I don't want to like wear a bag and people think, Ah that's LV. Actually not. I would like to hide it. But you can see the brand on the bag.	Gen Y F 1	They feel a sense of shame about having the logo on there, but they still kind of want it to be there

Brand image

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Brand image	Shopping experience	Location	LV is a strong brand because of its strong store presence, that is representative of Louis Vuitton. Just as, uh... with the various stores.	Gen X M2	
			Ehm, I think I perceive it as a positive [that there is always a store] because, ehm, usually they are located in really nice shopping streets like high end streets.	Gen Y F3	Okay, in Portugal, there's only one store. So everyone that owns a thing from the Louis Vuitton, it is just such a big thing. F2
		Service	And, um... yeah... just when you have a good salesman who's friendly... Um... then that's something... a very nice thing. And, uh... now psychologically speaking this is important... Because then every time I see my item I enjoy it, thinking back at the moment of purchase	Gen X M4	
			I feel like because they have... they put so much attention on their customers that I guess that's why I feel such a big pressure to buy something... because I'm like, 'Oh, this person just wasted so much time on me and I'm not buying Anything', doesn't... it doesn't it doesn't sound right. I guess.	Gen Y F2	Service as a pressure, Service perceived as negative - treats yes, attention no, high quality service important, especially for M4 & M3, 3 out of 8 perceive it as a huge pressure, that's why they come prepared
		Store as an experience	Ehm, but since the stores are really beautiful, ehm... I would also like to go there just for the experience, and, ehm, I know that there's one in my hometown where I was and ehm, it's some experience to go in there as well	Gen X F3	Many people posting pictures in the stores -> indicating that they enjoy the store experience -> e.g. https://www.instagram.com/p/B_UjHERnIZx/
			I think the best feeling is when I made some of my own money. And with that own money, you enter such an expensive store and, I'm not used to being bought to designer... like my parents would never buy me anything of that nature, waay to expensive. So the first time going in there, alone, and you do feel kind of well, even though you know you don't have to network, but it makes you feel kind of well with the service. For sure, I would see it first on the shop. And then, I would definitely look for it in the in the web. To then probably either buy it on the web [if I know exactly the size, or to go back to the store and buy it if it's an important item. (...)] I like the store experience. Although if I look on the web, it's only to look for a better price.	Gen Y M2	Secondary data, comment under post: Absolutely. They last forever and the customer service in store when you go and buy one is amazing. https://www.influencer.com/reviews/louis-vuitton/questions/ive-been-eyeing-a-lv-bag-for-a-while-i-58953392
		Internet vs store		Gen X M3	Time scarcity sometimes makes them purchase online, the one that shop online do not perceive LV as that special anymore, eg M4 would go in the shop for hermes, but not for LV
			I'm not doing online it's because I also want to speak to a person that is very knowledgeable about it.	Gen Y M3	Very similar between Gen X and Gen Y -> however they prepare online, the others go in after to look for better price
Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Brand image	Usage behavior	Impulse purchase	Not existing	Gen X	Waaay more planning for purchase, big generational difference
			So I was like, okay, because I'm he said also so "If you wait two hours I'm sure it's gonna like it's gone then". So it was a little bit impulsive and maybe stupid but I was like okay.	Gen Y F1	Impulse purchase triggered by scarcity and the availability of money -> especially the youngest of Gen Y -> linked back to the sense of instant gratification known in our generation, money however can play a role
		Planning for purchase	Simple, you set yourself a goal, what you think is beautiful and you want to have it, and then it takes a little while until you can afford it. And then once you've bought it, you feel good.	Gen X M1	Almost all Gen X plan for purchase, only M3 and sometimes the italians occasionally not
			So if I buy something I probably would have researched it for let's say a month or two or three beforehand.	Gen Y M1	secondary data: These guys are NOT very good at surprises... Not complaining or anything though 🙄 I may have cried. Happy Mothers Day to ME! *before I get any CRAP- we are both still working more than full time, no 'stimulus' S was used, & I've wanted a @LouisVuitton for like 15 years! 🙄🙄🙄🙄 https://twitter.com/RMcFadden86/status/1254928020462338048
		Special occasions	We always use them on special occasions. So not every day in the city or at work. The watches yes. But if you take bags or something, they're usually in demand on weekends, right?	Gen X M1	No quote, but for traveling: e.g. Gen X male https://www.instagram.com/p/B4_swCjB9zP/
			Louis Vuitton, it's... in the beginning, I would only use it for special occasions. Like, ehm, first day of college or ehm, import, important dinners, or ehm... I don't know, special events. Yeah. Good moment memories.	Gen Y F2	Also bc of money restrictions, it remains something special
		Daily usage	If I take a bag, I take it for, like, two, three, four months. So I'm not anyone who... of course if I go out at night and then I take a small bag. But otherwise I carry the bag for months. I also find it so neutral, and I like it so much, because it always somehow matches the outfit. That's why I like the idea of these classics, which always look nice in my eyes. And it's something special for me, but not that I'm sparing it now. And that's why I use them every day when I have them in use.	Gen X F4	Not distinctively, people wear it when they need to, e.g. F3 -> purpose
			Is it like, eh really shining and I cannot... if I'm not, if I'm not able to use it in a lot of occasions, maybe I wouldn't buy it. Because it's expensive, so if I buy something expensive, I hope that I can use it a lot of times.	Gen Y F2	Ehm, so usually, ehm, luxury product, I would say that it's, eh, ehm, something I will buy because it's something that I use a lot. So I want something of good quality or something that it's, eh, durable or since I use it a lot, I see it a lot. So I want it to be pretty. Alright, if I use it a lot or at least I want other people to see it, or something like that. So, ehm, it must have, a purpose to it, I would say, that's the main thing. M3

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Brand Image	Typical users	Celebrities	<i>They should invest more on the actress and the models and all these people. Because we copy a lot from them.</i>	Gen X F3	Only one Gen X talks about celebs
			<i>Yeah, I think I get inspiration from Instagram a lot actually. Instagram and vintage stores that are having a lot of brands that I like. But also yeah, Instagram is actually one of the biggest sources that I get my inspiration from I think.</i>	Gen Y F1	The younger Gen Y, the more important it is
		Peers as inspiration	<i>.It's really you see somebody, as I told you before, now I want this Birkin because I saw this and now I can afford it. I saw this young lady some years ago and it remained on my mind. So you start to see people with the same bag. And it's a particular bag. Then you want to have this bag too. Especially in Italy it is like that.</i>	Gen X F3	
			<i>So there was a couple who were like very neat, very like organized. They had like their all... like document and stuff, like this, like in this like carry on from Louis Vuitton. So I was saying okay, they must be like a young working couple like, eh, fresh, organized, like on top of their career, on top of numbers. They, they know, they know what's up right?</i>	Gen Y M3	Its more celebs, they dont really use their peer groups as inspo
		Customer segments	<i>Most of the time the segment is, I would say people in their mid-30s upwards, but upwards there are no limits. And of course there are cheaper, eh, models or the cheaper beginner models you see a lot of young people, yes.</i>	Gen X F2	Gen X feels that LV lost their essence by innovating, its core
			<i>I think LV is more like standardized and people, I have a feeling that people who do not know really what to buy but they have the money, they'll just buy LV because its high class.(...) Yeah it is also difficult because so many people have LV right now that I don't know they killed themselves in a way, in a certain wa</i>	Gen Y F1	LV as a beginner luxury brand, too generic too mainstream

Brand associations

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Brand associations	Brand memory	Gift for special occasions	<i>Ehm, well, I got my first part of Louis Vuitton as a present from my parents, when I graduated from high school. Very, very small handbag and ehm... it is still at my side. And it's, eh...never lost its actuality, because it's just so classic. And I find it very beautiful.</i>	Gen X F1	The emotional value from a gift made many years ago is very high
			<i>Yeah, it was my... It was my gift for my 18th birthday. Good memories</i>	Gen Y F2	influencers era, ehm... I don't think it's... I will, I will admire them more because they own Louis Vuitton things F2
		Experiences	<i>I remember very well that I bought, um... My first, then expensive Louis Vuitton handbag. The others were always a little less expensive. That was a great experience, and I still have that bag today.</i>	Gen X F2	
			<i>And I have a good feeling, it reminds me of holidays. And it just reminds me of a good lifestyle. Let me think about it</i>	Gen Y M4	
		Family & Friends	<i>That came from us and we've not somehow inherited something. We didn't see, someone in our family liking LV and we have adapted it, but it just came out of our situation. From our friends, from our professional life. That's when we became aware of the brands and all.</i>	Gen X M1	Then you have... eh... I'll say the young foreign citizens where you say, okay, where did they get that kind of money from now. M4
			<i>Ehm, my first bag was a Louis Vuitton. My mother's too. And most of my friends who have any luxury item its easily Louis Vuitton. Because it's history, you know?</i>	Gen Y F4	Gives you a throwback feeling, bc its so classic, peers matter, Seems like Gen Y has more vivid memories, for Gen X they are in the past

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Brand Associations	Brand feelings	Pride	<i>I mean I am of course proud to wear such a product, let's call it that.</i>	Gen X M2	secondary data: Proud to work for this maison. https://www.linkedin.com/posts/peggycharlot78_louisvuitton-aphp-stayathome-activity-6657182288150831104-9hIG
			<i>Um...I mean, since it's a brand...that accompanies me since I'm quite young ehm...I would say there's still this feeling of ehm...proud maybe.</i>	Gen Y F3	complaining or anything though. 🙄 I may have cried. Happy Mothers Day to ME! *before I get any CRAP- we are both still working more than full time, no
		Elegance	<i>I like the simple elegance. I like the design. It's always something special, but... Not so garish, not so bright. Not so... That would be too much for me, so...</i>	Gen X F2	6/8 Gen X explicitly mention the elegance
			<i>Fashionably... Fashionably elegant. Sporty at times, yes.</i>		
		Treat yourself	<i>I would associate LV with kindness and elegance.</i>	Gen Y M1	And I know for for every piece there is there is a memory behind it so I know I bought my... when I bought my first bag I still know it like you who sold me that and it was in Zurich actually. And I bought it together with like a little portemonnaie. And yeah, I had to I had to travel back from from Zurich, which is quite long, which is two hours and I was so proud. And it was snowing M4
			<i>The attitude to life that I associate with it. So when I think of beautiful clothes, I think of comfort. That maybe you are still nicely styled, have nice hair, have nice make-up. And that you still decorate yourself with beautiful accessories and know what you are working for. And when a hard day comes, then, as they say, treat yourself to something.</i>	Gen X F2	Secondary data: It's Friday and The Weather can't be more perfect but the bad thing is that we can't enjoy it with our love ones and we're in Quarantine but we have beautiful gardens to soak the 🌞 with our bags so let's just keep positive!!! https://www.instagram.com/p/B_X3nLfo151/
		Sense of achievement	<i>I just want to treat myself to something. Let's say you have worked hard for something. I don't know, if you are kind of into that lets say luxury stuff. It just feels nice to have a quality product in your hands. I think you know what you're buying.</i>	Gen Y M1	Both generations treat themselves similarly to luxury products
			<i>Yes, I think that's what happens when you say I'd like something that I can't afford right away, but where I just have to work towards it. And then when the time comes to do it, you just feel happy that you've done it.</i>	Gen X M1	Some people expressing their pride on Instagram, for instance by including hashtags such as "luxurylifestyle" or "VIP" e.g. https://www.instagram.com/p/B8jNp0On6VY/ I think this is also the case for Gen Y though. I can check for extra posts if needed
			<i>I refer back to the younger girls, who own a Louis Vuitton bag, maybe people, ehm, who are even younger see that as an idol and, ehm, then want to have the same. So this would be also something that they would like to achieve.</i>	Gen Y F3	Gen Y males all feel this sense of achievement,

Socialization

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Socialization	Peer groups	Perception of self	<i>I am a classical person for certain things. And that lucky I can... Okay, they can kind of think choosing "Okay, she can afford it" and "She can use it".</i>	Gen X F3	Sophisticated, rich etc., no one says they want to be perceived as having style - its more about the social class thing
			<i>Well, I hope that they think "Oh she has style" haha. I hope but sometimes I'm also... actually with the LV when I'm when I'm wearing that I'm a little bit like concerned that people will just see me as one of them.</i>	Gen Y F1	Everyone is afraid to be perceived as cocky or one of them
		Perception of others	<i>Well-off. And I always see a sporty, elegant person in front of me. So... Not too funky, confident.</i>	Gen X F2	secondary data: Once a year or so I treat myself to an expensive bag. Comment on this post: https://www.influencer.com/reviews/louis-vuitton/questions/how-much-do-you-shop-this-brand-60515057
			<i>If I see a LV bag sometimes I'm like, ugh. But it's just because that I think I see a lot of LV bags and it's always specific girls wearing it. And you don't wanna be just one of them.</i>	Gen Y F1	They judge their peer group in a way more negative light than their parents, its highly relevant that it is recognizable, but not too recognizable
		Acceptance	<i>Yeah, well, I care about... uh... whoever else wears these things. So, uh... if a luxury product was mainly worn by young women, I would not buy it anymore. So it is also important for me, who, eh, basically is the customer of this brand. This is also part of the fact that I really want to identify myself with it. That would be important for me personally.</i>	Gen X F2	It makes a good impression on others
			<i>But, ehm, also, when you're older, I think it's just human to try to feel... ehm... that you belong to a certain group. And... ehm... also by, by buying designer brands, or by dressing a certain way I think everyone tries to fit in somehow. So yes, I think that also applies to the older generation.</i>	Gen Y F3	

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Socialization	Ingroup vs outgroup	Insider recognition		Gen X	Well, to be a sophisticated person for sure. M3
			<i>If there's someone who appreciates luxury and understands how good some bags are, they will be like 'wow, you know what you are doing', you know? You want to be around the people who, who understand why you do what you do, so</i>	Gen Y F4	They don't like to show off, but they want to be recognized by their peers, insider recognition is important
		Status	<i>Because an Italian is always, okay not always but most of the time, we are well dressed and we really care about this thing. And of course, this cannot be for all the society, because not everybody can afford these things. But if you are at a certain level, you like it. But</i>	Gen X F3	I think that normally he or she is lucky. Of course, I look at them. And okay, I like it. F3
			<i>And so, for example, during my time boarding school, I felt like you were more obliged to buy something like this because other people had it as well. And it was obviously cool to be part of the group. But nowadays, I don't think I would just buy it for the idea of it making a statement. I think it's too expensive for that.</i>	Gen Y M1	Interesting, say they don't do it for others but still kind of do
		Envy	<i>Do you feel people respect or admire you for that when they see this bag? Yes, I could imagine that. And maybe I would like to have something like that themselves.</i>	Gen X F1	<i>Because only weak people need an accessory or some clothes on it to be accepted for a peer group. M3</i>
			<i>I think there is a certain jealousy regarding people that are buying nice stuff for themselves. So I think that's just something that comes with the culture. So whether it's LV or Stone Islands or something I kind of always take up the label or whatever, because I just don't want to make it seem like I have a lot of money to spare.</i>	Gen Y M1	No, not at all. I do think it definitely helps [to get accepted in social groups]. But I don't think that's ever a reason why I bought those. I think... No, I can't think of a single reason of why I should do this, because it's just too superficial for me at least. M1

Brand knowledge

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Brand knowledge	Awareness	Top of mind	Name 5 luxury brands - mentioned as number: 2, 4, /, / .3,1,2	Gen X	Gucci, Dior, Chanel, Hermes, Chloé
			Name 5 luxury brands - mentioned as number: 3, 1,2,2,2,1,1, /	Gen Y	Gucci, Fendi, Celine, Chloé, Chanel, Balenciaga
		Dominance	<i>There are also very high-priced, ehm, very expensive brands and also very well-known brands, but they are very eye-catching. That's not my style, and that's why I love it at Louis Vuitton. It's, uh... It's recognizable, and everything is great. But it's just, uh, beautiful in a non-dominant way.</i>	Gen X F2	Especially leadership for bags, only 2 mention as favorite
			<i>I am really into Louis Vuitton. That's actually. So when I am in the store it's like my, oh my god like I want to have it.</i>	Gen Y M4	Especially leadership for bags, 5 people mention them as favorite
	Popularity	Recognizability	<i>Of course, I see people with LV bags, but not so many as 20 years ago and it's it is the same in Milan or in all over Italy, I would say.</i>	Gen X M3	<i>So not necessarily, eh, so that I say, I must now somehow appear to the outside world with a certain status. I don't care about that. Eh, I'm also now, for example, now when I see friends or something with a brand, I'm zero envy. M4</i>
			<i>.Yeah, a level that it's very much it's known, everybody knows it, so it's popular. So, ehm, everybody can connect LV with like Louis Vuitton. Everybody sees the monogram and is like okay, there is the brand and stuff. So and that is like pretty much unchanged and make...ehm... in the, in the long term in the, like, whatever action they take in the, in the, in the short run, that is not compromised, that is not affected.</i>	Gen Y F2	Ehm I think it really depends on who you spend time with. But obviously certain people will kind of say that you are a showoff. They will say you spend your money carelessly. M1
		Lv vs competition	<i>Well, Louis Vuitton is always an alternative for me. But I think I'd buy a whole different purse, from Bottega Veneta.</i>	Gen X F1	
			<i>Eh, everyone already saw, ehm, a Louis Vuitton bag. So... yeah, I think among the younger people, it's really popular.</i>	Gen Y F3	

Customer attitudes

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Customer attitudes	Willingness to pay	Luxury as an investment	Yes the emotions of course on the one hand (laughs). No, its that you buy a value, the value... something valuable which also keeps the value, let's put it this way.	Gen X M2	Secondary data: My LV addiction started only about 4 years ago when I had drinks with my friend and she brought her black epi Brea. https://www.instagram.com/p/B-cAcVCHHBT/
			I don't like to buy necessarily like clothes. I like more maybe bracelets or a belt. Yeah. Sunglasses. Something that will not, that I will not outgrow. That I can always wear. Because I feel if you are spending that much money and then you spend it on a t shirt and then you grow out of the t shirt in a year, I think it's just a waste. No, at least the belt I can bring with me for several years depending how I treat it. So at least it will still be in a sort of an investment that I can keep.	Gen Y Male 2	Waaaaaay more Gen Y see it as an investment, only one Gen X
		The value of money	But for some time now I have been thinking that I don't need bags anymore, I have everything I need.	Gen X F4	
			Because of still I mean, I will never forget where I come from right? So forget that that actually my family really didn't have a lot of money. I will never forget that that was a really precious product for me.	Gen Y M4	secondary data: I have a weekender and a never full that came with a wristlet and it's the best money ever spent! I love Louis Vuitton!!! Comment on https://www.influencer.com/reviews/louis-vuitton/questions/is-lv-worth-buying-62412560
		Quality vs price	I look for materials, processing, value for money.	Gen X F1	Gen X is more concerned about the quality price tradeoff than Gen Y, they are more concerned with style
			Guess that's the dumb thing about the whole designer thing, because you don't realize how much you're actually spending and how much it has actually cost to be made, you know, like what are the costs of making it. (...) And then you look at the huge gap and you're just like "eh, this is crazy"	Gen Y M2	
		Affording the brand	I don't think we are one of the main users of Louis Vuitton, but for us it's always something special.	Gen X M1	No one seems to acknowledge that they might be the typical user of LV
			So that's why I'm trying to buy like secondhands to have a little. It's not that expensive. But I have a little. And that's nice, but it's, I think it's okay, I think it's okay, that it's actually expensive.	Gen Y F1	Moving around budget limitations by purchasing second hand, going to farfetch etc - having a good deal is important. Money is a limitation for many GenY, but that's probably due to budget constraints
		Recommendation	Yes, I have already recommended this to my children (laughs). And, eh, I already bought them something and um... Yeah, sometimes they like my bags... And eh, you use them with	Gen X F1	
			Ehhhm, I would not recommend it to my family. Because I care about my family and I don't want to waste money. But let's say like maybe my friends, he wants to look good. Yeah, I would recommend it to him. Yeah, I'd be like at the end of the day, you are your own person and you want to buy it, buy it, if you don't buy it don't buy it. But I think it really depends more on where that person is standing in his life. If he can afford it, if he wants to do it.	Gen Y M2	secondary data, gen y female, comment under post: I have about 6 bags that are worth every penny. They are classic and will last forever if you take care of them. https://www.influencer.com/reviews/louis-vuitton/questions/is-lv-worth-buying-62412560
Customer attitudes	Preference	Loyalty	good friend. It's just... And that I, I couldn't imagine it either, if the brand didn't exist anymore. I would find that very strange.	Gen X F1	Gen X males are more loyal to watches, only F1 is loyal to lv
			I wouldn't no. I think regarding brand loyalty I am the wrong person to talk to because I just buy whatever I think is nice. And I am not really bound to brands. There isn't the one single best brand for me. I think it has certain advantages and disadvantages every single brand. Like, I am just picking whatever I like.	Gen Y M1	They all mention - what "I" like, only one loyal Gen Y
		Next luxury purchase	Would your next purchase be LV? Mhhh yeah. But I'm sure there are other brands that come into consideration.	Gen X M1	From Gen X, no one has their next LV purchase planned, some their next luxury purchase, no one has it specifically planned
			Mhhh yeah. But I'm sure there are other brands that come into consideration.	Gen Y F3	Very focused on very specific things, like this exact bag etc
		Recommendation	Yes, I have already recommended this to my children (laughs). And, eh, I already bought them something and um... Yeah, sometimes they like my bags... And eh, you use them with	Gen X F1	
			Ehhhm, I would not recommend it to my family. Because I care about my family and I don't want to waste money. But let's say like maybe my friends, he wants to look good. Yeah, I would recommend it to him. Yeah, I'd be like at the end of the day, you are your own person and you want to buy it, buy it, if you don't buy it don't buy it. But I think it really depends more on where that person is standing in his life. If he can afford it, if he wants to do it.	Gen Y M2	secondary data, gen y female, comment under post: I have about 6 bags that are worth every penny. They are classic and will last forever if you take care of them. https://www.influencer.com/reviews/louis-vuitton/questions/is-lv-worth-buying-62412560

Personal values

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Personal values	Lifestyle	Fashionability	<i>But I like to have nice things. I like to have things that lasts for a certain period. I like fashion. So I like to be dress up with fashion [...]</i>	Gen X Female 3	Place more emphasis on buying items that are in fashion. Almost all Gen X say that they look for fashionable items, items that match a location or occasion or that elevate a plain outfit and make it look more fashionable. They stress their interest in fashion and even talk about a fashion affinity which is why they look for items that they think look great. But there are also exceptions of Gen X that are more interested in their own style (Gen X Male 4 or evidence from secondary data). Focus more on long-term fashion pieces and not necessarily on the latest fashion that might only last a short time. Although less obvious for Gen X, The more immersed they are into the fashion world, the more importance is placed on the role of the designer. They recognize shifts in the design and also celebrate these/ describe them as particular desirable. On secondary data, it can also be seen that people pay tribute to the designers, often mentioning them.
			<i>No I think it's more like the look. It's not it's not that I want people to look at me and think, okay, she's wealthy. I would more want people to look at me and think, okay, she has style.</i>	Gen Y Female 1	Gen Y talk less about being fashionable. Rather than buying an item because it is on fashion, they buy them to look fashionable and to be perceived to be fashionable. They want others to think about them that they are fashionable, pay more attention to products that express their individual style so that they can express this style to others. They want to stay up to date with new things that emerge → e.g. face mask → check other quote. The importance of designers is even more prevalent in Gen Y. They have knowledge about the designers and consider them when deciding which brand to purchase.
		Travel	<i>Deswegen Urlaub oder so versuche ich halt wirklich alle 30 Tage Urlaub, die ich hab auch weg zu sein, ne. Um halt auch Dinge erleben zu können</i>	Gen X Male 4	Overall, almost all Gen X mention traveling and going on vacation as an important part of how they spend their freetime. They want to take advantage of all the time they have off and want to experience new things. They are so busy in their everyday life that traveling becomes an important part, it offers them an instance of having new experience in their busy lives → escape from reality. Shows how important it is for them to have an "experience". One even relates this to shopping experience. Some of them also talk about how they used to travel more when they were younger → nostalgia. → also similar with what Gen Y now says → seems to be related to the age
			<i>I don't think as traveling as like, ehm... so you have a base, eh... ehm... and you go somewhere, but I, ehm, I will see the pattern of my traveling right now as to changing the base in any, ehm, in different locations and every couple... of at least once a year. [...] It like drives me to different locations. So, eh, it is a consequence, traveling I guess, not the main purpose. But it's also, ehm, a very huge part because I realized that I do stuff in the different way in different parts.</i>	Gen Y Male 3	Gen Y also travels a lot but they do not mention it as much as Gen X. For them, it also appears to be less a means of going somewhere for a few days as in a typical vacation, it seems more that they are interested in immersing themselves in a new culture, getting to know that culture, enriching themselves with a new experience. "Broadening their horizon" → more about getting to know and entering a new world
		Time-scarcity	<i>I prefer to do that because I don't have too much time and then I do't like to go to one shop and start to try things and stuff like that. [...] And then, I watch on the internet and if I have time, okay, I go to a shop or otherwise I buy it on the internet.</i>	Gen X Female 3	Time scarcity is mentioned very often in this demographic. Especially in relation to work which makes it difficult for them to find the time to spend on activities they like. They try to maximize the time they have for their free time or to spend with their family by focusing on being more efficient in different areas when possible (work, shopping). Also has an impact on their shopping behaviour → don't have much time to go and browse through shops. They don't go shopping that often. Check things online or even order there to save time. All of Gen X mentioned their time constraints except for one (Gen X Female 1) as she is a housewife
			<i>Pretty much yeah. Only in the evenings I get some time to myself → check other quote about me time</i>	Gen Y Male 2	Time scarcity is not a concept that is often discussed by Gen Y. They appear to have more time. Only two of them mentioned, that they have problems with time which is related to a busy university schedule or a newly started job which reduced their freetime. Also impacts the frequency of shopping which used to be higher when they had more time. But overall, not as pronounced. This is likely due to the fact that all Gen Y are students and they are in a different family cycle, don't have children or their own family yet. For them it is more about having time for themselves → me time → more focused around themselves than others

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Personal values	Sustainability	Sustainability as an add-on	Ich befürchte wenn die Entscheidung ist, das Produkt ist super, dann wird Nachhaltigkeit bei mir nicht den Ausschlag geben, ob ich es jetzt kaufe oder nicht. Sondern wenn die anderen Kriterien erfüllt sind, dann wäre Nachhaltigkeit ein Add-on, was schön wäre.	Gen X Male 2	Very Similar approach for both Gen Y And Gen X. They don't really consider sustainability when purchasing luxury but they think it would be a good add on for their decision making that would positively influence them. Moreover, they believe that it would be a powerful tool when for maketing compaigns and that it would probably influence them when they saw it there
			I would like the brand to be sustainable. And it would definitely make me consider it to buy more. I think if I knew that they were. Yeah, but on the other hand, it's not enough like convincing just for me to buy like an expensive bag. But it's more like a nice thing to know I would say. I know some people are very, like, have strong opinion about this, but I'm, yeah, I'm sorry to say that I'm not really considering it that much.	Gen Y Female 1	Same as above, with the addition that they recognize the power brands may have in addressing sustainability in their communication efforts
		Sustainability attitude	Also da muss ich gestehen, das ist ein Thema, das...ist eigentlich sehr jungfräulich für mich noch... also das ist, ehm... Hat mich die längste Zeit meines Lebens nicht begleitet, weil es einfach ein Thema ist, was jetzt rauskommt. Und ehm, ja man hört es seit längerer Zeit. Aber ich überhöre es auch einfach so, dass ich mich nicht besonders damit auseinandersetze. Ehm... Über die Nachhaltigkeit von Produkten habe ich ehrlich gesagt sehr wenig bis jetzt so nachgedacht.	Gen X Female 2	(with the exception of one) that is is something new to them that has especially emerged in the last years and that is very present in the media right now. They know it is important but it does not take a very important role in their lives. They almost all said they would not consider sustainability when buying products, but it is shifting more towards there. Only two said they think about it in general (one of them linked to job), only one of them when thinking about luxury. Talking about it, however, stirred some new thought processes. Some of them also admitted that they don't really pay much attention to it. One also justified her limited ambition to her home country (Italy) and other to their upbringing. Somehow feels like they feel obliged to say its important to them, but only a few have really incorporated into their
			Yeah, it is to keep the globe green. But I would also admit that I'm not doing enough.	Gen Y Female 1	Sustainability is more prevalent in the live of Gen Y. They feel that is something very important and something needs to be done. But they also feel like they are not doing enough and are not really acting in a very sustainable way in their general lifestyle. They do some things they know are good, but also do other things like shopping at fast fashion shops. They feel guilty about it and acknowledge that they should change something. Interestingly, make respondents seem to be less invested in the sustainability issue. They know it is important but they also express that they don't really place that much importance on it on a personal level
		Sustainability and clothing	Ehm, aber wie gesagt, ehm, was du jetzt gerade gesagt hast, das ehm, bringt mich schon irgendwie zum Nachdenken. Weil das ist ja der Punkt. Man kauft für viel Geld ein Teil und erfreut sich daran und trägt es auch gerne. Aber eignetlich weiß man gar nicht, was dahinter steckt. Wo ist denn das jetzt eigentlich gefertigt worden? Was sind denn das für, was sind denn das für Umstände und so weiter und so fort. Und wie...und ökologischer Fußabdruck oder wie auch immer. Was trage ich da eigentlich um meinen Arm? Gen X Female 1	Gen X	Does not really look into sustainability when it comes to purchase (luxury) clothing items at all. Only one of them actually Considered this. However, taking about it raised their awareness and showed that a new thought process might emerge
			I have not. Subconsciously, I have like clicked on a YouTube video of like how the leather bags are made. And it shows like a nice cool video that everybody handmade and everything. But no, I've never really thought of like the actual like... deep, deep down inside. I've never really linked my thoughts to that, no. Gen Y Male 2	Gen Y	Generally, they don't really pay a lot of attention to sustainability and clothing articles. It is not the first thing they take into account when shopping. However, they somehow justify their shopping behaviour for luxury and non-luxury products by saying that they are trying to be more sustainable by looking into buying things that they would wear more than once. They recognize that they do not have enough information to judge a brand's sustainability efforts

Selective Coding	Axial Coding	Open Coding	Quote	Respondent	Comments about category
Personal values	Values	Independence	<i>Ja weil ich meinen eigenen Geschmack habe, und mir gefällt nicht durchgängig von irgendjemand alles. Oder ich mich auch vielleicht manchmal verändere. Keine Ahnung, aber ich.</i>	Gen X Female 4	Almost all Gen X mention the importance of choosing something that they like. They say that they buy something that expresses their own personality, want to differentiate themselves from others. They don't want to have what everybody owns. They have their own taste and it doesn't matter if others have the same taste or not. → relates to luxury fashion as this often leads people to buy luxury because the products are generally more exclusive, more scarce. On the other hand, when luxury products appear to be omnipresent, worn by too many people, they don't buy them anymore
			I don't think it means a lot to me to have the style that people want me to have. It's more like what do I feel? What do I like? And what do I feel is pretty? So I think it's more like, what do I want to wear?	Gen Y Female 1	Gen Y see it in a very similar way. They want to buy things they like, not that other people like. Want to press their individuality, want to distinguish themselves. One person recognized an interesting pattern (Male 1): he sees everyone's quest for individuality but feels like people fail in the end, as they buy products they think are more special but everyone buys them in the end –> especially in relation to luxury products
		Family & Friends		Gen X	Pay particular importance on family and their own children. Would like to transmit their values to them. Also like to transmit their attitudes towards luxury brands and fashion towards them → trying to share what they like, their love for certain brands, the value of them
			<p>"But it is it is a value that I have, I feel like okay, if I can help, I'd like to help but also feel like helpless. When we're so many people on this globe, I know that I can do a little thing and start it. That's also why we do small things is like separating the garbage at home. But, you know, if I could I would help, you know, knowing that the coast of India or like, has so much trash. I'm like, I just need to not think about it because it will stress me out. I'm more like that, I think, because I know that it's so bad that I'll just like try to close my eyes because I don't know what I should do" Gen Y Female</p> <p>"Oh, that's a tough one. I mean, I'm a CEMS student, so sustainability is to some extent top in my everyday life. Whether its being in courses or seminars or lectures, so there is certain knowledge of the topic. There is a certain care about it, but it's not something I burn for." Gen Y Male 1</p>	Gen Y	
		Excess/ Modesty	<i>Du hast ja so eine teure Tasche eingekauft und ich muss immer an die ganze Weltbevölkerung denken. Für was braucht man das? Das geht mir schon seit einiger Zeit so durch den Kopf. Und jetzt im Moment finde ich das noch viel schrecklicher, dass es auch Freude bereitet hat oder noch wird</i>	Gen X Female 4	Gen X talks more about others in relation to luxury. On the one hand, some of the Gen X feel that having too much luxury is excessive and they reflect on their consumption in regards to less fortunate people. This thought process leads them to rethink their whole purchase behaviour and might lead to them not really buying that much luxury anymore. Seems to be a rather recent process might be related to age. Female Gen 1 also expresses a sort of guilt for buying so much luxury and being more fortunate than others. She is grateful for that but she also tries to give back to society by engaging in volunteer activities. → Note to myself for recommendations: Especially the feeling bad for less fortunate could be used in a marketing strategy to trigger people to buy something
			Because I really want to be sure that if I'm going to spend this kind of money, its on something I enjoy, that's what I care about. So lots of research goes into that. And obviously, also the question: "Is it really necessary to buy this? Isn't there an different option alternative?"	Gen Y Male 1	Some Gen Y also emphasize the excess of luxury but more from a monetary point of view. They question the real idealized value behind luxury and whether it really is worth it to spend that much money. They buy it, but in the end they are not sure whether it is really worth it to do so and they might even keep others from doing so as they perceive it as wasteful. However, they don't really have a social stance to it. Might be due to younger age that they don't reflect much upon others yet. Also they appear to be more "me" focused. Another reason is likely that they don't have as much money yet so money issues are more prevalent for them. Also secondary data source

Appendix 3.3 – Codebook, open coding – initial codes

Name	Files	References
Accessible luxury	2	2
LV counterfeit	7	16
Being up-to-date	2	2
brand memory	5	11
Brand prominence	1	1
Brand Visibility	1	1
Branded vs non-branded items	9	31
Classic vs innovation	11	21
Classic	5	7
LV classics	14	39
LV innovation	15	40
Comfort	1	1
Commitment	1	1
craftsmanship	3	4
Criticism of consumerism	1	1
Awareness of own fortunate situation	4	9
Customer centrality	1	3
Customized products	2	5
Definition of luxury	6	12
Exclusivity	7	23
Demographic Differences	0	0
Cultural differences	8	23
Gender difference	9	13
Generational differences	3	5
Design vs quality	2	4
Designer	3	5
Fashionability	8	14
Fits with outfit	11	19
Mixing no-name with luxury	1	2
Feel good	1	1
Feeling special	8	16
Freedom	1	1

Name	Files	References
Functionality	6	14
Generic	3	6
High brand value	1	1
Hype	1	1
Impulse purchase	2	3
Individuality	11	43
Perception of self with LV	14	43
Insider recognition	3	3
Instagram	1	1
Lifestyle	14	50
Age	15	15
Luxury impact on life	3	6
Occupation	16	28
Time-scarcity	7	12
Values	14	53
Love for fashion	2	3
Luxury Brand Associations	8	11
Elegance	2	2
Luxury as Long-lasting	11	29
LV as something special	3	4
LV association	6	15
LV Brand feelings	13	28
LV elegance	6	8
LV excellence	2	3
LV memory	13	22
LV Pride	3	4
LV Style	6	6
Luxury fashion brands - LV vs the rest	10	29
Favorite luxury fashion brand	16	26
Top of mind	15	23
Luxury products & attributes	7	20
Color	5	9
Design	9	21

Name	Files	References
LV attributes	3	11
LV monogram	10	11
LV products	15	54
Material	6	15
Pattern	7	11
LV as a beginner brand	1	1
LV as a person	14	27
LV personality	8	15
LV as a strong brand	10	17
LV as iconic	2	2
LV as minimalistic	2	2
LV consistency	9	19
LV in the future	2	3
LV loyalty	15	28
LV perfectionism	1	4
LV popularity	14	25
LV uniqueness	13	36
LV as a symbol of money and freedom	1	2
LV change over time	10	29
LV brand history	8	18
LV from a business perspective	6	10
LV production	1	1
LVMH	15	43
LV Marketing	9	22
Influencer & Celebrities	9	26
LV might outgrow the hype	1	1
LV shops	13	32
LV service	10	47
Shop location	8	19
Shops as inspiration	2	3
Store vs internet	12	40
LV Usage behavior	14	32
LV for special occasions	4	10
Make customer feel special	1	1

Name	Files	References
Mass target audience	2	4
Money as a limitation	4	9
Personal	1	1
Pleasures	5	11
Deserve luxury	2	2
Treat yourself	3	6
Price	7	13
Afford LV	8	17
Excess	4	8
Expensive	9	15
Luxury as an investment	7	8
LV price	12	36
Price conscious	1	1
Price vs quality	8	14
Save up for luxury	1	2
The value of money (Appreciation)	5	13
Purchase behavior	13	42
Changes in purchase behavior	9	18
Gifting	3	5
Next luxury purchase	13	24
Planning for purchase	11	24
Product search	6	9
Purchase secondhand	3	5
Quality	13	30
LV quality	9	20
Repair	1	1
Sense of belonging	1	1
Service as pressure	3	8
Shop as an experience	3	6
Simplicity	1	1
Social	2	2
Distancing from other LV users	9	15
Envy	3	6
LV Customer segment	16	61

Name	Files	References
LV recommendation	10	16
Peer acceptance	13	44
Peer groups	13	52
Peers as Inspiration	4	5
Perception of other LV customers	12	29
Receiving luxury as gift	3	5
Shops in peer group	1	1
Show-off	9	20
Social class	8	12
Status	13	32
Stigmatization of the customer	2	4
To make a good impression	3	3
Spontaneous	1	1
Staying true to oneself	1	1
Style	3	6
Superficial	1	1
Sustainability as add-on	2	2
Sustainability attitude	15	33
Environmental sustainability	12	19
Lack of information on sustainability	10	16
Social sustainability	13	20
sustainability & luxury	12	26
Sustainability justified through long-lasting products	4	8
Sustainability as marketing opportunity	4	6
Tailored	1	1
The reason to buy luxury	0	0
Motivation to wear LV	1	1
Scarcity	2	7
Sense of achievement	7	11

Name	Files	References
Using fashion to overcome emotional challenge	2	2
Timeless	3	4
Usability	1	4
Usage frequency	2	3
Useless	1	1
Vintage	1	1

Appendix 3.4 – Codebook, axial and selective coding

Name	Files	References
1. Authenticity	14	58
Brand heritage	8	18
Business Perspective	2	3
LV from Business Perspective	6	10
LV Production & Perfectionism	1	5
LVMH	15	43
LV as Classic	15	44
LV as Timeless	3	4
LV consistency	9	19
Changes in purchase behavior	9	18
LV change over time	11	30
LV Uniqueness	13	36
Exclusivity	7	24
Scarcity	2	7
LV as Generic	3	7
LV counterfeit	7	16
LV Innovation	15	41
Classic vs innovation	11	21
Product attributes	0	0
Design	9	21
Design vs quality	2	4

Name	Files	References
Designer	3	5
Functionality	6	15
Logo prominence	9	31
LV Monogram	10	11
Other product attributes	0	0
Color	5	9
Luxury products & attributes	7	20
LV Attributes	3	11
LV Craftsmanship	3	4
LV Customized Products	2	5
LV Material	6	15
LV Pattern	7	11
LV Products	15	55
Quality	13	31
Luxury as Long-lasting	11	29
LV quality	9	20
2. Brand Image	4	10
Shopping experience	0	0
LV service	10	48
Service as pressure	3	8
Shop location	8	19
LV shops	13	32
Store vs internet	12	41
Shops as inspiration	2	3
Typical users	0	0
Influencer & Celebrities	9	26
LV Customer segment	16	64
Peers as Inspiration	4	5
User behavior	4	10
Impulse vs planning purchase	0	0
Impulse purchase	3	4
Planning for purchase	11	24

Name	Files	References
Other - Moment of purchase	0	0
Product search	6	9
Purchase behavior	13	42
Purchase secondhand	3	5
Special occasions vs daily usage	0	0
Daily usage	3	6
LV as something special	3	4
LV for special occasions	4	10
3. Brand Associations	16	80
Brand feelings	13	28
Feeling special	8	17
Pleasures	5	11
LV Elegance	8	10
LV Pride	3	4
Sense of achievement	7	11
Treat yourself	4	7
Deserve luxury	2	2
Brand memory	15	31
Family & Friends	0	0
Gifting	3	5
Receiving luxury as gift	3	5
Shop as an experience	3	6
Others	0	0
LV Personality	8	15
4. Socialization	13	55
Ingroup vs outgroup	0	0
Envy	3	6
Insider recognition	3	3
Status	13	32
Social class	8	12
Peer groups	13	55
Peer acceptance	13	44

Name	Files	References
Perception of other LV customers	12	31
Distancing from other LV users	9	15
Show-off	9	20
Stigmatization of the customer	2	4
Perception of self with LV	14	43
To make a good impression	3	3
5. Personal values	15	108
Individuality	11	44
Awareness of own fortunate situation	4	10
Definition of luxury	6	12
Excess	4	8
Lifestyle	14	50
Fashionability	8	14
Fits with outfit	12	22
Love for fashion	4	5
LV Style	6	6
Style	3	6
Time-scarcity	7	12
Travel	0	0
Sustainability	0	0
Other	0	0
Environmental sustainability	12	19
Lack of information on sustainability	10	16
Social sustainability	13	20
sustainability & luxury	12	26
Sustainability justified through long-lasting products	4	8
Sustainability as an add-on or marketing	0	0

Name	Files	References
Sustainability as add-on	2	2
Sustainability as marketing opportunity	4	6
Sustainability attitude	15	33
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16 Interview Transcripts

1. Gen Y Male 1

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Male 1:	German/ Swiss	Male	24	Student	On Skype	10.03.2020

Interviewer: [00:00:00] So thank you very much for your time. My first question is about your background. So where do you come from? How old are you? What you study? Where do you live?

Gen Y Male 1: [00:00:13] OK. So my name is X as you just mentioned. And I'm half German and half Swiss. So I was originally born in Bremen, which is in the north of Germany, and then we have moved to the south of Munich. And now I kind of move in between Munich and Hamburg because that is where my parents live. At the moment I study a master's in management, CEMS masters in Management. At the University College in Dublin and my semester abroad was at KEIO university in Japan.

Interviewer: [00:00:46] How would you describe your lifestyle?

Gen Y Male 1: [00:00:49] Well, I think that's a difficult thing to describe. I guess I'm generally someone who prefers understatement. So it doesn't really have to be very flashy or anything. And I'd say that quality for me personally, let's say lifestyle wise, is more important than branding. So I would rather spend money on a good quality product, but it wouldn't actually have like a huge brand sign on there.

Interviewer: [00:01:14] Why do you think the quality is more important than branding for you?

Gen Y Male 1: [00:01:19] Because if I'm spending money on something that was expensive, obviously, I want it to be lasting me for a long time. And then I don't really care what it has like brand wise on there. But instead I want the product to have a good feel, to like feel that I'm making a purchase that I'm not saying it lasts a lifetime, but it's more like a long term perspective. That's why I think for me personally, quality is much more important than branding.

Interviewer: [00:01:46] So a luxury for you is like a long term investment in some way?

Gen Y Male 1: [00:01:50] It is. It is in the sense that I want it to last, because you're buying something very expensive and in turn, you're kind of expected to last for as long as possible because you're buying a more superior product in that sense.

Interviewer: [00:02:04] OK. So you would say that like functionality is more important to you as well than like style and design etc?

Gen Y Male 1: [00:02:13] Yeah, I think for me personally, I think yeah. Because what happens with style right is that it changes depending on what age group you look at and what are the current trends in the fashion industry, for example, are. And I think there are some certain items that they kind of stay timeless. I would say. And that's something I would rather look for than always finding the newest trend or the newest fad.

Interviewer: [00:02:38] If you had to name five luxury brands which ones come to your mind first?

Gen Y Male 1: [00:02:43] Well, I think it would be Hermes, Louis Vuitton, Rolex, Ives Saint Laurent, and probably Gucci.

Interviewer: [00:02:53] Which one is your favorite?

Gen Y Male 1: [00:02:56] I like Louis Vuitton. But I am also a big fan of Rolex, so it's just I think it's hard to have one pure favorite. because they often are in very different segments and that sense quality wise I think I would go towards Hermes, I think that's like my most favorite.

Interviewer: [00:03:14] So why do you like LV?

Gen Y Male 1: [00:03:19] I think it's not just LV I like, I like the kind of the whole story behind it. The business behind it and all that, all the different different fashion houses and the Haute Couture. But the reason why I like LV or why I started liking it was when I first saw like the huge travel bags they had. And I thought they looked really, really cool. I think those those back then, they weren't as flashy as they might be now. And it just seemed like a really nice looking and a product that portrays kind of genuine craftsmanship. And that's kind of how I started liking it and discovered this for myself.

Interviewer: [00:03:56] What do you like about your history? You mentioned their history and couture.

Gen Y Male 1: [00:04:01] Yeah, I think I think because there's a rich history behind it. I think because it's not some like not saying it's a bad thing, but it's got some some start up, or some recent brand. But it's been around for a couple of years already, 30, 40, 50 years. And I think that's for me, that is sort of more enticing it because you obviously also have vintage pieces. And it's kind of interesting to see how the brand kind of transforms from, let's say back in a day or to nowadays to more a more modern lifestyle.

Interviewer: [00:04:29] OK, so do you perceive LV as innovative?

Gen Y Male 1: [00:04:34] I think it's innovative in that sense that it manages to constantly adapt to a changing market environment and changing surroundings. And really discovers that the different kind of target groups it goes for. I mean, obviously at the moment the rise of Asia or China as well. There are those kind of clients that become much more important for LV, because it's a huge market, right? And so they will obviously have to adapt to it the products that they offer and sell. So in that sense yes. I am sure they are innovative. But at the same time, they yeah, they still kind of have the tradition they bring with it.

Interviewer: [00:05:12] So if you think of LV, like what do you associate with the brand?

Gen Y Male 1: [00:05:22] So in terms of words I would say kindness and elegance. That's for me like the biggest thing. It's also sort of a statement for sure. I think people that buy LV also buy it because they like to show what they have. Sometimes it's excellence. It's a statement and it's also something that shows that you value quality. So it means, you know, how to treat yourself right and you kind of know what's important to you.

Interviewer: [00:05:52] So is this why you buy it? That it is a statement?

Gen Y Male 1: [00:05:56] Oh, haha. I'm not sure that's the exact reason. I think it obviously depends on kind of the environment you're in. And so, for example, during my time boarding school, I felt like you were more obliged to buy something like this because other people had it as well. And it was obviously cool to be part of the group. But nowadays, I don't think I would just buy it for the idea of it making a statement. I think it's too expensive for that. And I feel if it was a statement you wouldn't really to use it. I think it's still like something, it should be like a daily driver. Right. So it being a statement isn't the sole reason I would say I would buy it.

Interviewer: [00:06:34] Why do you buy it then?

Gen Y Male 1: [00:06:41] I just want to treat myself to something. Let's say you have worked hard for something. I don't know, if you are kind of into that let's say luxury stuff. It just feels nice to have a quality product in your hands. I think you know what you're buying. And that's so that's why it's so important to me, because I know I kind of want this and I know I will be able to still use it let's say 5 to 10 years. So kind of having this perspective of having something that can last for a while. That certainly helps.

Interviewer: [00:07:08] So you mentioned it started in boarding school. Was it like because all your peers had it? You started to be interested in fashion? Have you always been interested in fashion? Like, how did it develop?

Gen Y Male 1: [00:07:18] I mean, it definitely started in boarding school because it's just an environment where you are very close with everyone else. And it's kind of the age where you're going to discover different stuff during puberty as well. So I guess showing off also plays part of the role. And that's kind of where the first interest came with that. I think then it just continued really. I was never super curious about haute couture or anything like that. It was just kind of something you follow on the on the side. And so that's kind of how I got into it, I would say.

Interviewer: [00:07:54] So do you have any specific memories with for instance LV, when you think about the brand?

Gen Y Male 1: [00:08:01] I do, actually. I was on a flight to Hong Kong. I met this family that sat next to me and their daughter actually worked for LV in Hong Kong. And so we kind of started talking about it and why she had chosen to work for them. And she just told me a bit about her daily life as a management trainee there was. That was like super interesting. And I could that she really enjoyed the lifestyle, but also she had really incorporated that into her daily life. And she was she was very proud to work for them. So it seemed like a cool experience. That's kind of how I always remember them.

Interviewer: [00:08:37] OK. So what did she describe? Like what did she describe about that lifestyle that made an impression on you?

Gen Y Male 1: [00:08:43] First of all, it was kind of this ability to work in that branded store. That's super stylish and super cool. And you have all these good looking...(incomprehensible).... And being attracted to the brand and wanting to spend money there. I think once you start mingling in that kind of environment, you also feel like you're certainly to an extent becoming part of that environment. So that's I think one of the reasons. Furthermore, I think what she really enjoyed was just that she was looking for a band with a very good reputation. For her it was important to to kind of portray that reputation to the outside and also kind of showcase that she deserves to kind of showcase this reputation. That she has the skills to to be someone who kind of work and their management program can do really well. So I think that's kind of the two main reasons.

Interviewer: [00:09:37] So what do you think about the reputation of LV? Do you think it's a popular brand?

Gen Y Male 1: [00:09:46] It for sure is. I mean, it's one of THE most famous fashion brands in the world, in my opinion at least. And from what I know and it's hugely successful if you look at it from a commercial side. So, yeah, I think it's just it's just world famous and it's really a statement.

Interviewer: [00:10:04] Okay. If you had to describe the typical LV user, who would you describe?

Gen Y Male 1: [00:10:06] Oh god. Oh wow, I think that is super difficult without stepping on anyone's toes. But I think it really depends. So either I'd say the typical user from what I see is girls from the age of 18 to early 30s and then once again it starts in the mid 40s, I'd say. And then open really in that age bracket. I can't explain what it is, but this is kind of how I perceive it, at least from my side or what I see more often.

Interviewer: [00:10:39] OK. So like, who are those people? If you had to describe them in terms of like values, style, etc?

Gen Y Male 1: [00:10:47] I think in most cases, those are people that come from money or have money and are willing to spend money on something that they think is a good quality product. But I also think it's people that kind of have achieved something in their lives and most often, maybe if you have your recent promotion and you've got a large salary increase a LV bag would be something you treat yourself to. Because you feel like it gives you a sense of achievement and it kind of lifts you in a very different social status. Because people will always recognize this bag and they will know, oh wow, either she has worked hard for this or someone has bought it for her. So that's like there is these two groups, really.

Interviewer: [00:11:31] And you you think you belong to the first one, right?

Gen Y Male 1: [00:11:36] No. I'll be honest. I mean, I'm a student and I get a monthly allowance by my parents. And obviously it is not my own money that I mostly spend on these products, that has to be said. But it's also one of the reasons why I very rarely buy one of these products simply because I need the money for something else. So I would definitely say it is money from someone else. And not achievement which makes me buy this.

Interviewer: [00:12:07] So like if you buy a LV, how do you usually go about it? Do you go in the store? Do you look for something on line? Do you talk to peers? Like how does it work?

Gen Y Male 1: [00:12:17] Definitely go to the store. I think that that's such an important experience for myself because it just feels much better being there physically and being able to get a feel for the product, touch the product. And that's something no online experience, in my opinion, can give me. It's also kind of the feeling that you are received by the people working there. When you come in there you really feel like a client that is going to be treated well. I feel like you do not have this experience when you let's say walk into a Zara or H&M. Obviously, that's a very, very stark comparison. But I think it's you really do feel like a valued customer. And I think that's what makes the store experience so, so valuable, in my opinion.

Interviewer: [00:13:00] OK, so you you appreciate to be perceived, to feel that you're a valuable, special and some sort when you walk into the store?

Gen Y Male 1: [00:13:07] Yeah, I think you appreciate to be appreciated. If that makes sense. But it's also just about, I mean, you're going to spend a lot of money on something. You might as well check it out in person, right? And get a feel for it before you order something online and then have the hassle of sending it back because it doesn't fit or doesn't feel the way you like it. So I think those are like the main reasons.

Interviewer: [00:13:27] OK. So like, do you plan your luxury purchases in advance? Like now you have money. Now you want to go out something. And if yes. What do you buy?

Gen Y Male 1: [00:13:39] I think it's definitely something that I've planned in advance. I am not someone, maybe has to do with me being German and Swiss, whatever, but I cannot just go randomly into a store and be like spontaneously, I buy this and that. That just doesn't cut it for me. So if I buy something I probably would have researched it for let's say a month or two or three beforehand. Because

I really want to be sure that if I'm going to spend this kind of money, its on something I enjoy, thats what I care about. So lots of research goes into that. And obviously, also the question: "Is it really necessary to buy this? Isn't there an different option alternative?". Regarding what kind of products I would look for? I'm not very much into the handbag segment, particularly here. So what I like, I really like their ties for instance. Because I think those like a very, very simple and sleek fashion statement, especially when you wear a suit. That's something I very much like. I'm also a big fan of bracelets, for example, or jewelery in general. But as I mentioned, very toned down.

Interviewer: [00:14:48] So you mentioned you're doing extensive research beforehand. What kind of research do you do? Do you find the product online or where do you look for the product before you go into the store?

Gen Y Male 1: [00:14:59] I mean, first of all, as you said, I look for the product online. I think that's the first point of information. Where you can look at some of the reviews of the people using it. Or you can also see if there's a huge price discrepancy between different countries even, sometimes thats the case. So because of currency exchange rates or whatever it might be, then it make sense to buy such a luxury product abroad, not in your own country. Those are the main kind of things I look at and then I also kind of check if it's not too popular in a sense. Obviously you don't neet to, at least I don't need to wear something that everybody else wears. So it's all about, like once I said it, understatement kind of in a sense like people wouldn't need to know that it is LV for instance. For me personally.

Interviewer: [00:15:45] So you prefer the products that are not branded?

Gen Y Male 1: [00:15:48] Yeah, definitely. I think that's very important and something I enjoy.

Interviewer: [00:15:53] Why?

Gen Y Male 1: [00:15:56] Well, at least I can speak from the German perspective. I think there is a certain jealousy regarding people that are buying nice stuff for themselves. So I think that's just something that comes with the culture. So whether its LV or Stone Islands or something I kind of always take up the label or whatever, because I just don't want to make it seem like I have a lot of money to spare. Its more like make it seem like something nice and simple. And obviously, the quality still for me tells you stories about it, that it is a very different product. But it's not as obvious to the eye as you might expect. And I think for me at least, it's not about showing off. I dont need to show people: "oh, look at this. This is LV". Its more like, I do this for myself and I don't buy this stuff with someone else. It's not about belonging to a group. It's just treating myself really. I would say.

Interviewer: [00:16:48] OK. So don't you think that like wearing expensive luxury fashion brands can make you accepted in certain social groups, etc.?

Gen Y Male 1: [00:16:57] No, not at all. I do think it definitely helps. But I don't think that's ever a reason why I bought those. I think... No, I cant think af a single reason of why I should do this, because it's just too superficial for me at least.

Interviewer: [00:17:17] OK. So what do you think other people think when they see you wearing LV?

Gen Y Male 1: [00:17:27] Oh god. Ehm I think it really depends on who you spend time with. But obviously certain people will kind of say that you are a showoff. Right. What's the point of buying a

600, 700 Euro sweater, whatever. If you could buy one at H&M for 10, 20 euros, there's no need for that. They will say you spend your money carelessly. You only care about exterior appearances, but not what's actually on the inside. On the other hand, I think...some people might admire it. I'm not sure that's the right word, but obviously especially a younger target audience would be like: "Oh cool, I want to have something like this as well". I think that's one of the reasons why this Instagram fashion nonsense has kind of taken off like that because it's often a target audience kind of wants these kind of things in the long term.

Interviewer: [00:18:25] That makes sense. So like, how do you perceive others you see wearing LV?

Gen Y Male 1: [00:18:30] I think that's... I'm super judgmental, I think, in that regard. If I see someone who is completely decked out in a very obvious way. It's a certain amount of not scorn, but I kind of scoff at that: "Is that really necessary? I get it, you have money. Or whatever. Or your parents have money and that's okay. Is there a reason to make it that obvious?" It's kind of my reaction, when I tend to see someone who wears full on.

Interviewer: [00:19:03] But what if you see someone who only has like whatever a subtle belt or a tie or some little accessory from LV?

Gen Y Male 1: [00:19:11] So I think then it's different because I think it's not just about showing off and much more about being able to appreciate quality or just just giving the outfit like a bit extra. Like something that stands out without being too obvious.

Interviewer: [00:19:29] So what kind of feelings does the brand evoke for you?

Gen Y Male 1: [00:19:34] Puh. I think a feeling is hard to say. I mean it obviously makes you feel good in a sense that when you actually wear the brand, you will be able to tell the quality difference to your usual shirts or t shirt or whatever. I think that's the really....at least for me it feels like a difference. Otherwise, I think it's hard to kind of connect a certain feeling like maybe it makes a little bit special of course. And it makes you feel good. But I wouldn't really associate this one feeling with the brand of LV.

Interviewer: [00:20:17] But if you had to describe LV itself as a person, who would you describe? What kind of person?

Gen Y Male 1: [00:20:29] I'd say that it can be someone flamboyant and very like show off in that sense that you have the logo everywhere on certain pieces and it's very much about being seen. On the other hand, if I think of LV as a person it could also be someone very stylish, but let's say not not overdressed. Very, very simple and elegant and timeless in a sense as well.

Interviewer: [00:20:53] In general, like what kind of value does luxury offer to you except for quality?

Gen Y Male 1: [00:21:05] I think besides quality is just the knowledge of having nice things. Knowing that you have something maybe not everyone has. As I mentioned, it might make you feel a little bit special. You might have the impression that you are actually a bit better than someone else. I mean, it's just very superficial of course. But it gives you this certain feeling.

Interviewer: [00:21:36] So like, how much luxury do you buy compared to like normal clothing? I mean, now you mentioned that you're a student. So of course, it's like a rare thing that you buy luxury. But if you had unlimited budget, would you switch completely to only purchasing luxury?

Gen Y Male 1: [00:21:54] I don't think so, because at some point in time it would stop being special and it would just be an everyday occurrence. And at least for me then it kind of loses its appeal, right. I mean, it's...I buy it because it's something special for me, but if I buy it on a daily basis, I don't think that's the case anymore. So obviously at the beginning, I definitely would buy more. I think it's just kind of the oh my god, I can just basically afford what I want. But in the long term, I think it would go back to the level before or even decrease because it doesn't really matter anymore. In that sense because now it's just something you can always have.

Interviewer: [00:22:35] If you had to...Like your next luxury purchase, you already know what that's going to be? And if yes, do you have it planned?

Gen Y Male 1: [00:22:46] Oh I mean, I do know what it is yeah. I want to buy a nice bracelet. Have I got it planned? Yes, since two month at least. It's just about going out and making the actual purchase that is stopping me at the moment. And corona obviously. But yeah I have it planned and its a bracelet.

Interviewer: [00:23:10] From which brand is that?

Gen Y Male 1: [00:23:10] Thats Hermes though.

Interviewer: [00:23:14] So you wouldn't call yourself loyal to LV in any way?

Gen Y Male 1: [00:23:20] I wouldnt no. I think regarding brand loyalty I am the wrong person to talk to because I just buy whatever I think is nice. And I am not really bound to brands. There isnt the one single best brand for me. I think it has certain advantages and disadvantages every single brand. Like, I am just picking whatever I like.

Interviewer: [00:23:42] Yeah. What are the disadvantages of LV?

Gen Y Male 1: [00:23:46] I mean, I mentioned earlier like people will have, obviously it depends on where you are, but people will in a public setting have a more maybe negative opinion of you because especially at my age or younger people will always say that this sooo.. your parents bought you this or whatever. You haven't worked for this yourself and shouldn't have something nice. You should go and work for it. And I to some extent agree to that. But I mean, it is how it is. So I think portrays like a certain cause, certain jealousy in that sense. What else?

Interviewer: [00:24:20] But like I mean, any luxury brand can cause that certain jealousy, no?

Gen Y Male 1: [00:24:24] Yeah that is true. Maybe if we talk LV specifically I think maybe it has moved a bit more towards the mass market. With big expansion and China and the area there. So I think it's not that special to own something from them anymore, in a sense. Because it's just the goods have become so readily available.

Interviewer: [00:24:51] That actually makes a lot of sense. So you don't think that it makes a good impression on others if one wears like LV openly anymore because it's become more mass market?

Gen Y Male 1: [00:25:06] I mean, you could probably say that about any other brand too right? So I think it's difficult. But in general, I think obviously it goes towards us as human beings always wanting to be more more individual. And in that process, I feel like it's actually kind of leading to the opposite. That we all look at the same fashion blog to buy this one IT-accessoire that no one else has and it just ends up with everyone being pretty similar in a sense. So I think that is a problem that most luxury fashion brands have that it kind of becomes a mass, it does really stay a niche in most cases.

Interviewer: [00:25:45] Would you like it to stay niche? Like would you like to be the only one that owns special products?

Gen Y Male 1: [00:25:51] I mean, obviously, I think it's really cool. It's a dream. I think once you get to some sort of ridiculous price range, there's the possibility of once again having that experience. But as a normal human being I think that point in time is never going to come in that sense. So I think it's just something you have to deal with and accept. And that's not really a way around it.

Interviewer: [00:26:13] So except for like...Coming over to a whole different topic, do you care about sustainability?

Gen Y Male 1: [00:26:24] Oh, that's a tough one. I mean, I'm a CEMS student, so sustainability is to some extent topig in my everyday life. Whether its being in courses or seminars or lectures, so there is certain knowledge of the topic. There is a certain care about it, but it's not something I burn for.

Interviewer: [00:26:53] When you purchase luxury, do you consider sustainability, for instance environmental, social sustainability, etc.?

Gen Y Male 1: [00:27:01] Yeah, actually, I mean, I think that's one of the reasons that I purchase luxury. You just end up being a lot more sustainable in the long term because the product tends to last much, much longer. That's one of the reasons why I would be willing to spend more money on something because I know that when I go to H&M or whatever and buy a hoodie and stuff is going to be broken by the middle of the year. So like six months. And I'd rather buy something that lasts for much longer. I think that being one of the reasons. I'm happy I have at least stopped to supporting fast fashion in a sense.

Interviewer: [00:27:43] So what about, for instance, like the sourcing of raw materials like safe environment for the workers etc, do you know anything about that with regards to LV?

Gen Y Male 1: [00:27:54] In regards to LV no, I will be honest. Its not something I have looked at in the past and it's probably something I should do. I wish touched upon this topic in class with a pair of jeans for example. Where they come from how they are dyed and all that kind of stuff. So it's something that's on my mind. But I'll be honest, it's never deterred me from a purchase. As a consumer, I think in most cases you're very willing to stop the thinking process once you have bought this product. For me, I do not look at the circumstances in which it's manufactured, which is maybe the wrong thing to do.

Interviewer: [00:28:34] So to what extent do you identify with people who buy LV? You have described the target groups before. Do you identify with them in any way?

Gen Y Male 1: [00:28:46] I mean, I think that's a common talking point. It can be can be a way to get to know someone better because it's just like you can be like: "oh, hey, I see you also kind of like this." And that's so it might be how, you get to know certain people. So it can be a talking point to make new connections. As you mentioned, it can also be just being part of a certain social group such as social, social clique to belong to someone. I think at a younger age you identify much more with that, when you reach a certain age that kind of stop caring.

Interviewer: [00:29:23] So so you think you stopped caring about how others perceive you?

Gen Y Male 1: [00:29:28] I think ideally it gets to that point sooner or later. I mean, I'm twenty five now, and I know that sometimes I do really care about what others think of me. And I'm not at the stage where I can be like, oh, I don't care what anyone else thinks. But I hope to get to that point because I think it makes life so much more enjoyable.

Interviewer: [00:29:50] Yeah, that makes a lot of sense, but do you feel that if you ever reached that stage that you would buy a less luxury, more luxury, or would it stay the same?

Gen Y Male 1: [00:30:01] Yeah, its a good question. I think if I really get to the point where I stop caring I think I would buy as much as I can afford. In that sense that I feel like it wouldn't like to reflect back on me in a sense. I wouldn't care what the other people say or think. So. And afterwards, I think it would increase my buying frequency. Definitely not decrease it because I think you will not stop just suddenly stop caring about brands that you have cared about before. At least thats how I feel.

Interviewer: [00:30:31] Do you know, the portfolio brand that's behind LV?

Gen Y Male 1: [00:30:39] LVMH?

Interviewer: [00:30:39] Yeah. Do you have any opinions about them?

Gen Y Male 1: [00:30:44] Yeah. I mean, it's hard to say. I mean its a huge group. Tiffany, as far as I know, last year. They obviously know what they are doing in a commercial and business sense. I think by so many different brands belonging to that group like outside of LV, there is the danger of these brands like watering down and very much being unique anymore because they're run by the same company. In that sense.

Interviewer: [00:31:20] And you feel like uniqueness is one of the most important like features of a luxury fashion brand?

Gen Y Male 1: [00:31:25] Yeah, for sure. Definitely.

Interviewer: [00:31:28] So you would also say all the five you have mentioned before, like, Hermes, Gucci, LV etc they are all unique?

Gen Y Male 1: [00:31:36] Some more than others, of course. I mean, every brand has kind of their unique sign or symbol they stand for. Whether that would be an Hermes H on the belt. And for Gucci its the tigers and the bees. I think you need to have like this unique feature that people identify with in order to leave a long lasting impression.

Interviewer: [00:32:02] What else makes you perceive LV as a strong brand?

Gen Y Male 1: [00:32:11] I think. I mean, I think one of the reasons is the strong presence, like the strong store presence basically in any, let's say, well off area you go to. There always is a LV store somewhere. Whether that's in Japan, in the UK or in Ireland like you will find one wherever the rich and wealthy are or nice areas are. And I think that kind of makes the brand was like omni present in your mind because you automatically associate a neighborhood with an LV store or LV.

Interviewer: [00:32:46] So you think that their store presence is better than for many other brands? And you think that's positive?

Gen Y Male 1: [00:32:53] I think it's better than for many other brands. Yes. And I think *incomprehensible* enjoy. Doing the shopping myself and like having a feel for products. It might be the complete opposite for someone else. It might be, oh, I don't like going there publicly that I would rather order it online. There isn't like a single right answer for that.

Interviewer: [00:33:20] One last question, like what kind of LV products do you own?

Gen Y Male 1: [00:33:26] So I own a couple of ties. I used to have a wallet, I still have a wallet but I do not use it anymore.

Interviewer: [00:33:41] No, that's really good. Do you have anything to add, is there anything you haven't mentioned about yourself, your fashion consumption, your lifestyle?

Gen Y Male 1: [00:33:55] I think. No I think at the moment there is nothing else. Thank you for asking.

Interviewer: [00:34:04] Thank you for your time.

2. Gen Y Male 2

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Male 2	Dutch/ Italian	Male	20	Hotel Management	On Skype	04.03.2020

Interviewer: [00:00:00] So first of all, a little bit about your background. So your age, gender, occupation, what you do in your daily life?

Gen Y Male 2: [00:00:09] So my name is X. I'm 20 years old. Right now I'm studying at the Hochschule, Hotel management. I just came to Rotterdam last year in September, to start this course. Before that, I lived for five years in Italy. Yeah, I have an Italian mother. A Dutch father. And yeah, before that, I grew up in Amsterdam.

Interviewer: [00:00:39] So, like, do you feel you're Italian or feel more Dutch?

Gen Y Male 2: [00:00:42] I would say like here in the Netherlands, I feel more Italian. And then in Italy, when I lived there, I was Dutch. Everybody saw me as Dutch. I guess it is very strange, but I grew up with Italian culture. My mom would be an Italian household. And but I feel like I am more Italian, I'd say that. I'm more a warmer person, the more open person than Dutch. They are very close minded. They are very much more to themselves. I mean, I like to meet new people.

Interviewer: [00:01:19] So you miss Italy?

Gen Y Male 2: [00:01:19] I love Italy, I miss it so much. Not right now with the Corona virus. I will stay away a little bit. I miss it for the most, yeah definitely.

Interviewer: [00:01:27] So how would you describe your day to day life? Like a typical day. What does it look like?

Gen Y Male 2: [00:01:33] A typical day? Well, I wake up usually around 8:00 in the morning. I have my breakfast. I go to class. Class depends, usually starts around 10:00. Then depending on what day it is I finish up either at 5:00, sometimes I finish at 7:00. Then go home. Something to eat. Rest a little bit. I go to the gym and then I come back from the gym. And I watch some Netflix. That's my life. Yeah. In the weekend I work.

Interviewer: [00:02:04] So like, basically you're working, like you're busy all the time?

Gen Y Male 2: [00:02:07] Pretty much yeah. Only in the evenings I get some time to myself.

Interviewer: [00:02:11] Would you say that's one of your values? Like to work hard?

Gen Y Male 2: [00:02:15] Yeah, I feel like there's, of course, times you need to take to yourself to rest a little bit. But it's also important to get into the rhythm and especially the discipline that it gives you up working. Because I feel like if I don't work on the weekends, I just stay at home all day and do nothing. Watch Netflix. I feel a bit like a bit like a bum. So I try to not only make some money, but also just to get into the rhythm of staying active.

Interviewer: [00:02:46] Like if you make money, like, what do you like to spend it on?

Gen Y Male 2: [00:02:50] Well, right now, my spending habits are very different. Right now that I'm living completely on my own, I have my own bills to pay and my own groceries to look after, basically fully, fully independent. I try to save as much money as I can, so I try to spend the absolute minimum for groceries and absolute minimum for everything so I can still make the end of the month. And every here and there I like to buy something for myself, but I've noticed that my spending habits are now very much more on things that I actually need. So it will not be I will not spend like seven hundred euros and some Balenciaga shoes or something crazy like that. Not not like that, no.

Interviewer: [00:03:35] But you did in the past? Or?

Gen Y Male 2: [00:03:35] Yeah. I remember when I lived in Italy, I was living with my mom at the time and I had a very good paying job. I was a promoter in Italy and we had a very good commission system. So I was making a lot of money then and then because of course, I didn't have my bills to pay and I didn't have to do the groceries and all of that. So basically all I had to do with my money was just

spend it on going out and clothes. And then I would really just go spend it like "Oh I see a nice pair of sunglasses for 400 euros. Let's go buy it". This and that. Yeah. Now that you've grown independent, you're living on your own. It's gone a bit different.

Interviewer: [00:04:14] So like you would say, you spend a lot of your like, available money on shopping and fashion?

Gen Y Male 2: [00:04:20] Yeah. I would say like the money that I can spend, I do like to treat myself with a new pair of sneakers. Maybe or I see something nice, but now, I try to keep it more economic. I buy like I go to Zara, H&M.

Interviewer: [00:04:35] But you are still very much into fashion? Or is it more in general just a treat for yourself? *Issues with connection, new phone call* If you spend your money on fashion, is it to treat yourself.? Is it to impress others? Like, why do you like to spend money on fashion items?

Gen Y Male 2: [00:05:27] I mean, in all honesty, I think it's a bit of both. You think, first of all, of course it is to treat yourself. Because the first one that's seeing the product is, you, yourself. So, of course, you have to like it yourself first in order to buy it. But I think also if you get a new pair of sneakers, for example, you get a nice T-shirt that really wraps around your biceps and, you know, you look nice and shit in it. Then I think also a little bit comes in your mind like, oh, you know, there is people who will also like the way it looks, you know. And you kind of are expecting to get a compliment when you see something nice yourself. You know, you buy a nice pair of shoes, you wear it to school, you know, you're going to get a compliment, it's like deep down, yeah.

Interviewer: [00:06:08] Okay. So it is important for you that the brand is also recognizable?

Gen Y Male 2: [00:06:17] Yeah, I mean, I think it's not so important to go after a brand per se because I do like to...also just all my regular clothes...my t shirt, everything I buy from Zara usually. Shoes, I usually like to buy branded shoes because they go longer, longer while as well. But what I don't really like is like, how do you say that? Like brands that imitate designer brands. So they make like the exact same version of the shoe, but it's just not the actual brand. That's what mmh...I kind of I don't like that that much.

Interviewer: [00:06:57] So it's important for you that it's real in a way?

Gen Y Male 2: [00:07:01] Yeah, For me in a way, if you buy something that is supposed to be real, then it has to be real. I do feel like. I wouldn't go out and buy fake Louis Vuitton just so I can impress others. You know, I wouldn't do that.

Interviewer: [00:07:12] If you had to name like five luxury fashion brands, which ones pop into your mind?

Gen Y Male 2: [00:07:20] Louis Vuitton, Gucci, Dior, Chanel, Balenciaga. I would say. I mean, I can go on.

Interviewer: [00:07:34] So which one of those is your favorite?

Gen Y Male 2: [00:07:37] I'd say probably my favorites are Louis Vuitton and Fendi. I like them the most. Yeah, yeah.

Interviewer: [00:07:45] Why?

Gen Y Male 2: [00:07:45] Louis Vuitton I have always liked because it's a very...I just like their design. I very much like ...it's a very simple design. With the squares. You know, the little squares. But I like it, it fits very well. And I don't know. Louis Vuitton has always had this...It's a brand that never really dies. You know, it's a brand that always exists and always coming out with something new and always staying hyped up in a way. And yes, Fendi I also really like the prints of them. Because I feel with some designers they do too much. Like you have certain clothes that are just way too, let's say like crazy, like famous celebrities will wear it to stand out. I could never wear that myself. So I don't really like that. But, you know, maybe a nice belt. LV to compliment your outfit. I like that. Yeah.

Interviewer: [00:08:43] So you're kind of like when... because both Fendi and Louis Vuitton have like this printed logo thing on it, is that what you like?

Gen Y Male 2: [00:08:51] Yeah, yeah, yeah. Yeah I do like the, just the little prints. But not too much. Where it's like you can see the brand but it's not like bam, look at me, I am wearing Louis Vuitton.

Interviewer: [00:09:03] Makes sense. So how does it make you feel to own a Louis Vuitton product?

Gen Y Male 2: [00:09:09] How does it make me feel? I mean, yeah, I remember *one second, connection interrupts* You were saying how does it make me feel?

Interviewer: [00:09:50] Exactly.

Gen Y Male 2: [00:09:52] Right. So I remember when I made some, I think the best feeling is when I made some of my own money. And with that own money, you enter such an expensive store and, I'm not used to being bought to designer...like my parents would never buy me anything of that nature, waaay to expensive. So the first time going in there, alone, and you do feel kind of well, even though you know you don't have to network, but it makes you feel kind of well with the service. Because I remember when I bought some sunglasses, they really treated me as a guest, so they would offer me some water or champagne when I was buying something so that was really nice. But yeah, it makes you feel kind of on top of the world when you're in the moment.

Gen Y Male 2's roommate [00:10:45] I don't share the thought. I always have an awkward feeling when I walk in the store right. If you won't buy something in a designer store, I always have that feeling like they want you to buy something because you're coming in there.

Gen Y Male 2: [00:10:59] Yeah, that's true. Yes, that is true.

Interviewer: [00:11:01] So you kind of feel pressured when you go in there?

Gen Y Male 2: [00:11:04] Yeah, yeah, yeah. Yeah. Because I do remember when I would come into a store and I would just look around, I wasn't necessarily going to buy something. They would really be like kind of walking up to me and always checking up on me like "make sure you buy something"

Interviewer: [00:11:21] That's stressful. So like, what's your last memory with Louis Vuitton? When you think of the brand, which moment do you think of?

Gen Y Male 2: [00:11:29] When I bought my pair of sunglasses the last time I went in there. Yeah, that was in Italy. I bought a pair of sunglasses and it is probably the biggest mistake of my life. I have worn those sunglasses a couple of times and I bought them at the end of the summer. And in the Netherlands there is no sun so I had to have a pair of sunglasses laying around.

Interviewer: [00:11:55] So you would say it's spontaneous?

Gen Y Male 2: [00:11:58] Yeah it was. But it was just so in the moment you are so in the vibe of yeah I am making money, I can spend money. Guess that's the dumb thing about the whole designer thing, because you don't realize how much you're actually spending and how much it has actually cost to be made, you know, like what are the costs of making it. And then you look at the huge gap and you're just like "eh, this is crazy".

Interviewer: [00:12:20] So when you buy a luxury item like what is important to you in terms of like functionality, like what do you look for?

Gen Y Male 2: [00:12:28] Like what kind of product am I looking for?

Interviewer: [00:12:30] Yeah.

Gen Y Male 2: [00:12:30] I like usually when I buy designer, I like accessory stuff. So I don't like to buy necessarily like clothes. I like more maybe bracelets or a belt. Yeah. Sunglasses. Something that will not, that I will not outgrow. That I can always wear. Because I feel if you are spending that much money and then you spend it on a t shirt and then you grow out of the t shirt in a year, I think it's just a waste. No, at least the belt I can bring with me for several years depending how I treat it. So at least it will still be in a sort of an investment that I can keep.

Interviewer: [00:13:09] Okay. Since so it's quality important to you or design or, what do you look for?

Gen Y Male 2: [00:13:13] I would say I like the quality. I like it because I remember when I bought a Gucci belt, the inside of the belt it's like this very nice leather and you can feel there is a lot of handcraft put into this belt. It's not just a belt you bought somewhere, there is a lot of handcraft. And I would say quality is one thing, but I think it's definitely more to look because you're buying designer, you're obviously buying it more what people are supposed to see, right? So if you're buying a pair of sunglasses and it has a nice LV logo on the side and has a little bit of gold and silver. Yeah, then that's what you do it for at the end of the day.

Interviewer: [00:13:58] If you had to describe LV as a person, what would you say?

Gen Y Male 2: [00:14:05] LV as a person?

Gen Y Male 2's roommate [00:14:06] Tough smoke, hahah.

Gen Y Male 2: [00:14:12] LV as a person, uh thats a hard one. I would say, I say LV is like that friend you love to hang out with. But he's actually bad for you. The friend you looove to be with, you looove to hang out with him but he is only bringing you down. But you don't really realize that.

Interviewer: [00:14:39] Why do you associate that with LV?

Gen Y Male 2: [00:14:42] Because LV, at the end of the day, it's all materialism. You know, like every designer this goes not only for LV but for everything, at the end of the day, a t shirt is a t shirt. A belt is a belt. Of course, there are differences in quality, but whether you're paying 500 euros for a belt or twenty euros for a belt, the function is the same. You know its not that this belt can make you fly and the other belt cannot. They both do the same thing. So I feel like that's why I associate it with that. Because it's it's cool to see it. It's lovely to be with this belt. But, you know, you're just wasting your money, in a sense. It's better to save that money and spend it on something that will make you more more money or, you know, something else yeah.

Interviewer: [00:15:27] So you think it's irrational to purchase luxury?

Gen Y Male 2: [00:15:31] I think it is a little bit, yeah, but it's so hard to not get sucked into that whole system in society where you see all these celebrities, especially Instagram. You see what the celebrities wearing these nice clothes. And then it's always designer. You don't see any celebrities really wearing Zara or H&M like this. And so when you see them in that sense and you look up to them you think "Oh, man. Like, I'm not about spending money, but the shoes that he had on." And just because your celebrity, your idol, had no shoes on, you're like, "oh, I have to get those shoes." So I feel like it is irrational, but at the same time, we are kind of blind to it.

Gen Y Male 2's roommate [00:16:22] You just need it on the right occasion right? If you go into somewhere where you need to expose yourself, you need to go in fresh, right? Yeah. You dont come like goofy or something.

Interviewer: [00:16:36] So you kind of feel like buying luxury makes it accessible to like be in certain networks. So if you go to someplace you can get accepted by people?

Gen Y Male 2's roommate [00:16:43] When people are looking like and you look nice. A guy comes to you with long nails and then just the long beard. It's not nice, right? It's like I'm going like this. But if somebody nice approaches you with nice shoes or something, its nice.

Gen Y Male 2: [00:17:12] Yeah. If you're sitting in a restaurant, for example, or you're in a bar and everybody has, you know, normal clothes, but you see like that one guy or the one lady with all designer, everything, they do really stand out. You immediately get the kind of pre thought - like oh this guy must have some money. You're like, oh, well, you know, they are onto something. You kind of associate that they are not normal.

Interviewer: [00:17:44] Why do you like that?

Gen Y Male 2: [00:17:46] I think everybody likes to be recognized. You know we humans we love to be recognized and especially, you know, if it's so easy to be recognized by designer, then that's really the reason why people buy it. Because they get this recognition and they don't really have to do anything for it.

Gen Y Male 2:'s roommate [00:18:04] Its like the animal in the jungle.

Gen Y Male 2: [00:18:06] And it's like being a white tiger. You don't really see like a white tiger, you know its unusual, its outstanding.

Interviewer: [00:18:15] So it's kind of like you feel unique when you're wearing luxury?

Gen Y Male 2: [00:18:20] Yeah, I'd say yeah. It definitely makes you feel kind of that way. It makes you feel like you're on.... Yeah. You're you're you're your own boss. You're you're doing your own thing. And especially if you pay that with your own money it creates even more that feeling like yeah I can afford this. Well you, actually you cannot afford it because you cannot buy it twice. But you can only buy it one time.

Gen Y Male 2:'s roommate [00:18:42] Especially the first time you wear it out or something, you are like look my trip.

Interviewer: [00:18:51] So like if you were to buy a luxury product, the next you were to buy. Do you already have it planned?

Gen Y Male 2: [00:19:03] Do you mean like do I already have a plan of buying the next designer item? Not necessarily a plan. But I do see myself in the future if I actually are making a good amount of money and have good enough money to spend. I do see myself, yes, spending, maybe... This is purely about just designer brands?

Interviewer: [00:19:30] Yeah.

Gen Y Male 2: [00:19:33] I do see myself maybe like for the winter, like if I see a nice winter hat, with a nice scarf and that kind of thing. I do see myself getting it. Or maybe a nice pair of jeans.

Interviewer: [00:19:49] Do you think that would be LV?

Gen Y Male 2: [00:19:52] Do I think it will be Louis Vuitton? Definitely it will be Louis Vuitton. One of them will be LV. But it really depends. Because it can also be like what happened with Prada. For example. Prada used to be, back in the days, used to be the number one. And now, nobody is really wearing Prada anymore. If you look at the men, the men's section of Prada has really gone down and I think everything is really about hype. If you get a brand like Supreme. It's really hyped up brand, you know, it's just extremely hyped up. And they're selling for thousands of euros. They're selling T-shirts and sweaters and whatever. And that brand came out of nothing. So it can be that LV maybe in, I really don't think so because it's just a huge brand, but it can be that the hype of it kind of grows over and the generation, the new generation doesn't like it anymore.

Gen Y Male 2:'s roommate [00:20:44] I only buy Armani Jackets. The quality is amazing.
Incomprehensible

Interviewer: [00:21:00] That's cool. Would you recommend your friend to buy LV, your friends and family? Like, would you recommend the brand to others?

Gen Y Male 2: [00:21:11] Ehhhm, I would not recommend it to my family. Because I care about my family and I don't want to waste money. But let's say like maybe my friends, he wants to look good. Yeah, I would recommend it to him. Yeah, I'd be like at the end of the day, you are your own person and you want to buy it, buy it, if you don't buy it don't buy it. But I think it really depends more on where that person is standing in his life. If he can afford it, if he wants to do it.

Interviewer: [00:21:51] Yeah, that makes sense. So like, how would you describe like a typical LV consumer?

Gen Y Male 2: [00:21:59] OK, so you have to do it in a....I know one girl actually in my class. Her name is Ashley. She's a very privileged girl, very, very spoiled. And she's used to getting things done for her so that she's like a typical LV buyer. She can go like any day of the week. She will just go into the Louis Vuitton store, and just buy a bag of for thousand euros and come back to class with the bag. Oh, look, I did some shopping. You know, those are people that don't really know the money value, the value of money. They didn't grow up knowing what the difference is between five hundred and fifty euros. That's definitely a typical customer. And then, of course, you have your rappers and your celebrities that you know, that just they don't, I don't think they even care about the brand. They just want to spend fifty thousand euros and they put that on Instagram and then tell people they spend fifty thousand that they don't actually care about what they buy. And I think most of the people that shop at designer usually don't make the best choices, I'd say. I would say they are not the smartest with money.

Interviewer: [00:23:15] So in general, like, would you feel like it's very high class to buy LV? Or do you think it's something everybody can buy?

Gen Y Male 2: [00:23:25] What do you mean?

Interviewer: [00:23:28] As a customer segment. So like basically like, do you think like the people that go in there are the ones that are already rich, the ones that are becoming rich, the ones that want to look rich?

Gen Y Male 2: [00:23:40] I feel like it's a mix because I remember back in Italy, there was also a lot of Chinese people that would go into the LV stores and they are rich, rich, you know. So they don't even care, I think they just buy it because they see it as bizarre or something but they are very rich. But then again, there is also people like me, you know, that would make like a thousand euros and then spend half of that on a pair of sunglasses when they actually cannot really afford it, but they just have just enough to be able to afford it. So I feel like it's a mix of everything.

Interviewer: [00:24:15] You know, that's interesting. OK. Do you actually do you actually know which brand stands behind LV? Like the company that stands behind?

Gen Y Male 2: [00:24:27] Like do I know the way they work? Do I know the company history?

Interviewer: [00:24:31] Yes. But also, if you know the company to corporate. It's like one big corporation that like owns a lot of different brands, actually.

Gen Y Male 2: [00:24:40] Oh, yeah. I haven't looked into that. I don't know anything about that, no.

Interviewer: [00:24:45] Okay. They're called Louis Vuitton Moet Hennesy. So actually like the Moet brand that the Hennesy brand and the LV brand they go together and they have a lot of brands.

Gen Y Male 2: [00:24:54] Ohh, okay. Wow I didnt know that.

Interviewer: [00:24:55] But it's interesting because most people actually don't know, unless you're like a business student. How how popular do you think LV is in general?

Gen Y Male 2: [00:25:13] I mean, I'd say it's really, really popular. I'd say definitely it is the first brand along with Gucci that comes up in your head when you think of expensive clothing and expensive...yeah, it's definitely the first brand that pops up. They are pretty much in every city, every city you can find a LV. And I feel also just with social media, it's a huge marketing tool for the company. With all the celebrities promoting it. They dont even ask for it. They just buy it because they want to also be part of that higher system. They want to be part of the people that can afford it. So I feel like definitely LV is..definitely, probably number one. Probably number one when it comes to designer, yeah.

Interviewer: [00:26:02] And you think that's mainly because there's so many celebrities buying it?

Gen Y Male 2: [00:26:09] Yeah, I would say. Because I don't know exactly how it was before the whole social media, how to brand it. I don't know exactly, but I know that pretty much all the ideas I get, e.g. imagine I see a nice pair of sunglasses I want to buy, I usually see it on Instagram first. I see it on Instagram and think hey, that pair of sunglasses looks really cool. And then I look it up. What pair is this? And then its an LV bla bla bla. But I would say that a lot a lot of marketing definitely, and a lot of people wanting to go there, comes from just seeing it on, you know, in magazines or Instagram. But definitely from people that are famous, that are rich and that are wearing it like Kylie Jenner, you know, Kim Kardashian, all of that.

Interviewer: [00:26:59] You think it's like an aspirational thing, so you want to be like them and that's why you wear it?

Gen Y Male 2: [00:27:06] In a way yeah. I think it is. I think like maybe you don't realize it yourself. Maybe it's kind of subconscious, but it definitely is, because if you see how nice a certain pair of shoes looks on this one guy, like they must look great on me too, you know. So that's a subconscious kind of thing.

Interviewer: [00:27:24] How do you think others perceive you when you wear LV?

Gen Y Male 2: [00:27:32] I feel like it depends on how badly you show it. Because there is also like if you just wear a normal outfit and wear a LV belt under that, I don't really care. But imagine if I would go like walking all around in Versace, and LV everything. I would kind of be embarrassed of myself. I don't like...I like to be recognized like by my friends, but not by, like, everyone. You know, I don't like to walk through the street with a golden suit. And, you know, diamonds everywhere. And everybody's looking at me, I don't like that. Thats too much. How the people would perceive me? Yeah. I feel like if you were normally like casually, it's fine. And maybe someone will notice and appreciate it. But if you wear it like way too much, I kind of feel like people would just like, look at this idiot, you know, look at this guy. Show off

Interviewer: [00:28:29] Do you think it's because it's so expensive?

Gen Y Male 2: [00:28:33] Yeah. I would say definitely it's because especially I know in the Netherlands for a fact, it's a very judgmental country. I know they are very judging on first sight. And I know that if you wear something flashy like that, they would immediately think "Oh, oh, what a show off. Oh, look at him". And that's because it's expensive. Because it has that brand.

Interviewer: [00:28:57] So, like, to what extent do you admire people who are wearing like Louis Vuitton etc?

Gen Y Male 2: [00:29:05] To what extent do I admire them?

Interviewer: [00:29:06] If you see someone with really cool LV sneakers or a belt or whatever. Like what do you think?

Gen Y Male 2: [00:29:14] I think like, yeah that nice. I myself am not really that much of a judgmental type. Like if I for example, I see some guys standing in the corner and they are all wearing Rolexes and their age is 25 or 20 then I think yeah, these guys are either drug dealers or they have rich parents, one of the two. But yeah it kind of depends on how they style themselves. So if you have like a guy that's just dressed normally with a nice belt then I think it looks good. It's a nice compliment. It's compliments his outfit nicely and it makes him stand out just enough that you know, he's his own person. But I feel like some people that overdo it, it's also I think like come on man. You know, we all know why you're dressed like this.

Interviewer: [00:30:05] So why do they dress like this?

Gen Y Male 2: [00:30:09] Why? I think it's definitely attention, both female and male? Definitely both.

Interviewer: [00:30:15] So is it like to get attention from the other sex? So when you're in a club, you want to show off or?

Gen Y Male 2: [00:30:19] I think it is not necessarily the other sex. I think it's actually more to show off towards their own sex. I'm speaking as a male. Because I know that, you know, men are very competitive between each other. You know, who is more successful? Who is richer? And if you are more successful, more rich, then you are better than the other man. That's how it really works within our sex. And I feel like if you dress yourself like so designerly, then it's also kind of like a coup. You know, like the same reason why you are standing in VIP and they are not. You know, you kind of pull yourself away from these peasants.

Interviewer: [00:30:59] So is this what you want to do by purchasing LV etc?

Gen Y Male 2: [00:31:05] Me, myself? No, no. Me, myself. I don't like to do that. I don't like to go over the top with it. But then at the same time, I don't want to necessarily put myself away from people, but I do want to just, yeah how do I put that together, I do want to make myself feel a little bit more.... Yeah. It's kind of it's kind of a contradictional what I am saying now. I would say it gives yourself a feel....not necessarily that I immediately act like I'm better than the rest. But it makes you... If you have an expensive pair of sunglasses on your head, you do immediately feel a bit more quality in yourself. It

puts a bit more of that quality in yourself, but not necessarily that, oh dont talk to me, you're not rich, you know, stuff like that.

Interviewer: [00:32:00] So it's kind of like the way it makes you feel. Or it's more. Yeah. The way others then perceive you or both?

Gen Y Male 2: [00:32:08] For my myself that's that's how it is. More how it makes myself feel.

Interviewer: [00:32:14] So is sustainability important to you?

Gen Y Male 2: [00:32:19] What do you mean by sustainability?

Interviewer: [00:32:21] For instance, there's like both economic, environmental and social sustainability. So for instance, like where they get their raw materials etc, or their social responsibility, that there is safe working conditions when they make a bag or a belt. Has it crossed your mind?

Gen Y Male 2: [00:32:38] I have not. Subconsciously, I have like clicked on a YouTube video of like how the leather bags are made. And it shows like a nice cool video that everybody handmade and everything. But no, I've never really thought of like the actual like... deep, deep down inside. I've never really linked my thoughts to that, no.

Interviewer: [00:33:01] Is it in general something that's important to you? To live a sustainable life, to take care of the environment?

Gen Y Male 2: [00:33:07] I would say sustainability is definitely important. You know, also if you look at, for example, I was shocked when I heard about the Nike thing, you know, with the shoes, for example, where all the kids from the sweatshop making them Nike shoes. Also, it's not a designer brand but like with IKEA, if you have heard about the whole thing. That does make you think a little bit like ugh. It's pretty crazy like that we don't know about this, but it's definitely happening. But yeah. I mean, I wouldn't say that...I would say like ever since I heard about like the NIKE thing like with the sweatshops and children in china. It's not like I stopped buying right? It's like it's not like I'm not going to buy Nike anymore because I'm still buying Nike. So I would say depending on how severe the case is, it kind of depends on that. Yes. And of course, also I'd say like what I dont definitely do is buy those jackets which have all the fur. That are killing all those poor little wolfs. Thats killing for the fur. That's something I do not support.

Interviewer: [00:34:22] You are conscious about which materials you choose? Do you have like favorite materials?

Gen Y Male 2: [00:34:32] I like to be comfy, so I would say like cotton, cashmeere, for the rest, I dont know. As long as it looks good. feel like.

Interviewer: [00:34:50] So what else do you think that makes Louis Vuitton a strong brand? A brand that stands out?

Gen Y Male 2: [00:35:09] Because LV doesnt necessarily do anything that's very revolutionizing. They don't come out with anything like a huge new product. They pretty much do the same thing just in

maybe a different color, a little different design, its very small, minor changes, but they do it in a way...how do you say that? What was your question again?

Interviewer: [00:35:33] Why LV is a strong brand.

Gen Y Male 2: [00:35:39] I think it's just the people that are supporting the brand without even knowing they are really supporting. Because it's not like all these people, all these famous people are getting paid by LV to wear these. They just buy it themselves because, first of all, it's LV so it's very expensive. They get attention. And I feel that's exactly what makes it so strong, because it always comes back because imagine if you wouldn't have social media right now, for example, and you would just be walking through the streets. How often do you see someone wearing LV? Not so much. Every here and there you see a person pass by maybe. But it's not so crazy. And I feel like maybe then the brand wouldn't be recognized. But because so many people online are wearing it and posting it. That's really what creates the strongness and the constant like every day, like in your face, like, hey, look, look, look. I think that's really what stamps it into people's heads.

Interviewer: [00:36:39] So like do you think it's a problem that LV... Like you said, it's not very innovative...Do you think that's a problem? Should they be more innovative? Why do you think it's actually nice?

Gen Y Male 2: [00:36:52] I mean, I don't think it would be a bad thing for them to be more innovative. But then at the same time, I'm thinking, how could they be more innovative? Because at the end of the day it is a clothing brand. How they could be more innovative if maybe... Be more, come out with like a lot of awareness about sustainability. You know, like not using animal resources for clothing, like if they start a huge campaign on that, for example, against the use of fur and all of this and really go in the green direction. I think that's a great idea you could come up with. Because not only... You're also creating awareness in a sense. So I think they could be more innovative in that sense. But then at the same time, they cannot really do too much with innovation because at the end it's just a clothing brand.

Interviewer: [00:37:41] OK. So you perceive clothing brands in general to not be innovative? Also not in terms of like new designs, etc.?

Gen Y Male 2: [00:37:50] Well, I know like there are some clothing brands like that come up with certain designs and... I don't know if you have heard about it, but one time Gucci came up with a new sort of sweater and it's very much resembled the black face. Because it had like, it was a turtle neck sweater that would go over the mouth and it had like the black with the red lips. And then it got a huge amount of criticism that it was against blacks and it was ridiculing of black community. So I feel like in order to be innovative, you have to be, especially in the world we live in today, you have to be very careful as to what you put on and what changes you make to you, prints and clothing.

Interviewer: [00:38:30] So in a way, you think it's good the way LV is doing it right now?

Gen Y Male 2: [00:38:34] Yeah. I mean, I don't really follow them every day. Like I'm not sure what their next projects are, but yeah, I'd say like they're holding a good bond with all the communities let's say. A good relationship.

Interviewer: [00:38:53] Okay, well do you have anything to add, anything you haven't told me yet about your luxury fashion consumption or LV as a brand?

Gen Y Male 2: [00:39:05] No, actually, I think I have much outspoken everything I had to say.

Interviewer: [00:39:10] That's nice of you.

3. Gen Y Male 3

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Male 3	Italian	Male	24	Student	Copenhagen	06.03.2020

Interviewer:

All right, tell me a little bit about yourself. Where are you from? How old are you? What are you doing at the moment?

Gen Y Male 3:

Ok. So, ehm, I'm 24. I'm a student at CBS. I'm studying a specialization in leadership and international management. I'm about to move to France for working. And, ehm, I've been living in Denmark for the last two years. But not really, because, ehm I've been here for about two months now. Before I was in India. Eh, before that, I was in France for five months. Eh, before a little bit of Denmark, yes. And before that, Mexico for four months...ehm... before a little bit of Italy for three or four months. And then before a lot of Vietnam, where I was doing an exchange, and...ehm...Italy again, a little bit in Milan. And then ehm, before that was Thailand. And then yeah, before Italy in Verona, so another region. So that is basically me, I will say.

Interviewer:

You've been traveling a lot from what you've told me. Is traveling an important part of your life.

Gen Y Male 3:

It is it is. And I think it will still be. Eh, so... I... I don't think as traveling as like, ehm... so you have a base, eh... ehm.. and you go somewhere, but I, ehm, I will see the pattern of my traveling right now as to changing the base in any, ehm, in different locations and every couple... of at least once a year.

Interviewer:

Why is it so important to you to change your location?

Gen Y Male 3:

Well, it's not changing my location that's important to me. But I guess what is important to me to treat me...like drives me to different locations. So, eh, it is a consequence, traveling I guess, not the main purpose. But it's also, ehm, a very huge part because I realized that I do stuff in the different way in different parts. So I don't know, in places like Denmark, I find myself maybe not so happy or like, ehm... definitely has, has a saying the place where I am. So it has a saying in I wanted to stay here or not, but it's not like oh, I want to live in France. So I want to go to France. Now I'm going because I'm working

there. Or I went to India because of an exchange or I was in Thailand for an internship or something like that.

Interviewer:

All right. And how would you describe your lifestyle in general?

Gen Y Male 3:

That's a good question. A lifestyle. Ehm...so dynamic I guess. Ehm, because, ehm, because I'm... because I'm traveling or because I'm... I'm at least changing stuff a lot. Ehm, in life and professional life... in relationship and stuff must be very, eh... adaptable, very dynamic. Ehm...I need to be ready for change. I need to be prepared. I don't know I have...ehm...developed, I guess, tricks or kind of habits that have been doing that, like I travel with a double phone always. Eh...Or...ehm... I always have at least more than one bank account because, you know, stuff.. You never know. So... I was... I would say a good description will be prepared, my lifestyle is prepared. Like I'm not sitting on stuff and I'm not waiting for stuff. So I would say that I'm aggressively ready for things so like I don't get, ehm, taken by surprise.

Interviewer:

So would you say that security is an important part of your life?

Gen Y Male 3:

I mean, I would say the opposite. I mean security, yeah. Ehm... I'm...I want to be secure. I don't want to be taken advantage of from life. But, eh, if I would seek security, I would just, eh, probably stay in one place and do one thing and just like stay with that. Right? But, eh no, I actively... I challenge myself or try to find always things to like, challenge myself to, like, eh...that get me on a new path or like, eh, force me to try new... new stuff or things like that. So no, I wouldn't say.

Interviewer:

Would you, ehm say that your friends have a similar lifestyle to yours?

Gen Y Male 3:

Yeah, I will say so. Ehm, not all of them. Ehm... But obviously, I mean, ehm...friends that you make during, ehm, during this, yes. During all this traveling or all this stuff, yeah, for sure. Because I mean, they're always all on the same path. And, ehm, again, obviously also you want... you want yourself to try to find different people like, obviously to learn from people that are not similar to you and stuff like that. But then, ehm, obviously, you fall like in a group of people that understands you, that has the same need as you and stuff like that. So, eh, I do have a very close group of friends. We all do live in different parts of Europe and we meet each other. We're always exchanging and traveling. But then I always have like,eh, friends from home. That's like, friends that maybe stayed. Also, I mean, it's also different career path. I don't know med school or, ehm, law brings you like to stay in one place and do one thing that... have your girlfriend or your boyfriend staying there, you know, like a much more different, I would say.

Interviewer:

All right. And how would you describe your typical week or your day-to-day activities? Like what kind of things are important to you?

Gen Y Male 3:

Well, during this time right now?

Interviewer:

Yeah, in general?

Gen Y Male 3:

Well, yeah, obviously depends a lot on the, eh... what I'm doing. Ehm, typical week, I will say that it's very structured. So, eh, because I have a lot of things to do. I like to have a calendar and, eh, plan everything that I do. So, eh... that it's like...eh.. that is the basically main, eh, track of what... what I... so I know what I have to do and I don't reserve myself like...like, I don't know, I want to have two days for relax or one... things... I don't know, like it really depends a week by week. And then the day per day I usually have like a task list or something so I do prepare like in the night before and then in the morning I have all the things to do and stuff. But obviously stuff comes up so every time like... they call you oh we cancel your flight or (laughs) your car is not working... shit always happen. Eh, but, eh... yeah... I... I like to be prepared also in that and I actually enjoy doing plans, even if then I don't respect them, but I generally enjoy to that so...

Interviewer:

And in your free time do you also go shopping?

Gen Y Male 3:

Not really, I, eh, I don't specifically go for shopping, like if, eh...I do take time. Especially like in nicer places, so not Denmark (laughs). I don't know, I was feeling like in Paris, eh, if I had free time, and that would be like very little, but I don't know, I finished working at eight, eh, in the evening, like, okay, now you have free time and stuff.. like the city is still vibing, stuff is still open to do stuff. So okay, instead of going home and just like, I don't know, taking a walk there... Ehm...I just go to that, like sightseeing or doing stuff. So then if I'm like, Okay, I'm doing this and then see all the cool shops, maybe I could, I could enter. So I don't go especially for shopping. Also because I'm not a person who like goes there and like for, eh, like cruising... I don't know, like just like, say, Oh, this might be nice or I would like that. I generally know what I like. And I know what I need and what I want. So usually it's a more, eh, direct like I will say. So like if I know that I need x, I know where to find it, and I know that I need to go there.

Interviewer:

And you just mentioned, eh, there's nicer places than Denmark. What is it exactly that makes, eh, Denmark less nice to you than other countries or places?

Gen Y Male 3:

Also, for example, it's the availability of like... eh...if I, if... even if I wanted to shop here, or to go around and be inspired to shop ...there, I will find it more difficult because there is not as much, eh, availability or offer. So that's a huge holdback and then obviously, I mean.. Yeah..Eh, the like, obviously I get more inspired like to shop, eh, if I was in Bangkok, and I mean like a super nice, eh, eh, mall. I don't know, like the Imporium. It's a super nice mall. I was...I... I used to hang out a lot in there. And it's like, full of like nice people, well dressed and like it's warm and people are just sitting there, having coffee and stuff. And here stuff is not really happening. But also it's a thing I guess in different scale... So bigger city to me it's more, eh, related also to consumerism and stuff like that. Here I feel it's much more of a village thing. So... I don't go to Frederiksberg Center to shop you know? that's, that's the vibe like, eh... I will, I will feel there... I will go there to do groceries but not for shopping.

Interviewer:

So the location is something that is important to you?

Gen Y Male 3:

It's very important to me, I would say Yeah.

Interviewer:

All right. And when you go shopping, what kind of items do you usually buy?

Gen Y Male 3:

Any shopping? So like, eh, from groceries to, eh...

Interviewer:

Ehm, maybe more more of a free-time thing. Not Necessarily groceries but anything else that you buy for yourself?

Gen Y Male 3:

Okay. I guess what everybody, eh, everybody buys so... I mean, ehm, to wear. And, ehm...then if I need something specific, I found myself shopping for the weirdest stuff (laughs). But also, ehm... But also that maybe could be a thing. I feel like I'm shopping offline more and like this kind of stuff for like, ehm, stuff that I need to try on. So for example, clothes, or, ehm...ehm... stuff like that. But like for all the other kind of shopping, like, eh, house stuff or, ehm... a lamp, a bulb or something like that I will do online. So I will do Amazon, which is also thing in Denmark, there is no Amazon so it's also a thing, right?

Interviewer:

It's true (laughs). And do you ever buy luxury items?

Gen Y Male 3:

I do. Yeah. I think I do.

Interviewer:

What kind of items would you buy?

Gen Y Male 3:

Um, so I'm... I'm into...ehm...I like leather stuff a lot. Ehm, I like, I don't know how to call it. I think it's called, ehm, the category is like fine jewellery or like stuff like that. I'm into rings. Ehm, I like, ehm, how is it called... like necklaces and ehm, watches. I do own just one watch, two watches..

Interviewer:

Alright, and do you usually buy for yourself or also for other people?

Gen Y Male 3:

Um, I buy for myself. I think I would buy basically...Ehm, yeah, 90% myself.

Interviewer:

And how does it make you feel when you purchase or own a luxury brand? What does kind of feeling does it give to you?

Gen Y Male 3:

Well, ehm, it must satisfy some purpose for sure. So, ehm, I wouldn't buy it just because it's like, "uh, it's been a stressful day. So I need to, eh, buy something". then it will stay like in a closet or, I don't know, like somewhere. Ehm, so usually, ehm, luxury product, I would say that it's, eh, ehm, something I will buy because it's something that I use a lot. So I want something of good quality or something that it's, eh, durable or since I use it a lot, I see it a lot. So I want it to be pretty. Alright, if I use it a lot or at least I want other people to see it, or something like that. So, ehm, it must have, a, a purpose to it, I would say, that's the main thing.

Interviewer:

So it's also important to you what other people think about the product?

Gen Y Male 3:

Ehm, no, but it's important...mhm...well... well, I'm not, ehm, I don't, I don't value important what other people think of me having the, eh, having the product but I obviously I'm interested in the general opinion, I don't know. So like, everybody believes that the iPhone is kind of a premium phone. Yeah, that's important to me because I mean, it's a it's a confirmation that yeah, it's, it's a, it's, it's a good phone, right? Or some, something like that. I'm not like, uhm, I'm not interested at all on the... on being seen with I don't know airpods and then there is the whole douchebag, ehm... you know, attachment to it. So... I think it's different like obviously care in that sense, but not.. I don't do it for other people.

Interviewer:

Ok. And now I will focus more on luxury fashion brands. And that will be, ehm, they can be divided into couture, which is like hand-tailored clothes in a very high price segment. Ready-to-wear clothes that you can just buy in the store and can directly wear them and accessories, such as handbags or belts. And now if you think about luxury fashion brands, which brands come to your mind?

Gen Y Male 3:

Ehm, Louis Vuitton...so only luxury fashion? Ehm, Rolex, I will say...ehm...now I have a lot of like jewelry stuff in mind. So ehm, like Bulgari. Then, ehm... I don't know I'm also, ehm... for like smaller things. I don't know if you know, eh, Fratelli Rossetti, it's like Leather stuff. Ehm, ehm, Ermenegildo Zegna, that would be coats, stuff like that. Ehm... I like Versace, a little bit. I think these are top of my mind.

Interviewer:

All right. And do you have a favorite luxury fashion brand?

Gen Y Male 3:

Well, obviously Louis Vuitton, it's cool.

Interviewer:

It that something that you think about a lot in your life?

Gen Y Male 3:

Think a lot of my life? (laughs)

Interviewer:

Or that takes an important role in your life?

Gen Y Male 3:

Uff... mhm...ehm... can you elaborate on that? I don't know how to answer this.

Interviewer:

Ehm, do you feel that Louis Vuitton is just like... Is it important in your life? Does it play a special role? Do you have any, ehm, memories to that brand that connects you with something?

Gen Y Male 3:

Okay, yeah, okay. Okay. In that sense, yes. Okay. It's also a family thing. I feel like all my family is kind of... ehm... has owned a lot of it and ehm...and they like it. So obviously, like, also living abroad or like not with my family like it's something that makes me think about it sometimes so that is cool. It's also something that links me to a place. So, ehm, Paris. I have always been, eh, ehm, connected to Paris somehow. So, ehm, because, ehm, my father for work was... would go to Paris a lot so I've been there for like forever when I was a kid. So and that would be a cool thing, too, for us to like go to Champs-Élysée, you know, have a dinner there or whatever. And then like, there is the Louis Vuitton store and you can go on the top like there is a cool view of like the city and then you take the elevator you can go on the store and skip the line. So that is pretty cool. You could do that, now you cannot do that anymore because now they changed stuff but there was a cool museum upstairs. So that... So yeah, I guess that connects me with it a little bit. Obviously connects me also in another way because, ehm, ehm... I bought...ehm... I bought myself, ehm, things from Louis Vuitton with my, ehm, with my first like, eh, salary or like my first, ehm, whatever, own money. So obviously that's also kind of important. And, eh, then, ehm, I like it but obviously it's not a day to day life. Yeah.

Interviewer:

And what kind of products do you own?

Gen Y Male 3:

Um, so um, right now... eh, I have... ehm...a weekend bag. So...ehm... then I have a passport holder. I have, ehm... how's it called in English? Like, ehm...you know, like a suit...ehm... holder thingie to travel.

Interviewer:

A suitcase?

Gen Y Male 3:

Now, like, eh, you know, for like, for men suit.

Interviewer:

Ahh, okay, yeah, I don't know the name of that. Where you just put the suit in?

Gen Y Male 3:

Yeah. And then you can fold it enough. Yeah. So yeah...(mumbles something incomprehensible in french). Literally, suit holder. I think we that's... that's a thing...Ehm...I have... ehm... then I have, I don't

know how to call that, like it's a bag. Yeah, like for laptop and stuff. I think it's called, it's like the one that was shaped on the on the horse thing so it's like,

Interviewer:

like a saddle?

Gen Y Male 3:

Saddle. Yeah. So yeah, I hear... I used to have also... ehm... some kind of bracelets, something like that, but I think I lost it or something. So...

Interviewer:

Alright. And what's your overall opinion of Louis Vuitton?

Gen Y Male 3:

Opinion? I think it's... it's...so...ehm...i think i think it's cool. Reliable. I really like the fact like, I don't know there is no sales. There is no huge shift, like season from season, stuff like that. So it makes me feel that when I'm buying something, it stays the value that it is, right? Ehm, like if nothing it goes up in value, so like if I bought something like two years ago now if I would like to buy it again, it will cost only more. So that is a.... that is definitely good. Ehm....it makes me...ehm... I like the idea that it's, uhm...traditional somehow. So like it's, it is very traditional but innovative some... in the same way in a, in the same way and I think it's like the whole, the whole philosophy of like, ehm, what do they call it like a, savoir-faire or something like that, right? So, eh, they have this ehm...or heritage of like, knowing things and, eh and, eh, and still like work on that and like, eh... but still keeping it like, ehm, keeping it the same but new, so that is pretty cool. And I think it's also like, eh, ehm, kind of cool, like in, especially in men fashion because it's like very, ehm, it makes you feel like you are wearing something that is like not crazy or like it's not going like, like next season I don't know what, it's nothing, or in one year, it's nothing. And then what is really cool and I think it's very personal to me like and that's why I like it a lot it's also because of the travel thing. Because it's like, technically it's a travel brand. Yeah, so that, that is cool and, ehm, I really like brands that do that... so that is nice. And also quality material I guess. It's cool because like it's leather but it's also like the plastic thing. Ehm, obviously, I guess it's nice to travel with like Louis Vuitton but also I mean, you need to feel that it's sturdy, that it's, that it's good. So, ehm, obviously it's like you can, you can go in a nicer airport like in Miami with my nice Louis Vuitton but also I was traveling in nightrain in India and I needed something that like, doesn't break off or something like that. Or you are in London and, ehm, it starts, ehm... raining, what do you do? Like you don't do stuff? No. So something that like, ehm, can stand time and different weather conditions and stuff like that, so that is good.

Interviewer:

All right. And, ehm, if you could, would imagine the brand Louis Vuitton as a person, how would you describe that person?

Gen Y Male 3:

Ah...Uh..Well, ehm...But that's a thing, that's also a...a thing. I will, ehm, I will imagine... But... Eh... I guess that's their...their whole idea that they want to pass to me, I guess. Because also when, when you buy like, they keep like bombarding you with like emails and stuff like that. So there is a lot of like, ehm, craftsmen and like, eh, really, I'd say down to earth people, like, eh... Let's say, people that, ehm, work a lot with their hands and stuff. So I would imagine a Louis Vuitton man to be... eh, someone that is working with leather or is like, ehm... pitching like, you know, nails into like a luggage or a trunk. or

something like that. So, eh, very much related to traveling, very much related to like, eh...know-how or stuff like that.

Interviewer:

Could you think about any personality dimensions or any values that this person would represent?

Gen Y Male 3:

Well, eh...I guess innovation. So, eh... I don't know, I think I read somewhere. There was the first trunk that had... that didn't have the bumped top. So they invented like the square thing, just because that wouldn't slide in train trips and stuff like that. So there is that. Eh, I will say that its reliability a lot because it's like something sturdy, something like, eh, durable. Obviously, it's elegant, I would say... but it's also, eh... Yeah, I'd say it's true to itself, somehow.

Interviewer:

Can you elaborate on that?

Gen Y Male 3:

True to itself (laughs)...So I mean using the same pattern, or, eh, being eh... Or like using different, like, eh, elaboration of the same pattern. To me that also means true to himself. But also the fact that, I don't know, I go to the store, and I have, eh, I have eh...I go with my name and they know what I have purchased. They know what eh, what I have. Or if I buy something, they offer you food and drinks. Or there're smaller things, I don't know, they, they email you stuff. And they use, eh, well, that's not in English...But in Italian and in French, they use the...the formal person to refer to you, which is something very, very weird to... like, eh, because you... usually, usually it's like, eh, click on the link. But then in Italian, it's like you like you second person, you click on the link, but then...in... in regular website, but then Louis Vuitton, it's like, you formal person, click on the link, which is like super, super weird, like no, no other brands do that. So it's like some kind of respect or makes you feel like some kind of... eh...Yeah, let's say the devil eye for you that, that is, that is very nice.

Interviewer:

And does Louis Vuitton evoke any feelings within you?

Gen Y Male 3:

Feelings...

Interviewer:

When you use the brand or when you think about it...

Gen Y Male 3:

Well....well, um, let's say that...eh...let's say when I pack a Louis Vuitton...eh...it makes you feel... It is, it is different, right? I don't know. Because, eh...obviously, you have like this beautiful canvas and you're like, Okay, then I cannot like, eh, put, eh, trashy stuff like my, eh, Superbowl t-shirt from 2012 and like, you know. So like, I think it can affect a little bit of that and it makes you feel a little bit more fancy. That could be, that could be...But not overall, I don't think it changes different things. It's still to me. It's still like a...eh... a tool. It doesn't have to, like, eh... overpower. It's eh...also functionality. So that that is also what I like. Because I feel like I can do it with it, like with Louis Vuitton items. I don't need to... like a bag is still a bag, so it needs to carry stuff, right? Or Passport Holders, like passports... or like it's cool because you can put like stuff in it, like I don't know...the Louis Vuitton

passport holder, is like, it's cool because they... they have, eh... like eh...like a little interface thing where you can put stuff in it. And like it's still very very practical. I don't know. I put all my SIM cards so I have like 11 SIM cards... like you can find, you can still find a lot of like use of it. And that's like my main important thing. Like I... eh... I like to buy nice stuff but then like the nice stuff must still, eh, still need to perform something. So that is, that is cool.

Interviewer:

And if you think, eh, about luxury products in general. How would you usually buy them?

Gen Y Male 3:

How? In person? So...?

Interviewer:

Yeah, how would you go about it? Like what would you do? Where would you go?

Gen Y Male 3:

Okay...so eh...yeah, example....eh...Well, first, first of all, first of all yeah in person, not online. At least I haven't thought about it. If i, like, buy it, like, twice then I would, I would go online, i don't know. I, because, I feel like I want to have a first touch or see or whatever. I guess they try to make the experience a lot... I don't... extremely care for it. It's cool. I mean, yeah, not gonna lie, it's cool that they offer you champagne and stuff. Yeah. Pretty nice. But it's not what I'm seeking the most. Eh, I will tend to go, eh, to a... I would say mono brand store. So not like, I don't know Nordstrom or stuff like that ...I will... I would go to the specific, eh, house thing... I would just assume that they have more offer or the people that are trained there are just for that. So that is nice, eh, because...Yeah, yes I will, I will say that I'm... but that's not only for luxury, eh... when I go to a place... if, if I go to a place and then I'm not doing online it's because I also want to speak to a person that is very knowledgeable about it. So I try to maximize that. So I don't know. So here and I feel like in, in general like some, some country lacks in that. So, eh, in Denmark, I will, I will, I feel like also, eh, I buy less because I feel like I'm surrounded by incompetent people a lot of the time. And, eh, I don't know, you go, you try to go to a pharmacy. Usually the people don't know nothing and you're like, so thank you. Eh...But that's the thing, other countries have the same like, eh Vietnam, it was, it was like this as well. I tried to buy also important stuff and people were just like 'I don't know', so that, it's very annoying. Eh...Or...eh... or at least, like, if I'm also dropping a lot of cash on something, I want people to be nice about it and like, eh, you know, have everything figured out. I don't want to even do extra work to figure it out, the process. So, eh, I don't know...Like in the US that works really well, in Italy, that works really well. In France as well. So that's cool. Also, like, eh, in England, that works really, really well. Like there is a lot of like, customer attention or like, people are like really attend to like, also ask you how's the process going? How you like it, or stuff like that. So that is very important to me in the buying process.

Interviewer:

So service is very important to you? Yeah, yeah, ya, ya. But it is, eh, it is from the smallest thing, I don't know, to...so like opening the door, but also if you have a question, it's like they know about it and they, they just... and it's also not yes or no, but like they can tell you a story a little bit. Right, so you go there and you're like, eh, but it's like, okay, eh, I want the gold lettering in it. And it's like, eh, yes, eh, we can do that and like it's resistant to that, and like it can, it can stay up to 10 years, but then if it goes away, you can come here for the, for the touch up and stuff like that. So that is important that they can tell you the whole thing. Or eh...Yeah. And I will say, or I don't know, like, you go buy, eh, a watch. And they tell you Okay, yeah, if you buy this like, eh, like, they know also

like, smaller stuff like they are not supposed to know. So I usually, eh, watch people are very into, eh, just the, eh, mechanism and stuff like that. But then if you go to a Rolex store, or like to Cartier store they also tell you or, like yeah, this stone, it's Like g color or like h color, like, you know, like you have a whole picture. And I will think that like you're kind of entitled to, to know that like when you, when you're spending a lot of money on it, but apparently it's not. So you would like to, like kind of take part in the brand story and learn about it, and the product?

Gen Y Male 3:

Yeah. but because also, I mean, if I, if I own something...eh...you know, like you want to know it somehow right? Yeah. I, I... It's stupid. It is like having a phone and not, not really knowing how to use it or how to unlock it. And, but, that, that works with kind of everything I guess.

Interviewer:

All right. Eh, coming and going back to Louis Vuitton. Do you think Louis Vuitton is available at a lot of places?

Gen Y Male 3:

Yes, I would say so. I would say so.... Eh...Yeah, I will say that. Yeah, I guess I find it everywhere. Eh, even in the... Yeah, even in Vietnam, I find it. Like in a city where there was no McDonald but there was Louis Vuitton, yeah.

Interviewer:

Is that a thing that affects you in some way and how you perceive the brand?

Gen Y Male 3:

Well, eh, it's, it's nice to know that there is every, eh, everything, eh, there is everywhere because I don't know if something breaks you can just bring it. So that is, that it's very nice. And obviously gives also to the place of some kind of like, oh, okay, then it's, this is not like a place forgotten from God, like... Okay, this is like, it's a sign of civilization somehow. Yeah, you know? And, eh, I guess it makes you feel connected somehow. Yeah. That's a thing. Like there is no Apple store here, for example, right? Makes you feel like, Oh, that's kind of weird. And, eh, yeah.

Interviewer:

And, eh, when would you use your Louis Vuitton products? ... Like for your daily life or for special occasions?

Gen Y Male 3:

I wouldn't say special occasion, no. What, eh... I would say more daily. So if I'm traveling, then all the time. Eh, otherwise, I will use a lot, yeah, that bag I was using it every day, last, eh, last year. Then it depends on like, eh, but yeah, I wouldn't closet, closet it and like put it like somewhere just for like an occasion, no. I don't think that would be... I honestly don't own stuff that I use like that. But if, eh, I can see why people do it, but, eh, also, no, it wouldn't makes sense to me. Like I...ehm, if I spent a lot of money on it, it means that there is a reason it would be for quality and stuff like that. So it means that it's more durable. So it means that you can use it more, so use it more, right?

Interviewer:

That makes sense. And how would you describe a typical user or owner of a Louis Vuitton product? Like in terms of age or gender, demographics, whatever you can think of.

Gen Y Male 3:

Ehm... Well...it depends a lot I, I noticed that it depends a lot on the nationality and the culture. So for example, I find it here in the Nordics, to people not to use it a lot. But I understand it because it's like on a... Well, it's, for me, it's not on the fleshy side. But I guess for some people, especially Scandinavians, and like, since there is a exposed logo, they could find it too flashy for them. So, ehm, that's the first thing while in Italy is widely common. With friends is widely common. Ehm in the US, it's also, eh, different because then, it's over there, I find it, I find it to be more class related. While, I feel like here there is, in Europe, there is a lot of like culture for ehm... Also secondhand stuff. And I actually... I.... I think also I have another thing. I think it's, it's another bag, eh, like for a laptop bag that is also secondhand from the 90s. And, ehm, no, like a black laptop holder, like one of this. I think I have it at home.

Interviewer:

Uhm, like a case?

Gen Y Male 3:

Yeah, like a case. And, ehm, from the, no not from the 90s, it cannot be from that. Well, from the early 2000. I don't know, like... and so there is...being also vintage or secondhand market, I think, like is more accessible so it's not as class and it's not as, ehm, also age related. It's definitely like, I would say there is between 25 and 40. I would say that it is in that range but then if you go up...Yeah, you could see a lot Louis Vuitton, ehm, ehm...worn by people like that, but also, I was... I don't know, I will feel they have other brands to go to or different, ehm brands. I will, I will say that it's also such as... being like also such as 30 or like traveling or good quality is also for a lot of use. So I would. I would imagine it to be also for young or like working dynamic people.

Interviewer:

So it's more for the younger demographic then...

Gen Y Male 3:

Yeah, obviously not super young but like, ehm, wealth, eh wealthy, eh...on the younger side workers. I would say that it's like that. Yeah, I've seen a lot of, I don't know...ehm... I don't know... also in my office in Paris there were ehm, girl, girls that I don't know... I don't know how to call it... The 'Never Full' maybe? It's like, it's backed inside for like, you can carry laptop and stuff with them. My mother has also as a....

Interviewer:

Like a shopper, kind of like...?

Gen Y Male 3:

Yeah, maybe I would say. And eh, but also...ehm...I've seen quite a few men also for like the gym like the same weekender back that I have. Or... eh...at Bocconi it was very popular, the, ehm, laptop case. So yeah, between 25 and 40.

Interviewer:

And no difference between gender, it's for both genders?

Gen Y Male 3:

Well, I guess, I mean that, that's not specific to the brand I think. But it's more of the nature of like I guess, girls shop more or def more bags and stuff like that. Like I don't need more than one bag so I'm good. I guess girls do or some girls do need more. So...that could be the reason why...ehm, yeah you could see it more on girls. But, eh, I wouldn't say that the brand is, eh, gender, eh, oriented somehow. How could be other genders, eh, other brands? I don't know. I feel like aomehow Tiffany to me is always been very girly. And, eh, ehm, I don't know why I mean, like Tiffany is famous for I guess their...ehm...silver thing. And...ehm...ehm...I don't know why... Or Rolex is more men, right? But, eh, a watch is a watch. I don't.... But, eh, but Louis Vuitton, I don't, I don't associate it with a gender to be honest.

Interviewer:

And would you identify with this kind of person you just described as the typical user?

Gen Y Male 3:

I would say ses. Yeah, yeah, I do. Ehm...Maybe...ehm...And I see people that are like, I mean, you see also on Instagram and stuff. Like the typical influencer girl that has the nice, eh, bag and stuff like, no obviously not with that. But I guess with some extend of the message like, eh, I'd say someone who like is traveling or like it's...they have a lot of like slogan and, eh, advertising that is about that is about finding your journey and like travel with the, eh... bring your, your things like in your journey of life ehm, through like nice languages and stuff like that. So yes, I do identify with that, I would say.

Interviewer:

And you already mentioned some important features for you for luxury brands such as the quality and durability and, ehm, design as well I think. Are there like any other aspects that are really important to you and how does Louis Vuitton relate to that? Does Louis Vuitton satisfy these aspects for you?

Gen Y Male 3:

Okay, ehm...So ehm, I'll go through all of them. So, ehm...let's, let's say again, like from durability, it's not only also that it lasts but also... it still makes sense. So ehm, it lasts, but also, it... it lasts not only like materially but also like, design still make sense after a lot, a lot of times. That is cool. Yeah, timeless design. that is, that is cool. And that's also nice because you can buy secondhand stuff or also, it becomes sometimes also the leather, especially for Louis Vuittin, it's, it's cool because like the leather, ehm, changes color. So it's also nice because it has your imprint somehow. So like, eh, it's cool because there is, I don't know, in my travel bag there is a little spot that it's like because I catch, like, some, some rain when I was traveling in Mexico. Or there is a, is a sign because of the train that it took in India. So like that is also nice and make sense the time in in a nice way. So it's not ruined but it tells more of a story. So that is is cool. Eh, Quality. Yeah, I mean, I guess, eh, I guess, eh... it's cool like that it doesn't rip, doesn't fall apart that is cool. Eh, the hardware is good, is good hardware or ehm, like, ehm, doesn't rust or stuff like that. Ehm, it's, eh, it's important also the whole relationship somehow that you have with the brand. So like, the process of selling when you buy something like it's important that, eh, that I feel like they're taking attention or they are paying attention to me and stuff. Eh, the after sales as well. Like if I have a problem and stuff, I can just call them or whatever, or, ehm...yeah, so that is also, that is also important.

Interviewer:

And do you feel that this is satisfied with Louis Vuitton?

Gen Y Male 3:

Yeah, yeah, ya, ya, ya. Definitely a lot. I had stuff to send to repairs and stuff like that. So yeah, yeah. But uh, ehm, also in my family. Ehm....eh...My father had...ehm...actually like a super cool thing that is like a custom made, ehm...He's a musician so, ehm... but that's, that's also super cool of Louis Vuitton, they do custom made things. He's a musician and, ehm, he plays like,ehm, contrabass. So, ehm, you use like a tool to play it, right? And, ehm, he had like a, ehm, a case for it that it was custom made from Louis Vuitton so that's super cool. And like a string of leather, ehm... ripped or something like that so they, eh, he got a new one and stuff so...But they knew, eh, like they didn't have to...ehm... you know, ask too many questions. They had the pattern they have like the whole history or the whole f... file of my father. So they, he knew, like they knew what, what it was from there and stuff like this. That is pretty cool. That, eh, makes you feel like some kind of...eh... makes you feel appreciated. But it's the same also with Apple. I don't know like if you, if you go there with something, you go with your ID apple and you have the whole story of yourself that is pretty nice. And, ehm...it makes you feel also secure, ehm, somehow, and then other than the quality that I care about...(hesitates) Not really, I guess that is important to me.

Interviewer:

All right.

Gen Y Male 3:

I guess some people will say, I don't know, the fact of being vegan and stuff like that. But there is no return. And honestly, it's like... I find real leather to be nicer (laughs)

Interviewer:

That makes sense. Would you describe Louis Vuitton as unique?

Gen Y Male 3:

Yes, I would say so. I mean... it's also ehm...copywriters so (laughs) that, that is definitely a sign of uniqueness. I would, I would say, like the design, obviously. But going beyond that, I guess it's, ehm... the whole story, made it... behind it... so like, eh, from the trunk constructor, things like that. So there's a whole journey and then like, ehm, this tradition that they carry. The fact to be in French. Like it's, eh, in a, in a lot of their products, there is written inside it's still the address of the original store and things like that. Ehm...staff have like usually, have ehm... code, eh code number or stuff like that. So like they are a number so that there is a whole sense of like, ehm, pride and like, eh, still...Obviously it's not but it feels very much like, like if it was, like a home-handed brand or something like that. Eh, something that other luxury brands for example are not doing. Ehm...which are, I don't know like for example, Versace is famous for not being in a conglomerate, which is very difficult. Which is, which is very like strange, in a, in the luxury fashion, I think. Because most of them are owned by LV...

Interviewer:

LVMH, yeah.

Gen Y Male 3:

LVMH, yeah. Yeah. Also Louis Vuitton. But eh, For, but for example, I don't feel the same with, eh, with them. Because they, they are not like, eh, pushing on that as much. While Louis Vuitton, ehm...Although they are in this huge conglomerate, they still have this like Louis Vuitton family somehow. So that is cool. And that brings uniqueness for sure.

Interviewer:

And you just mentioned LVMH. So I, ehm, take it that you know them.

Gen Y Male 3:

Yeah, I had a lot of business cases about them.

Interviewer:

Oh yeah, so you, you know them very well. Is that a company you would trust? Or what's your opinion on them?

Gen Y Male 3:

You would trust with what?

Interviewer:

In general. Like do you feel like that's a company that... well, you have positive feelings towards and... or something that you think about rather negatively, like in that way?

Gen Y Male 3:

No, I think, I think I will trust them. Yes, they do... ehm...mhm....I don't know...That's a good question. I want to give you also a smart answer about it. Ehm...Because I'm thinking, eh... how much do I trust them compared to another company. So...

Interviewer:

Maybe just... like what would make you trust them? Like what are the attributes that you find positive? Or appealing?

Gen Y Male 3:

Okay, I...I have...ehm...I have a good friend that just got, ehm, hired by them. So, ehm, I also got some insights from, from, from that. And, ehm... from what, from, from her experience was, was a really nice process. Was really, eh, standardized, really transparent. So that is, that is really nice and that is really cool in a company, I like that. Ehm, I like, I like they have some kind of integrity. They, eh, they don't buy random stuff or resell it and then, they're like, they're very, very stable. So, ehm, like they just bought Tiffany if, if I'm not mistaken, right? So that, that is also a pattern going on. I would say I would trust them because they're... because they're reliable. They're... they don't make strange schemes. Eh...They,ehm...yeah, they, yeah they have solid products, they have a pre, predefined line of leadership. It's, ehm, they are pretty diffused in a, in a lot of countries. Committed to a lot of good stuff about sustainability, and, ehm, about, ehm, diversity and stuff like that. So I think, I think it's cool. I think, eh, it's good for a lot of economies. It's, eh, it's, ehm, it's a growing, ehm sector. It's also trying to innovate a lot. So with a lot... with some brands in particular, they are doing a lot of work on rebranding for like, eh, younger people and like, eh, trying to adapt into, from like passing from boomers to millennials, so I think they're doing quite fine. I think, yeah I think it's a, it's a cool company in good hands. I would trust them.

Interviewer:

All right. If you now think again about Louis Vuitton, how would you describe their popularity?

Gen Y Male 3:

Ehm... how would I describe their popularity... I ehm...I guess there is all... in this case you will, you will think about a two line system. So there is, ehm, a level or ehm... ehm...Yeah, a level that it's very

much it's known, everybody knows it, so it's popular. So, ehm, everybody can connect LV with like Louis Vuitton. Everybody sees the monogram and is like okay, there is the brand and stuff. So and that is like pretty much unchanged and make...ehm... in the, in the long term in the, like, whatever action they take in the, in the, in the short run, that is not compromised, that is not affected. So that is nice. Ehm...On the other level, like it really can shift, I guess, popularity. I, I don't know, honestly, if it's like in fashion right now or if it's not. I, eh...Personally, I don't take it into account too much when I, when I shop from them, I guess they are. But ehm...on that yeah, it depends, I guess some fashion trends and I guess it depends on how much they are able to just stay on top of competition and stuff like that. But, uh, I guess that being so old because I think they're from the 1800s or something, they, they... they can afford also to not to jump on trends and just... and still be relevant. So that, that is also pretty nice. And like owning some, some, some of their stuff. That's also reassuring because you're like, okay, cool, I can... like... I... I don't need to worry that now, since I own a Louis Vuitton, I will, I will be pointed at as outdated or... yeah not on the last wave of fashion. Not that I care but if I would care, I would be insured.

Interviewer:

All right. Do you think that people who see others that own a Louis Vuitton would perceive the owner of a Louis Vuitton product differently? Or admire them, respect them in that regard?

Gen Y Male 3:

Well, ehm...So I, that I own a Louis Vuitton, do I perceive someone else that....

Interviewer:

That perceives you differently for instance, yeah. Do you feel like that, eh, you as an owner are perceived differently by people who see you?

Gen Y Male 3:

Yes, obviously. Uff...I, I think yes. It depends all obviously on the other...mhm...ehm...on who's thinking of... I guess, because I also do like...eh... when I see travelers with Louis Vuitton live, I'm thinking okay...so... I don't know I saw also here at the airport in Copenhagen. So there was a couple who were like very neat, very like organized. They had like their all... like document and stuff, like this, like in this like carry on from Louis Vuitton. So I was saying okay, they must be like a young working couple like, ehm, fresh, organized, like on top of their career, on top of numbers. They, they know, they know what's up right? So I guess that was influenced. Ehm, I see how other people could be like 'Uh, snobby' or whatever like, eh... I can see that. Not really bothered by it but, ehm... I see, I saw also out how that could change somehow, eh, how I've been treated. So, ehm, especially if you go to Asia for example and then you're traveling with, eh, from the airport and stuff like a, with a, with a Weekender and stuff. Then people... like the taxi driver will ask you for more money and stuff, something like that. But then, I mean if you are a stupid traveller, like a Louis Vuitton doesn't, doesn't protect you, obviously. And it doesn't change anything. So I mean, buy a sim card first and order an Uber. And Uber doesn't select on, eh, differently, or gives you a different price if you own a Louis Vuitton or not.

Interviewer:

Yeah, that make sense. Do you think, ehm...Would you conclude that it makes a good impression on people? When you wear... or not specifically you, but when people wear Louis Vuitton?

Gen Y Male 3:

Yeah, I would say yes, I would say yea, in general. Obviously there is, there must be a, eh... a... a big chunk of people. But, also, I guess in Scandinavia, it's not like a bad perception but it's like, oh, it's like too flashy or it's like too, eh, he wants attention or she wants to be seen or stuff like that. Ehm, so there must be a huge, huge stuff for that. But there must be also on the other side, okay, ehm.. it's just like oh, cool, like, eh... he must be wealthy or he must have some kind of education also because I guess also Louis Vuitton is not the brand...If you, if you become rich, like just overnight, I guess there are, eh, flashier or like more, ehm... there are different brands that you maybe, you may want to go to. So I will see also Louis Vuitton as a more, you know, like, eh, educated brand somehow. So that this also could be like an insurance against, against this, eh, bad perception. So that could be also very nice. But eh, in, in general I would say that it's positive. I ehm...Yeah. I would say that it's positive.

Interviewer:

Would you say that it also makes you part of a group with owners in general?

Gen Y Male 3:

Well, ehm...I guess there are brands that do that better. Ehm...Because, but, but not because it's like a lack of like skills or stuff. It's just because it's like so old and like so diffused like so many people have. So it's very, very difficult for me to say okay, just because we do have the same item and stuff, or the same brand, we are, we are in the same, eh... thing. I guess with some kind of items, yes, it makes you feel part of a the group. So for example, travel accessories or stuff... then it makes you more of a group. Yes, I would, I would say, Oh, you travel a lot as well. Or like, yeah, you invested a lot of money in something then... for ... for traveling. So it means that you're traveling a lot. So that makes you like, kind of part of the group. For other stuff. I don't know, handbags for a woman. I guess I see so many different like, women having that. So I don't know, I don't own it. So, ehm, I don't... I think that it would be more different. I would see also different age, different nationalities, different like, eh, social status. So that would make it more difficult to find a group. But for some particular, eh, products within the brand. Yeah, it could make it a little bit of a thing.

Interviewer:

All right. Do you have your next, ehm, purchase planned already? Your next luxury purchase?

Gen Y Male 3:

Obviously no... no...ehm, was thinking about it but no... no. Oh...no actually, eh actually maybe. Ehm...Actually yeah maybe I was thinking about a watch but yeag, that might take some time.

Interviewer:

Alright. Ehm, do you think... you mentioned the price already. Do you think, ehm, the price for Louis Vuitton products is justified?

Gen Y Male 3:

I think so. Ehm, also to be a luxury, eh, it like it...It's not as expensive for some, for some stuff. It's eh... people will, will think that is more for a lot of like also bigger stuff or like less popular stuff. I guess like there are very expensive stuff there for them, that's like a, unjustified. But, ehm... I don't know... like now they're like pushing a lot of their perfumes. Like whenever you buy something from them. They put like a lot of like these samples of the perfume. And just out of curiosity, I went to check the prices, it's like super high. It's like, fuck it, it's just a perfume like... and you're not like a perfume house. So that's... sounds a little bit weird. So and that is like, I would... I wouldn't feel this is justified, but also i'm not informed. Maybe, maybe there is a justification. But for I don't know, ehm, for like the we

Weekender bag for example, it's not as expensive or as much as people would think. And...And so I think it's justified. I wouldn't, I wouldn't complain about that.

Interviewer:

Alright. Do you think you're loyal to any kind of luxury brand?

Gen Y Male 3:

Ehm....Well...ehm...I think...in general, it's a little bit more difficult to be loyal to a luxury brand. Because, ehm... I find myself to be more loyal on like stuff that is more, ehm, not luxury. Eh, so like not-luxury stuff I'm definitely a loyal customer. I don't know, it's more like stuff that I use, eh, every single day and then I have to throw out, eh like throw, like in, I don't know, one year or less. So like technology, I'm Apple. Or, ehm, I don't know, I buy the same brand of soap. I buy the same brand of like, eh, a toothbrush or like stuff like that. With luxury brand I guess there is a degree of like, since it's not like, since you can buy it, you can own it for so long and stuff. You can also, eh, experiment with different stuff. But... in general I would say since I find myself so well with Louis Vuitton and I think it's like a nice thing with traveling and stuff like that. So I would say that I am loyal. So, I... if I have a need for a next thing, that's like related to what Louis Vuitton does, I think yes. But also I guess for, for luxury things since you are seeking....ehm... Since you're, eh, seeking, like the high quality of things like that, you want to go to the best maker of it. Right? So you wouldn't go for perfume, you....I don't guess. I guess you wouldn't go to, to look down. Right.

Interviewer:

Allright. Um, if you think now about your life in general, you mentioned some things that are very important to some values. Ehm, would you say sustainability is one of them?

Gen Y Male 3:

Yes, obviously, I mean...yes, obviously. But I'm not, ehm, crazy about it. So, eh, it is, it is nice, eh, knowing that, eh, I don't know... ehm...there are some regulations that are respected and stuff like that. Obviously, I don't like want, eh... eh....ehm... buy a, a Louis Vuitton product that has or luxury... I don't know... That is very much with stones for example. Or, eh, like, ehm... raw materials. I don't want it to be traded from Africa, and like stolen or whatever. Yes, that's, that's obviously the extreme. But also i'm not out there, eh, trying to like, Oh yeah, just only vegan leather or only stuff like that. Because especially for luxury products, you want the quality, you want the best. So you don't really want to compromise in that. Right? You can, you can compromise on the, on the, ehm, on the on the bag that you use for, eh, grocery shopping. So okay, like instead of the sturdy plastic that everybody loves to like, put stuff in. You can go with the cheap plastic and like cheap quality... it's eh... Who cares? Right. But when you want a bag. You don't want to compromise on that. Yeah, when you wanna, like a nice stuff from Louis Vuitton, you don't want, euh, like, yeah, this plastic is like build from... like, whatever, it's...but then like you can not wear it out when there is rain.

Interviewer:

All right. Ehm, diving a little bit deeper into sustainability. You can differentiate between social, environmental and economic sustainability. And I want to focus a bit more on and, ehm, on environmental and social sustainability. So environmental sustainability would refer to any impact that corporations have on the environment through their business actions. Ehm, such as like reducing emissions or recycling, like to have a more positive impact. And social sustainability would refer to a company's conscious commitment to build a positive relationship with any stakeholders, for instance, from securing safe working conditions or maybe helping less privileged people, ehm, by offering them

education. Like with this background, do you think, or do you perceive Louis Vuitton as an, a company that is environmentally responsible?

Gen Y Male 3:

Only environmentally? Not socially?

Interviewer:

Both, that would have been the next question (laughs). But you can answer both at once.

Gen Y Male 3:

Because I will, eh... Maybe also I'm not educated enough to answer this. But, eh, I would say that like socially, yes, that's the first thing that pops out of my mind. Because I guess it's like, eh, there's a lot of stuff made by hand that's an, I guess then, requires some know-how. And that's like, protects then some skills that probably also with automation and stuff like that is going away. So there is also... I guess it could be seen as an act of sustainability or at least they tried to, eh, make this community of like people, like especially like I know that a lot of stuff is made in Italy of Louis Vuitton, for example. So like shoes and stuff like that and there is a lot of like people that are doing all this kind of stuff, eh... by hand and like passing it through generations, all this kind of stuff and yeah. Especially for like luxury part of tha is a thing. Ehm, there are like entire cities in Italy or like villages like that do all this stuff. There is like for, eh, I don't know, craftsmanship of like wood, and, eh... leather and things like that. So, that is definitely a sustainable aspect. Environment based, eh, social, social aspect. Environment I'm not educated enough, eh...

Interviewer:

Do you think there's a lack of information on that? And would you care about that kind of information?

Gen Y Male 3:

It wouldn't, I think, affect my purchasing pattern. So that wouldn't.. I don't... I guess it wouldn't change as much as ... if it's not extremely traumatic, you know? Ehm, but I would assume that they have their own, I don't know, production of like leather stuff. And... I mean, it would be, it would be nice to, to know for example. That would, that would be a cool thing if they, if they tell you, eh, yeah, like we treated it in this way or like, whatever. But I guess also to achieve some kind of good, eh, products also good materials that they have with leather and stuff like that, they need to have a good animals are like animals in good conditions. So I guess I... I don't really know about that.

Interviewer:

All right. So one last question to this interview. Ehm, Is there anything else that you would like to add that you perceive, makes, eh, that makes Louis Vuitton as a strong brand?

Gen Y Male 3:

Mhm.... Well, um... well yeah... We've talked a lot, eh, about lot of things (laughs).

Interviewer:

Is there something that we haven't talked about yet? If there's something that comes to your mind.

Gen Y Male 3:

Mhm.... I don't think so. I don't think so to be honest.

Interviewer:

All right. Well, then thank you very much for the interview. I will turn off the recording.

4. Gen Y Male 4

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Male 3	Austrian	Male	25	Student	On Skype	01.03.2020

Interviewer: 00:00

So, welcome and thank you for your time. Um, first of all, I'd like to know some stuff about your background. What's your age, nationality, where do you come from? What's your occupation?

Gen Y Male 4: 00:13

All right. Sure. So my age is, I am 25, I come from from Austria, which is quite close to, I come from a region which is quite close to Switzerland. I am studying actually still. At the university of St. Gallen. I am doing the CEMS program together with the university of Rotterdam. What else do you want to know?

Interviewer: 00:39

I think that's good.

Gen Y Male 4: 00:43

What you should know about my occupation, I'm self employed.

Interviewer: 00:46

You are self-employed? Oh, nice. Okay. I didn't know that. How would you describe your own lifestyle?

Gen Y Male 4: 00:55

Actually, it always depends. Quite a lot. Lifestyle depending on what?

Interviewer: 01:04

Lifestyle like your day to day life. Do you spend a lot of time with friends, do you spend a lot of time studying, working. Ahm. Stuff like that.

Gen Y Male 4: 01:13

Actually, I would say, I mean, you know, I spent really a lot of time working. Basically, I don't really have a free day or I don't really have a weekend where I say, 'okay, now it's weekend, it's off'. More or less. I'm working. I mean today it's Sunday, right? So, and I consider that as working to somehow and more or less and working seven days a week. I don't really have a lot of a lot of free time, but actually I really love what I do.

Interviewer: 01:30

Mh nice, what do you do?

Gen Y Male 4: 01:46

So actually a lot for for studying. So the university is quite demanding. And I'm yeah, how should I say? Yeah, so a lot for university. Quite a lot for work. I should tell you that right so like that I'm self employed which means I have a guest house at home.

Interviewer: 02:09

Oh nice.

Gen Y Male 4: 02:09

We have I mean now it's high season, right? It was February was quite busy now was quite a lot to do so but that is all also really flexible. And the guest house is in Austria and I'm also teaching kids. In Liechtenstein. I have my five kids there as I teach like five or six, six hours per week, but that is also really flexible. But in total you know that it's a lot of work. And I drive a lot because actually, I am in Austria and I study in St. Gallen which is in Switzerland and working in Liechtenstein. So I'm always driving, like sitting in the car for like...

Interviewer: 02:55

Why do you work so much? Would you say it's one of your values? To work hard?

Interviewer: 03:01

Um, actually, I think I'm bored quite fast. That's, that's actually really true. Yeah. So when I, when I have a day off, I'm really looking forward to doing something. I guess. Well I can tell you something about my values. What is really important for me and I did always is that I can get ahead in life. So what I really hate and what is my biggest fear is that I'm stuck somewhere in a job, in a situation where everywhere have the feeling, I don't progress. I don't come forward. And yeah, so actually, what I am feeling everything I do brings me forward. So I like what I do, and really doesn't stress me, although it's a lot.

Interviewer: 03:47

That's cool. And now we're zooming in a little bit on your shopping behavior. So, how often do you go shopping?

Gen Y Male 4: 03:57

Actually, it has changed quite a lot. So I know, when when you told me that you want to interview me I, I reflected a little. And I thought about I mean now I'm 25 right and I looked at all the clothes I had. And actually I need I need to say I haven't been shopping for such a long time. And I really need to go shopping. I know. Actually, my my, I really need to get a suit, two suits or three, because I really don't fit, eh. Yeah, I was at Simon Kucher for an interview. And I realized they really don't have a suit anymore. But I think that that changed quite a lot. What is I think what is interesting for you is actually I postpone shopping, since ages since like months. Because the suit shopping is really a good example for me. Like I tried to I try to Thinking about my values behind it and what to think about why and why I do things. So for example for for the suit shopping I know that I need to get a suit for like a whole year but I postponed it until I get an internship because that's just the feeling like this is way more important for me. I don't want to spend an entire day because I normally I drive to Germany or whatever and I buy in bulk I just go there and then I spent 1,2, 3 thousand euros. Yeah, and I go like once or twice...

Interviewer: 05:33

Then you purchase, what exactly do you purchase when you go out on those trips?

Gen Y Male 4: 05:37

Actually, I would say my... so what I buy is quite expensive. Yeah. So it's the way you you saw me dressed in Rotterdam is not not the way I walk around normally. How should I say? Basically the clothes I have a quite quite yeah quite expensive, but I don't I don't what I don't do is like okay any to tell you this is something that is interesting: We have a hearing in my region there is a you know that there is a shop which is all that things, all that luxury stuff and when whatever the clothes, the brands and they have every, every two years they have big outlet, of their whole shop and they have up to 90% reduced. So I go there every two years, and I spent a lot there. So last time I was there I spent around 3000 Euros. But I bought clothes worth like I counted them together the clothes were worth like 25 K,. And I mean that's that's a really good deal. And then I'm like I go there and I just buy like three coats and the coats was each like the 3000 euros So I like to buy expensive clothes, but I really try to not spend a lot of money on it. Or I go to outlet city.

Interviewer: 07:12

Why do you like to spend a lot of money on clothes?

Gen Y Male 4: 07:19

Actually, let me think about that. What are really - so okay to be to be honest, what I really don't like is I start with what I like: I am really into quality. So I really don't like to be to be dressed uhm. I really like when things are nice to wear, have a good fabric and they just feel good. So I expect when I like for the when I buy clothes that are more expensive that they're better in quality. So that's important for me. What I really don't like is clothes with big brands on them. To be to be true. Actually, I try to be absolutely true, right. I've never talked to anybody about this. it. I've never told anybody but I, you know, the ideal thing for me will be like to be as, you know that is typically German somehow, as hidden as possible. For the site that you don't see "Oh my God, he's wearing a Gucci, whatever." But like for people that know, people that see that they see on the second sight, "Oh right, like that is that's really cool." Like that guy really has some good taste, or it has some really - take care of what he wears. Does that answer your question?

Interviewer: 08:46

Yeah, that does really answer my question. When you think about the luxury fashion, which brands come to your mind?

Gen Y Male 4: 08:53

It really depends. And I need to I need to tell you: I have a really strong taste. Like I have brands that I like and brands that I do not like. How should I say, oh my god that is somehow realized that that is so stereotypical. There is like, for example, when you're thinking about it, I have scarfs, right? I more or less only have Burberry's scarfs. More or less. ONLY. But I have like 10 of them. Yeah come on like there's I got every every piece between 60 and 80 Euros which is really - like nobody, nobody knows that. So I have like three or four Burberry cashmere scarves and whatever. And it really really depends lets say like for example, for polos for example. I more or less only wear Ralph Lauren or I have Lacross or La Martina. Most of them are La Martina. It really depends when you say okay, like, polo shirt, I can say you like 1,2,3.

Interviewer: 10:06

Okay. Yeah, if you just think about brands as such like name the first five brands that come to your mind.

Interviewer: 10:15

All right, in total. It's not about not about fashion?

Interviewer: 10:20

No, it has to be luxury fashion brands.

Gen Y Male 4: 10:23

Okay, luxury fashion brands. That come to my mind? So, it comes to my mind because I was talking about it. There is Gucci. There is Armani. There is Burberry. So, what else? Why am I thinking I like Tom Ford, I have no clue. But actually I am thinking about it. What comes to my mind? But then I was thinking about my, like my underwear and it's mostly Calvin Klein.

Interviewer: 10:55

Okay, okay, nice. And which one would you say is your favorite luxury fashion brand?

Gen Y Male 4: 11:02

Favorite? Fashion depending on?

Interviewer: 11:07

So like fashion like includes couture - so both like handcrafted and also ready-to-wear and also accessories.

Gen Y Male 4: 11:16

I need to I need to tell you I'm I'm really really a lot into accessories. So that sounds really strange so I spent so much money on accessories because it's just for example for Mont Blanc. It's like my favorite pen manufacturer and I love them and I could buy whatever pen. That's amazing so I love them when it comes to pens. And I really love that has nothing to do with that with the interview now but I am really into Louis Vuitton. That's actually. So when I am in the store its like my, oh my god like I want to have it. And there is still - for your answer thats, although I was talking about Mont Blanc before... So if I could get you know, there was like... Oh my god, you have to you have to transcribe everything I am talking about. You know, there was a story there was like a series on German television where like kids can go in shopping and can put whatever in their car, that will be highly likely with Louis Vuitton.

Interviewer: 12:27

You would do that in LV? What do you associate with the brand?

Gen Y Male 4: 12:35

So there there are some positive feelings about it. And there are some negative feelings about it. And the positive feelings are....oh my god I forgot Hermes. That was actually a big mistake. To be honest, I mean, I own quite a lot of both. But actually, I need to I need to say I prefer more or less LV and I dont know why. Although I have the feeling that from prestige it is a bit lower, its worse, its lower. But it's still for me it's more more affordable andthe prices make more sense.

Interviewer: 13:21

Why does it remind you of holidays?

Gen Y Male 4: 13:21

What I what i assume with LV. So, yeah, the positive feelings. Quality is really good. It...let me think about it... quality is really good. For my, when I think about my... I just had just had a wallet, like, I had a design thinking workshop in CEMS and we had to, they wanted us to redefine the wallet. And they asked us to think about who has the perfect wallet. And I immediately raised my hand because I said like this wallet is perfect. And I did a pitch out of nowhere for five, a five minutes pitch and I described why that wallet is so good. And everybody was like oh my god, where did you get that from? So I am really into, I really have a lot of a lot of positive feelings towards it. But it reminds me of really good quality, it has a lot of prestige. There is....when...you know that is when you're... when you walk in through any capital you see these stores and that they're really nice. And I always need to go in there. And I have a good feeling, it reminds me of holidays. And it just reminds me of a good lifestyle. Let me think about it. And there is this pairing of things, and as I'm really into watches. A lot. That is, it just fits together so well. You all have all nice shots of like watches together with LV and it's just great.

Gen Y Male 4: 15:01

That is that is very, very special right? So, for example I go every year I go I go to Venice every year. I know that there is that there is that store and there is...I always go in there. Right? This is such a great memory because when I think of my when I think of my of my development, like how I evolved...you know I was you know there is I was fascinated by that stuff when I was maybe 13 or 14 already. Like really this time. But I was I was standing in front of there and I thought wow, I can never afford that. Never...like it was basically the same when I was standing in front of a watch shop and thought I could never get that. And you know it's it all in and it always reminds me of that. Because you know I come from a working class background. So my my family really does not have a lot of money. Really not. So I need to work for everything I have myself. Or I worked myself for everything. My family always spent quite a lot relatively quite a lot of money on holidays, so yeah I have been quit a lot of times on holiday and there has always been the LV shop and I was always standing in front of there. I thought that one day want to go in and I want to buy something from there.

Interviewer: 16:25

So it's like an aspirational thing, you saw the store and you were drawn to it and you thought maybe later in life I'll manage to do that, is that why you are working so hard?

Gen Y Male 4: 16:36

Actually, I can tell you - why I am working so hard is not to not to buy any of all those things. I haven't bought a lot of stuff for for quite a long time now and I still feel really good. I know I could. But now that I know I could buy all the stuff I'm just like, not so interested anymore. I don't know it's you know, it's different you know, I have my wallet from LV, my belt from LV. It's just, the belt is great. So I don't just don't have the feeling that I need another belt. And once I have them... The reason why I work so hard is...there are two reasons: One of them is that I did a lot of jobs where I had somebody in front of me which was really treating me badly and really was...I would say...was not as qualified or not as intelligent as I was whatever. And he always tried to push me down and I hate that. So I really want to get upstairs so that I can I want to treat people better than...yeah. I agree I didnt have a good journey so far. And that is the one thing, the other thing is like when it comes to money. Money is really really important for me but just because it buys me freedom. I know for now from what I have made so far I could basically... for the lifestyle that I have I could like I don't have to work for like three years and do whatever I want to. And that is a lot of freedom.

Interviewer: 18:26

Okay so your overall opinion of LV is very strong. If you like had to....

Gen Y Male 4: 18:30

Wait there was a negative aspect of LV too. Are you interested in that? Okay, so the negative aspect is that you know, when I started to buy LV, I mean...I have a...So let me think about it. There is like a ...upstairs I have my Porte-Document. Like a handbag for men. It's in Damier Graphite. You know like I really know the whole collection. It's a Damier Graphite. I have been so embarrassed with that. I cannot believe. When I bought it I was so proud. When I bought that it was like 1200 euros, I bought that around in 2014 and I took that to my bachelor uni. I was walking around with that. But it was much too little, I don't know it's just fit my MacBook and nothing else I had to carry around my omg, my water in my hands and my some additional bags just because nothing was not fitting in there. And thinking back on that I really feel bad. And when I look...also because its Demier Graphite. And when I look at everybody else and all the girls like walking around you they're super fancy like the monogram Canvas bags and I think 'Oh Girl, come on'. So that is that is the reason why I really switched to other types of materials like Taiga or whatever. Leather collection. Which is really more..not so obvious that it's LV. And I really try to avoid anything with big monogram on it. I would never do that. And also because let's be honest, Canvas is nothing else than plastic. That is actually true. And although the leather collection is way overpriced I still always go for that.

Interviewer: 20:29

If you had to describe LV as a person, what would be the first thing that came to your mind?

Gen Y Male 4: 20:34

He is French. So that was pretty fast basically. Oh, there were two things inside. I said he and I said French. I mean, why he is French that is obvious but I am not sure why I said he.

Interviewer: 20:55

What kind of attributes does this person have?

Gen Y Male 4: 20:57

Okay. That person is - I would say the person is... it's a man, he is French, he is successful, he is very cultivated, he has a very good style, a very nice appearance. He's charming. He's like he when you look at the population in media from the upper 10% it's just like it's, I would say it's a man that has like an appearance you look at. And he's "sehr gepflegt", very he's very well cultivated and things like that, not only by the looks but also by the way, he behaves, very noble.

Interviewer: 21:46

Okay, so you already said that it reminds you of holidays the brand. What other feelings does the brand evoke?

Gen Y Male 4: 21:56

I'm thinking about that's actually a hard one. You know you somehow get so so used to that. So its basically my everyday carriage. Right, somehow it always gives me - how should I say it - it gives me somehow like security. That that's really bad to say but that yeah that is something like it always was. The first thing I get up is like I take my I take my wallet which is like LV. I have like everything together right. There is my my phone, just an iPhone, there is like my watch which is more or less of a Rolex

and there is my Louis Vuitton. Which is such a collection of things that just belong together, I don't know. It's above the portfolio things. It's just like when I when I put that inside I feel like okay, everything is at its place. But what else about LV? Let me think about that. It's it's really hard to to say which kind of feelings.

Interviewer: 23:18

Maybe like what kind of memories does it evoke? Experiences.

Gen Y Male 4: 23:25

What I really like to do is I always I always... - wait its paused - I always basically always buy things in store. And I know for every piece there is there is a memory behind it so I know I bought my... when I bought my first bag I still know it like you who sold me that and it was in Zurich actually. And I bought it together with like a little portemonnaie. And yeah, I had to I had to travel back from from Zurich, which is quite long, which is two hours and I was so proud. And it was snowing. So you know, I have so many memories for that. Or other than that. For example my belt. When I think about my my belt, I was like, I was with my former girlfriend. We were at Cote D'Azur and we were Monaco in the store. And they didn't have exactly that one. So yeah, alright, so they had it in Brown so I didn't buy it. Which is again holiday feeling right. I was just walking by. I really didn't think about it that day. I didn't think about buying that belt. I just went in there and I don't know when I am on holiday I am just much more likely to buy stuff like that. I don't know why. Also, because I'm relaxed and I'm super happy more or less. So that is, that is something I buy when I'm happy when I'm sad.

Interviewer: 25:10

Okay, interesting. So, you buy and when you're when you're happy and when you're on holiday. Do you feel like it's very accessible brand because it's on every place you go on holiday to? Or where do you exactly buy the brand normally?

Gen Y Male 4: 25:28

So yeah, normally it's a I wouldn't say it's, it's accessible. I mean, although we so many people still, although so many people own it, or carry it around. It's luckily - the thing I need to say is luckily, it's not like the society is not so spoiled by LV because most people by Amir? or Canvas? Or yeah or whatever, I hardly know anybody that actually buys the collections I buy. So I would say I wouldn't like that. So I would really like that.

Interviewer: 26:09

You like to buy something your peers do not buy? Why.

Gen Y Male 4: 26:16

Because I just really don't like to...I like to distinguish myself somehow, if everybody else has the same thing, I would rather switch to Hermes. But it's actually yeah, it is somehow it is accessible. I mean, it's great. For example, in Zurich, it's crazy how many people are in there. And last, last time I was in there, I really want to I went in there and I wanted to buy something. And the shop atmosphere was so - how should I say - it was so so crowded and there was so many people in there. And to not be racist there so many Asians. And I was, I was, I was standing in front of there and I wanted actually to buy a new wallet. Like to exchange my, my Graphite Damier Wallet for a Taiga wallet. Because it broke down. And also because I wanted to switch from Damier to Taiga. And I was standing there and like the person that that served me. I mean she... that was in Zurich right. So in Switzerland, you have three languages you have German, you have French and you have Italian and she forced me to speak English, right. And

I asked could please talk to anybody that speaks German. I mean I am in my own country, right. I don't want to speak English now. Could you give me somebody actually speaks German and there was nobody. And that shopping atmosphere was really cheap. So I was I was kind of sad and I left again.

Interviewer: 27:54

Okay, that's interesting.

Gen Y Male 4: 27:56

The shopping experience is really important for me. And if I am treated badly by service person for sure.

Interviewer: 28:03

Okay. And have you ever been treated badly by someone in an LV store otherwise?

Gen Y Male 4: 28:12

Yeah, actually that in Zurich was bad. I must say like the or the recent experiences have been worse. Also the way they you know, they don't, they don't. It's really important for me that they treat products like with respect, when they take that expensive wallet and they throw it around. I have the feeling when I when I walked in there, and when I was younger, it was like, that is the Holy Grail. All that suitcases. And I didn't even consider touching it. I didn't just.... I was like, oh my god. And they were with gloves and everything and they were really cautious when they took it from the shelf. And nowadays when I am inside the shop, like everybody throwing around all the stuff, and that is really, I shouldn't say that, that is quite a cheap book to me.

Interviewer: 29:12

Okay, that makes sense. So what what kind of value do you think LV actually offers you?

Gen Y Male 4: 29:22

What kind of value it offers to me?

Interviewer: 29:24

What kind of functionalities like what do you look for when you buy it.

Gen Y Male 4: 29:33

So the one thing is... I can tell you a bit about what I own. What I own is: I have actually three wallets. I bought one a bit I bought a very big one in Damier Graphite, which I actually never used because it was much to big. I could still like it I let it engrave with like my initials. I cannot sell it anymore but it was really expensive. But I never used it because it was too big. So I switched to a little one, which is actually the perfect - like, if you if you ever want to make a really perfect gift and we want to spend a lot of money for your boyfriend, like let's just buy a pocket organizer because it's so great. An amazing product. So, I bought it in...yeah I carried it around for...it was in Graphite, so plastic.... I carried that around for three years maybe then it broke down somehow. Because it was plastic. And I bought a new one and I also have a handbag in Damier Graphite, I told you before, and I have a belt.

Gen Y Male 4: 30:47

So basically the sort of functionality it has now for me is ...that every time I touch my wallet I think like - I have so many fears that LV is not producing that anymore because it is so perfect. I couldn't think of anything. You know I really love perfect products. There is like a Montblanc Pen - when I look

at it I think: This is a pen and it is perfectly designed. The same thing when I look at LV, the functionality is just... it's all. I have the feeling that based on values it really fits me. I am really a perfectionist person. Really. I spend a lot of time on that last 10% to make everything perfect. I have the feeling LV is the same. I really want to deliver high quality work when I'm working. So and that is actually high quality. So I'm kind of a... it's I am not allowed to say that.... But it sucks to be true. It sucks that an expensive wallet which is basically plastic broke down. And yeah, how should I say. Because I...maybe that's also something like an illusion you create when you think okay... I mean people are asking me why are you spending 250-300 euros on a wallet right? And you say oh it's such a good quality, right? Then just think okay that now you better stay in the quality and use that and it better don't break down. If it breaks down after two years like every little product you need to think about a new excuse. But yeah, I consider it perfect. I consider it really a product that is...that fits me. And also like when I look at the product and I think how is it designed I have the feeling that someone thought about designing it. And the same counts for me right? So when I do something, I always always thinking these scenarios. So there is a lot of thought behind it.

Interviewer: 33:16

Would you buy a LV product at the next....ah like next time you buy a luxury product, do you think it would be a Louis Vuitton product?

Gen Y Male 4: 33:23

Let me think, what do what do I need? I think about what I need. Probably not. So do you realize what I just thought about? I just thought about what do I need? And I tried to say what I think. You know, I said, What do we need? And I was thinking about product categories. And so I was thinking about like, I saw like, my, my shoes broke down. So I would think about, I need shoes. And I would never basically never buy LV shoes. I just wouldn't do that.

Interviewer: 34:03

Why?

Gen Y Male 4: 34:07

I can tell you. I think that it's quite, quite, quite interesting for you too. There are people that... I know that about Gucci, for example...Or whenever when I was when I was studying in my bachelor and I was poor, right? There was one girl sitting next to me. And I knew that she was coming from a super rich family. And she was just, she was just dressed entirely in Gucci. Like basically everything. Like, like Gabriele is dressed entirely in Amani. You know, you know, I love Gabriele. Right? But somehow that that has a bad feeling for me. Because of still I mean, I will never forget where I come from right? So forget that that actually my family really didn't have a lot of money. I will never forget that that was a really precious product for me. So this means I would just I'm really considering what do I buy from there but I don't. At this step to go in there and to to to buy a T shirt from LV. It's just all over. I think like there's just too much right. Or like socks. Like why you spending so much money on anything? Just because you can. And I don't like people like that. I have the feeling it's a bad signal.

Interviewer: 35:39

So what kind of people do you think buy LV in general?

Gen Y Male 4: 35:48

That's quite a hard question, when you want to do a different segments from from customers. It's a really broad range. So, I mean, you can say, should I describe some different segments of customers?

Interviewer: 36:08

Not necessarily like just the first people that come to your mind.

Gen Y Male 4: 36:14

I mean, I'm thinking about some quite actually... There is ...that is really bipolar somehow. Oh my god, this is even nowadays, there is like three different answers for that. Like there's the people that are the classical people that are like, you know, the businessman or the somebody from a rich family, which has like, travels around this suitcase and having a really traditional picture. And over time, a new customer group evolved like with all the girls and all the fake things and the fake girl things upgraded to handbags which they really cannot afford. So they you can see like, there is you know, they're walking around with Addidas Joggers but with a real LV bag. And there is also that a third category which I really hate. Which are like all of that influencer guys and all of the rappers. Or whatever. Which really don't incorporate like the feeling I have of LV. Like it doesn't fit. Why would you wear it? Its just, you're not the right person for it.

Interviewer: 37:28

Why does it affect you? Is it because you own the products as well?

Gen Y Male 4: 37:35

Actually, I'm super happy that they are buying Canvas which I would never buy. It's actually just to show off and I hate people like that. You know, I hate people that show off with with all that. And why do I hate that? No, I can tell you. I can tell you know, I know I know. You want to see me because I am super upset about that. I really don't want to is like... I have the feeling for Gucci like that is the reason why I don't buy Gucci. Because you know like Donna she walks around in constantly covered in Gucci I think "Oh girl" really is that like really. I don't want people look at me and have the first impression like oh it's entirely covered in LV. That is like Drake. I am much more like the classical customer from LV than of the evolving new customer of LV.

Interviewer: 38:46

Interesting. Do you actually know who stands behind LV? The brand, the company?

Gen Y Male 4: 38:53

Louis Vuitton Moet Hennesy. But actually I think that is because I studied business right? So you should know. It's a big it's a big multinational vendor.

Interviewer: 39:08

What is your opinion about them?

Gen Y Male 4: 39:16

Let me think about it. I mean that you know the luxury world is really coming together. I mean, there is everything somehow belongs to LVMH or to Richemont or to whatever. We have all the big global multinational brands with which are like distributed into several sub brands and they really make some clever portfolio management to keep them somehow separate. And so in my opinion, although I study... okay, that is quite hard. I mean, although I know that they belong to the big conglomerate I have the feeling you really don't realize that as a customer. I mean you see what they are doing. Have they bought Rimowa for example? I think they have bought Rimowa. And what they have done to them is actually

really bad. So you really you don't you don't I mean I have never witnessed the direct influence of that company on the brands itself.

Interviewer: 40:25

Okay, okay, so you see LV completely detached from its larger operation behind?

Gen Y Male 4: 40:31

To be honest, go interview other people with a without a business background and nobody will know about them. Yeah so I really see them detached.

Interviewer: 40:44

To what extend do you admire people who purchase LV?

Gen Y Male 4: 40:47

Sorry, again,

Interviewer: 40:48

To what extend do you admire people who purchase LV?

Gen Y Male 4: 40:53

I don't admire them at all.

Interviewer: 40:58

Because you don't want to be Drake?

Gen Y Male 4: 41:04

I can tell you which kind of people I admire. I admire people that actually when I think like why did you buy a LV thing. When I see like their eyes sparkle. Right when I see there's a story behind it. When I see they really they're really into that. And not to to to show around. Its because they have like some good feelings they connected with the brand. They liked the quality or whatever. They think or they can tell me about like some ancient promotion they have seen with like with suitcases and everything. Or they could tell me about the history. And you know when you can talk about a brand for like an hour that I admire somebody. Because then I have to feed me okay alright, you buy that product, because you really like it personally. And that is, for example to say like and I own quite I mean, basically, I'm super into watches. And I own like eight, eight of them, which are super, super, super, super expensive watches. And I think let me tell you that story because I think that's important for you to to understand me a bit. Like actually I own watches which are... my favorite watches are Rolex, right? But I still own watches, which are maybe three or four times as expensive as a Rolex, like a Patek or whatever. But I will be just never like my feelings will never be so strong for a Patek, as for a Rolex, and I can tell you the reason behind it. It's because I know that when I was 12, and I was standing again in front of that shop right where they sold off all of the watches. And I thought: You can never afford. Never. So that is it. And when we're talking about when I see people walking around with a Rolex it's completely... in St. Gallen for instance everybody has that. And so I don't think that there are a lot of people that that buy because they're so fascinated by the product itself and they know so much about the product. And that is really important for me. Also for LV.

Interviewer: 43:31

So you would say like, okay so for watches you have Rolex, for wallets and accessories you like LV...?

Gen Y Male 4: 43:39

Basically, I would never buy anything else, like never.

Interviewer: 43:41

Never? Same goes for LV for accessories?

Gen Y Male 4: 43:41

You know, I bought I can tell you I bought I have that I bought - that is funny - I bought that Hermes belt with a big H. Omg this is so embarrassing again. So I traded that in because oh my god what were you thinking about when you were like 20 and you cannot walk around with that. That is like omg. So I traded that and I have like the belt of that is like a slim H. And I thought okay that is better that is a super, super, super nice belt and I still think that. But I never wear that. And it's not because the color because it's brown and black. But actually I mean that is hilarious, but I need to tell you, I need to admit that the quality of Hermes belt is really not as high as for LV. And the one belt I have, I'm super happy with it. And I will ever think about it's a very classical, it's a it's a black one. There's no sign on it. It's just like it's a very classical black belt with like no LV big batch on it. Very thin logo on it on the opposite side. So really nobody's ever seen that it's an LV belt but the quality super high it just feels good. I will consider buying another belt in brown. Exactly the same, same model, but I'm happy with that. So I mean I can only wear one belt right and I'm super happy and you could still make me any more happy than to by giving me another one.

Interviewer: 45:30

Yeah, makes sense.

Gen Y Male 4: 45:32

But basically that is also the reason why I buy less than less. Because when I found a product where I think everything like that is perfect. That fits me. That's great. I love I love it. Alright, so belt, check. Probably the next the next LV product I would buy is like, you know, there's the the big bag to travel. How is it called? OMG. You realize that I don't I mean, some years ago I knew every products name I was better informed basically then the people selling it. I knew the whole collection. But now nowadays not anymore. I see myself not looking at it anymore that often because I'm more or less is quite quite happy.

Interviewer: 46:21

Do you have friends who are also buying LV?

Gen Y Male 4: 46:24

Oh it's like actually no. So because I wanted to help you for the for the interview and thinking about okay, try to find a boy which actually owns LV. And I couldnt think about any. So then I thought okay, maybe a girl would help you too and it's still didn't find anybody right? So actually no.

Interviewer: 46:48

That's interesting. Is it because you want to be unique that like you're buying brands that your friends are not buying?

Gen Y Male 4: 46:54

No, not at all. Actually I need to say my friends really don't don't are not that much into brands. Okay, I'm not supposed to ask you, but in my in my opinion also people from CEMS they didn't walk around a lot in brands. But it could be. You know they're there to two different persons right. So when I was in Rotterdam, I left I left everything at home. I didn't even take a watch.

Interviewer: 47:44

Why?

Gen Y Male 4: 47:46

That is important for you right? I try to bring up the stuff which I think is important to you. Because I really, you know, you know how I walk around, not normally when it when I'm in St. Gallen. You know when people see that. Like I have shoes for like 600 Euros. I have super expensive jeans I have...that is super St. Gallen. That is how to look at that university. But basically how more or less how I look. And I have my Ralph Lauren polo. I have my Rolex and the only thing I actually I don't own is like that - how's that one jacket called with the Fox in the neck?

Interviewer: 48:35

Grey Goose?

Gen Y Male 4: 48:36

No that is like the vodka - Canada Goose. That is the only product that actually I don't own. What I didn't want to is that I go to Rotterdam and people look at me and say oh well. And then they say they look at me and they ask anybody say, Well, what is his home university? Yeah he is from St. Gallen - yeah I see that.

Interviewer: 49:04

Yeah, I see it that makes sense. What you consider important values in your life like for instance do you care about sustainability, etc?

Gen Y Male 4: 49:14

Mhhhh. Actually oh my god Sebastian would kill me for that. Actually it's not sustainability. No. So important values in my life. This is super hard question for me. So I, I try. First of all I try to answer the question. I try to leave a positive impact wherever I can. So what I did is I worked a lot with children so far. Really a lot. I have a lot of children where I could... Yeah and they could do their A Levels and everything and I was with them together basically four or five years and I'm super happy about that so I can have an impact on that. I'm trying to get my way up in society so that I can make create a better world for like more people. That is one of my one of my big aspirations like to come up in society so that they can have a positive influence. The number of people I can have an impact on rises. But I couldn't say like which which direction that is. So far as I love to, I think you should not steer your life too much. So I think I... you know, my there there's something some saying in German right. Like, the last shirt you're wearing has like no pocket, right? So you can take nothing to your grave like no money or not, not anything. And no real big aspiration in my life is to like, to to leave, to leave society to leave the world or whatever. Like with a little bit change to a bit more positive. That is like the big aspiration I have in my life. But I don't know which which direction that could be and I am really open.

Interviewer: 50:27

That's super interesting. But then you would say like, the way you purchase like luxury has nothing to do with sustainability, both environmentally and socially. Is it important to you that LV is socially responsible, aka safe work environments, etc?

Gen Y Male 4: 51:29

To be true I don't know. I never thought about that so far. By the way, I... When I think about it now I simply assume that they have a good working environment and everything just because the brand. Because branding would be really bad. Not because I think they really think about that just you know, to protect your brand. But, I mean, I'm honest, I also have a, I also have a coat and there's like, there's fruit on it. And to be true is fine for me. So, yeah, I've never thought about it.

Interviewer: 52:14

Interesting.

Gen Y Male 4: 52:20

But you realize that I'm super honest to you. Right? Yeah.

Interviewer: 52:43

One last final question.

Gen Y Male 4: 52:45

Oh it's already over?

Interviewer: 52:52

Is there anything you haven't said yet that makes you perceive LV as a strong brand?

Gen Y Male 4: 53:02

Anything else that oh, I really I really talked a lot now. Aaahm. Actually like really not. I have the feeling I, I had some some points in my mind where I felt like how I could tell you what was important for me. And so I basically I said everything about that I covered everything.

Interviewer: 53:31

That's amazing. And I say thank you for your time.

Gen Y Male 4: 53:35

Great.

5. Gen Y Female 1

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Female 1	Danish	Female	21	Student	Copenhagen	02.03.2020

Interviewer: 00:00

So, thank you very much for your time. I am happy that you're here today. Um, first of all, I'd like to know some stuff about your background. How old are you? What's your occupation? Your nationality?

Gen Y Female 1: 00:12

Okay, so my name is X. I'm from Denmark and born raised in Aalborg. I'm 21 years old and I currently study IB at Copenhagen Business School as well in my first year. I work at Pandora part time, besides my studies, and yes, right now I just live in Copenhagen - enjoying life.

Interviewer: 00:36

So how would you describe your like day to day life?

Gen Y Female 1: 00:39

My day to day life is maybe I have lectures in the morning and then I if I have time enough, I'll go to work. Hang out with my good friends in the evening, studying a little bit of library some of the days. Right now its really chill, but I'm enjoying.

Interviewer: 00:58

So spending time with friends is something you value a lot?

Gen Y Female 1: 01:02

Yes, very much. My friends are very important to me. Yeah.

Interviewer: 01:06

Yeah. Also more important than your studies or your work at the moment, or?

Gen Y Female 1: 01:12

I'd like to say, I'd like to say that they're equally important for me, but I think I think friendship means so much to me that if it comes to if I have an appointment with a friend and I had to study, I would choose the appointment over it. And just think, okay, I'll find other time to study. So, so I think my friendships are more important.

Interviewer: 01:32

Yeah, that makes sense. Do you feel like you have a similar lifestyle to your friends?

Gen Y Female 1: 01:38

Yeah, some of them. Some of them are workaholics. So they're working all the time. I'm working maybe one to two days a week. So I wouldn't say that. I work every day, but I still managed to see my friends and study whenever I have time.

Interviewer: 01:55

Okay, so what kind of like values do you have in your daily life, except for friendship, what else is important to you?

Gen Y Female 1: 02:03

Well, I think style and fashion is also a big part of me, along with the soccer - football - , which I am not playing at the moment, but I loved I would love to do it again. And then I also go to the gym, and I value my health a lot and what I eat and maybe also how I look if if, say like that. I want to be like healthy and yeah, but also be up to date with maybe clothes sometimes.

Interviewer: 02:35

That makes sense. So when you're talking about clothes, like how often do you go shopping? If you go shopping, what kind of items do you buy?

Gen Y Female 1: 02:43

Yeah, I actually don't go shopping. Like and I don't specifically go out and shop. I more see like a product that I'd like to purchase and then I purchase it, I purchase when I have the money. But so it's more like ahm picking stuff, random stuff somewhere. If I see something I like I'll wait until I have the money and then I'll just go.

Interviewer: 03:07

Okay so like where do you see the things that you like? Is it like in store or do you like go online?

Gen Y Female 1: 03:12

Yeah, I think I get inspiration from Instagram a lot actually. Instagram and vintage stores that are having a lot of brands that I like. But also yeah, Instagram is actually one of the biggest sources that I get my inspiration from I think.

Interviewer: 03:31

Okay. Interesting. So like, if you had to name five luxury fashion brands, which ones would be the ones that come to your mind first?

Gen Y Female 1: 03:40

Aahm Fendi, Prada, Louis Vuitton, Chloe, Celine. I would say.

Interviewer: 03:46

Okay, yeah, that was pretty fast. Which ones are your favorite ones of those?

Gen Y Female 1: 03:53

I think Fendi is actually my favorite one. Last year I saved money for a Fendi bag, which I am very happy about right now. But it was also very expensive, expensive and I only did it because it was my gap year so you earn so much money. And you get like okay like should I travel, what should I do. You have so much freedom compared to now where I really have to...Yeah...I have a lot more - a lot less money to use and spend. So, it was nice I bought my first Fendi bag. I am still happy about it.

Interviewer: 04:25

How did it make you feel? Why did you buy it?

Gen Y Female 1: 04:28

I think I bought it because I wanted a bag so that when you whenever you go out not not like going out with your friends in the evening. I would never wear on that occasion. But I think if you have to, if you have an occasion where you have to look, I don't know, fashionable or at an interview or like I don't know. CBS Student Organization meetings, or different events. I would wear it but yeah. I like a bag that like show that I don't know how to explain it, but I'd like to look fine whenever I want it to. You know? So I could choose some quick whenever whenever I wanted to.

Interviewer: 05:12

So do you also own a Louis Vuitton item?

Gen Y Female 1: 05:15

Yes. And that one is secondhand. I bought it from one of the well known stores in Copenhagen. And I just found it actually the one of I think one of the old woman kind of style icons in Copenhagen. She just went in there and went out again and me and my friend saw it and so we went into the store and we asked him what she had been trading in there. And he said this LV bag and then I was like, "okay, I have to have it".

Interviewer: 05:47

Was it because the style icon had it or...?

Gen Y Female 1: 05:51

No, it was an old style. It was an old item that they don't sell anymore. And I really liked the bag. But I also thought because it's unique that you can't really find it anywhere else. So I was like, okay, because I'm he said also so "if you wait two hours I'm sure it's gonna like it's gone then". So it was a little bit impulsive and maybe stupid but I was like okay.

Interviewer: 06:16

Okay, how unique do you generally feel that LV items are? Do you feel like the items are unique? Or was it just because this item was unique?

Gen Y Female 1: 06:27

I think this item was unique. Yeah, specifically.

Interviewer: 06:31

Who do you think are like the primary customers of LV? To describe them

Gen Y Female 1: 06:38

In Denmark, or just, yeah...?

Interviewer: 06:41

Whatever comes to your mind.

Gen Y Female 1: 06:43

I think most, not most, but some, at least my friends are owning like one item or two items. But I think when but you know, they're not wealthy. So I think it's because they want to own something and then they'll wear it at specific occasions but I think whenever very rich people have to buy a bag will just buy everything in LV. So it will be their toothbrush bag but I think some very rich people maybe would buy a lot of their stuff in LV and then ehm students or people who just like like the brands wouldn't buy like one item and just have that. I think that's...

Interviewer: 07:27

Why do you like the brand?

Gen Y Female 1: 07:29

I like the brand because of its colors I think actually. And also maybe because there's style icons that I know and I like who's are also wearing LV.

Interviewer: 07:42

Who are those style icons?

Gen Y Female 1: 07:43

Mhh one of them is called Cindy Mellow which I really like. It is an Australian... I think she's just a model...I don't know she's an actress. She's really pretty I'm just following her on instagram and I just saw an LV bag on her. I think I also like the brand because of its colors mostly. I think it's cool.

Interviewer: 08:02

So is it like an aspiration of you at some point to be able to like, only buy luxury fashion brands in general, like to switch overall?

Gen Y Female 1: 08:09

No I think it's more like the look. It's not it's not that I want people to look at me and think, okay, she's wealthy. I would more want people to look at me and think, okay, she has style.

Interviewer: 08:19

Okay. What does it mean for you to have style?

Gen Y Female 1: 08:24

I don't think it means a lot to me to have the style that people want me to have. It's more like what do I feel? What do I like? And what do I feel is pretty? So I think it's more like, what do I want to wear? Maybe.

Interviewer: 08:39

And what is it you want to wear?

Gen Y Female 1: 08:41

Yeah, what is it I want to wear? I wouldn't say that I want to wear only luxury brands. But mostly I think whenever I have to buy clothes, I'd like to buy a luxury brand just to keep it for a longer time. Because when I walk into H&M, I don't really feel like buying anything because I know that okay, two days after when I have to put it into the washing machine, you know, it will become, I don't know, stiff or not nice. So whenever you buy something luxury, you can have it for a longer time. And I actually enjoy, like collecting, you know, nice stuff.

Interviewer: 09:18

So do you also like take care of these items in a special way compared to your like, normal fashion?

Gen Y Female 1: 09:23

I would do I think. Yeah, yeah. You know, like storage them? You know, right now I don't have the time like the place really for in my room, but I would make sure that like no, you know, no harm is coming. I think my Fendi bag I would never bring it to the town or city whenever we're drinking with friends and stuff. But I think actually my LV I would because it's leather so I can just wipe it off.

Interviewer: 09:52

Okay. Yeah. So you also feel like it has a good quality?

Gen Y Female 1: 09:56

Yeah, it was in a good condition. When I bought it. That was also why I bought it.

Interviewer: 10:00

So do you feel like LV items can like last a lifetime or do you feel like it also expires at some point?

Gen Y Female 1: 10:07

No, I feel like it's last a lifetime.

Interviewer: 10:10

Yeah, so do you also feel like the brand is timeless? Do you think?

Gen Y Female 1: 10:14

Yeah, I would call it minimalistic I think. Like, I like minimalistic stuff like in the whole. So I think the colors and the form of the bag that I have or like the look of my bag is very minimalistic and it can go with any outfit. So that's also why I bought it.

Interviewer: 10:36

So how important is quality for instance to you?

Gen Y Female 1: 10:38

Very important, do you think in a bag or just in clothes in general?

Interviewer: 10:41

Like, we're talking about like ready-to-wear but also like tailored-to-wear and accessories such as like bags and belts.

Gen Y Female 1: 10:48

Yeah, you know, quality is very, very important. Actually. I think that's also why I like luxury brands because I know: Okay, then you buy this and it's not gonna just, yeah, break or anything.

Interviewer: 10:59

How do you do judge quality? Like what kind of features do you look for?

Gen Y Female 1: 11:05

I don't know what its called in English

Interviewer: 11:08

You can say that Danish, don't worry.

Gen Y Female 1: 11:09

Gode snit.

Interviewer: 11:10

Yeah, yeah. Well-tailored.

Gen Y Female 1: 11:13

Yeah, well tailored. Yeah, yeah. You can sometimes tell on good quality clothes that it's, it suits your body figure compared to like H&M where it's like...they have to they have to have it, was called, suited

to every girl. But I find brands that that fits my body I think. Sometimes the luxury brands are good at, you know, tailoring. This size extra small, I don't know okay to fit perfectly I think.

Interviewer: 11:52

But you've never gotten something hand-tailored. It's just when it is in store it just fits you better?

Gen Y Female 1: 11:59

In luxury brand stores? I think I think I feel like that because maybe I'm kind of slim over the waist. So sometimes H&M clothes will like hang loose on my waist. I don't know. But I feel like the luxury brands always just fit in someway. And thats why I enjoy it. It's so easy.

Interviewer: 12:23

So what's like your overall opinion of LV?

Gen Y Female 1: 12:29

There's actually some negative stuff as well. I think LV is just, if I see a LV bag sometimes I'm like, ugh. But it's just because that I think I see a lot of LV bags and it's always specific girls wearing it. And you dont wanna be just one of them.

Interviewer: 12:48

What kind of girls are these?

Gen Y Female 1: 12:52

Maybe just girls like me, I know. Sometimes. No, it's also specific bags. I think. Because there are some LV bags I would never buy just because everyone has it. But the one that I bought I've never seen it on anyone else. That's why I like mine. But I don't think I would buy it the others that I have seen.

Interviewer: 13:13

Okay, so you feel like the brand is also to some extent generic.

Gen Y Female 1: 13:16

Yeah, yeah. Yeah. Yeah, I think so. Yeah, the girls that are wearing it is young girls and at my own age, which would also like to show off or at least yeah, I think so. Yeah thats why.

Interviewer: 13:35

Do you like it if the logo is like prominent on your clothes if its luxury brands? Or do you prefer that you know and an insider would know?

Gen Y Female 1: 13:43

Insiders know? Yeah, I prefer that. I don't want to like wear a bag and people think, Ah thats LV. Actually not. I would like to hide it. But you can see the brand on the bag. You can see some its a LV bag. But mine is also a bit small. So it's like a purse right under the arm.

Interviewer: 14:06

Okay. So if LV was a person, how would you describe that person?

Gen Y Female 1: 14:12

Ooh. Ehhh elegant. Expensive, maybe. And good style. Maybe I would say.

Interviewer: 14:30

Does he or she have a nationality?

Gen Y Female 1: 14:36

Maybe French? I don't know why actually. Maybe French or Italian? A... definitely a girl I would say. Yeah, yeah. Yeah, that's...

Interviewer: 14:50

So what kind of feelings as a brand evoke? Like when you think of the brand?

Gen Y Female 1: 14:56

Feelings? That would be...like when you see a bag, or like overall when you walk into the store... like what do you feel?

Interviewer: 15:06

Both?

Gen Y Female 1: 15:07

Okay, so yeah, like classy maybe. And yeah, minimalistic in some way actually also. But also I feel like the same print is on all bags and that is kind of ugly sometimes. That like the same print is of every bag and yeah, that's not unique you know in some way. But you can recognize it's their brand. It's their way of recognizing the bags right? So that makes sense but I would also feel like it's maybe too... just one in a lot of bags.

Interviewer: 15:43

So you actually do not think that LV is very unique?

Gen Y Female 1: 15:49

Yes, it's difficult to explain. I think it's unique but not as unique as I would call Fendi actually.

Interviewer: 15:56

Okay, yeah, why is Fendi more unique than LV?

Gen Y Female 1: 15:58

Ehmm I think the different bags. I think...I can go to the Fendi website and their bags are so different. That I can find the specific one that I really like. And I think LV has a lot of bags, looking of course differently, but with the same print. And that makes it more you know, like, I don't know, irrelevant. I don't know how to explain this.

Interviewer: 16:23

So would you also consider purchasing other items than bags from LV, or is it very focused on that?

Gen Y Female 1: 16:28

Right now where I'm in my life I only think it would be bags. Because I think when you say, when you asked me if I'd like the logo printed on it, I would not. But then when I think about it, I wouldn't buy LV clothes because then people cannot see that it's LV clothes. Because I think LV clothes are so

expensive compared to normal clothes. And you couldn't even see which brand it is. So not at this time in my life. I don't know if I get very rich, but maybe then. But now, no, I think

Interviewer: 17:03

So when you buy a luxury product like how do you go about it?

Gen Y Female 1: 17:08

You mean like?

Interviewer: 17:10

So for instance before you described that you would see someone on Instagram wearing it. Then you would save up for it. Would you then go to the physical store? Would you buy it online? Would you talk to friends

Gen Y Female 1: 17:20

I think I would buy it secondhand. I also have this bag that I just got for Christmas. It's a Prada bag and I got it secondhand as well. But I yeah, I would save up if it's a unique bag that I found secondhand. I would definitely save up. Put it on my wishlist. But I think right now the moment I wouldn't buy a bag from new as I did with the Fendi one, because now very expensive. Haha.

Interviewer: 17:46

But that that's also like, do you have the same kind of memories about a LV as you have about a Fendi? Because you're like, "Oh, I saved up for this for so long"?

Gen Y Female 1: 17:53

I feel differently when I'm thinking about my Fendi bag and then my LV bag. My LV bag is still... When I look at it, it's really nice and I want to wear it when I go out. You know, it's like my go-to party bag. I would say. So that you can still look minimalistic and classic and elegant. Which I want to. So yeah, I definitely have different feelings about it.

Interviewer: 18:18

So like what kind of memories come to your mind when you think of LV?

Gen Y Female 1: 18:26

LV is...I think summer, summer and happy days. Lots of money at that time. An easy time maybe. When I think about it.

Interviewer: 18:42

So do you actually know who stands behind the brand LV?

Gen Y Female 1: 18:52

Ehhhm no.

Gen Y Female 1: 18:53

Okay, so it Louis Vuitton Moet Hennesy. It's actually one big corporation. They have a huge portfolio of brands like both the Moet brands, the Hennesy brands.

Gen Y Female 1: 19:01

Oh, that's right. Actually, I heard it before I think.

Interviewer: 19:05

Do you have any opinion about that? Or do you feel those two things are completely detached?

Gen Y Female 1: 19:10

Yeah, I would think it would be more unique if like, there was one designer as, as with Chanel. That kind of made the brand or maybe like gloom. So I would think, less about LV compared to Chanel, if I knew that before.

Interviewer: 19:27

Okay. Yeah, but what do you think it means that you didn't know?

Gen Y Female 1: 19:31

I think it's a good thing that I didn't know. Actually, because then you are like, just as, I don't know... There was one brand that is owning, like Pull and Bear and Massimo Dutti and etc. I didn't know that like two weeks ago. And now I have a different opinion about it, because it's just a big company that owns all of them. And then...

Interviewer: 19:54

So is that referring back to this whole thing of uniqueness again, so if there is like one designer it's more unique or....?

Gen Y Female 1: 19:58

Yeah, yeah, more unique and I also have like a feeling of one person standing behind that one bag that you are purchasing. It's not a lot of designers that it's just working for a company. Yeah, that would be... yeah, less unique I would say.

Interviewer: 20:19

Okay, how popular do you in general think LV is?

Gen Y Female 1: 20:23

I think it's, that's just my opinion, I think it's becoming more outdated now than it was maybe two three years ago. But I also think it's kind of popular, their like second hand is very popular among the young girls because they can purchase it and still feel like okay, they're on the wave of fashion. Now I think it's a little bit more outdated yea.

Interviewer: 20:46

Why do you think it's outdated?

Gen Y Female 1: 20:49

I actually don't know because I also know a lot of girls just bought a LV bag. I think, it's in my opinion, I think it's outdated because I'm not sure I would buy another bag if I didn't find a unique one that I really loved. Then I would definitely go for another brand, I think.

Interviewer: 21:09

How innovative to you in general think that LV is? Does it have something to do with that?

Gen Y Female 1: 21:15

Not very actually, no, I think as I said this more like just their print and then on different bags.

Interviewer: 21:21

Okay. So do you feel like for instance, Fendi is more innovative? That it has more like different bags?

Gen Y Female 1: 21:27

Yeah, definitely. I think they're more innovative. Yeah, they're coming up with new bags all the time. But LV is also coming up with new bags, but as... like maybe I don't know enough to say it actually. Because I don't know if LV is actually making other bags and that might also be a bad thing for them. Because if I don't know that they're making other bags, looking differently, yeah, its missing the point.

Interviewer: 21:53

So more like they are not communicating well, or...?

Gen Y Female 1: 21:56

Yeah, if there are many other bags without the brown leather with the logo yeah, maybe miss communicated.

Interviewer: 22:09

To what extent do you admire people who wear LV?

Gen Y Female 1: 22:13

Not at all. Actually. Actually not at all. No. When I see a bag, I'm like, okay, it's just one of them. Like, one other person

Interviewer: 22:23

Does the same count for when you see someone with a Fendi bag for instance?

Gen Y Female 1: 22:27

When I see someone with a Fendi bag, I'm like, "ooohh". Actually quite opposite. I'm like, okay, that, that that person must know something about style. I actually think like that. Yeah, because I think LV has grown into something more standardized, a standardized way of like people not knowing anything about luxury brands and just buying that because they've seen other people with it. But a Fendi bag is unique and you can you can tell on their logo as well, but it's not like printed all over. So you can recognize it from their lock. And I think yeah that way maybe. I think LV is more like standardized and people, I have a feeling that people who do not know really what to buy but they have the money, they'll just buy LV because its high class.

Interviewer: 23:16

To what extent do you like by luxury fashion to like say something about your own identity?

Gen Y Female 1: 23:25

Ehmm. I don't really think I do, maybe. But again, I'm buying luxury brands, because I like the quality I think. So because I know that it lasts. But also if I look the other way around, I wouldn't go into H&M and buy a bag because I know that,... yeah, maybe. But I would two years ago that's why it's has changed a bit. But yeah, it's just something I feel like you can keep for a longer time and I also actually see it as

a small investment because I know that you can resell your bags afterwards. So you get a little money and then you can shift to other bags.

Interviewer: 24:06

To what extent do you have friends who also purchase luxury fashion a lot? Do you inspire each other to talk about it a lot?

Gen Y Female 1: 24:12

Yeah, I think not a lot but we do talk like I recognize that they have been brands that I like and they recognize that I have brands maybe that they like. And we talk a little bit about it. But it's not like an everyday talk. It's just okay like I bought this new bag and then everybody knows. But we talk about it a little.

Interviewer: 24:34

How do you feel other people perceive you when you wear luxury fashion?

Gen Y Female 1: 24:42

Well, I hope that they think "Oh she has style" haha. I hope but sometimes I'm also... actually with the LV when I'm when I'm wearing that I'm a little bit like concerned that people will just see me as one of them. Well, one of them wearing a LV. But also a little bit with my Fendi because I feel like my Fendi bag is so exclusive because I spent a lot of money on it. I am a little... I don't want people to know how much I spent on it, yeah.

Interviewer: 25:12

Why?

Gen Y Female 1: 25:13

Because that's not my, that's not my aim actually. By buying like luxury. It's because of the style and the look. And the quality I think.

Interviewer: 25:25

Okay, so you don't think there's anything with the status about it?

Gen Y Female 1: 25:27

No. Maybe a little. But no, no, no, more style. Actually. I would say.

Interviewer: 25:37

Okay. So it has no influence on you that like your friends are purchasing luxury fashion brands as well. When you talk about it. Do you feel like it makes you like "Oh, my friend has this new bag. I want to buy one soon as well" ...?.

Gen Y Female 1: 25:49

No, I don't think so. No, that that that is actually very relaxing to me. I'm just like: Okay, that's fine.

Interviewer: 26:00

Do you feel like having or like owning luxury fashion brands can get you like accepted in certain networks or groups of people?

Gen Y Female 1: 26:09

Yeah, yeah. I would say. Yeah. Actually, they're not the people that I'm seeking. Actually the people that are wearing luxury brands are not the ones where I'm just like: "Okay, I need to be friends with her or him" or I don't know. But it's I think I buy luxury brands because I like them and the style and that doesn't really... that's not the reason like the reason... I should I explain it... What, can you say it again? Now I am confused.

Interviewer: 26:42

So do you feel like it can get you accepted in certain groups to have this kind of bag?

Gen Y Female 1: 26:47

Yeah, it can. Yeah, definitely. But it's more something we have...I think I would like to have in common with my friends so that we can talk about it ...because I also like luxury brands. But it's not like I want to get accepted into this group I have to wear this bag today.

Interviewer: 27:04

Because you said for instance that you would like to wear it when you had a job interview, or...?

Gen Y Female 1: 27:07

So yeah maybe if I had a if I had a job interview somewhere I would maybe wear a nice bag I think. But that's maybe also a misunderstanding. Like some people would say that it doesn't matter about your outfit or anything it's you at the interview. But I also think that you're like the whole picture of who you are coming into an interview is also a factor.

Interviewer: 27:34

So if you like by that you convey, you have certain social influence a certain style or?

Gen Y Female 1: 27:40

Mh I would hope so. That I have. Yeah, also just yeah to look stylish and knowing what what I'm wearing and yeah, the whole about it I think.

Interviewer: 27:56

Do you already have your next luxury fashion purchase planned?

Gen Y Female 1: 27:58

No, no actually not. And that's, I think it's a good thing because then I'm not like "Okay, next next, next". But I am actually enjoying the ones that I have already. So now I bought the Fendi bag and then I have the two, what is it, secondhand from one from Prada and one from LV. It's nice, it's nice that I can like switch between the bags now and I already feel like okay, I can go out and wear a nice bag.

Interviewer: 28:24

Yeah. Okay, that makes sense. So how long do you think it will last before you want to purchase luxury again?

Gen Y Female 1: 28:30

Maybe one or two months? It could be. But I know I don't have the money. So maybe. But if I find a bag that I really like, I think I would purchase it.

Interviewer: 28:39

Okay. Okay. And do you think that is that like independent from the brand or do you think it might also be a LV brand? Do you think it's going to be another brand?

Gen Y Female 1: 28:47

Yeah, I'd like to purchase another brand that I don't have already.

Interviewer: 28:51

Okay. Is it important to you to have different brands?

Gen Y Female 1: 28:58

To own a little bit of the nice brands that I like. Because there's more brands that I actually like. So I'd like to have one thing from bla bla bla, one thing for this, one thing from that. I think.

Interviewer: 29:07

Is there a brand that you really like where you don't have any product yet?

Gen Y Female 1: 29:11

Yeah, I like Chloé. I like Chloé a lot. I like the sunglasses but my face is just too small for those sunglasses. But that would be my next purchase actually if I....I think summer is coming up and I'd really like a pair of sunglasses and I think this time I buy a nice pair of sunglasses. And that would definitely be a luxury brand.

Interviewer: 29:35

Okay. So do you in general think that the price for luxury fashion is justified?

Gen Y Female 1: 29:44

Mmh. No. I think they're selling it based on the vibe around the brand and not the materials. It's nice..the materials are nice and stuff like that, and it's good quality, but I also think it's too overpriced.

Interviewer: 30:02

Also for LV?

Gen Y Female 1: 30:05

Yeah definitely.

Interviewer: 30:07

Do you feel like there's a luxury fashion brand that you feel is not overpriced, where it's justified?

Gen Y Female 1: 30:14

That, ehhm, it has to be like luxury luxury brands right? It has to be like the exceptional ones? No, I think they're all very expensive, but I think it's fine, actually. Because if everyone could buy it, then how unique would it be? So that's why I'm trying to buy like secondhands to have a little. It's not that expensive. But I have a little. And that's nice, but it's, I think it's okay, I think it's okay, that it's actually expensive. So not that not everyone can purchase it, because what is the meaning then? But I think Gucci is actually one of the brands that I wouldn't buy any more just because it's not as expensive as the other ones. And everyone has it. I feel like everyone is wearing Gucci all the time. So I wouldn't do that.

Interviewer: 31:01

So you like the feeling of exclusivity as well? In a way that like you can buy something not everybody else can buy?

Gen Y Female 1: 31:08

Yeah. Or I don't want to be one in the group of people all having one thing. I would like to seek to another brand then.

Interviewer: 31:16

Okay. Okay. It doesn't make sense. Do you in general consider yourself loyal to any of the luxury fashion brands?

Gen Y Female 1: 31:22

Hmm, no, no, I wouldn't. No. I think I would have to own a little bit then. No but I'm loyal to Fendi in a way that I really admire the clothes and the brand. And I think it's super cool. So I think I'm loyal in a way, in a certain way. To Fendi.

Interviewer: 31:43

Have you been that for a long time?

Gen Y Female 1: 31:45

No, maybe one year? So it would be it would be a brand that I would search on Instagram and look their recent styles and stuff and just admire.

Interviewer: 31:58

What would LV have to do in order to become a loyal brand, like a brand you are loyal to?

Gen Y Female 1: 32:09

I think yeah making more unique bags. I don't know if they are but if they are not making more unique bags and... Yeah it is also difficult because so many people have LV right now that I don't know they killed themselves in a way, in a certain way. I would think it would be very difficult to rise again from what I see the brand as right now. I think. Then something drastic should happen.

Interviewer: 32:43

Do you consider yourself like sustainability conscious?

Gen Y Female 1: 32:49

Not not as much as I want it to. But in a certain way, because I buy a secondhand? But no, not enough.

Interviewer: 33:01

Because I mean, you can split sustainability in economic, social and environmental. Where like social is like good work conditions etc. Do you perceive luxury brands to have good social sustainability?

Gen Y Female 1: 33:17

Ehhhm actually I don't know.

Interviewer: 33:18

And what about environmental? So the way they produce, if they source right raw materials etc?

Gen Y Female 1: 33:26

I know that they...Fendi actually has like leather from an austrich, is it called an austrich? Like, you know the big Bird. And when I saw that I was actually a little bit, I was a little bit shocked that they would use the skin from an austrich. And I was like, okay, but that's killing an Austrich. I was like, okay, sometimes I think the luxury brands are, like, maybe overstepping the limits of what I would normally like buy. I know it's cow skin most of it. I think, I don't know why that is different from an austrich. But I am like ihh, I dont really know actually. So maybe I'm not thinking about it enough like you know.

Interviewer: 34:18

Why do you think you're not thinking about it?

Gen Y Female 1: 34:21

Because I don't buy as much I think. If I had every LV I would definitely think about it. But now I only have one bag so I dont feel like I am loyal to the brand.

Interviewer: 34:29

So you're right if there's this brand has not been sustainably produced? You're like my doesn't matter because I only have one.

Gen Y Female 1: 34:40

No, I wouldn't say so. I would like the brand to be sustainable. And it would definitely make me consider it to buy more. I think if I knew that they were. Yeah, but on the other hand, it's not enough like convincing just for me to buy like an expensive bag. But it's more like a nice thing to know I would say. I know some people are very, like, have strong opinion about this, but I'm, yeah, I'm sorry to say that I'm not really considering it that much.

Interviewer: 35:18

Are you considering other aspects of your life or not really?

Gen Y Female 1: 35:22

Yes, I am, like, other aspects of life like yeah, you know, just climate and all? Yeah sure. But not in luxury brands I would say because I don't own as much so I'm like, yeah, I don't feel...I don't feel I can do a difference you know?

Interviewer: 35:42

Is it one of your general values in life? Or what are your values?

Gen Y Female 1: 35:48

Yeah, it is to keep the globe green. But I would also admit that I'm not doing enough.

Interviewer: 35:56

Yeah. Yeah. What other like what values are more are important to you then.

Gen Y Female 1: 36:04

Mmmh. But it is it is a value that I have, I feel like okay, if I can help, I'd like to help but also feel like helpless. When we're so many people on this globe, I know that I can do a little thing and start it. That's also why we do small things is like separating the garbage at home. But, you know, if I could I would help, you know, knowing that the coast of India or like, has so much trash. I'm like, I just need to not think about it because it will stress me out. I'm more like that, I think, because I know that it's so bad that I'll just like try to close my eyes because I don't know what I should do.

Interviewer: 36:47

So that's what the same you're doing with the luxury brand?

Gen Y Female 1: 36:49

But I think in the future, if I could do it, if I could have a job that would make a difference. That will be the best thing ever.

Interviewer: 36:55

Okay, that makes sense. Yeah. One last final question. What Do you think would make LV a strong brand, or makes LV a strong brand?

Gen Y Female 1: 37:07

I think it's they're....Ehm actually I think it's sometimes their faces they use to represent the brand. So models and their history maybe. I don't know the history of LV that much, but I know it's...I already know it's interesting because it's fashion and its yeah.

Interviewer: 37:31

So history matters a lot to you? Do you know the history behind Fendi for instance?

Gen Y Female 1: 37:38

No, no.

Interviewer: 37:40

So it's more like a feeling.

Gen Y Female 1: 37:41

It's more like a feeling you get when they're making marketing sometimes. They have like a marketing video up or sometimes and you will see like, okay, 19 blah, blah. And this was LV's first catwalk or I dont know. Something like that, then I think they're building up a strong brand, like loyalty.

Interviewer: 38:00

Okay. Yeah, Is there anything else you would like to add?

Gen Y Female 1: 38:06

I think we've been around actually. I don't have anything to add.

Interviewer: 38:10

Thank you for your time.

Gen Y Female 1: 38:11

You're welcome.

6. Gen Y Female 2

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Female 2	Portuguese	Female	22	Student	Skype	22.03.2020

Interviewer:

So, thank you for joining the interview. My first question will be about your background. So your age, your gender, your occupation, where do you live?

Gen Y Female 2:

Okay, so I'm, I'm 22 years old. I'm Portuguese. I lived all my life in Lisbon. But I recently moved to the Netherlands where I'm doing my Master's in International Business. Ehm...what else do you want me to say?

Interviewer:

What does your everyday life look like?

Gen Y Female 2:

Okay, eh, well, my, my every day is like... I just wake up. I go to classes. I come home. I cook. Ehm, I go to the gym. I hang, I hang out with my friends. Ehm, I think normal things for a 22 years, year old.

Interviewer:

Yeah. So what, what of those things is most important to you? Like do you like cooking or do you like hanging out with friends?

Gen Y Female 2:

Ehm...I'm... I like cooking, but I'm not, eh, the best doing it. Ehm, but I really enjoy going to the gym... ehm... now with the Coronavirus I just go for a run, ehm, every time that I, that I can. Ehm, I love animals. I have a dog and I love my dog. I miss him a lot. And...And that's it. I actually, I lived in Germany. I did my exchange in Germany so, yeah.

Interviewer:

Okay, cool. Are you originally from Lisbon then? Or where are you from?

Gen Y Female 2:

I'm, I'm from, from Lisbon. Yeah.

Interviewer:

Okay. So how is it with shopping? Do you go shopping a lot?

Gen Y Female 2:

Well, I do. Like, it's not like I buy, ehm, a product every week. But I have to say that I, I would go to shops like every week, just maybe sometimes it's just, I just go to Zara or another store. And I just, eh, look around ehm... or even at home. Eh, I have, I have the, ehm, apps in my iPad. So I just scroll all the new collection ehm...and yeah, I do.

Interviewer:

So would you say fashion is important to you? Style? Yeah it is. What about luxury brands? Do you sometimes purchase luxury brands?

Gen Y Female 2:

Um, not as often, eh, as like brands such as Zara or other brands. Ehm, I do own some luxury things. Eh...usually the things that, eh, I own were bought by my parents. Eh...but I have bought some, eh, some bags from, from Furla eh, with my own money. Ehm, but it's not like regular shops.

Interviewer:

Yeah, yeah. Okay. So... if you had to name five luxury fashion brands, which ones are the first ones that come to your mind?

Gen Y Female 2:

Louis Vuitton, Gucci and Furla. Err....wait, I know I know a lot. But wait. Could it, could it also be like, ehm, watches? Ehm, brands? like Tissot?.

Interviewer:

Uhu, yeah, yeah.

Gen Y Female 2:

Ehm... er... Tissot. Eh...oh, oh my god there is so many...

Interviewer:

I think you already mentioned five. If you had to like mention your favorite one, which one would it be?

Gen Y Female 2:

Probably Louis Vuitton.

Interviewer:

Why?

Gen Y Female 2:

Yeah... Maybe just because of the brands...Ehm... I don't know, I really like their style. And... I like the fact that they, they have their own, ehm, pattern. And ,and ehm, I recognize the brand in a lot of things.

So if you purchase a luxury item, what is the thing you're looking for in it. Is it like functionality, design style?

Gen Y Female 2:

Eh, well, style for sure. Eh, but it also has to be something that is comfortable. Ehm...I always have to try the things on. Ehm...But if I, if I'm, if I'm buying a bag, I think it depends. Does it go with a lot of outfits? Is it like, eh really shining and I cannot...If I'm not, if I'm not able to use it in a lot of occasions, maybe I wouldn't buy it. Because it's expensive, so if I buy something expensive, I, I hope that I can use it a lot of times. Ehm, but yeah, design, eh, if it's comfortable. Eh, is it unique? Because I don't like

having things that a lot of people have. So I would always go for something that's unique and I wouldn't see it as often on other people.

Interviewer:

Alright, so do you feel like Louis Vuitton is unique?

Gen Y Female 2:

I mean... I think it is because of the price and...However I know there are a lot of, ehm, fake bags and fake items from Louie Vuitton. But I would say it's yeah, it's unique.

Interviewer:

Okay, so you feel like that, although there are fake brands it doesn't diminish the uniqueness of the real brand?

Gen Y Female 2:

Yeah, I don't... yeah, I think I think you can tell if it's fake or if it isn't so yeah.

Interviewer:

All right. Okay. Ehm, Interesting. So like, what is your overall opinion of Louis Vuitton? You already said it's your favorite fashion brand.

Gen Y Female 2:

Yeah...Well, ehm...I just love the fact that... because you have to group, the Louis Vuitton group and they own a lot of brands and have like a huge portfolio. It's not only like the bags and the clothes and the shoes. Eh... Eh...But I just like the design and the way that... because the thing with fashion is that in one year a thing can be like the best thing ever. And then two years later, it's not anymore. And Louis Vuitton like always found a way to like, be, ehm, on top of their game. Eh, which is something that I, I think it's, it's really cool and something that I like, I would say.

Interviewer:

So you feel like, like they've been going on for a lot of time like they have some sort of history or what exactly do you mean with it? Like...

Gen Y Female 2:

Yeah, and I think like, they can be really creative but at the same time, they always have kind of like a conservative, ehm, items that, that never go out of fashion. Eh, I think like if you buy a bag now from Louis Vuitton, you can still use it 20 years from now, which is, which is... which is good because if you spent a lot of money on something you hope to use it for long.

Interviewer:

That makes sense. Yeah, for sure. If you had to describe Louis Vuitton as a person, what kind of personality traits, persona, would you attribute to the brand?

Gen Y Female 2:

Ehm... probably, eh...trustworthy. I don't know, trustworthy...Ehm...I don't know, I'm not sure if this is a...ehm...something that this person can be but like it has qualit. Ehm... and...eh...I know they are really...ehm...they have a lot of strategies trying to, ehm... like eco friendly, which is something that I find, find really important now. And they also try to... they are really transparent in the way they

communicate they're, ehm, eco friendly strategies and where they produce and... and even like all the sustainability factors are really, eh, transparent.

Interviewer:

Oh wow. You're... That's something we, eh....

Gen Y Female 2:

Yes. Yeah, because, eh (laughs) actually I was, I'm not sure if this is ehm, like if you want to have these recorded but um...

Interviewer:

Yes I do, it's ok.

Gen Y Female 2:

Ehm, I, I wanted to apply for a job to Louis Vuitton, so I kinda like like... made a research about it. So that's why I, eh, know that things.

Interviewer:

Okay, so would you like... do you perc.....did you before you were applying for a job, did you also perceive Louis Vuitton as a sustainable brand in terms of social and environmental sustainability?

Gen Y Female 2:

Yes. and even gender, eh diversification, they are really aware of that. So ehm, yeah, for sure.

Interviewer:

Okay, why is that important to you?

Gen Y Female 2:

Well, I think... you mean like as a as a consumer or...?

Interviewer:

As a consumer purchasing Louis Vuitton.

Gen Y Female 2:

Well, I don't feel like I should buy... Okay, this is... This won't sounds right because I still buy things at Zara and like the fast fashion brands. But I feel like you shouldn't be contributing for the success, success of a company that you don't relate, that you don't relate to. So... if I if I'm... because I do believe in sustainability, and I, I do think that companies should be, eh, should be doing stuff, doing things about it, and try to, ehm, help the environment and everything. I think that's why it's important to me. Because I, I don't want to invest my money in something that I don't... I don't, that I don't find... ehm...Like, it's not...I want to be fair, and I want my actions to match my, my eh, values so yeah...

Interviewer:

Okay, so what do you perceive? Do you perceive Louis Vuitton has more environmental sustainability or social sustainability. Environmental being for instance, the way do you source raw materials, etc. and social being more like working conditions?

Gen Y Female 2:

I think that maybe I'm just more aware of that because I do the research. I'm not sure, ehm... Like, when do, when they do their advertisements, they don't communicate it as often. Or at least not as... in a clear way for everyone. Ehm, but I, but I do think they, they are sustainable and I also think they, they... fight against eh, the difference between genders in the company. So, yeah...

Interviewer:

Okay, okay, interesting. So like, do you think like you mentioned that they don't communicate it that often. Do you think they should communicate it more to consumers?

Gen Y Female 2:

I think that... So comparing the Louis Vuitton with other fast fashion brands, I think that because their products are so expensive, they kind of have the obligation to...to... eh... produce their products ehm...at eh... and have employees with, eh normal wages that don't, ehm, don't work 20 hours per day. They kind of have that obligation. So I think... that's another reason why their products are so expensive because they don't produce the products in Bangladesh or other places like this. Eh, so I think they should communicate More. But I don't know like, I'm just 22...

Interviewer:

Yeah but that's very interesting to like, eh, hear about it. So you say like sustainability is very important to you. Eh, what about like product quality? Is that also something you associated with Louis Vuitton?

Gen Y Female 2:

Yeah, for sure. Yeah, for sure. Because as I said, if I'm, if I'm going to spend a lot of money on a product, I hope it lasts. Ehm... and I hope it's, eh...and if I have any product, ehm, any problem with my product, I hope that I can go to a store and they will fix it or replace it with, eh, the same products. That's what I'm hoping for, yeah.

Interviewer:

Ok, so is this also part of the value like Louis Vuitton offers to you? Like what is the value the brand offer you when you, like for your money? Except that it lasts.

Gen Y Female 2:

I think they offer quality. I have a bag from Louis Vuitton, it's the only product that I have from them. Ehm, and I can say like, the bag has quality and it will lasts a long time. I'm pretty sure. Because especially with bags, you can use them every day. So it's really easy to break them or if they get dirty or something, ehm...I know that if I have a problem with it, I can just go to a store and I..., they'll take care of it. And that's something really important, yeah.

Interviewer:

Oh that's great, yeah. Do you perceive the brand as being innovative?

Gen Y Female 2:

I think so. But that's what... that's why I said i've, I feel like on one hand, they are, um, and they are really... they're always looking for innovation and, eh, new designs for their products. Ehm, but I think they also have their conservative products and they will always have those bags with the same, ehm... pat, pattern. And that's what I like actually. Because I feel like you can always go to their website or to their stores and you'll always find the same things but you'll also find, eh, new things that are really trendy.

Interviewer:

Okay, so but you would rather go for the conservative products or would you rather go for the innovative products?

Gen Y Female 2:

I think it depends because I, I think they have a target that goes from 18 to 80 years old, I would say. So I guess it's why they have to have the two eh sides. The conservative and also the eh... the trendy one. I guess.

Interviewer:

Okay, but you personally, what would you prefer?

Gen Y Female 2:

If I was able to buy a lot of things from Louis Vuitton, I would definitely go for the new trendy, eh, shoes or, ehm, clothes or bags. The thing is that because it's so expensive, and I only, I only have one eh... So I would go for the conservative like the, the... classic bag, yeah.

Interviewer:

Okay, so do you like when the brand is very prevalent. Like that when you wear the bag that other people can see that you're wearing Louis Vuitton or do you prefer that it only has like a little logo etc?

Gen Y Female 2:

That's a really good question because... this is so bad what I'm about to say and I feel really ashamed...

Interviewer:

No, go for it (laughs).

Gen Y Female 2:

But I think that if I have to pay 800 euros for a bag, I want the logo to be on it. You can... If it's a really really, really, really small one. I don't think I would want it. I know this is really bad.

Interviewer:

So yeah, kind of the signaling effect of to other people is important for you as well?

Gen Y Female 2:

Mhm...I think it is.

Interviewer:

You would... so like when you like... for what reasons do you buy the brand? Is it mainly because you want to do something for yourself? Is it like an achievement feeling for you or in which situation?

Gen Y Female 2:

I think, I think Louis Vuitto products... I would I, my mom is always saying this, it's like an investment. as I'm buying a bag that costs 800 euros, but the bag will last 20 years. And in 20, in, in, in 20 years if I want to sell it, I can still sell it and make good money. And so I think obviously the brand, the brand logo being there, it's really important, but the quality is also another, eh, big factor.

Interviewer:

Okay, okay. So, ehm, how much do you admire other people who wear Louis Vuitton?

Gen Y Female 2:

I don't know a lot of people who, who have Louis Vuitton or own Louis Vuitton products. But if I think about like models or ehm, influencers since we in an, influencer, influencers era, ehm... I don't think it's... I will, I will admire them more because they own Louis Vuitton things. But I would... the things that if I'm scrolling on Instagram and I see that the influencer has a Louis Vuitton bag I'm like 'Oh, Louis Vuitton also, eh, sends a bag to these influencers' or 'Oh Louis Vuitton is also here'. That's nice, I guess.

Interviewer:

Uh-huh, okay. And what do you think other people think of you when you were your Louis Vuitton bag?

Gen Y Female 2:

I know that maybe some people will think that I'm cocky because I have a Louis Vuitton bag. Or that I'm rich, which I'm not. Eh...but I hope they think that I have good taste.

Interviewer:

Okay. Yeah. Yeah. Eh, like in general like if you had to describe, eh, like different, eh Louis Vuitton consumers. What would be like the typical consumer?

Gen Y Female 2:

Eh...ehm...maybe consumers who are ehm... like into fashion. Ehm...I would always think about beautiful women. Eh...Skinny women. I think about skinny, beautiful ehm, eh...that really like fashion. Ehm... modern. Ehm...Classic, eh not classy but like fancy. With a lot of style. Yeah. Maybe, yeah like that. Living in New York City, yeah (laughs).

Interviewer:

(Laughs). If you, if you have to buy a Louis Vuitton product, how do you go about it? Like do you first look on the internet, on Instagram? Do you go to the store?

Gen Y Female 2:

I would, I would first, eh, look on the internet, because I know... I'm not sure but I think you cannot, ehm, enter a Louis Vuitton store like as you enter... as you would go to a Zara store, I think. Cause I think that the door is always closed. So you... someone has to open the door for you to. And... because the store usually is not as, ehm, crowded as other places. Eh, so I feel like it's always a big pressure for you to buy something. Eh... So I would first, ehm, look on their website.

Interviewer:

Why do you feel like it's a pressure for you that the door is closed and you can't enter just like that?

Gen Y Female 2:

Because I know that if I go to the store I'll have an employee, eh, with me. He will offer me coffee or water or tea and then with that, and that person will, eh, ask me what do I need, eh, will show me a lot of things... and I feel like because they have... they put so much attention on their customers that I guess

that's why I feel such a big pressure to buy something... because I'm like, 'Oh, this person just wasted so much time on me and I'm not buying Anything', doesn't... it doesn't it doesn't sound right. I guess.

Interviewer:

So would you prefer if the Louis Vuitton store was more set up like a Zara store where you could shop by yourself?

Gen Y Female 2:

No, that's the thing. Because then it be a normal store, you know. I like the fact that they're really ehm, careful and that they pay a lot of attention. And it makes you feel like... fancy and they make it, it makes it, I think it's kind of an experience to be honest. And you and you feel like, I don't know, you're so important. And so VIP and... yeah, I guess... That's why like, it's not a bad thing. It's just a lot of pressure for you to buy something.

Interviewer:

If you think about Louis Vuitton, do you have any memories with the brands?

Gen Y Female 2:

Eh, Yeah. Cuz every time I use the product that I have from Louis Vuitton, it's... in the beginning, I would only use it for special occasions. Like, ehm, first day of college or ehm, import, important dinners, or ehm... I don't know, special events. Yeah. Good moment memories.

Interviewer:

So like now when you look at your bag, do you think back about those memories?

Gen Y Female 2:

Yeah, it was my... It was my gift for my 18th birthday.

Interviewer:

Oh, nice.

Gen Y Female 2:

Yeah, it was so... yeah, so definitely it brings me a lot of good memories and yeah, it's, it's, it's a big thing.

Interviewer:

Okay, so like with those memories or like just in general like... What does Louis Vuitton evoked? Like what kind of feelings does it make you feel?

Gen Y Female 2:

Eh, the brand itself or the product that I have? The brands?

Interviewer:

Eh, both.

Gen Y Female 2:

Well, it's makes me feel unique and special. It makes me feel ehm...like eh...it's not like fancy but like between fancy and special. And it makes me feel, eh, pretty. And... I don't know every time I use it, I'm

like, okay, today's gonna be a good day. And... I just feel good when I use it. I don't know, sometimes I can be like, in a bad mood, then I just use it. And then I go out and I'm like, 'Uhh, Me and my Louis Vuitton bag'. So I guess... yeah.

Interviewer:

Do you consider yourself... like in your next luxury fashion purchase. Ehm...Do you think it's gonna be a Louis Vuitton?

Gen Y Female 2:

I don't know. Ehm, actually I worked at, ehm... luxury brands, eh... last year. It was a company that on eh... the representation of Gucci in Portugal. So I got familiar with more brands, eh besides Louis Vuitton. Ehm...And I wasn't a big fan of Gucci. But now I am, because like I work with the company and I, I know I just saw more stuff and I think the... I think there's a big, ehm... there's a small difference between Louis Vuitton and Gucci at least in, eh, revenues and their, eh, reach, eh, within millennials as their consumers.

Interviewer:

In what way?

Gen Y Female 2:

Sorry? Because, eh, from what I remember, I think Gucci had a, kind of a breakdown. But then the last five years it's, I don't know, got up again. And... so now Louis Vuitton was always like the, the first, eh, preference for, of consumers and I would kind of like reaching it. So I'm not sure if it would be a Louis Vuitton, but, eh, I would consider that brand for sure.

Interviewer:

In what way? Yeah. So do you, would you consider yourself loyal to Louis Vuitton?

Gen Y Female 2:

I don't know... I don't think so. Even for example if I'm looking for ehm, a watch or ehm... for example shoes. Maybe I would prefer other brands for shoes. I guess that's why. I wouldn't say I am loyal.

Interviewer:

Yeah, okay. So is there like specific things you would buy from Louis Vuitton and then there's specific things you would rather from other brands?

Gen Y Female 2:

Yes, from other brands, Uh-hu.

Interviewer:

Okay, what which other items would buy from Louie Vuitton?

Gen Y Female 2:

Bags

Interviewer:

Yeah (laughs), makes sense. Um... Wait, I had...one second... ehm...Oh yeah but like, ehm, if you had to recommend a luxury fashion brand to your friends and family, what would you recommend?

Gen Y Female 2:

Well, I think I would recommend Louis Vuitton because I... I know for experience and it's... it is a brand that has a lot of quality. So I would definitely, eh, recommend Louis Vuitton. And it never, it never goes, goes out of fashion. That's the thing. So, I guess yeah...

Interviewer:

And you, so you feel like it's also unique against its competitors and the way that it doesn't go out of fashion. Do you feel like, eh, Gucci and some other brands go more out of fashion? Or...?

Gen Y Female 2:

I think so, i think so. That's what I was saying. Like, Louis Vuitton is always on top of their game. And, even...I don't know, eh... I'm pretty sure that in 30,40 years Louis Vuitton will still be a big, a huge brand. So... I guess it's also important. Ehm, because you, you, you don't want to have you don't. Okay, you can have like the trendy brands. But you'd also want a brand that's... it's always there, you know, always the best So, yes...

Interviewer:

Makes sense. You already mentioned that conglomerate that's behind Louis Vuitton. What's your opinion of them?

Gen Y Female 2:

You said sorry, what?

Interviewer:

The conglomerate like, eh, Louis Vuitton... LVMH.

Gen Y Female 2:

Ah, the group?

Interviewer:

The group, yes.

Gen Y Female 2:

So I know they have a lot of different brands and even have like...ehm...it's not... I'm not sure if it's wine.

Interviewer:

They also have wine yes.

Gen Y Female 2:

They have wine they have, ehm...we call it champagne. I don't know the word. They have a lot of stuff. Ehm...I just admire to group. I wish I could work there. Yeah. They also have Sephora, ehm, the cosmetic brand. I just think it's... it's amazing because they have such a...ehm...a different portfolio. And... I don't know how they do it. They are just the best at everything they do. I mean, not the best but still like yeah, you know...

Interviewer:

Do you feel like the group has any influence on Louis Vuitton as a brand?

Gen Y Female 2:

Actually, I would think so. But I'm not sure... But yeah, for sure, for sure. Yeah. Because, eh, the I think they recently bought, eh Tiffany. I think so... I think like because they have the brand that's such a luxury and fancy brand. They kind of have to have the same type of brands such as Tiffany. Ehm so I guess Yes.

Interviewer:

Okay, Okay. So I actually think we moved around pretty well. So like a final question like, what else do you think makes Louis Vuitton a strong brand?

Gen Y Female 2:

I think that's... besides the quality, the design... Eh... there... ehm...Everything they do. They find a way of selling their name, which is something that I don't know how brands do it. But it could be like, just, I don't know, a normal pen. That there's the same thing as this one that I have. But the fact that it has Louis Vuitton written on it. It could cost us, like, thousand euros, 1000 euros, and people would want to buy it. And that's something that I find really strange and incredible at the same time. Because it's their name. And I think it's, I'm not sure, but I think it's also because they've been in the market for so long. They kind of own that rights.

Interviewer:

Do you feel like it's because they've been in the market so long that their name is so strong, or what do you think makes this name so strong?

Gen Y Female 2:

Or the other way around?

Interviewer:

Yeah.

Gen Y Female 2:

Yeah, I don't know, that's...I don't know. I don't know. But...I just.. I just think it's amazing. If, if... they have the name, like if, if they put the name on something. That's, that's, that,, it makes the, the product worth way more. And actually, I think they, eh, because of the situation of the Coronavirus they, eh, recently released a news saying that they would sell, ehm, hand sanitizer.

Interviewer:

Yeah, I saw that as well.

Gen Y Female 2:

Which is a genius idea and eh, genius strategy and congratulations to that (laughs).

Interviewer:

(Laughs). How do you think like Louis Vuitton will be in the future? Do you think they will carry on their strategy of having the traditional and the innovative...the same way they're doing right now? Do you think anything will change?

Gen Y Female 2:

I think that they will, eh, stick with the conservative and like the trendy modern ehm, designs. But I think they will be... they will convert to the future world such as having like an... I don't know this is just this is just what I, what I think. But, ehm, in order to like reach the new, the millennials and the new generation, they may be will try to have like their own, eh influencer. Err.. And they will turn their strategies to learn more... I don't know informatic thing? I don't know, but I think they will, they will be, still be strong brands.

Interviewer:

Do you think that would be a good idea to have more influencer marketing?

Gen Y Female 2:

I think that's... I don't, I don't know, what are like the, the main, eh, target. But I would say that it could be, as I said, like it could be like a teenager or a young adult or like old ladies. Ehm... But if they want to reach like a more young generation then they would have to go more to social media and those things, yes. Because we aren't really used to not go to the stores. So they, they will have to find a way of the experience that I told you of like going to a store that door is closed. All the glamorous experience. They have to try, they will have to... find a way to make that experience work from home, so yes.

Interviewer:

Yeah, yeah. Okay, that's, that's interesting. But like you say that it's one of your favorite luxury brands and you also belong to the generation that kind of is growing up with Instagram is...

Gen Y Female 2:

I mean it is one of my favorites, but but I don't, I don't own a lot of things. So even though it's one of my favorite brands, I'm not like a big consumer. So I don't know if I'm the best one to the best person to reply to that

Interviewer:

But how do you feel they reach you?

Gen Y Female 2:

Puh... I don't know they aren't, there's, cuz... Okay, in Portugal, there's only one store. So everyone that owns a thing from the Louis Vuitton, it is just such a big thing. You know, like so unique and it's... it's so hard to have it because it's also really expensive. I guess it's because I don't know, because they are who they are. I don't know, to be honest. I know that I should have smarter answers to you, but I don't know.

Interviewer:

Okay, no, no, no, that's really interesting. That's, um, I think we got around most of it. Is there anything you would like to add?

Gen Y Female 2:

No, maybe you can explain to me send me your thesis? Yes, cause I find it interesting.

Interviewer:

Sure of course. Um, so what we're basically doing... We are ehm, investigating the generational shift and luxury fashion brand management. So we're interviewing both the generation of our parents and

our generation in order to see whether we shop the same way or we shop differently. So we're asking them exactly the same questions and then we're comparing the answers and trying to figure out like, eh...In terms of like perceived quality, in terms of brand image, in terms of, eh, loyalty, eh, all kinds of like brand equity measures. Ehm, how we're different and whether like luxury fashion brands should actually adapt their, eh, their management practices. And that's actually why it was super interesting to talk to you. Because like you are legit the first one in our age who like mentioned stuff like sustainability, etc. Yeah, and you're like, we've interviewed like, 16 people now, like, if you ask people, they're like, yeah, it's important to me, but I've not really thought about it, like with regards to Louis Vuitton. Eh, so it was really, really interesting to hear from you that there was like, something like you value the brand for. Ehm, so like, in that way, we were trying to, like prove and disprove some of the things that are like, yeah. But just in the theory

Gen Y Female 2:

That's really interesting. Really, by the way, I was just I was asking how how long would take the interview because, um, my, my sister and my mom they also own a Louis Vuitton things, products. But I'm not sure if they have... because my sister is a doctor's, like now working a lot because of the virus. But I can definitely give you my mom's number. And it's up to her. I don't know if you have enough people from like old generations.

Interviewer:

I think like, we are just about to make the like the, like the last interviews of the Generation X cohorts. It would definitely be interesting if she wouldn't want to talk to me. I don't know.

Gen Y Female 2:

Okay, so let me see with her and then I will also talk with my sister, and she has like 30 minutes to talk to you. She's 25, no 26,26 sorry. So...

7. Gen Y Female 3

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Female 3	German	Female	25	Student	Skype	18.03.2020

Interviewer:

So tell me a little bit about yourself. Where are you from? What are you doing at the moment? And how old are you?

Gen Y Female 3:

Yeah, I'm X. I'm 25 years old. Ehm, I'm originally from Germany, Frankfurt. And, eh, yeah, I'm currently studying in Copenhagen at CBS...ehm...and doing my masters in brand and communications management. Ehm...Yeah. Right now I have a student job here and, eh, I'm writing my thesis. So that's all I do right now.

Interviewer:

Why did you decide to come to Copenhagen to do your studies?

Gen Y Female 3:

Well, ehm, it has a really good reputation, the CBS in Germany. And also I really liked the program. Ehm, yeah, I was researching for specific marketing courses. Ehm, and this is what popped up quite, ehm, early. So yeah, I decided to apply and luckily it worked out as well.

Interviewer:

That sounds great. How would you describe your, ehm, your lifestyle?

Gen Y Female 3:

Um, my lifestyle.. I would describe it as a healthy, balanced lifestyle. Ehm, I'm spending quite a lot of time with my friends here and love to be social. Ehm, I'm not doing a lot of sports but I'm trying to eat really healthy. Ehm, I try to be more sustainable...ehm... by... yeah bringing my own cups to university or trying to reduce food waste and ehm... yeah I love to travel but, ehm, since I'm already abroad studying that's a thing that I could not do that often in the last years, I would say. Ehm, yeah, but that's a bit about my lifestyle.

Interviewer:

Um, do you think you have a similar lifestyle to many of your close friends?

Gen Y Female 3:

Ehm, yes, I think so. Because most of my close friends they are studying the same thing or similar things. And ehm, so we are quite similar in our educational background. And I feel like it's kind of a bubble where we're in. So it also happens that we have a similar lifestyle. Maybe, of course, it varies a bit, but overall, I think it's really similar.

Interviewer:

Can you describe this bubble a little bit more in detail?

Gen Y Female 3:

Yeah, I feel like... since we're all studying the same thing, ehm, we have a lot of, ehm, same perspectives on certain things in life. And I feel like... sometimes we have, ehm, yeah, really... maybe a too narrow mindset. So I think we talk about the same things. We have the same topic that we see. We follow the same persons on social media. So we are, yeah, in a, in the same, in the same box, I would say.

Interviewer:

All right. Ehm, now if you think about your typical week or your typical day, which are the activities that you usually follow?

Gen Y Female 3:

So usually I work twice a week... ehm...but only 10 to 12 hours. Ehm, the rest of the week I try to focus more on my thesis right now. Ehm, maybe four... four days, yeah. And then I take, try to have one complete day off that I can like, have a little bit of me time and, ehm, try not to stress about Uni that much. And then I try also to be a lot outside. Take a walk around the lakes, then meet with friends, maybe twice or three times a week. Have dinner with them, cook together and, yeah, socialize a bit.

Interviewer:

You just mentioned the, eh, 'me time'. Is that something that you value in your, ehm, everyday environment?

Gen Y Female 3:

Yes I value that a lot...Sorry, could you repeat that? The connection was a bit off...

Interviewer:

I was just wondering whether the 'me time' you just mentioned is something that you value in your everyday life?

Gen Y Female 3:

Yeah, ehm, actually I do because, ehm... yeah, I take my energy from being alone rather than from being with friends or be around people because... Especially when I'm out, ehm, in the library the whole day... ehm... I see a lot of people, then you talk to a lot of people... So I feel it's really important to take your time and, ehm, yeah, just focus on yourself for a bit and talk to family and friends, that you don't see that often. And, ehm, yeah, I also like to be in my room by myself, listen to music or watch a nice TV show. Yeah, I think it helps me to be a bit balanced.

Interviewer:

And are there any other things that you value in your everyday life?

Gen Y Female 3:

Um...I... like....can you specify what you mean with value?

Interviewer:

Ehm, maybe are there some things that are very important to you, also maybe certain values that you place high importance on? Like the way you behave, or towards other people, for instance?

Gen Y Female 3:

Yeah, for me, it's, ehm, really important to be kind to others and to be respectful. And, ehm, for me, it's also important to have an open ear and like try to help people in your environment. Ehm, yet also nowadays, ehm...where we face really uncertain times, I think it's especially important to listen to the environment and see where you can help and be kind and, ehm, yeah, that's a value that I really appreciate. And also... ehm... yeah, I hope that, ehm, people that I'm around, have the same values and , ehm, be kind or offer help if I need that.

Interviewer:

Alright, if you think about your free time now, do you often go shopping and if so, what kind of items do you usually buy?

Gen Y Female 3:

Um yeah, since we live in the city center or like kind of close, ehm, I usually go shopping, ehm, on my way home or before I go to the university because I like pass the shops and... ehm... yeah it depends on the context but ehm...Usually I go to stores like &Other Stories, Zara , H&M home and, ehm, yeah, I love to buy little accessories or jewelry pieces more frequently because they're not that expensive and... ehm...But then I also like to buy clothes and some interior stuff for my apartment. That's usually what I'm, ehm, shopping when I'm in the city.

Interviewer:

And do you also buy luxury goods?

Gen Y Female 3:

Um, since I don't have a lot of money money right now due to my studies, ehm, I don't buy them myself, but, ehm, I get them gifted from my parents sometimes, ehm... to special occasions. So, yeah, that's also something. Yeah, that I, ehm, like.

Interviewer:

Is it something that you would like to buy later when you have more financial means?

Gen Y Female 3:

Yeah, that's ehm, certainly a thing that I will buy later. Ehm, Because I'm also on... on social media, I follow certain brands and you can see their collections and also when you, yeah, look through magazines or, ehm, go through the streets, I think, ehm, there are certain items on my list that I will definitely buy in the future and that I have my eye on for a long time. So I can't wait for that to happen (laughs).

Interviewer:

But just know if you think about buying these products, or maybe even the products you already own, if you think about them, what does it make you feel?

Gen Y Female 3:

Ehm....It make me feel like this is an item that I will have for a long time. That has a higher quality, ehm... Yeah, it also... since I got them gifted, it reminds me of the occasion and on the, on the person that gifted it to me. Ehm, yeah, and also like, for example, I own a Louis Vuitton bag that my parents, eh, gave to me. And I got that when I was in, ehm.. Yeah, in the beginning of my bachelor's. So that reminds me on that time also a bit when I wore it.

Interviewer:

All right. I know, eh, I will zoom in a little bit on luxury fashion brands. And , ehm, just for some background information. Luxury fashion includes couture, which is hand tailored clothes in a very high price category. It's also ready-to-wear clothes which you can just readily buy in the store. Or accessories such as handbags or, or belts, for instance. Ehm, when you now think about luxury fashion, which kind of brands come to your mind?

Gen Y Female 3:

Um, first of all I... should name a few?

Interviewer:

Yeah, please go ahead.

Gen Y Female 3:

Okay so, ehm... Gucci would come to my mind first because it's, ehm, yeah really bold brand that you can... that you see a lot. Then Louis Vuitton, of course that I mentioned. Bottega Veneta is also a brand that comes to my mind... ehm... Chanel. And then also Chloé would be a brand that I would think of first.

Interviewer:

And, ehm, do you have a favorite luxury fashion brand?

Gen Y Female 3:

Ehm, now, I think one of my... Oh, I forgot to mention one that just popped up. Ehm, Céline. Because that's one of my, eh, favorite brands because they have a really nice design, not too broad but they have a really amazing quality. And, ehm, yeah, they have, like quite minimalistic items, with, ehm, really sleek colors and designs. But you can still see that they're really luxurious and, ehm, well made.

Interviewer:

Yeah. All right. So that's, that would be your favorite brand at the moment?

Gen Y Female 3:

Yeah, right now. But it's also changing a lot since, ehm, the collections or the creative designers are changing sometimes. So, ehm, especially for Celine, there was, eh, a change of designers and also the collection changed a bit. So I wouldn't say that, ehm, I will stick with that opinion for a long time, but I will just... Yeah, see how the brands are developing and then make my opinion.

Interviewer:

All right. Ehm, you already mentioned Louis Vuitton. What do you think about, when you think about Louis Vuitton?

Gen Y Female 3:

Um, yeah, first of all, I would think, ehm, about my bag that I own. It's a Louis Vuitton Never Full. Ehm, and I also would think about the speedy bag, because, ehm, those two items, ehm, or those two handbags are the most common or the most known. And I also think about, ehm, their accessories for especially their ehm, wallets, because you tend to see them around a lot. Ehm, a lot of people own Louis Vuitton wallets. And then I also think about the colors, the brown...ehm... yeah, that typically, that typical design. And, eh, yeah, and then it reminds me, ehm, it reminds me of my time in high school because a lot of girls had them and that was also a reason why I really, really wanted it. Ehm, and bought it or got it gifted from my parents a bit later. Yeah.

Interviewer:

All right. And is there...what's your overall opinion about the brand?

Gen Y Female 3:

It changed a bit over the years. So as I said before, ehm, when I was 15, 16 it was my ultimate goal to own a Louis Vuitton bag because a lot of girls in my, ehm, school had the bag as well. And, ehm, yeah, it was something that I really wanted to have as well to... maybe to belong to a group or to show off... ehm...that I can afford one I don't know. But I was also really proud wearing them when I got it and, ehm, to show it off, and ehm... I mean, I wore it to uni in my first semesters and put all my study stuff, so used it as a study bag which is... a bit off now in my opinion, but ehm... Yeah. Before I was really proud to wear it and wanted to show that I have a Louis Vuitton bag, but now, ehm, I only wear it when I travel because it's the biggest bag I own and a lot of stuff fits in. Or sometimes I even use it to go shopping cause it's so big, but ehm... I also sometimes feel a bit embarrassed because it's so branded and, ehm, so bold, so I don't like that anymore.

Interviewer:

So would you say that this change of heart that you have regarding the brand is because of your own style and how it has changed or is there another reason why you have changed your opinion?

Gen Y Female 3:

Um, yeah, I think it's because maybe I also did not, eh, hang around with the people I... I was around before but I also think... because I evolved and I got older and I have different values now. And for me, it's not that important anymore to belong to a certain group or to, eh... yeah to show off because eh... that's not like who I am anymore. But eh, another reason would maybe be that a lot of people or a lot of younger people tend to have this bag and, eh, I don't want to be associated with them anymore. So I would say like more reasons, or multiple reasons eh...are...yeah... included.

Interviewer:

You just mentioned that you often see, eh, young people with Louis Vuitton. Now if you think about a typical user or owner of a Louis Vuitton product, could you describe that person to me?

Gen Y Female 3:

Um, yes, so.. I... but I also have to say that it depends a bit on the product because I think there is certain... there are certain products like the more, eh, affordable ones. And the more affordable products such as the Speedy and the Never Full bag are usually worn by, eh, younger people. Younger girls that, eh....Yeah, that really...ehm...are focused on designer brands and just wear the brand to show that they can...yeah, that they can afford one and not because of the brand itself would say. And then there are also products that are, eh... in a higher price range and that don't have the bolt, eh, logo everywhere. And, eh, those I would say were... maybe older ladies in their 40s/50s that are quite elegant...ehm...and have style and yeah.

Interviewer:

Okay, Could you, eh, somewhat identify with these kind of people you just described? Or maybe in your past?

Gen Y Female 3:

Yeah, in my past, I would say I was one of the young girls (laughs). And, eh, maybe in future I will be one of the older ladies. But now...now i would say I, I can't identify with one of the groups anymore.

Interviewer:

Okay. And you also mentioned, eh, that, eh, you used the bag for a kind of status symbol. Eh, would you say that people who own or wear a Louis Vuitton product are perceived differently by other people?

Gen Y Female 3:

Ehm, yes, I think so. So... eh...maybe when like the girl, the younger, when I refer back to the younger girls, who own a Louis Vuitton bag, maybe people, eh, who are even younger see that as an idol and, eh, then want to have the same. So this would be also something that they would like to achieve. So... maybe similar to when I was younger and I saw those girls at school that I looked at them and was like, oh, they're so cool, they own a designer bag. I want that as well. So maybe... Yeah. The younger girls would see those girls as an idol. But now when I look back to these girls, I would see them as, eh... yeah, my younger self, but I wouldn't take it that seriously. Because I know that it's quite easy to afford such a bag. But then if you walk around and see a woman with a really, really expensive Louis Vuitton

bag, of course you have a certain picture in your mind and, ehm, know that they have different... certain values or that they have the money or the lifestyle that is maybe a bit upper class or over the average.

Interviewer:

Would you say that for these people, ehm, owning a Louis Vuitton product makes a good impression on others?

Gen Y Female 3:

Ehm, if they think that?

Interviewer:

Or other people think that. Like if they see someone do they... do you think it, it makes a good impression of that person owning the bag?

Gen Y Female 3:

Mhm....Well, it definitely shows that they have the financial resources or... and that they also have, ehm... yeah maybe a sense of fashion which I think it's like... for me personally if I see a person that has an expensive, ehm, Louis Vuitton bag or ehm... then I would think... that's...yeah I would think...maybe not in a pos...uh...Maybe not, ehm, necessarily in a more positive way but I would definitely think that, ehm, she has a good taste and that she values luxury brands but... Maybe other people think it's, ehm, ridiculous to spend that much money on a designer bag if they're not into that industry. But since I'm interested and I know designers ehm...about what designer brands are outside the market I ... I think that people that wear designer bags have, ehm, also up to date and value, good quality and yeah, have taste I would say.

Interviewer:

So would you say, I mean, you already mentioned this for the younger groups, but then for the older ones, would you also say that this, like owning such a brand would make you feel accepted to a certain group?

Gen Y Female 3:

Yeah, ehm, I think in general, it doesn't matter if you... want age you are. You always want to belong to a certain group, maybe when you're younger, that feeling is stronger, because you're not that sure about yourself and you're still developing your personality. But, ehm, also, when you're older, I think it's just human to try to feel...ehm...that you belong to a certain group. And...ehm...also by, by buying designer brands, or by dressing a certain way I think everyone tries to fit in somehow. So yes, I think that also applies to the older generation.

Interviewer:

Ok, great. Now, if you think ehm, about Louis Vuitton again in general. If you would imagine Louis Vuitton as a person, how would you describe this person?

Gen Y Female 3:

Mhm...So I would think of a tall woman. Ehm, really elegant. Ehm...Maybe a little bit of French vibe, because the brand was French as well. Ehm...But then since the brand is super bold and, ehm, has the logo everywhere, maybe I would imagine a woman that is, has a really... rich, ehm... attitude kind of. Maybe even showing off a bit. And, ehm, yeah, owning a big car as well. And, ehm, yeah, just in general having a really rich and bold attitude.

Interviewer:

And if you would think ehm, that this person has some valuea. What values would these be?

Gen Y Female 3:

Mhm...One value would be like family, I think. Because, ehm, the brand has a, quite a lot of heritage and is also really old. So maybe family would be a value that this person would have as well. Ehm, then... mhm...let me think about that for a minute. Ehm...maybe also the social standards, I don't know if that's the value but ehm... that the person has a certain behavior that, that is accepted by the others and that get, that people admire the person so... That would be also a thing that I think would...that the person would value.

Interviewer:

Okay. And do you think that Louis Vuitton evokes any feelings for you?

Gen Y Female 3:

Um...I mean, since it's a brand...that accompanies me since I'm quite young ehm...I would say there's still this feeling of ehm...proud maybe. Because it was my first designer bag and I remember how happy I was when I got it from my parents. I was over the moon and I was super happy to wear it and there was, there was times that I wore it every day and I felt so special wearing it. So that's, that's still something that I have and I think that I will never lose this. And, ehm, yeah, this, this would be the main feeling that I have attached to the brand. Even if I don't wear it anymore I am....Since it was such a special thing for me and I was super happy.... ehm...this... I think this is the main emotion, I have, yeah,

Interviewer:

Okay. And now if you think about luxury brands in general and not specific to Louis Vuitton. Ehm, how would you usually buy a luxury product?

Gen Y Female 3:

Ehm, first of all, I would browse online, ehm, to see eh what's on there and like what the new collections are. Because sometimes it's a bit intimidating to go into a store, ehm, without, yeah, not doing the research before. I like to be prepared, especially because sometimes employees are a bit, ehm...Yeah. How do you say that...Not that nice and not that welcoming. So I would like to do my research online before. And then, ehm, it depends on the product. If it's a smaller luxury product like an accessory or a cardholder or something I would consider to order it online. But if it's something big or like clothes that I want to try on, ehm, I would, eh, for sure go into the store if one is around me. And then I would like to talk to the customer service and, ehm, that they show me the different options. And yeah, that's be the procedure, I think.

Interviewer:

Ehm, you just mentioned, ehm, the sales assistants in the stores and that they are not very nice. Do you feel about that in general? Or do you just feel like they're not nice to you?

Gen Y Female 3:

I think that's a general thing because I've been to, ehm...quite a lot of stores and ehm... it's not even that they're not nice or friendly to me. It's just they're ehm... sometimes how they look at you. Ehm, because I think sometimes they feel they see that you're not able to afford a lot of things. So they expect you to buy only an accessory or maybe not the most expensive things from the collection. So, ehm, yes, I don't

know if it's just because I know that I won't buy something. So that's why they, I think they are looking at, eh, looking at me like this. But ehm, yeah, also talked ehm, about that with my friends and they had similar feeling, yeah.

Interviewer:

Ok. Now just thinking back about how you described, ehm, how you would usually buy a luxury product. Would you go ehm...do it in a similar way for Louis Vuitton products?

Gen Y Female 3:

Yes, for sure. Like, ehm... Since Louis Vuitton is a luxury brand as well and they have a really nice online shop. So it's easy to do the research there. And, ehm, the smaller products I would definitely buy online as well because I think the online shop is really safe, they have quite a lot of options. And the payment methods are, ehm, like okay, as well. I would feel super comfortable ordering on that. Ehm, but since the stores are really beautiful, ehm...I would also like to go there just for the experience, and, ehm, I know that there's one in my hometown where I was and ehm, it's some experience to go in there as well. If you don't have to queue (laughs). But...Yeah. And...

Interviewer:

So.. oh no, sorry. Please continue.

Gen Y Female 3:

I just wanted to say that it's, for me, it's the same procedure that I just described for luxury brands in general.

Interviewer:

And you just mentioned this Louis Vuitton store in your home town as well. Do you feel that Louis Vuitton is available in a lot of places?

Gen Y Female 3:

Ehm, yes, I think so. Like in the cities I was there was always a store. Ehm, like in the main cities in Germany, there is one. Ehm, I don't know if there's one in Copenhagen because I haven't been to one. Ehm, yeah I haven't been to one. Ehm...And I didn't really... ehm yeah, took care of it, but when I was in the city. But it's quite easy to find out when looking at the website. But so far, wherever I was, there was also a Louis Vuitton store because in the main cities, it's usually there.

Interviewer:

Do you perceive that as a positive or a rather negative thing?

Gen Y Female 3:

Ehm, I think I perceive it as a positive thing because, ehm, usually they are located in really nice shopping streets like high end streets. And, ehm, I really like the atmosphere to just stroll there and, ehm, make a little bit of window shopping and see the beautiful, ehm, windows because there's also...quite often that it's really artsy how they place the product. So I think even without going to the stores and buying something, it's quite nice to just walk by. Yeah.

Interviewer:

All right. Ehm, if you think about luxury brands in general again. What are the most important features that you look at when you buy a product?

Gen Y Female 3:

Ehm, right now I would say it has to be really high quality. So, ehm, when I... when I look back to the Louis Vuitton bag, I don't think that there's a... it's a good question. It's not leather, it's quite... it's only plastic. So this I wouldn't buy again. Ehm, so for now, I would value more that it's good quality. If it's a bag, it has to be really good leather. Ehm, then I would also consider that it has to be a timeless design, ehm, nothing bold, something that I know that I will wear for a long time. And, ehm, that's why I would also go for like, more minimalistic colors, ehm, like beige, brown, black. Because I know that will fit to a lot of stuff that I already own. So yeah, that I will have it for a long time and that I can combine it with a lot of stuff that I already have and that I don't get tired of it easily.

Interviewer:

Okay. Ehm, now if you think about Louis Vuitton, you already mentioned a few things like the quality. But if you think about the feel or the look and design of the products, how do you like it?

Gen Y Female 3:

Um... yeah, it really depends on the product. Ehm, when I think about my bag that I have, ehm, it has this really typically, the typical, ehm Louis Vuitton design. This brown, chech pattern and, ehm then Louie Vuitton written all over it with a red inside. Ehm...I mean, it's... I knew that it's not leather. Ehm, so... it doesn't have the best quality and it's not robust, but it ehm... it feels... it feels like plastic and it's really thin. Ehm yeah, that's...

Interviewer:

So you don't really like it as much?

Gen Y Female 3:

No, no, right...Before when I was younger, that was not that important to me. For me, it was the most important thing that I have a designer piece and that everyone sees that it's Louis Vuitton. I didn't care about the material at all. Um, yeah, but that changed. But that changed a bit as I already said.

Interviewer:

All right. Ehm, and in general, how unique do you think Louis Vuitton is?

Gen Y Female 3:

Hmm... Well I know that they have, ehm, some customization options. Ehm, I was once in the store when I made an internship and they showed us that they have a lot of possibilities to customize and individualize products with, ehm, stickers and that you can make your initials on the, eh, on certain products. So, ehm, I think there's the option to have unique products but when thinking about the Speedy and the, ehm...Never Full handbag, I think it's not really unique because everyone has it, it looks the same and, eh, yeah in general, I wouldn't say that it's unique but there is the option to personalize it, ehm, and to make it more special. But since this makes it also a bit more expensive. I think the people that only by the bag to show that they have Lous Vuitton that they don't care. And so it doesn't appear to be really unique.

Interviewer:

Allright. And would you perceive Louis Vuitton as innovative?

Gen Y Female 3:

Mhm...mhm....I don't think so because as I said before, it's a brand with a lot of heritage. And although they have a lot of collections or cooperations with different brands, maybe also artists, I wouldn't say that's innovative because a lot of other luxury brands do that. I think they stick to their values and, ehm, yeah, but I don't, I wouldn't perceive them as innovative, no.

Interviewer:

Okay. And do you know the organization that stands behind Louis Vuitton?

Gen Y Female 3:

Sorry?

Interviewer:

Do you know the organization that stands behind Louis Vuitton?

Gen Y Female 3:

Yeah, I know that they belong to LVMH.

Interviewer:

Uhu, do you know anything about the company?

Gen Y Female 3:

Yeah. I made an internship once, ehm, a few years ago but for the cosmetic section, ehm, at Christian Dior. Ehm, so I know the main values roughly, if I can remember them. But, ehm, yeah, we... I also got into contact with Louis Vuitton in that context because, ehm, as I said before I went into the store with, ehm, a few other interns and they gave us a tour. So then they also, ehm, yeah, talked a bit about the LVMH company.

Interviewer:

And, ehm, what is your overall opinion about LVMH?

Gen Y Female 3:

Ehm, it's really positive. Ehm, for me, I only made really good experience. I know that they have a lot of, ehm, career opportunities, ehm... And that they own a lot of, ehm, brands that I would... that I think are interesting and that I can also identify with. Ehm, and also, recently I saw that, ehm, the company is using their capacity to help others by producing, ehm, hand sanitizer. So I thought that's a super cool thing to do and I know that they're all, ehm, that they're also donating, ehm, a lot of money and whenever need... so I have a positive opinion about the company.

Interviewer:

Would you say that you trust them?

Gen Y Female 3:

Yes, I would say that I trust them like... yeah, I would say that I trust them. Yep.

Interviewer:

And now going back to Louis Vuitton. Ehm, how popular do you think Louis Vuitton is?

Gen Y Female 3:

I think Louis Vuitton is really popular among the younger generation. Because it still is one of the most known designer brands, so ehm... I think everyone knows it. Eh, everyone already saw, ehm, a Louis Vuitton bag. So... yeah, I think among the younger people, it's really popular. I don't know about the older generation, maybe the... As I said before, maybe some more expensive bags are also, ehm, still popular among them. But like for me right now, I think there's a lot of other people that are in this transition phase where they wouldn't necessarily buy something for, from the brand because it's too bold. Yeah.

Interviewer:

Alright. Have you already planned your, ehm, next luxury purchase?

Gen Y Female 3:

Ehm, I haven't planned it but I have a list of items that I would like to buy, ehm...someday when I have enough money ehm... among others, there's a handbag from Celine. It's a shopper. Ehm...And it's, has a really minimalistic design. Ehm...And I think there are a lot of color options available. But that would be something that I yeah, would like to have in the future when I have enough, eh, money to buy that. And then also maybe a wallet, a nice wallet, some day. Yeah.

Interviewer:

Ehm, would you recommend, ehm Louis Vuitton to your friends and family?

Gen Y Female 3:

Mhm...I mean, I, I don't think that I would recommend that but I also would not, not recommend it because it really depends on the product. Because I wouldn't recommend the bag that I have. Or I would say what they can expect if they buy it. But I think if you ask common sense and you know that it's only plastic and it's a... I don't know it's a plastic bag for 1000 euros, ehm... I think no one would recommend that. But they have really nice products as well. So with a good quality and I think they have a good customer service and also guarantee. So I think it really depends on what product the person would like to buy and, ehm, I think I would recommend to go in store. So that they can have a look around and that they can ask some advice or to go on the website but I couldn't... I would not recommend the brand itself just to anyone just because they own a bag, no.

Interviewer:

Okay, You just mentioned for price also. Ehm, do you think in general that the price for Louis Vuitton products is justified?

Gen Y Female 3:

I mean, it's a designer brand, eh like a luxury designer brand. So of course they have really... they always put, eh, always put this extra amount on top. I think some... for some products it's certainly justified, ehm, because they have higher a higher quality. They have a better customer service as if you go to, ehm, like a fast fashion shop. But, ehm...yeah, I would not necessarily think the price is recommended for the affordable products because they're, they're just... I think it's just too much but you pay for the name and people know that so.... I think everyone has to yeah, decide that for themselves.

Interviewer:

Okay. And do you generally consider yourself loyal to any luxury fashion brand?

Gen Y Female 3:

Um, no, actually, I don't because, ehm...I am, I'm focusing on the different products that there are. So if I see a handbag that I really like, I buy the one that I prefer the most. And that doesn't matter where the designer is from so ehm...I would not buy a bag from the same designer just because I want to be loyal. I will buy the bag that I liked the most, doesn't matter who designed it. So I don't think that I am loyal, yeah.

Interviewer:

Ehm, just thinking back about what you said at the beginning you already mentioned that sustainability is something that is important to you. But does it also matter for you when it comes, goes to shopping or also for luxury products?

Gen Y Female 3:

Yeah, eh, I try to be more sustainable when it comes to shopping to...yeah...try to select pieces, ehm...that I know that I will wear a lot and not just for one season. Ehm... and also for luxury products, I think, ehm, since you will have them in the best case for your whole life. That would be something sustainable because you wouldn't buy something new that often and then you would wear the same, for example, handbag for the next 20 years, because they have a higher quality and... yeah. That could be something, what I think fits quite well to a sustainable approach.

Interviewer:

Okay. And there's one way to look at sustainability by dividing it and differentiating it between social, environmental and economic sustainability. Ehm, I will focus now on environmental and social sustainability. On the one hand, environmental sustainability refers to the impact corporations have on the environment for their business conduct, and it favors activities such as reducing emissions or recycling. And then social sustainability refers to a company's conscious commitment to build a positive relationship with all the company's stakeholders, ehm, by acting responsibly, and that could be activities such as, ehm, ensuring safe work conditions for employees, but also supporting underprivileged people, for instance, through education. Given this background, do you think... Or to what extent do you think that Louis Vuitton is an environmentally responsible brand?

Gen Y Female 3:

Um, well, I know that they, as we talked about that before that they belong to LVMH. And I know that there's some company codes. But I actually can't remember, ehm, what they are including. I think they have some sustainable, ehm, approaches already. But I'm not sure if all that applies to every brand. So I couldn't say that.

Interviewer:

Okay. And what about social responsibility?

Gen Y Female 3:

Ehm...I'm more, I'm more sure or more certain that, ehm, they are socially responsible. And that they also, ehm, have that, ehm, for all the brands. Because I know that, ehm, Louis Vuitton, how they produced, ehm... That that should be faie. Or at least like that the employees have good working conditions. I'm pretty sure that they have that. But I wouldn't... I like, I'm not 100% sure, but like more positive than the environmental sustainability, yeah.

Interviewer:

Would these two things be important to you and do you feel that you are informed about these things by Louis Vuitton?

Gen Y Female 3:

Ehm...It would be important to me, but to be honest, if I really wanted to buy that bag, and I did not have any information about, if they're sustainable, sustainable or not, I would still buy that. Ehm, and I don't think that Louis Vuitton informs about that. A lot. Like I, when I think about the brand, it's not the first thing that comes to my mind. Maybe more... If I'm, like, LVMH... I would connect LVMH more to sustainability than Louis Vuitton.

Interviewer:

Okay. Alright, thank you so much. I have one last question for you. Is there anything else that makes you perceive Louis Vuitton as a strong brand that we haven't talked about yet?

Gen Y Female 3:

Mhm....Maybe that...Ehm...Mhm, I'm thinking about that. A strong brand...Mm....hmm. No, I don't. Yeah, I don't I... I can't think of another aspects that we haven't talked about, I think, yeah.

Interviewer:

Okay. Perfect. Thank you so much for this interview. I will turn off the recording now.

8. Gen Y Female 4

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen Y Female 4	Portuguese	Female	22	Student	Skype	23.03.2020

Interviewer:

How old are you? What's your age? Occupation?

Gen Y Female 4:

Okay, so my name, my name is X. I'm 22. I'm from Portugal and now I'm living in Spain doing my Master's in management.

Interviewer:

Oh, nice. Okay. So what is like your day to day life like? If you had to describe a typical day for you, what would it look like?

Gen Y Female 4:

So I wake up, I shower, I put my clothes on. I usually choose my clothes the day before. I have a quick breakfast I go to[connection is interrupted]....and then I have classes either....[connection is interrupted]....my friends or lunch at home[connection breaks]. ...Hey

Interviewer:

Hey! (laughs). So the last thing I heard was you have your classes and then [connection breaks again]

Interviewer: and Gen Y Female 4: restart the call.

Interviewer:

So we were talking a bit about your day to day life. Ehm...How does... You said you select your outfit the day before? Why do you do that?

Gen Y Female 4:

Ehmn, because otherwise it takes me too long in the morning. So I just do it the day before to make sure I don't get, I don't ehm, I'm not late to class.

Interviewer:

So would you say that's something that's really important to you, ehm, to select your clothes?

Gen Y Female 4:

Eh, yes, cause I'm very indecisive in terms of what to wear et cetera. So it's better to choose in advance the day before. And in, then the next day it's just smoother I think, it's better (laughs).

Interviewer:

Yeah, that's that makes sense. So like, how is it in general, like do you go shopping a lot?

Gen Y Female 4:

Ehm...it depends. Now in Spain, not so much because I don't have time. And I don't order online because I don't have a doorman and I live alone. So if, if ehm the baggage comes and I'm not home, I really don't know what to do. So I don't. Ehm, but I usually just go on the, on the, on the websites of the, of the stores and see if I like something and in case I need to just order online or like have delivered it at the store or something. But eh, I mean, I, I don't think I go shopping that much.

Interviewer:

Okay, Okay. But eh, do you check, eh check online sites regularly for new styles?

Gen Y Female 4:

Eh yeah. Yes.

Interviewer:

Yes. Okay. So, do you purchase mainly like all sorts of brands or do you also purchase luxury brands?

Gen Y Female 4:

Ehn, when it comes to accessories, like shoes and bags, they usually go for more expensive ones, because I think they pay off. But if it's just normal clothes, or, ehm, I go to Zara or something, it's cheaper.

Interviewer:

Okay, okay, that makes sense. If you have to name five luxury fashion brands, which ones are the first that come to your mind?

Gen Y Female 4:

Ehm, Loewe, eh, Louis Vuitton cause you said it, Balenciaga, eh, eh, Chloé. That would be it. All right. Eh, if you had to select one as your favorite one, which one would it be? Ehm...my favorite one...Yves Saint Laurent maybe, I really like the bags.

Interviewer:

Okay. So eh, why is it your favorite one?

Gen Y Female 4:

Because it's reliable. Like I know, I know what, eh I always know I'm going to like what they gonna have because it's very like straightforward. And it's very well made like the bags are very pretty and like the details are very nice and the stitches and everything. They have very different types of styles and the colors, they're not very... they're not very colorful or anything which is, ehm my style more. Like ehm, simple bags and they have it and yes. Even the metals are very like shiny and blah blah blah so...I really like them, I think they're really well made. Wow, that's cool.

Interviewer:

What about Louis Vuitton? Ehm, what's your overall opinion of them?

Gen Y Female 4:

I like Louis Vuitton. I have some but ehm, i think, i think...ehm...I mean, i like them mainly because it's, it's very old, so it gives you like a vintage vibe. And at the same time, like in terms of pricing, it's not the most expensive one. And they have like affordable options in terms of luxury. So if, eh, if, if we can spend a lot of money they will, they will always have some option that it's below 1000 euros. So it's a good thing. And at the same time, it's a, it's a classic. I just think, ehm, it's very, like already seen, you know what I mean, the big bag they have, the backpacks, blablabla, I see it everywhere. I mean, I don't think they are worth 1020 euros if everybody has it. The point of buying luxury is to be exclusive, right?

Interviewer:

Yeah. So is this one of the reasons you buy luxury?

Gen Y Female 4:

Yes. I feel like even if someone has a bag like mine, the, the likelihood of them having exactly the same color, exactly the same ehm, or exactly the same size. It's not going to be that high, you know? Also they last way, way longer. That's nice.

Interviewer:

Okay, so like, if you had to describe Louis Vuitton as a person, eh, what comes to your mind?

Gen Y Female 4:

Ehm Classic.

Interviewer:

Yeah.

Gen Y Female 4:

Ehm, you want more? Ok...It's classic. It's eh...Sometimes it tries a little too hard to be like the others. Ehm, in that sense because... it's such an old house, you know, they don't need that, they can be themselves without looking at other brands. Ehm, they're very good with marketing because you see all the celebs with it, but they're very selective on who they borrow the bags and blah, blah, blah. So that's a good thing. And... I don't know.

Interviewer:

Okay, yeah, so you said, you mentioned that their like name, their heGen Y Female 4: ge is something that's important but that they still try to be like someone else. What exactly do you mean with that?

Gen Y Female 4:

Like ehm, most recently the bags that they make are very similar to the other more like modern brands and I don't think they need it. It's one of their assets, it's the fact that they're classic. And if... they always have one, one or two pieces in the collection that resembles something else that someone else is making, I think it loses their soul.

Interviewer:

Okay, so do you think like Louis Vuitton will diminish in brand value over time because of it?

Gen Y Female 4:

Ehm... I don't know because you, you will always have certain cultures, like some countries in Africa and China, they really value Louis Vuitton. And like I told you, ehm their prices are not super extravagant. So you always gonna have like the little girls' first bag at 16 is a Louis Vuitton. For my case, it was like that. So I don't think necessarily they're gonna lose but I think they're not going to be as important.

Interviewer:

If You're... like now you're mentioning the little girl that gets it for her 16th birthday. If you had to, like, ehm, describe the typical user of Louis Vuitton, like, who's that?

Gen Y Female 4:

Mhm, you either have, like those women that have had Louis Vuitton since ever and now they buy it because they're comfortable. Or you have people that have never bought anything expensive ever. And they go with the things that are most basic, like Louis Vuitton or Gucci because that's what everybody's familiar with. You know, it's very seen. Ehm, and then you have people that have everything and they buy one or two because they find it special. Ehm...But I think in my country, you have a lot of Louis Vuittons and not a lot of the other brands because it's people that don't really know anything about luxury. So they go with, with what they, what they, ehm, recognized and what eh, in eh, what other people are going to recognize too you know. Because it's...it's way more common that people recognize a Louis Vuitton than maybe Balenciaga because it's not so... it's very trendy, but it's not so, like... common people who don't really care about luxury.

Interviewer:

Okay, so you think that the history is also gonna make it long lasting in the end, no matter what?

Gen Y Female 4:

Yes, yes, yes. Okay. And they also have their pattern. You know like nobody can take that away from them. And I think they win a lot with that.

Interviewer:

Yeah. So like, eh, the Louis Vuitton items that you own. Eh, is it mainly like pattern-based or is it mainly like where you can barely see the logo?

Gen Y Female 4:

No it's pattern-based. Because for me, that's, that's the most, that's the best thing about eh, Louis Vuitton. It's, eh, it's their logo and like the pattern that they make with the brown bags makes them look so vintage. And when they're old and when they are used, they're still so pretty. That's, that's why they win. That's why I don't really like the new, the new collections they make. Because it goes far away from who they are. So all the bags I got recently are, eh, fairly like ehm classics of them.

Interviewer:

Okay. Okay. So is it important to you that other people can see that it's a Louis Vuitton bag, you have?

Gen Y Female 4:

No, no, no, no. I mean, for Louis Vuitton it's different because I, I really like the pattern and I like the, the leather. So I think it works, those are the bag I like the most. But like the bag that I use more is more Balenciaga or I have a Chloé that it's very like discrete. So I like those two because people cannot tell, you know. The one bad, the one bad thing about using Louis Vuitton and Gucci is that everybody can tell. So it's a Louis Vuitton and Gucci but, yeah...

Interviewer:

Why is that a bad thing?

Gen Y Female 4:

Because people judge you for what you wear sometimes (laughs). They make assumptions and sometimes they are not true (laughs)

Interviewer:

(laughs) Like what?

Gen Y Female 4:

Like eh... that you don't...I don't know sometimes people go like, oh, you're too young to buy a bag like that, blah, blah, blah. But what people don't realize is that for me I'd rather by one a year then 10s other bags every month, you know, whatever. It's not about the quantity. It's about the quality of your collection, even if it's really really small. You know?

Interviewer:

Yeah, yeah, that make sense. Alright. So like, if you think back of specifically Louis Vuitton. What kind of feelings does the brand evoke to you?

Gen Y Female 4:

Ehm, like I told you I think it's really classic and it's...very nostalgic because it takes you back. And... this doesn't happen for every, for every brand. It doesn't happen for Gucci, for example. Because they're so modernized. You don't really get the throwback feeling. With Louis Vuitton you do. And you have

like the history and the nostalgia and you see the, the really big bags that they used to, that they used to sell in like, when there was a monarchy in a lot of countries and blah, blah. And that's, that's nice. I think.

Interviewer:

So you mentioned that it's nostalgic to you. What kind of personal memories do you connect to the brand?

Gen Y Female 4:

Ehm, my first bag was a Louis Vuitton. My mother's too. And most of my friends who have any luxury item its easily Louis Vuitton. Because it's history, you know?

Interviewer:

Why do you think it's more history than the other old fashion houses that also have a long history? Why do you think it's so much more prevalent?

Gen Y Female 4:

It's not the only one. I mean, Hermès has a really long history too, but it's too... it's a very exclusive due... due to the price. So I don't take as much in consideration and then... Dior is very based on, on its history. And so its Chanel, but it's different because they're super expensive, you know? So it's like, not, not, not everybody has it. But Louis Vuitton, it's different. You can buy a not so expensive one. And so everybody has it. It's very, like, it's, it's the bag that everybody has. But this is true for like a really long period of time. So that makes it even more nostalgic, you know?

Interviewer:

Yeah, so like your specific memory, is it like based on the very first time you got a bag?

Gen Y Female 4:

Yes. And also, I mean, I live in Portugal, so you don't have that many stores of luxury. So you have...ehm...We have, eh we have Louis Vuitton, we have a Gucci and then we have those stores with like multi brands. Which, which, really doesn't count. So like I remember from like being a really, really small child going inside the store with my mother.

Interviewer:

Yeah, that makes sense that this works for a memory. Like if you had to buy a luxury product. Now, you mentioned the store. Like would you always buy them in store? Would you look online first? How do you do it?

Gen Y Female 4:

I always look online. I mean now, now that we have all the tools, I always look online. Because eh, you can have like, people that own bags saying, 'Oh, this is, like, the bag is not so good. It's too big. It's not big. It's heavy. It's not heavy'. Something like this.

Interviewer:

Yeah, okay. Okay. So do you also purchase it online or do you then go to the store to purchase?

Gen Y Female 4:

I purchase online when I cannot purchase in person. Or when there's like a discount.

Interviewer:

Okay, okay. So like, do you prefer like the experience online over the experience in store?

Gen Y Female 4:

No, I like the experience instore better. I get to touch it with my hands and feel it and see if I like it. Because like when buying a luxury item, you should be very conscious about the money you're putting in there, right? For me, it makes me feel better if I get to see it first. Rather than buying it online.

Interviewer:

Okay, but why, why do you then still buy most of it online?

Gen Y Female 4:

Because I don't have the, eh, stores. Ah, okay, so it's basically, it's just, so like if there was a store in your, your town, you would go there to buy?

Gen Y Female 4:

Yeah. And sometimes even if, even if they do have the store, they don't have the product for... sometimes. For example, Farfetch makes a lot of discounts you know. And sometimes it's really worth it, because 20% in a \$1,000 bag is a lot of money.

Interviewer:

Yeah, that's true. Wow, yeah. Yeah, yeah. Like so when do you typically use a Louis Vuitton product? Like which kind of occasions?

Gen Y Female 4:

Mhm, I use it to go out for dinner and I use mine a lot during the summer.

Interviewer:

Okay. Is there a specific...?

Gen Y Female 4:

I don't know why, I just like to see it with white clothes. So it's more in the summer for me. But I don't really have like a specific time to use it. I use it whenever I want. Honestly. So I go to the supermarket and come back home, I might bring my bag. I don't really see it as like a night out bag, you know, I use it whenever.

Interviewer:

Okay, okay, that makes sense. So, um, when you buy a luxury product, like what is the most important for you? Is it like functionality, quality, design style, the brand name?

Ehm... style, quality and, and usability. Like I'm not going to spend a lot of money on something that I'm going to use. I will only buy if I know I, I, I will use it like, every week, you know? That's, that's the, that's the condition when I, when I buy. So I'm not sure I'm going to use it, if I don't think it matches all of my clothes, then it's not worth the money. I buy knowing that it will be used a lot. Yeah. Yeah, that makes sense.

Interviewer:

So like, in general like, if you speak, think specifically of Louis Vuitton, what kind of value does this brand offer you?

Gen Y Female 4:

Ehm, it offers me the usability part. Cause it's, it's bag that will last a long time. Even when they're very used, they, they're still very pretty and they still match everything you know. And, ehm, and third, they're, they're very light, so they're very easy to carry around..

Interviewer:

Yeah, yeah, that makes sense.

Gen Y Female 4:

Oh, and, and their pattern doesn't really work like a pattern in terms of like, because it's so old and it's so, it's so like ehm...it's so established. I can use my Louis Vuitton with the logo on and the pattern that they have, with like squares on my legs if I want it, doesn't matter. You know, it's not considered a pattern.

Interviewer:

Yeah, that's true.

Gen Y Female 4:

So I can use it with everything.

Interviewer:

Okay, okay. And that's one of the benefits of the brand as well?

Gen Y Female 4:

Uh-huh, Yes.

Interviewer:

Okay. Do you, do you perceive Louis Vuitton as being unique? I think we started to touch upon that one.

Gen Y Female 4:

I, I...I think, I think the, the pattern is unique. Because it's a patent and the quality is very good. I don't think the brand itself is exclusive. But being exclusive is different than being unique, I think.

Interviewer:

Okay, in what way?

Gen Y Female 4:

So, like exclusive is something like that not everybody can buy, with something that's like...some brands just make a little bit of every collection. So not everybody gets to have everything, even if they can buy it. But I don't think Louis Vuitton is that case. And unique is like, eh, on the one hand, on the one hand, they are unique because they have their own style and their own color and their own, their own pattern. But on the other hand, they're not as unique because they have at least half of the collection that is very modern. And they're like, not, not necessarily trying to copy but trying to integrate like the modern markets. So like, I don't think that is very modern, eh very unique. I just think what's really, is like Louis

Vuitton at its core is very unique. So their, their patterns, their leather and how the leather, and how the leather changes color, the more that you use it. I feel like that's unique.

Interviewer:

Oh, wow. Okay. So like, do you in general perceive Louis Vuitton as innovative then if you say it's like, so based on history?

Gen Y Female 4:

Ehm, not really innovative. But I think that's, that's good sometimes, Like, of course, you want the, of course you want the brands to have different items every year, but items can be different and at the same time still have the same, the same...ehm...I don't know, like the same vibe, you know what I mean?

Interviewer:

Yeah, yeah. Makes sense. Um, do you also know the organization that stands behind Louis Vuitton? Uh-huh, LVMH. Exactly. What's your opinion about them? Do you have a, an opinion?

Gen Y Female 4:

Ehm, I don't know, it's a really, a big, eh, corporations. It has a lot of diversity when it comes to the types of brands they have in their portfolio. Ehm, it's, it's, it's interesting how even though they're very big corporation, every brand is unique in its own way. And...but I only have a, eh, deeper, eh, don't have a deeper opinion.

Interviewer:

Okay, okay. So do you feel like, eh, the corporation some sort influences eh, the brand, or not too much?

Gen Y Female 4:

Not too much. I mean, at least... the corporation has the LV in its in its name, so makes it seem like LVM..eh, like Louis Vuitton is much bigger than what's, what's it's looks like on the first view, you know.

Interviewer:

Yeah, that's true.

Gen Y Female 4:

I think that's good for them.

Interviewer:

Okay, so like in general do you perceive Louis Vuitton as popular then?

Gen Y Female 4:

Eh, yes, definitely.

Interviewer:

Okay, so like popular among all age groups, special age groups...?

Gen Y Female 4:

I feel like it's popular among every group. And it's, it's interesting because you see younger, younger girls using Louis Vuitton and you see older women using Louis Vuitton. So I think it's very...like

extensive over, like, towards different ages. This doesn't happen for every brand. That's special about them too.

Interviewer:

Yeah, that makes sense. That makes sense. So like, do you like, if you see somebody walking on the street with a Louis Vuitton. Ah, what do you think?

Gen Y Female 4:

Eh, nothing. I either think 'Oh, nice bag', or I don't really think anything (laughs).

Interviewer:

Okay, so like, do you admire these people who wear Louis Vuitton?

Gen Y Female 4:

Ehn...I don't, don't think so. What bag people buy can only tell me so much about them, so, I don't know...

Interviewer:

Okay, okay. What about like, eh, what, how other people perceive you when you wear Louis Vuitton?

Gen Y Female 4:

Ehm...I don't know I think because I'm young, some people might look at me and think that I'm spoiled or I don't know how to do... what to do with money or whatever. So that's eh might be a bad thing. On the other hand, if there's someone who appreciates luxury and understands how good some bags are, they will be like 'wow, you know what you are doing', you know? You want to be around the people who, who understand why you do what you do, so...

Interviewer:

Okay, so like, would you... would you say that a lot of your friends also own eh, luxury products and that like you can talk about it?

Gen Y Female 4:

Ehm no. Not, not a lot. I feel like that's cultural too. I'm Portuguese and most, most my friends are portuguese too and it's not really within our, within our culture, and it's especially not within our social economic ehm, position to buy luxury like that. Especially when we're this young. But I have some, some friends with it... Ans I...Those... those friends don't... I don't know. I think I feel okay about it, but I don't think a lot of people have them.

Interviewer:

Okay, why do you, why do you think that you started eh, purchasing luxury like except for its quality?

Gen Y Female 4:

My mother. My mother had it, so... it's ehm... yeah. I feel like when you grow watching someone has like having such amazing bags and feeling so excited when, when, when they buy it, you grow to be into it as well.

Interviewer:

Yeah. Why do you think your mother likes it so much?

Gen Y Female 4:

I think it's for the same reasons as me. The bags are unique, they... you can add... she says this one thing which is like "you can be wearing your trucksuits and a really nice bag and it changes your outfit'. And I...I think that's why everybody buys them. They... eh yeah...

Interviewer:

Okay. Would you also buy other fashion items from Louis Vuitton, or would it like mainly be bags and accessories?

Gen Y Female 4:

I think mainly it would be bags, but eh, sometimes they have nice clothes, too. But it's more like eh, fashion. Eh, it's more like, eh, how do you say, fashion show type of clothes. They're very out there. I don't know, not really my style but I don't know, if they had something nice, sure.

Interviewer:

Okay, okay. Um So do you already have your next luxury purchase planned? And if yes what would it be?

Gen Y Female 4:

Ehm, I want to buy Chanel, a vintage Chanel. Eh, with a gold medal.

Interviewer:

Nice. Why that one?

Gen Y Female 4:

Because it's a classic and the vintage ones are so much prettier than the new ones because they have like the red inside. Also the original ones are so expensive and you can buy a vintage one in very good conditions for like a third of the price. And it's a... I don't know, a Chanel vintage. It's, it's, it's an excellent... eh it's a unique that you can have in your wardrobe forever and you can pass it on to, to whoever you want. That's amazing, I think.

Interviewer:

Okay, so would you consider yourself loyal to Louis Vuitton in any way?

Gen Y Female 4:

Ehm... no. I buy from a lot of brands. So not really I would say.

Interviewer:

But if you had to recommend a luxury fashion brand to friends and family, which one would it be?

Gen Y Female 4:

For like, for like a first time purchase?

Interviewer:

Uh-huh.

Gen Y Female 4:

Yeah, maybe I'll say eh... Louis Vuitton. I think it's really nice, like it's a, it's a good brand to buy a first bag. It's always gonna be a good investment. It's a it's a starter pack, yeah, for luxury (laughs). Exactly, nobody buys Balenciaga when it's like the first bag they buy. It's not a good way to start. I feel like a Louis Vuitton is definitely like the first, the best first bag you can have. That makes sense.

Interviewer:

Do you think is also colored by that it was your first bag?

Gen Y Female 4:

Ehm, yeah I'm being biased, definitely (laughs). But I still think I'm right.

Interviewer:

Yeah, okay. Eh, do you think that the price for Louis Vuitton items are justified?

Gen Y Female 4:

Ehm, yes and no. So, like I was telling you, the bags that they have, like the classic ones that they have, like that they have that they don't change for a long time, you know? Ehm, I don't know how you call them...The, the really big one that everybody has...

Interviewer:

Oh, the travel, something...Yeah, yeah, I know what you mean. Yeah.

Gen Y Female 4:

Okay, so that one I think it's too expensive. Like when we were, when we were little it was like 600 euros or something. And now it's 1020 or something. That's way too expensive. It's a bag that everybody has, it's not exclusive, it's not unique. It's not worth the money. But now every, every bag they like come up with now, I think it's worth the money. Because of the quality, because, because it's exclusive. Like there's a lot of bags that are from the new collection that they don't make a lot of, a lot of units. And I think that, that it's an important factor when it comes to price. I'm not going to spend 1000 years in a bag that everybody has. That doesn't make any sense.

Interviewer:

Okay, okay. So like exclusivity is one of the most important things for you when buying luxury?

Gen Y Female 4:

Yes.

Interviewer:

Okay. Ehm...Is there any other, eh, luxury fashion brand you would consider yourself loyal to?

Gen Y Female 4:

I think I'm loyal to Yves Saint Laurent. I really like their Night Out Bag.

Interviewer:

So you'd always like by a Night Out bag from Yves Saint Laurent? Yeah. Okay. Nice. And, and ... a whole other topic now, like sustainability. Is that something that's important to you?

Gen Y Female 4:

Ehm, yes. I only know, only, I don't really have enough information. Like I don't know how it plays out to luxury. But I think it's, it's, it's different the way I buy the bags and the way my friends do it. Because like, in the Uni they might go to Zara and buy like, one every two months and I buy one a year, you know? And I don't throw them away. They don't, they don't turn into trash. Ever. So that's different.

Interviewer:

So you feel like the mere fact that, eh, you consume less, eh... makes the luxury...

Gen Y Female 4:

Yeah, it's not only that I consume less. Like even the bags that I bought that I don't have anymore, I didn't like throw them away you know? I, Like I resold them. Like it's, it's, it's with someone else and that someone else is wearing them. You know in the Zara bag it's not really like that. You buy it for yourself you use it a lot. It becomes a little, eh, ugly and then what are you gonna do with it? You sell it for like six euros? Like the other person uses it for three more times and then it's trash. It's a, it's, like it's disposable. But the luxury bag it's not disposable. It's forever. Even if it's forever in your, in your closet. It's not, it not something that you, you throw away.

Interviewer:

Okay. Do you feel like Louis Vuitton is in general environmentally responsible? E.g. like considered when it comes to raw materials, sourcing, transportation?

Gen Y Female 4:

I have no idea but I, I don't think that's, that's one of the... I don't think that's one of their concerns to be environmentally aware. I have no idea, but I don't think it is.

Interviewer:

Okay. So is it one of your concerns when you buy luxury brands? Is it important to you?

Gen Y Female 4:

Not really...I don't know...I feel like it should be though but, you know, like, ehm...I feel like, I feel like I'm, I'm already being conscious when I only buy the things that I'm really going to use. Like, I know I'm buying that bag to have it for a lot of years and not to have it for three or four months. But ehm...I don't know like there's a lot of concern about the environment but the brands itself don't really give us enough information about the distribution or the processes to...to make us have like a... good conscience you know. But I know some of, some of the brands and I don't know if this includes Louis Vuitton or not. For example, at the end, if there's a bags that they have left or something with flaws, they burn it. I guess that's, that's not very environmentally friendly. And they could have done something about them, you know. Cause they're wasting raw materials and etc. Eh, but I don't, I don't really know more than more than that. Do you think, eh, luxury fashion brands should emphasize that more? Or do you think it's good that they don't do it? Yeah, I think they should. I mean, you have Stella, eh, Stella McCartney. She, she has built her brands around being environmentally friendly, and that's like...animal friendly and not using fur or leather or anything. And she is still able to make nice quality items. So like, ehm, luxury brands similiae to Stella McCartney could, could consider an approach like that. And it's their duty since it's an expensive, the items. They can make some a little more environmentally friendly, too. I think.

Interviewer:

Okay, but do you think that you would still purchase the brand if it didn't have leather or fur etc. like all the original materials?

Gen Y Female 4:

Yes, I mean. If the materials they are using instead are just as good, sure.

Interviewer:

Yeah. Okay. What about like social envir.... eh... like social sustainability for instance, the safety of the workers, etc? Is this something you're concerned with?

Gen Y Female 4:

Yes, but at the same time, like I feel, like I feel like eh, if I will be concerned with that I cannot buy fashion at all because it's so much worse. In, in that sector... eh...than it is in the, in the fashion, eh, in the, in the luxury industry and specifically, there is so many, eh, luxury stores that make their bank, eh, their, their bags, like hand-made them you know? So you know, there's going to be like, someone whose, whose specialty is making bags making them for you. So I think there is a difference. And the process is definitely different. Yeah, yeah, for sure. I agree.

Interviewer:

So one last question. Eh, what else makes you perceive Louis Vuitton as a strong brand?

Gen Y Female 4:

Ehm...There's stores... they have stores everywhere. In, in like the best part of town, like in the best part of the city everywhere around the world. When you go in, it's always the same. Always the same customer experience, always the same like environment. And that's good for them. Also, like I told you, it's the fact that it's classic and it's ancient. They have like, this, whole history around it. Ehm...What was your question again, can you repeat?

Interviewer:

Ehm, what makes you perceive Louis Vuitton as a strong brand?

Gen Y Female 4:

Ehm Okay. And also it has a really strong name. Everybody knows it, everybody recognizes it. Eh, also like the big corporation behind it also makes it very strong. Yeah. Okay, okay. Interesting. Is there anything you'd like to add?

Gen Y Female 4:

Eh, I don't know, I think I've said it all (laughs).

Interviewer:

(Laughs) Okay, then I'll stop the recording now.

9. Gen X Male 1

Respondent	Nationality	Gender	Age	Profession	Location	Date
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Gen X Male 1	German	Male	50	CEO of service company	On Skype	12.03.2020
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Interviewer: [00:00:01] Erzähl mir doch erst mal ein bisschen über sich selbst, über dein Leben. Wer du bist, wo du herkommst, was du beruflich machst.

Gen X Male 1: [00:00:08] Haha okay. Ja, ich bin 50 Jahre alt, seit 28 Jahren verheiratet, zwei Kinder und bin beruflich Geschäftsführer eines Dienstleistungsunternehmens.

Interviewer: [00:00:20] Und wie würdest du deinen Lebensstil beschreiben? Was machst du in deiner Freizeit?

Gen X Male 1: [00:00:27] Ich genieße die Freizeit mit meiner Familie, und wir reisen sehr gerne und gehen sehr gerne essen.

Interviewer: [00:00:35] Hat das Reisen und Essen gehen einen festen Bestandteil in deinem Leben?

Gen X Male 1: [00:00:38] Ja, absolut.

Interviewer: [00:00:40] Und wenn du das mit deinen Freunden vergleichst, haben die einen ähnlichen Lebensstil wie du?

Gen X Male 1: [00:00:45] Ja, die Front, der Freundeskreis, mit dem wir verkehren, ja.

Interviewer: [00:00:49] Was sind da so die Aktivitäten die Ihr teilt?

Gen X Male 1: [00:00:54] Ja viel Reisen eben ne? Und dann gehen wir halt im Freundeskreis selber auch mit den Partnern und so weiter gerne zusammen essen.

Interviewer: [00:01:02] Und wenn du selber deinen typischen Wochenrhythmus oder deinen Alltagsaktivitäten nachdenkst, wie sehen die so aus?

Gen X Male 1: [00:01:12] Also viel Arbeit. Und ansonsten nutze ich halte jede mögliche Gelegenheit, mit der Familie zu verbringen und auch mit meiner Frau die Zeit zu nutzen. Wobei sich das meiste am Wochenende abspielt.

Interviewer: [00:01:26] Also bist du in der Woche wahrscheinlich viel beschäftigt, und dann am Wochenende nutzt du die Zeit.

Gen X Male 1: [00:01:30] Genau.

Interviewer: [00:01:30] Was sind so Dinge, die dir in deinem täglichen Umfeld wichtig sind?

Gen X Male 1: [00:01:35] Wichtig sind mir unsere Freunde, unsere Familie, unsere Kinder. Ja, und dass wir einen vernünftigen Ausgleich finden zu unserem Job.

Interviewer: [00:01:45] Wie findest du den so im Alltag? Du gehst ja wahrscheinlich nicht immer Reisen. Gibt es da noch andere Dinge, die dir zum Ausgleich verhelfen?

Gen X Male 1: [00:01:52] Momentan halt wenig. Ich habe viel Sport gemacht in der Vergangenheit, war auch Halbmarathonläufer und habe mich da immer darauf vorbereitet. Im Moment kommt es halt ein bisschen zu kurz. Aber das ist letztendlich wenn die Zeit wieder da ist, ist das das, womit man den Ausgleich schafft.

Interviewer: [00:02:08] Gehst du auch gerne Einkaufen? Und wenn ja, was für Produkte kaufst du so ein?

Gen X Male 1: [00:02:16] Ja, mit meiner Frau gehe ich gerne einkaufen. Alleine eher weniger. Produkte heißt meinst du jetzt eher so Anziehsachen oder eher...?

Interviewer: [00:02:28] Mh Lebensmittel ist wahrscheinlich auch was aber sonst so was du an Elektroprodukten alles in diese Richtung geht.

Gen X Male 1: [00:02:28] Ja also Elektroprodukte eher als Kleidung.

Interviewer: [00:02:38] Und dann auch mit deiner Frau zusammen, oder ist das auch etwas was du alleine kaufst?

Gen X Male 1: [00:02:40] Genau, mit meiner Frau zusammen. Ne, alleine gar nicht.

Interviewer: [00:02:44] Und kaufst du auch Luxusgüter ein?

Gen X Male 1: [00:02:47] Ich glaube schon. Ja, ich denke schon.

Interviewer: [00:02:52] Was kaufst du denn für Luxusprodukte oder wie würdest es Luxus für dich selbst definieren?

Gen X Male 1: [00:02:55] Ich selber definiere Luxus.... Also Männer haben ja letztendlich nicht viel Auswahl an Schmuck. Von daher reduziert sich das auf die Uhren. Und ich kann schon sagen, dass ich einen Uhrentick habe. Und wenn ich Luxusartikel kaufe für mich, dann ist es hauptsächlich im Bereich der Uhren.

Interviewer: [00:03:14] Und kaufst du sonst auch für andere Leute Luxusprodukte?

Gen X Male 1: [00:03:19] Meine Frau, meine Kinder ja.

Interviewer: [00:03:21] Dann auch in der Richtung von Schmuck oder Uhren oder...?

Gen X Male 1: [00:03:25] Sowohl als auch. Also auch eher so Textil, ok Textil würde ich gar nicht sagen. Taschen ne? Ja.

Interviewer: [00:03:32] Und wenn du so Luxusgüter kaufst, in deinem Fall jetzt Uhren. Wie fühlst du dich, wenn du die kaufst? Und wenn du die besitzt?

Gen X Male 1: [00:03:40] Glückliche. Hahaha. Einfach, man setzt sich ein Ziel, was man schön findet, und man möchte es gerne haben, und es dauert dann ein bisschen, bis man sich das leisten kann. Und wenn man es dann gekauft hat, dann fühlt man sich wohl.

Interviewer: [00:03:54] Was genau macht dich daran glücklich? Oder was sorgt für das Wohlbefinden, was du dadurch fühlst?

Gen X Male 1: [00:04:05] Oh, das ist schwierig. Ja, ich glaube, dass ist das, wenn man sagt, ich hätte gern etwas, was ich mir nicht sofort leisten kann, sondern wo ich einfach darauf hinarbeiten muss. Und wenn dann der Zeitpunkt gekommen ist, wo man das geschafft hat, dann fühlt man sich halt glücklich, dass man das geschafft hat.

Interviewer: [00:04:24] Ich werde mich ein bisschen mehr auf Luxus Modemarken beziehen. Bei Luxus-Modemarken unterscheidet man zwischen drei Kategorien. Das ist Couture, das ist handgeschneiderte Kleidung, die in einem sehr hochpreisigen Segment sind. Dann gibt es Prêt à porter. Das ist einfach Collectionskleidung, die man direkt in den Läden kaufen kann und so anziehen kann. Und Accessoires wie zum Beispiel Handtaschen oder Gürtel. Wenn du jetzt an Luxusmode denkst, welche Marken fallen da spontan ein?

Gen X Male 1: [00:04:52] An Mode oder jetzt auch an Schmuck? Oder nur erstmal Mode?

[00:04:54] Ehm Mode. Du kannst auch gerne Schmuck Marken nennen, aber auch Mode.

Gen X Male 1: [00:05:00] Ja, also letztendlich wenn ich jetzt bei uns schaue ist Ralph Lauren immer ein Punkt den wir sehr gerne tragen. Hugo Boss, Louis Vuitton, eben im Bereich Taschen und Rolex, Breitling, Patek Philippe, PWC, IWC im Bereich der Uhren.

Interviewer: [00:05:21] Hast du einen Lieblings Luxus Modemarke?

Gen X Male 1: [00:05:25] Nein. Ne nicht wirklich. Ich trage sehr viel Ralph Lauren, ich trage auch sehr viel Bellestuf? und Stone Island. Das sind eigentlich so die drei Marken, die ich bevorzuge.

Interviewer: [00:05:38] Du hast ja gerade schon Louis Vuitton erwähnt. Was verbindest du mit LV?

Gen X Male 1: [00:05:46] Ja, es ist die Modemarke schlechthin, finde ich, wenn es um dem Bereich Taschen geht. Kleidung jetzt weniger. Kleidungstechnisch sind wir da nicht mit ausgestattet, aber von den Taschen her schon hip.

Interviewer: [00:05:58] Kannst du das ein bisschen näher beschreiben, warum wir das so gut gefällt oder warum es die Modemarke bezeichnest?

Gen X Male 1: [00:06:03] Ich finde die Art und Weise, wie die die Taschen gestalten, super. Ich finde das Marketing perfekt. Sieht man ja auch in den Läden, was da so los ist, und das seit Jahren. Jetzt nicht nur eben so wie Abercrombie irgendwie ein Jahr volle, volle, volle Action und dann flacht das alles ab. Sondern LV ist tatsächlich auch noch heute auch noch sehr begehrt. Es gibt, glaube ich, kaum Laden in der Stadt, wo man da nicht eine halbe Stunde ansteht, bevor man da rein kommt. Ja ich finds einfach gut. Die sind echt da sehr, sehr, sehr modebewusst und gehen halt mit und schaffen auch immer wieder neue Dinge und ja ist auch für eine Frau und für einen Mann immer wieder interessant zu gucken, was

die so an neuen Sachen rausbringen und ja. Nicht alles würde ich kaufen davon. Es gibt ja auch Sachen die sind völlig abgespaced. Aber für die normalen Dinge die sind schon, sind schon echt schön.

Interviewer: [00:06:50] Was machen die Produkte aus, die du jetzt nicht so kaufen würdest?

Gen X Male 1: [00:06:54] Die sind für mich überdreht. Zuviel Glitzer und Glamour. Und das sind nicht wir. Wir sind eher so die Typen, die, na ja schon auf Marken achten, aber dann eben nicht so protzig nach außen, sondern eher so ein bisschen zurückhalten. Aber dennoch eine Marke sind.

Interviewer: [00:07:10] Also eher etwas klassischer, traditioneller?

Gen X Male 1: [00:07:10] Genau.

Interviewer: [00:07:15] Wenn du jetzt über LV nachdenkst und dir LV jetzt als eine Person vorstellst, könntest du diese Person beschreiben?

Gen X Male 1: [00:07:26] Schwierig... Ja, ich würde den als sehr schlanken Menschen darstellen, der sehr gut gekleidet ist, ja, sehr elegant aussehend. So würde ich mir den vorstellen.

Interviewer: [00:07:45] Könntest du dir auch Persönlichkeitsdimensionen vorstellen, die du mit dieser Person in Verbindung bringen würdest?

Gen X Male 1: [00:07:52] Ich glaube, der würde nicht direkt zu mir passen. Von der Charaktere her glaube ich eher, dass der in einer anderen Welt lebt. Also ich weiß gar nicht, wie das beschreiben soll? Gibt es irgendwelche Merkmale, die man so nennen kann oder weiß ich nicht?

Interviewer: [00:08:08] Beispielsweise jemand, der irgendwie kultiviert ist, oder jemand, der total aufregend ist. Irgendwie so etwas in die Richtung

Gen X Male 1: [00:08:12] Ja aufredend schon. Kultiviert weiß ich gar nicht, aber aufregend und mit einer hohen Profilneurose. Sag ich mal so.

Interviewer: [00:08:21] Okay, kannst du das noch ein bisschen genauer beschreiben? Den Punkt.

Gen X Male 1: [00:08:29] Jaaah, eh, der liebt es halt in der Öffentlichkeit zu stehen und sich zu präsentieren. Und das immer wieder aufs Neue. Also ich glaube nicht, dass der mal ein Schritt zurückgehen würde, sondern eher immer einen Schritt weiter. Und je abgespaceter, je besser, desto besser für ihn.

Interviewer: [00:08:43] Und kannst du dir vorstellen, diese Person irgendwelche Werte repräsentieren könnte?

Gen X Male 1: [00:08:57] Schwierig, schwierig. Also ich glaube, Mode also vom Modebewusstsein, Werte nach außen ja. Die familiären Werte, die sozialen Werte kann ich mir im Moment nicht vorstellen, was der repräsentieren sollte.

Interviewer: [00:09:12] Wenn du an LV denkst, sorgt das bei dir für irgendwelche Gefühle?

Gen X Male 1: [00:09:20] Nee, nicht wirklich. Nicht wirklich. Bei uns ist so, wenn wir Sachen schön finden, dann sagen wir "Okay, das wollma gerne haben. Is dat möglich, schaffma das? Können wir uns das erlauben?" Und wen ja, dann sparen wir darauf hin. Wir sind jetzt nicht so die Wohlhabenden, die einfach einen Laden gehen und alles kaufen, was da so ist, sondern wir warten dann halt ab und ja gönnen uns das dann auch und freuen uns dann auch, wenn wir es geschafft haben.

Interviewer: [00:09:44] Hast du bestimmte Erinnerungen an LV die dich vielleicht in deinem Leben begleitet haben? Die du damit assozierst?

Gen X Male 1: [00:09:51] Eehm ja außer mit langen Wartezeiten in den Läden eigentlich weniger. Haha.

Interviewer: [00:09:59] Spielt LV vielleicht eine Rolle in deinem Leben. Oder welche Rolle spielt LV in deinem Leben?

Gen X Male 1: [00:10:04] Keine.

Interviewer: [00:10:06] Also keine Erinnerungen, ich weiß nicht, vielleicht an deine Kindheit? Vielleicht über die Eltern? Oder Freunde oder so?

Gen X Male 1: [00:10:11] Ne gar nicht. Nein, überhaupt nicht. Meine Eltern sind ja oder unsere Eltern, auch von meiner Frau die Eltern, die sind, was das Thema Mode angeht oder auch diese Luxusmarken überhaupt gar nicht...ehm, ja ... haben Sie nicht miterlebt. Das ist von uns aus gekommen und da haben wir jetzt irgendwie etwas vererbt bekommen, oder? Das wir irgendwie sehen, ne. Da steht jetzt jemand auf LV und wir haben es übernommen, sondern das ist einfach aus unserer Situation heraus entstanden. Aus unserem Freundeskreis, aus dem beruflichen Leben her. Da sind wir eben auf die Marken und so aufmerksam geworden.

Interviewer: [00:10:44] Also würdest du dir sagen, dass du durch deine Arbeitskollegen oder Freunde zum Beispiel in die Richtung gebracht worden bist?

Gen X Male 1: [00:10:50] Absolut, absolut. Also noch viel eher der Beruf als direkte Freunde.

Interviewer: [00:10:54] Auch auf LV, spezifisch oder allgemein auf Luxusmarken?

Gen X Male 1: [00:10:58] Ne auch auf Louis Vuitton spezifisch und natürlich die Uhrengeschichten, die ich vorhin genannt habe, ja, das ist hauptsächlich Beruf gewesen.

Interviewer: [00:11:08] Okay, weil du es dann auch oft gesehen hast bei den Kollegen oder wie kam das genau?

Gen X Male 1: [00:11:11] Ja, genau. Viel gesehen und dann eben damit beschäftigt. Was ist das? Vor zich Jahren und dann setzt man sich damit mal auseinander und guckt mal, ist das denn wirklich wert das was da auch bezahlt wird für solche Dinge? Wie ist die Wertsteigerungen wie wir sind die Vergangenheiten? Wie ist die Zukunft geplant? Welche Dinge sind geplant in der Zukunft? Und wenn man sich damit auseinandersetzt, entwickelt man irgendwann schon ein gewisses, ehm na wie soll ich sagen, ein gewisses Faible für bestimmte Marken, mit denen man sich eben mehr auseinandersetzt als mit anderen.

Interviewer: [00:11:49] Wenn du jetzt nochmal allgemein über Luxusprodukte nachdenkst, wie würdest du die normalerweise kaufen, wie gehst du da vor?

Gen X Male 1: [00:11:58] Also wir gehen tatsächlich so vor, dass wir ins Geschäft gehen und uns beraten lassen. Zwar konkret unsere Vorstellungen sagen, was wir denn haben wollen, aber dann eben wirklich uns beraten lassen. Kein Online-Kauf oder irgendwelche Dinge, sondern wirklich im Geschäft. Persönlicher Kontakt.

Interviewer: [00:12:15] Gibt es da bestimmte Gründe, weshalb du dich für das Kaufen im Geschäft entschieden hast?

Gen X Male 1: [00:12:22] Ja, weil das für uns etwas Besonderes ist. Und etwas Besonderes bestelle ich nicht einfach so im Internet, sondern ich habe da gerne den persönlichen Kontakt. Und wenn man dann eben das Ganze noch vorgeführt bekommt und man kann es anfassen und sehen, dann ist die Kaufentscheidung wahrscheinlich auch noch etwas leichter, als wenn man im Internet einfach nur vorm Foto sitzt.

Interviewer: [00:12:39] Und würdest du das bei LV Produkten genauso beschreiben?

Gen X Male 1: [00:12:44] Ja.

Interviewer: [00:12:44] Hast du das Gefühl, dass man LV Produkte an vielen Orten erhalten kann?

Gen X Male 1: [00:12:49] Ja, an zu vielen leider ne? Es gibt ja auch viele Fake Themen, ne? Aber naja, ich bin der Meinung, man, man, man selber weiß, was man gekauft hat und was man trägt. Und ob jetzt wirklich jeder weiß, ob das eine Original oder ein Fake ist, weiß ich nicht. Aber für mich ist halt wichtig, dass man selber sieht oder selber weiß, dass es eben echt gekauft ist und von daher ist das dann auch in Ordnung.

Interviewer: [00:13:14] Ändert das etwas an dem Image was du von LV hast, dass es so viele Fake Produkte gibt?

Gen X Male 1: [00:13:23] Ne.

Interviewer: [00:13:23] Und wann würdest du deine LV Produkte nutzen, oder wann nutzt du die?

Gen X Male 1: [00:13:30] Wir nutzen die immer zu besonderen Anlässen. Also jetzt nicht täglich in der Stadt oder eben zur Arbeit. Die Uhren schon. Aber wenn man jetzt Taschen nimmt oder so, die sind meistens am Wochenende eben gefragt, ne? Weil manche beruflichen Positionen das gar nicht zulassen, dass man so eine Louis Vuitton Tasche täglich im Kindergarten oder in der Schule oder irgendwie so etwas mitnimmt. Also das soll schon etwas Besonderes bleiben. Ist nicht so, dass wir, sagen wir, wir schlören die Sachen auf.

Interviewer: [00:14:03] Kannst du den typischen Nutzer von LV Produkten beschreiben?

Gen X Male 1: [00:14:11] Puhh, ja, ich glaube, das sind eher Menschen...wie soll ich das am Besten beschreiben...haha. Also ich glaube der Hauptnutzer...Sind ja, ich glaube nicht, dass wir zu den

Hauptnutzer von Louis Vuitton gehören, sondern für uns ist ja immer etwas Besonderes. Es gibt ja auch viele Menschen, die sich mit diesen Themen oder den Luxusmarken eindecken und dieses eben täglich tragen. Ich glaube schon, dass das Menschen sind, die auch zeigen wollen nach außen, dass es den gut geht.

Interviewer: [00:14:39] Kannst du da irgendwie mit Alter oder Geschlecht oder Demografie unterscheiden?

Gen X Male 1: [00:14:46] Louis Vuitton würde ich eher sagen weiblich. Und ja, ich sage mal der Altersdurchschnitt ist ja, finde ich, ist ziemlich weit zurückgegangen, weil man sieht ja auch viele junge Damen, die letztendlich schon mit Louis Vuitton laufen. Was früher nicht der Fall war, ne da waren eben mehr, das war so ab 40 aufwärts. Mittlerweile sieht man ja schon letztendlich die Damen, die 20 sind oder 22, 23, wo das Elternhaus vielleicht auch schon sowas getragen hat, so ist es bei uns. Da denkt die Tochter eben auch "Ach, das sind ja ganz schöne Sachen. Da kaufe ich mir jetzt auch ein Portemonnaie". Oder spare darauf hin. Dann wartet man eben nicht, bis man 50 ist, sondern dann kriegt man das schon eher. Ich würde mal sagen, um darauf die Frage zurückzukommen, weiblich zwischen 25, also ab 25 aufwärts.

Interviewer: [00:15:31] Und das gerade gesagt, dass du die Leute etwas anders beschreiben würdest als dich und deine Frau. Kannst du da ein bisschen näher darauf eingehen? Was euch unterscheidet.

Gen X Male 1: [00:15:41] Ja, ich glaube, das sind die finanziellen Verhältnisse, die uns da unterscheiden. Für uns ist das etwas Besonderes, wenn wir das tragen. Ich glaube, es gibt viele, die auch Louis Vuitton repräsentieren, für die das nichts Besonderes ist, sondern die sich einfach, die das einfach kaufen. Wie...ja, das Tägliche, eben was man zum Leben braucht. Finanziell gut ausgestattete Menschen. Zu den Reichen gehören wir halt nicht. Für uns ist immer noch etwas Besonderes, und für die anderen glaube es nicht mehr. Für die anderen ist das halt eine Marke wie, weiß ich nicht, wie Esprit oder was weiß ich was. Diese normalen Sachen, die man eben trägt. Und für die geht es dann wahrscheinlich in die hochpreisigen Luxusgüter, wo man eben Hermès nimmt oder irgendwie was die dann letztendlich dann wahrscheinlich hochpreisiger sind und die dann dazu führen, dass diese Sachen eben dann nur am Wochenende getragen werden.

Interviewer: [00:16:35] Wenn du über Luxusmarken allgemein nachdenkst, was sind da besondere Merkmale oder Attribute, auf die du besonders achtest wenn du die Produkte kaufst.

Gen X Male 1: [00:16:47] Ehh Aussehen. Qualität. Und für mich ist wichtig, wie ist der Werterhalt der Produkte, insbesondere bei Uhren ist für mich schon wichtig, ist es wert steigernd für die Zukunft? Legt man sein Geld an und hat eventuell auch die Chance, dass das nicht rückläufig ist, sondern dass der Wert sich steigert in den laufenden Jahren. Beispiel bei Rolex. Da hat man schon Uhren, die man sich vor ein paar Jahren gekauft hat, wo man heute mehr Geld bekommt, als man vor zehn Jahren dafür bezahlt hat. Weil es einfach Sammlerwerte sind und weil die ja eben viel. Also das ist für mich wichtig wenn ich mir solche Dinge hole. Die Qualität, die Technik und auch die Wertsteigerung.

Interviewer: [00:17:30] Und wenn du da jetzt an LV denkst, sind diese Dinge da auch wichtig für dich?

Gen X Male 1: [00:17:36] Louis Vuitton, beschränkt sich glaube ich eher auf das Aussehen. Ich glaube nicht, dass da Wertsteigerungen in den Taschen drin sind. Es gibt eben welche Sondermodelle, die ich nicht kenne. Aber ich glaube, wir sind so getaktet, wenn uns was gefällt, dann freuen wir uns, das leisten

können. Und das holen können. Aber das kaufe ich jetzt nicht, weil ich irgendwie denke, in drei Jahren kriege ich dafür 100 Euro mehr, sondern einfach nur, weil ich es gerade schön finde.

Interviewer: [00:18:01] Wie würdest du die Qualität von den LV Produkten beschreiben?

Gen X Male 1: [00:18:07] Ich glaube, für den Preis, von den Louis Vuitton Taschen, es ist es ja kein Leder, sondern ist eher Kunststoff. Gibt's für diese, für die Preise, die man für die Taschen bezahlt, wahrscheinlich besseres Material. Aber da ist eben wiederum momentan so oder schon in den letzten Jahren so, dass einfach die Marke zählt. Und dann legt man halt vielleicht für etwas gering wertige Qualität im Bereich der Taschen oder Portemonnaies mehr Geld hin, als man eigentlich müsste.

Interviewer: [00:18:35] Empfindest du denn dann den Preis als gerechtfertigt für die Produkte?

Gen X Male 1: [00:18:40] Also was das Thema Preis Leistung angeht, vom von Qualität her nein. Was das Thema angeht Außendarstellung, ja. Aussehen, wie gesagt Qualität nicht, aber Formen und Farben und so weiter, da schon. Wenn man in die Tiefe guckt, wenn man sich jetzt nur die Qualität anguckt dieser Dinge, dann ist es aus unserer Sicht schon überzogen. Aber wir gehen trotzdem mit.

Interviewer: [00:19:11] Wie sehr gefällt Euch denn, oder dir, das Aussehen und die Haptik, die Design Aspekte von LV?

Gen X Male 1: [00:19:19] Also, meiner Frau gefällt es sehr gut, mir auch, aber nicht alles. Aber es gibt schon Taschen, die auch mir als Mann gefallen. Und dann gibts ja auch bei Louis Vuitton gibt es auch Unterschiede. Es gibt ja die klassischen Taschen und Portemonnaies und so weiter, die man kaufen kann. Und dann gibts halt auch die Höherwertigen, die gibts ja nun auch, wo dann auch Leder mit ins Spiel kommt. Die gefallen mir als Mann z.B. besser als die normalen Taschen, also die klassischen Taschen. Die die Leder die wirklich Qualität liefern. Finde ich, finde ich schöner.

Interviewer: [00:19:57] Also ist es auch ein wichtiger Aspekt für dich, wenn du da entscheidest, was du kaufst.

Gen X Male 1: [00:20:00] Genau. Ja.

Interviewer: [00:20:05] Wie einzigartig empfindest du LV?

Gen X Male 1: [00:20:14] Gibt's ja irgendwie...schwierig. Also einzigartig würde ich gar nicht sagen, ich finde, das ist eine Marke, die es geschafft hat, sich zu etablieren und die immer noch aktuell ist und die immer noch immer noch, ja immer wieder es schafft, zu begeistern. Und ich würde gar nicht sagen, dass sie einzigartig sind. Ich finde, sie haben, die haben ein Marketing-Konzept, und Sie haben ein Designer Konzept, was einfach gut ist.

Interviewer: [00:20:44] Kannst du auf das Marketing-Konzept noch ein bisschen näher eingehen? Was sie da so gut gefällt?

Gen X Male 1: [00:20:50] Mir persönlich gefällt gut, dass...also allein die Werbung die die machen. Die Außendarstellung in den Geschäften. Wenn man mal an Flughäfen - also sie sind ja überall - und wenn man an Flughäfen im Ausland ist, ob es in Dubai oder Singapur oder in New York, wenn man dann die Louis Vuitton Läden sieht, und wie die aufgemacht sind und wie die sich darstellen, dann ist

das schon toll. Die haben sich von manch anderen oder von vielen anderen Luxusmarken heben die sich einfach ab.

Interviewer: [00:21:21] Also ist die Präsenz des Ladens auch für dich ein wichtiger Faktor.

Gen X Male 1: [00:21:25] Ich finde es schön, wenn man das schafft, so zu begeistern und stehen zu bleiben. Es ist nicht ausschlaggebend, dass ich das kaufe. Aber ich finde es schön, wenn man das schafft. Und das ist nicht Kitsch, sondern die machen das einfach schön. Ich finde es gut. Ist ja auch immer eine Geschmackssache.

Interviewer: [00:21:40] Würdest du LV als innovativ beschreiben?

Gen X Male 1: [00:21:43] Absolut.

Interviewer: [00:21:45] Inwiefern?

Gen X Male 1: [00:21:47] Was Formen, was Marken, äähm was Formen und Farben und auch,...ja das ist eigentlich schon alles gesagt. Formen und Farben. Also ich finds toll.

Interviewer: [00:22:00] Kennst du die Organisation, die hinter LV steht?

Gen X Male 1: [00:22:03] Nein.

Interviewer: [00:22:08] Das ist LVMH, das steht für Louis Vuitton Moët Hennesy. Das ist eine sehr große, eigentlich die größte Luxusfirma der Welt. Sie haben insgesamt 75 Marken, unter anderem auch Champagner. Auch Schmuck und andere Modemarken wie zum Beispiel Dior. Obwohl du jetzt die Firma nicht kennst, würdest du ihr vertrauen?

Gen X Male 1: [00:22:24] Der Firma? Ja schon. Wenn die Marken, die Marken die du gerade genannt hast sind ja alle sehr erfolgreich. Von daher, glaube ich, ja doch. Würde ich.

Interviewer: [00:22:34] Dann auch, weil du die Marken kennst?

Gen X Male 1: [00:22:36] Ja

Interviewer: [00:22:40] Wenn du jetzt nochmal an LV spezifisch denkst, wie würdest du die Popularität der Marke einschätzen?

Gen X Male 1: [00:22:52] Ich würde sagen sehr gut. Also sehr populär.

Interviewer: [00:22:55] Hat sich da irgendwas geändert in den letzten Jahren?

Gen X Male 1: [00:23:04] Mhh, naja, wir sind jetzt nicht die, die jede Woche in so einem Geschäft sind und Sachen kaufen. Ich glaube nicht. Wobei Popularität, ob sie zugenommen hat, kann ich, ne kann ich jetzt nicht so...kann ich nicht beurteilen, weil ich da nicht tief genug drin bin in dem Thema.

Interviewer: [00:23:21] Kein Problem. Inwieweit hast das Gefühl, dass Menschen Besitzer von Louis Vuitton bewundern oder respektieren?

Gen X Male 1: [00:23:33] Nein, das glaube ich nicht. Also dass die bewundert werden oder respektiert werden, glaube ich nicht. Ich glaube einfach, wenn man Menschen sieht, die das tragen, weiß man natürlich auch nicht, ob das echt ist oder nicht. Kommt halt immer noch mit dazu. Meistens sieht man aber an dem, an den Menschen selber wieder da ist, ob der gepflegt aussieht oder nicht gepflegt aussieht. Und da kann man, glaub ich schon erkennen oder schon einen ersten Hinweis haben sind die Sachen, die da getragen werden, echt oder nicht. Ehm ja, wie war die Frage jetzt?

Interviewer: [00:24:09] Einfach allgemein wie die wahrgenommen werden. Vielleicht einfach die Leute, die die Produkte kaufen.

Gen X Male 1: [00:24:13] Ja, ich glaube, die werden heute normal wahrgenommen. Ich glaube, ich glaube nicht, dass da irgendwie einer höher, höher angesiedelt ist weil er jetzt eine LV Tasche hat. Weil das doch, jetzt auch nochmal zur Popularität auch, es gibt halt sehr, sehr viele Menschen die LV tragen mittlerweile. Früher war es halt eher eine Ausnahme. Heute sieht man viele, aber eben auch bedingt dadurch, dass man auf Mallorca am Strand eben diese Faketaschen eben auch für wenig Geld kaufen kann.

Interviewer: [00:24:41] Würdest du denn trotzdem sagen, dass Leute einen guten Eindruck auf andere machen, wenn sie ein LV Produkt besitzen?

Gen X Male 1: [00:24:49] Jo, das schon.

Interviewer: [00:24:49] Hast du das Gefühl, dass man dadurch auch einer bestimmten Gruppe dazugehört?

Gen X Male 1: [00:24:56] Nee, zu einer Gruppe dazugehören nicht. Ne.

Interviewer: [00:25:00] Ist da für dich, hat da Status etwas mit zu tun für dich?

Gen X Male 1: [00:25:07] Ja, Status würde ich eher sagen... Es ist halt schwierig. Status vielleicht, dass man zu den Menschen gehört, die sich solche Luxusgüter vielleicht auch einmal leisten können. Dass man nicht so der...naja sind wir eigentlich gar nicht, wir denken da gar nicht darüber nach. Jetzt wo du die Frage stellt, klar denkt man drüber nach. Wir kaufen jetzt nicht eine Louis Vuitton Tasche, weil wir denken, wir werden jetzt ganz anders wahrgenommen, das brauchen wir gar nicht. Wir finden es einfach schön, und man fühlt sich, glaube ich, wohl damit, wenn man die Sachen trägt, weil man sie einfach schön findet und nicht, weil man eben von jemand anderes, anders wahrgenommen werden möchte. So, glaube ich, so ist das glaube ich, besser. So sind wir, wenn du 16 andere hast, wahrscheinlich denkt jeder anders, aber wir tragen das halt nicht, um irgendwie Aufsehen zu erregen. Dass man vielleicht denkt da steckt dann mehr Geld dahinter als keine Ahnung. Deswegen machen wir das nicht. Sondern einfach, weil es uns gefällt.

Interviewer: [00:26:07] Hast du das Gefühl, dass es andere Leute gibt, die das schon machen?

Gen X Male 1: [00:26:10] Ja, ja. Aber ich glaube, das sind insbesondere die Leute, die nicht die echten Sachen tragen. Sondern die, meistens sind es die, man sieht es ja auch an den, teilweise, an den Charakteren der Menschen. Wenn man die mal ein bisschen beobachtet, gradeso, wie sind die gekleidet, und welche Accessoires tragen die denn? Wenn man sieht, dass da Louis Vuitton dran ist,

dann kann man, glaube ich, schon beurteilen mittlerweile nach den ganzen Erfahrungen die man so hat: "Wollen die das einfach, um Aufsehen zu erregen?" Ich glaube, die Menschen, die sich tatsächlich die echten Sachen nicht leisten können, und sich dann diese Fake Sachen holen tragen das tatsächlich, um irgendwo zu irgendeiner Gruppe mit dazugehören zu wollen. Obwohl sie sich das vielleicht gar nicht leisten können. Das ist so, ne?

Interviewer: [00:26:59] Hast du schon deinen nächsten Einkauf geplant?

Gen X Male 1: [00:27:06] Ja, haben wir.

Interviewer: [00:27:06] Was wollt ihr da kaufen?

Gen X Male 1: [00:27:06] Hahahaha.

Interviewer: [00:27:06] Oder Produktkategorien, du musst auch nicht ins Detail gehen.

Gen X Male 1: [00:27:06] Nein wir kaufen tatsächlich eine Tasche für meine Frau.

Interviewer: [00:27:06] Von Louis Vuitton?

Gen X Male 1: [00:27:06] Nein.

Interviewer: [00:27:23] Würdest du denn LV deinen Freunden oder deine Familie weiterempfehlen?

Gen X Male 1: [00:27:31] Ja.

Interviewer: [00:27:31] Warum?

Gen X Male 1: [00:27:34] Naja, weil wir die Sachen einfach schön finden. Ja, ich finde, es gibt verschiedene...also ich finde, wir finden, ja auch nicht alle schön...Ne, es gibt Schuhe, es gibt Sachen, wo denken naja, würde ich nie im Leben anziehen. Aber es gibt auch Taschen, wo ich sage selbst die würde ich jetzt, obwohl LV jetzt schon so lange da ist und sicherlich nicht viel von denen tragen oder haben. Aber es gibt immer noch Dinge, wo ich sagen würde, die würde ich jetzt auch kaufen, weil ich es einfach schön finde. Und das würde ich auch empfehlen in der Familie.

Interviewer: [00:28:01] Bist du im Allgemeinen einer bestimmten Luxus Modemarke treu?

Gen X Male 1: [00:28:11] Kleidung jetzt her oder auch andere?

Interviewer: [00:28:12] Oder auch andere Produkte.

Gen X Male 1: [00:28:14] Uhrenmarke bin ich schon seit Jahren treu. Und Kleidungstechnisch habe ich ja vorhin gesagt, da gibt es so zwei drei Marken die ich halt immer gerne hole. Da schweife ich auch nicht von ab. Wenn ich irgendwo einkaufen gehe, gucke ich schon gezielt nach diesen drei Marken, ob ich irgendetwas finde, weil ich mich einfach wohlfühle damit.

Interviewer: [00:28:35] Du hast ja vorhin schon ein bisschen erzählt, was die in meinem Leben für Werte wichtig sind. Ist Nachhaltigkeit auch einer von diesen Werten?

Gen X Male 1: [00:28:42] Ja. Wobei das nicht für mich das Maß aller Dinge ist. Noch nicht. Die Richtung geht immer mehr dahin, klar man achtet mehr darauf. Aber es ist jetzt nicht, dass ich Kleidung oder Schmuck kaufe, in dem ich mich vorher mit dem Unternehmen beschäftigte: "Welche Nachhaltigkeit Konzepte haben die denn?". So weit ist es noch nicht.

Interviewer: [00:29:08] Wäre das etwas, was du bei Luxusprodukte vielleicht tun würdest in der Zukunft?

Gen X Male 1: [00:29:11] Ja, in der Zukunft schon. Die Richtung geht immer mehr dahin, dass man einfach noch mal hinterfragt: "Wie nachhaltig sind die denn? Was tun die für die Zukunft? Was haben die vor?". Was man eben vor ein paar Jahren noch gar nicht hinterfragt hat.

Interviewer: [00:29:26] Wenn man über Nachhaltigkeit nachdenkt, gibt es auch eine Möglichkeit zu unterscheiden, und zwar zwischen sozialer, ökologischer und wirtschaftlicher Nachhaltigkeit. Und ich möchte mich jetzt ein bisschen auf ökologische und soziale Nachhaltigkeit konzentrieren. Ökologische Nachhaltigkeit bezieht sich auf die Auswirkungen, die Unternehmen durch ihre Aktivitäten auf die Umwelt haben. Und da gibt es zum Beispiel Sachen wie Recycling oder die Reduzierung von Emissionen, damit diese Aktivitäten eben einen positiven Einfluss auf die Umwelt haben. Bei sozialer Nachhaltigkeit geht es darum, dass Firmen bewusst darauf achten, sich verantwortungsvoll zu verhalten, damit sie positive Beziehungen zu ihren Ummenschen haben, wie z.B. sichere Arbeitsbedingungen für Mitarbeiter oder dass man vielleicht weniger privilegierte Menschen durch Bildung unterstützt. Mit diesem Hintergrund, wenn du an LV denkst, würdest du LV als eine umweltverantwortliche Marke beschreiben?

Gen X Male 1: [00:30:20] Mhhh. Also ohne dass ich mich jetzt intensiv damit beschäftigt habe, würde ich eher sagen "Nein".

Interviewer: [00:30:29] Und wieso?

Gen X Male 1: [00:30:30] Also...Der zweite Punkt der soziale Nachhaltigkeitspunkt. Da würde ich sagen, schon. Was das Thema Arbeitsplatzsicherheit angeht und so weiter. Was das Thema Nachhaltigkeit angeht, mit dem Thema Materialien und so weiter. Da stecke ich nicht tief genug drin. Aber ich könnte mir vorstellen, dass es da erhebliches Verbesserungspotenzial gibt.

Interviewer: [00:30:57] Hast du das Gefühl, dass dir da Informationen fehlen?

Gen X Male 1: [00:31:00] Ja.

Interviewer: [00:31:01] Würde dich das interessieren?

Gen X Male 1: [00:31:02] Wobei ja schon, ich glaube die gehen auch nicht, also ich glaube, Louis Vuitton....zumindest nehme ich das nicht wahr, weil ich jetzt nicht jeden Tag mich mit der Marke auseinandersetze. Ich habe auch keine bewusste Information bekommen, von der Marke Louis Vuitton. Da ist man ja auch irgendwann gelistet. Und man kriegt einen Newsletter. Aber da ist doch nie mitgeteilt worden "Was tun denn für die Nachhaltigkeit? Was machen die anders als andere? Wie sind die Materialien? Wie werden die entsorgt? Wie werden...keine Ahnung". Da fehlt schon Informationsbedarf finde ich. Um sich dann eine wirklich deutliche Meinung bilden zu können.

Interviewer: [00:31:36] Würde sich das beeinflussen? Wenn du diese Informationen von LV bekommen würdest?

Gen X Male 1: [00:31:40] Könne sein.

Interviewer: [00:31:40] Dann noch abschließend als letzte Frage. Gibt es noch andere Punkte, die LV für dich als eine starke Marke ausmachen, die du gerne hinzufügen würdest?

Gen X Male 1: [00:31:53] Ne, ich glaube wir haben alles gesagt.

Interviewer: [00:31:57] Wir haben alles besprochen? Perfekt. Dann vielen Dank, dann mache ich die Aufnahme jetzt aus.

10. Gen X Male 2

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Male 2	German	Male	53	CTO at tech company	Düsseldorf	01.03.2020

Interviewer: Erzähl mir doch erst mal ein bisschen über dich selbst. Wer du bist was, wie alt du bist, wo du herkommst, was du beruflich machst, was du gelernt hast.

Gen X Male 2: Ehm...Ausführlich?

Interviewer: Ja gerne.

Gen X Male 2: Ja? Ja.. Also Ich bin in Hessen geboren und... ehm 'Tschuldigung, ich bin in Niedersachsen geboren, Hessen aufgewachsen (laughs, mumbles something incomprehensible), habe Elektrotechnik studiert und das war in Hannover. Da war ich zu der Zeit auch an der Medizinischen Hochschule mit meiner Diplomarbeit tätig und bin daher im medizinischen Bereich erst reingekommen. Habe dann in Hanau nach Frankfurt studiert, ehm, meinen ersten Beruf...beruflichen Tätigkeit nachgegangen. Dort war ich Entwicklungsingenieur für ehm... medizinische Geräte im Bereich von Phototherapiegeräten und Beleuchtungsgeräten für Behandlung von Hautausschlägen und solchen Geschichten bis hin zu Operationsplanung, war sehr interessant. Ehm.. Danach bin ich dann mit meiner damaligen Frau schon nach Stuttgart gegangen, Esslingen. Dort war ich bei einer Firma als Entwicklungsleiter für... Ehm... Industrieabsaugungen, Industriesauger, Haartrockner und, ehm, Händetrocker tätig. Dann bin ich danach ehm, nach, nach Essen gekommen. Hier wurde... oder hier habe ich dann, ehm, die Entwicklungsabteilung für Haushaltsgeräte auch übernommen um dann auch Produkte des normalen Lebens, ehm, vom Haartrockner angefangen bis hin zum, ehm, zur Kaffeemaschine. Und da bin ich jetzt seit 20 Jahren tätig und bin Mitglied der Geschäftsführung.

Interviewer: Und wie alt bist du?

Gen X Male 2: 53.

Interviewer: 53, ok. Ehm, wie würdest du deinen Lebensstil beschreiben? ... Was sind so Dinge, die dir Spaß machen, denen du gerne nachgehst, die dir wichtig sind in deinem Leben?

Gen X Male 2: Ehm, Familie ist mir sehr wichtig. Das ist eigentlich, ja, das Wichtigste. Und eigentlich ein schönes Umfeld in dem wir leben.

Interviewer: Wie würdest du ein schönes Umfeld beschreiben?

Gen X Male 2: ... Wie beschreibe ich denn das Umfeld... Ehm... Ja ehm... Grün, vielleicht so allgemein. Nicht so eingeeengt oder eingebaut in einer Großstadt. Ehm, auf der anderen Seite eine Infrastruktur mit Restaurants und dem restigen normalen Leben.

Interviewer: Also ist die Umwelt dir wichtig?

Gen X Male 2: Ja.

Interviewer: Und würdest du sagen, dass deine Freunde einen ähnlichen Lebensstil zu dir haben? Habt ihr vielleicht Hobbies die ihr teilt, denen Ihr gerne nachgeht?

Gen X Male 2: In Bezug auf Umwelt? Oder Alles?

Interviewer: Alles, genau.

Gen X Male 2: Ehm... joa würde ich schon sagen.

Gen X Male 2: In wiefern? Was sind da so Aktivitäten, die ihr gerne teilt?

Gen X Male 2: ... Joa mit Freunden ausgehen und so weiter. Das hat jetzt wie gesagt weniger mit der Umwelt zu tun aber mit Freunden ausgehen und mit der Familie, ehm, Zeit zu verbringen.

Interviewer: Wie würdest du typische Wochen oder Alltagsaktivitäten beschreiben? Also was machst du so in einer typische Woche, wie sieht die bei dir aus?

Gen X Male 2: Die ist natürlich geprägt von dem Berufsleben, wo ich, joa, meistens... Also den Tagesablauf als solches beschreiben? Gut, ehm....

Interviewer: Einfach so, was du so machst. Wie sieht eine normale Woche bei dir aus? So typische Dinge, die du so machst.

Gen X Male 2: Ja, also, ehm, relativ eingespannt ins Berufsleben schon, bin ich meistens um 8 in der Firma und komme abends um 18 Uhr wieder raus. Also insofern da ist es schon relativ spannenden den ganzen Tag. Viel Telefonkonferenzen mit dem asiatischen Raum und viel ehm, ja, viel Managementfähigkeiten die da zu tun sind. Ehm, abends halt mit der Familie wenn die Familie da ist, was zu unternehmen. Ansonsten bin ich ja oft auf Geschäftsreisen unterwegs. Ehm, kürzere im europäischen Raum und ein bis zwei Wochen meistens dann im asiatischen Raum.

Interviewer: Ist Reisen auch etwas was du so in deiner Freizeit gerne machst oder nur beruflich?

Gen X Male 2: Nee auch privat gerne.

Interviewer: Und ehm, gehst du auch oft oder gerne einkaufen?

Gen X Male 2: Ehm, eigentlich weniger (laughs).

Interviewer: (Laughs) Wenn du einkaufen gehst, was für eine Art Produkte würdest du kaufen? Was ist dein Lieblingsbeschäftigung, wenn du einkaufen gehst?

Gen X Male 2: Ja eher technische Produkte.

Interviewer: Was für eine Art von Produkten wären das?

Gen X Male 2: Ja, Unterhaltungs, ehm Produkte. Joa, eigentlich so.

Interviewer: Ehm, kaufst du ab und zu auch mal Luxusgüter?

Gen X Male 2: Ja.

Interviewer: Was wären denn da für dich... Was sind für dich Luxusgüter? Und was kaufst du da?

Gen X Male 2: Ehm... ja... Luxusgüter sind ja meistens mit einem speziellen Design versehen. Also Luxusgüter machen sich ja nicht nur weil sie jetzt teuer sind zu Luxusgütern, sondern weil da auch eine Designsprache dahinter ist. Ehm... Ja meistens als Geschenk, seltener für mich selber.

Interviewer: Und Was für eine, was für eine Art Produkt wäre das? Auch Elektronikprodukte oder kaufst du dir auch andere Sachen?

Gen X Male 2: Ja auch von Handtaschen bis hin zu ... ehm.. Accessoires. Joa, und Schmuck.

Interviewer: Und du hast gerade schon gesagt, dass du das nicht wirklich für dich kaufst. Für wen kaufst du das meistens?

Gen X Male 2: Für meine Frau.

Interviewer: Und wenn du dann diese Produkte kaufst, gibt das dir ein besonderes Gefühl? Wie fühlt sich das für dich an solche Produkte zu kaufen?

Gen X Male 2: Mhm... kann ich jetzt gar nicht so sagen...

Interviewer: Fühlt du dich dabei gut? Ist das etwas, was dich glücklich macht? Verursacht das bestimmte Emotionen bei dir?

Gen X Male 2: Ja die Emotionen auf dem Konto natürlich auf der einen Seite (laughs). Nein, ehm, ja schon dem...dass man einen Wert, den Wert... was Wertvolles kauft was auch den Wert behält, sagen wir es mal so.

Interviewer: Is es für dich wichtig, dass es auch etwas an einer Persönlichkeit ändert oder wie du aufgenommen wirst und wahrgenommen wirst von deinem sozialen Umfeld?

Gen X Male 2: Nö.

Interviewer: Ok. Ich werde mich jetzt etwas weiter auf Luxus Modemarkt beziehen, insbesondere auf die Modemarke Louis Vuitton. Und als Hintergrundwissen, zu Luxus Mode gehört ein mal Couture, das sind maßgeschneiderte Kleidung die in einem sehr hochpreisigen Bereich liegt. Dann einmal Prêt-à-Porter, das sind die, die man in den Geschäften selbst kaufen kann und auch direkt anziehen kann. Und auch so etwas wie Accessoires, wie zum Beispiel Handtaschen oder Gürtel. Wenn du jetzt an Luxus Modemarken denkst, welche Marken fallen mir da so spontan ein?

Gen X Male 2: Für..Ehm, ja, ehm, Klamotten also so... Louis Vuitton auf jeden Fall, Gucci... ehm... wen haben wir denn noch...ehm...was fällt mir denn spontan ein... ja Tausende... ehm L'Oreal... wobei das ist ja mehr im Kosmetikbereich. Mont Blanc... Tom Ford...

Interviewer: Hast auch eine Lieblings Luxusmodemarke und wenn ja, welche wäre diese?

Gen X Male 2: Ehm Mont Blanc wär für mich jetzt... ja persönlich. Verschenken tue ich eher Louis Vuitton oder andere Sachen.

Interviewer: Wenn du für dich selbst kaufst von Mont Blanc, was für Produkte kaufst du da für dich selbst?

Gen X Male 2: Joa vom Gürtel bis anderen Accessoires.

Interviewer: Und wie häufig würdest du zum Beispiel an diese Marke denken? Ist das etwas was dich täglich begleitet?

Gen X Male 2: Wenn es der Kugelschreiber oder Füller davon ist dann schon, wenn man es täglich nutzt dann ja und ansonsten eigentlich eher weniger.

Interviewer: Und was gerade schon, ehm, Louis Vuitton erwähnt. Was verbindest du mit der Marke, was fällt dir spontan ein? Was ist deine Meinung darüber?

Gen X Male 2: Ja sehr hochwertig, experimentierfreudig in dem einen Bereich, also Farben mäßig.

Interviewer: In wiefern kannst du noch etwas mehr darüber erzählen, was du mir experimentierfreudig meinst?

Gen X Male 2: Die Farbzusammenstellung finde ich schon manchmal sehr, ehm, sehr unkonventionell, sagen wir es mal so. Ist schon von der Art her was aus dem sehr konventionellen oder sehr hochpreisigen Läden...Bereich rausgeht würde ich sagen aber dann auch trotzdem die... ja... Es wird ja auch sehr gekauft. Also insofern ist es schon sehr erstaunlich.

Interviewer: Ehm Für dich persönlich ist das eine.. Was ist deine Meinung über die Marke?... Ist das

etwas, was du attraktiv findest? Bewunderst du die Marke? Oder Hast du irgendwelche Emotion bezüglich der Marke?

Gen X Male 2: Schonmal gutes Marketing und ehm... sehr erfolgreich über viele Jahre mit dem mehr oder weniger gleichen Design oder Designveränderung die jetzt nicht so so auffällig sind. Da muss man schon sagen das ist schon, ja, ein guter Marketing Stil, das solange praktisch auch aktuell zu halten.

Interviewer: Wenn du Louis Vuitton als eine Person darstellen würdest, wie würde diese Person für dich aussehen? Was wäre das für eine Person.. Ehm.. Was für eine Persönlichkeit hätte diese Person?

Gen X Male 2: ... Mhm... Schwierig das in eine Person zu fassen finde ich. Deswegen stellst du die Frage (laughs).

Interviewer: Wer das zum Beispiel jemand den du als aufrichtig bezeichnen würdest? Kultiviert? Kompetent? Oder aufregend? Vielleicht eher beeindruckend? Kannst du dir irgendwas vorstellen?

Gen X Male 2: Ja aufregend Vielleicht weniger. Konservativ beständig.

Interviewer: Könntest du dir auch irgendwelche Werte vorstellen, die diese Person verkörpern würde?

Gen X Male 2: Eleganz... so.. ja...

Interviewer: In wiefern Eleganz? Wie wirkt sich das aus bei Louis Vuitton?

Gen X Male 2: Ja nicht wirklich... ja... ja stilvoll... mit dem Farbspiel, was ich vorhin schon erwähnt habe, ist es finde ich eine Ausnahme. Also sieht man ja auch nicht so häufig. Ansonsten joa... mehr den Konservativen Gedanken folgen.

Interviewer: Und wenn du an Louis Vuitton denkst, hast du da bestimmte Gefühle?... Findest du es aufregend? Spaßig? Gibt es dir Sicherheit? ... Oder etwas anderes natürlich wenn dir dazu was einfällt.

Gen X Male 2: Ehm ja... da bin ich wahrscheinlich genau der richtige Kandidat (laughs). Ehm ... Ja da könnte ich jetzt eigentlich nicht sagen, dass es mir Sicherheit geben würde aber ich meine man ist natürlich dann stolz so ein Produkt auch zu tragen, nennen wir es mal so.

Interviewer: Also wäre es für dich auch etwas, wo du sagen würde, das gibt soziale Anerkennung oder inwiefern beeinflusst das soziale Anerkennung für dich. Solche produkte?

Gen X Male 2: Eigentlich weniger sondern eher, ehm, wenn es mir selber gefallen würde, würde ich damit, ehm, würde ich das gerne tragen und doch würde ich damit rumlaufen. Die soziale Anerkennung wäre für mich jetzt nicht unbedingt ausschlaggebend.

Interviewer: Hast du bestimmte Erinnerungen an Louis Vuitton in deinem Leben gehabt? Hat die Marke jemals begleitet? Ist das schon öfters mal vorgekommen dass du mit der Marke in Kontakt getreten bist?

Gen X Male 2: Joa, wenn man ab und zu mal einkauft, ja.

Interviewer: Aber in dem Sinne, hat es eine bestimmte Rolle in deinem Leben?

Gen X Male 2: Nein.

Interviewer: Ehm... Wenn du jetzt ein Luxusprodukt allgemein kaufen würdest, unabhängig von Louis Vuitton, wie würdest du denn normalerweise vorgehen? Wo würdest du das kaufen?

Gen X Male 2: Ehm, Ich würde es mir im Geschäft anschauen also würde ich es nicht übers Internet kaufen.

Interviewer: Weshalb würdest du in ein Geschäft gehen?

Gen X Male 2: Joa um Touch und Feel auch zu haben. Das Erlebnis dann auch da zu kaufen.

Interviewer: Ist das für dich wichtig, das Erlebnis und das Gefühl?

Gen X Male 2: Absolut.

Interviewer: Wieso ist das wichtig für dich? Kannst du das noch etwas genauer erklären?

Gen X Male 2: Ja, um das Produkt auch wirklich in der Hand zu halten und zu sagen, das ist das Produkt. Weil es ja doch nicht gerade das preiswerteste ist, würde ich schon dafür sorgen, dass es mir gefällt und dann auch von der Handhabung her und von der... So wie ich es mir vorstelle dann auch passt.

Interviewer: Wenn du jetzt an Louis Vuitton Produkte denkst. Zum Beispiel wenn du die für deine Frau kaufst, ist das dann auch etwas was du in den Läden kaufen würdest oder wie würdest du da vorgehen?

Gen X Male 2: Das würde ich auch im Laden kaufen, ja.

Interviewer: Hast du das Gefühl, dass Louis Vuitton an vielen Orten erhältlich ist?

Gen X Male 2: Ja an den Orten wo ich mich öfter aufhalte auf jeden Fall, ja.

Interviewer: Wo wäre das?

Gen X Male 2: Ja In Hongkong gibt es glaube ich sieben oder acht Läden alleine. Ja und in Düsseldorf auch. Also ich wüsste jetzt schon, gerade auch an den Flughäfen wo man Louis Vuitton bekommt.

Interviewer: Wenn du ein Louis Vuitton Produkt selber hättest, würdest du das nutzen?

Gen X Male 2: Handtasche seltern, weil habe ich auch nicht (laughs). Nein Gürtel würde ich jederzeit, also würde da keinen besonderen Anlass zu haben.

Interviewer: Also wäre das auch ein alltägliches Produkt für dich was du nutzt?

Gen X Male 2: Ja, unbedingt.

Interviewer: Wenn du den typischen Nutzer oder Besitzer eines Louis Vuitton Produkts beschreiben

würdest, wie sähe der für dich aus? Jetzt im Sinne von Alter, Geschlecht, Demographie vielleicht. Wen stellst du dir da vor?

Gen X Male 2: ... Ja das finde ich ja genau das erstaunliche, dass eigentlich bei Louis Vuitton der, die Spanne relativ weit ist. Bei den Handtaschen sieht man ja eigentlich jede, jedes Alter und jede soziale Schicht. Oder nicht jeder aber die meisten. Im großen Bereich der sozialen Schichten die mit solchen Handtaschen auch, ehm, ausgestattet sind. Also da würde ich, deswegen den typischen ist relativ schwierig, weil es ist schon sehr breit gefasst.

Interviewer: Würdest du da zwischen den Geschlechtern unterscheiden?

Gen X Male 2: Ja mehr Frauen als Männer.

Interviewer: Mehr Frauen, ok. Könntest du dich mit diesen Menschen auch identifizieren, die solche Produkte kaufen?

Gen X Male 2: Joa, joa schon. Außer Handtaschen natürlich (laughs) Also ja...ja.

Interviewer: Wenn du Luxusprodukte kaufst im Allgemeinen, was sind Merkmale oder Attribute auf die du besonders achtest? Was ist dir da besonders wichtig?

Gen X Male 2: Design und Qualität.

Interviewer: Und was ist der Wert den du selbst von der Benutzung von Luxus Produkten für dich nimmst... Was bringt dir das, was gibt dir das für ein Gefühl? Ja was ist dir da besonders wichtig, weshalb machst du das?

Gen X Male 2: ... Ja wenn wir das Design gefällt natürlich deswegen. Ich mein es ist natürlich auch... die soziale Anerkennung würde ich da... Also wenn mir das Spaß macht, das Produkt dann würde ich mir das kaufen.

Interviewer: Wenn du jetzt an Louis Vuitton denkst, gibt es da auch besondere Attribute oder Eigenschaften, die dir da einfallen? Die die Marke besonders machen?

Gen X Male 2: Mhm... Ja doch schon, Eleganz.

Interviewer: Also das Design ist etwas für dich...?

Gen X Male 2: Das Design, das Design als solches. Ich meine die Qualität auch, weil da muss man ja auch schon sagen, die ist auch immer sehr gut.

Interviewer: Hat das auch einen funktionalen Wert für dich oder ist das eher etwas fürs Aussehen?

Gen X Male 2: Joa mit dem Design würde ich auch Funktion mit verbinden. Also das ein Produkt dann auch von der Handhabung her, ehm, vernünftig ist oder mit besonderen Features aufwartet.

Interviewer: Mhm...Würdest du Louis Vuitton als einzigartig beschreiben?

Gen X Male 2: Ja mit dem Wiedererkennungswert würde ich das auf jeden Fall sagen, ja.

Interviewer: Was macht für dich den Wiedererkennungswert aus?

Gen X Male 2: Ja das Label oder das Muster auch, was ja eigentlich immer zu sehen ist, von Louis Vuitton.

Interviewer: Du sagtest gerade, dasa es oft zu sehen ist. Würdest du die Marke denn als innovativ beschreiben?

Gen X Male 2: Nee eigentlich eher nicht. Mehr konservativ, klassisch. Innovativ... ja wenn man vielleicht auf die Farben geht schon ... Ehm... Auf... Vielleicht sind sie mir nicht so bekannt aber auf Funktion eher weniger. Also was ja ein ganz toller Effekt wäre, wäre mal wenn man ein Handy in der Handtasche finden würde und nicht immer drei Stunden suchen würde müsste bis man das entsprechende findet (laughs)

Interviewer: Kennst du die Organisation die hinter Louis Vuitton steht?

Gen X Male 2: Ehm...Nee...

Interviewer: Die heißen LVMH. Das steht für Moët Hennessy Louis Vuitton. Die haben sehr viele verschiedene Luxusmarken. Dior gehört zum Beispiel auch dazu. Auch aus verschiedenen Bereichen wie Champagner oder auch Schmuck. Ohne dass du sie jetzt kennst, ist das eine Organisation der du vertrauen würdest?

Gen X Male 2: Ja eigentlich schon...

Interviewer: Worauf würde dieses Vertrauen beruhen für dich?

Gen X Male 2: Genau, das war die Frage die jetzt kommen muss (laughs). Ja, ich würde sagen bodenständig von der Art her. Auf Langfristigkeit, ehm, aufgesetzt und nicht irgendwie auf kurzfristige Gewinne. Also schon langfristig und Stabilität.

Interviewer: Wenn du an Louis Vuitton denkst würdest du, ehm, wie würdest du die Popularität der Marke einschätzen?

Gen X Male 2: Sehr hoch.

Interviewer: Worauf beruht diese Ansicht?

Gen X Male 2: Ja das man ja eigentlich im normalen Leben immer mit diesen Produkten auch irgendwo... dass jemand solche Produkte trägt.

Interviewer: Also würdest du es als ein Produkt bezeichnen, was oft zu sehen ist?

Gen X Male 2: Joa schon. also oft und zwar so auffällig, dass man es erkennt.

Interviewer: Siehst du, ehm, einen Unterschied in der Popularität? Hat sich etwas geändert in den letzten Jahren oder ist es für dich gleich geblieben?

Gen X Male 2: Da würde ich sagen ist gleich geblieben.

Interviewer: Ok. Wir haben vorher schon einmal über Status gesprochen. Inwieweit würdest du sagen, dass Leute Besitzer von Louis Vuitton Produkten bewundern oder respektieren?

Gen X Male 2: Mhmm... Ja das fällt mir etwas schwer darauf zu antworten.

Interviewer: Denkst du, dass sie das überhaupt machen oder ist das etwas was eigentlich nicht so wichtig ist vielleicht.

Gen X Male 2: Es gibt natürlich genügend Leute die sowas als Statussymbol sehen würden. Das ist gar keine Frage. Ehm, für mich persönlich wäre das jetzt nur nicht der Fall.

Interviewer: Also würdest du sagen dass andere Menschen das vielleicht schon...

Gen X Male 2: Unbedingt, unbedingt. Weil ich mein eine Handtasche für 3000, 4000 Euro kauft man sich ja nicht mal so nebenbei.

Interviewer: Könntest du denn mit diesen Menschen identifizieren oder eher nicht?

Gen X Male 2: Ja ich kann schon verstehen warum. Man dann ja auch einen gewissen Stolz. Von der Seite schon. Identifizieren ist ein bisschen schwierig... Nö eigentlich weniger.

Interviewer: Ehm... Wie würdest du es einschätzen, dass Leute jemanden wahrnehmen, der ein Louis Vuitton Produkt trägt.

Gen X Male 2: (Long Pause)

Interviewer: Gibt es da Unterschiede zu anderen Produkten oder ist das ähnlich?

Gen X Male 2: Ich würde sagen, dass ist ähnlich ich zu anderen, ehm, hochpreisigen Produkten.

Interviewer: Aber dann gibt es einen Unterschied zwischen günstigeren Produkten und Leute die hochwertige Produkte haben, in dem Sinne wie sie wahrgenommen werden von anderen Leuten?

Gen X Male 2: Ja ich denke mal schon. Es gibt ja sicherlich auch gute und gut designte Produkte von Firmen die nicht in dem Hochpreissegment tätig sind. Und, ehm, dann ist natürlich bei vielen die sagen, nee, genau das brauche ich weil mit dem Statussymbol identifiziere ich mich und sage das brauche ich um glücklich zu sein.

Interviewer: Würdest du vermuten dass es einem auch helfen könnte in einer bestimmten Gruppe akzeptiert zu werden, wenn man solche Produkte, wie Louis Vuitton Produkte besitzt?

Gen X Male 2: Ja gany sicher, unbedingt.

Interviewer: Ehm.. Bei der nächsten Gelegenheit, wenn du zum Beispiel für deine Frau einen Produkt kaufen würdest, würdest du da auf Louis Vuitton zurückgreifen?

Gen X Male 2: Joa.

Interviewer: Wäre das denn deine erste Wahl? Auch Louis Vuitton oder wäre da auch eine Möglichkeit für andere Produkte von anderen Marken?

Gen X Male 2: Es gibt sicherlich auch andere Marken, die da noch in Frage kommen.

Interviewer: Hättest du da eine Präferen? Oder wärist du da auch offen für andere Marken?

Gen X Male 2: Ich wäre offen für andere Marken, ja.

Interviewer: Würdest Du Louis Vuitton, ehm, anderen Freunden oder Familienmitgliedern empfehlen, von der Erfahrung die du bisher gesammelt hast?

Gen X Male 2: Ja durchaus.

Interviewer: Weshlab würdest du das tun?

Gen X Male 2: Langlebigkeit, hohe Qualität.

Interviewer: Was denkst über den Preis für Louis Vuitton Produkte?

Gen X Male 2: Hochpreisig...

Interviewer: Siehst du den Preis als gerechtfertigt?

Gen X Male 2: Ja das ist immer so eine Sache. Also sicherlich durch den Gesamtaufwand der dahinter steht und dass die Marke auch so dasteht, ist der sicherlich gerechtfertigt. Für die Produkte als solches, für den Wert der Produkte, könnte es sicherlich preiswerter sein.

Interviewer: Wenn du allgemein an Mode Luxusmarken denkst, würdest du dich als treu einer bestimmten Marke bezeichnen?

Gen X Male 2: Nö nicht unbedingt...

Interviewer: Um nochmal allgemein auf dein Leben zurückzukommen. Du hast vorhin schon ein paar Werte erwähnt, die dir wichtig sind. Wie stehst du zu Nachhaltigkeit?

Gen X Male 2: Sicher sehr wichtig.

Interviewer: Wie spiegelt sich das wieder in deinem Leben? Oder spiegelt es sich in deinem Leben wieder?

Gen X Male 2: Ja schon, also auch beruflich, dass ich dafür Sorge, dass wir recycelte Materialien

einsetzen und einen Closed Cycle für die Herstellung von Elektrogeräten zum Beispiel, ehm, daran arbeiten und das wird... Oder, dass ich da auch sehr innovativ versuche mit Einfluss zu nehmen.

Interviewer: Hat es auch einen Einfluss auf dein Privatleben?

Gen X Male 2: Schon. Also die Sparlampen et cetera das sind schon alles drin. Wo man sagen könnte, zum Bäcker könnte ich auch mal mit dem Fahrrad fahren. Mache ich jetzt nicht unbedingt immer. Ehm aber auch, dass das nächste Auto ein Hybridauto wird. Dass man da auch den, ehm... die K... oder die ehm... na... den Verbrauch von fossilen Brennstoffen reduziert.

Interviewer: Hat sich da in den letzten Jahr etwas bei dir geändert mit dieser Ansicht oder ist das schon etwas, was dir schon seit längerem wichtig ist?

Gen X Male 2: Eigentlich schon länger wichtig. Nur die Möglichkeiten waren bisher immer noch relativ begrenzt. Oder man hätte auf seinen eigenen Luxus verzichten müssen. Das ist natürlich eine andere Sache.

Interviewer: Wo du jetzt von Luxus spricht, ist Nachhaltigkeit auch etwas was dir bei Luxusprodukte wichtig ist?

Gen X Male 2: Ich denke mal gerade da sollte man bei höherpreisigen Produkten darüber nachdenken das zu tun.

Interviewer: Tust du das auch?

Gen X Male 2: Ja.

Interviewer: Worauf achtest du dann bei Luxusprodukte?

Gen X Male 2: Ja die.. ehm... wo die Materialien herkommen oder wie die Materialien auch zustande kommen. Ich meine es gibt ja genügend Zertifikate die dann auch dafür da stehen, dass das Produkt umweltfreundlich oder umweltverträglich hergestellt ist.

Interviewer: Ist das etwas, worüber du dich auch selbst privat drüber informierst?

Gen X Male 2: ... Ehm, bezüglich auf die Luxusmarken oder generell?

Interviewer: Beides auch.

Gen X Male 2: Ja general auf jeden Fall.

Interviewer: Und auch wenn du ein Luxusprodukt kaufst, würdest du dich vorher informieren oder ist das etwas, womit du dich noch nicht so sehr beschäftigt hast?

Gen X Male 2: Ich befürchte wenn die Entscheidung ist, das Produkt ist super, dann wird Nachhaltigkeit bei mir nicht den Ausschlag geben, ob ich es jetzt kaufe oder nicht. Sondern wenn die anderen Kriterien erfüllt sind, dann wäre Nachhaltigkeit ein Add-on, was schön wäre.

Interviewer: Ok. Es gibt auch noch eine Möglichkeit Nachhaltigkeit weiter einzugrenzen. Man unterscheidet oft zwischen sozialer, ökologischer und wirtschaftlicher Nachhaltigkeit. Und Ich möchte mich jetzt gerne auf ökologische und soziale Nachhaltigkeit konzentrieren. Ehm, bei ökologischer Nachhaltigkeit geht es darum, dass Firmen sich, ehm, darauf fokussieren, ihre Aktivitäten so zu gestalten, dass sie möglichst wenig Einfluss auf die Umwelt haben. Zum Beispiel durch die Reduzierung von Emissionen oder Recycling. Bei sozialer Nachhaltigkeit bezieht sich das auf ein bewusstes, eine bewusste Verpflichtung eines Unternehmens die Beziehungen mit anderen Leuten, die durch das Unternehmen beeinflusst werden, positiv zu gestalten, wie zum Beispiel durch die Sicherstellung von, ehm, sicheren Arbeitsbedingungen. Oder aber auch, dass man vielleicht Menschen, die weniger privilegiert sind, durch Bildung unterstützt. Mit dem Hintergrund kannst du... inwieweit würdest du Louis Vuitton als eine Umweltverantwortliche Marke sehen oder bezeichnen?

Gen X Male 2: Da fehlen mir eigentlich die Information. Kann ich jetzt eigentlich gar nicht sagen. Ist mir jetzt auch nicht bewusst aufgefallen.

Interviewer: Könntest du etwas zu dem sagen, inwiefern sie sozial verantwortlich sind?

Gen X Male 2: Also da bin ich sehr stark von überzeugt, dass gerade die größeren Firmen das alle entsprechend einhalten müssen durch die Richtlinien die es ja also solches gibt... Ehm, wie Kinderarbeit oder andere Arbeitsbedingungen die sonst nicht okay wären.. Also, ehm, kann ich aber jetzt nicht sagen dass Louis Vuitton da jetzt was Besonderes irgendwo herausgestellt hat.

Interviewer: Würdest du sagen dass dir da die Informationen fehlen?

Gen X Male 2: Uh ah.

Interviewer: Wären die Informationen da, würde das deinen Kauf beeinflussen?

Gen X Male 2: Es würde auf jeden Fall im Hinterkopf dann positiv sein. Ob es jetzt im Endeffekt ...t kann ich... ich weiß ich nicht... Also sage mir es mal so, ob das... das abgestellt sein sollte um keine Kinderarbeit oder Arbeiten unter unmenschlichen Bedingungen geben wir. Was bei dem großen Brands definitiv der Fall sein wird, weil es sich keiner leisten kann. Deswegen glaube ich, sind da die, ehm, Luxusbrands schon sehr stark hinterher. Was aber natürlich nicht so nach außen ist. Und da ist ja die Frage, wie stellt man es wirklich dar, um die Benefits dann auch darzustellen. Dass da in Bangladesch die ne Nähbude die ohne entsprechende Sicherheitsmaßnahmen arbeiten... Und das ist natürlich relativ schwierig im Marketing darzustellen.

Interviewer: Ich habe noch eine letzte Frage für Dich. Wenn Du an Louis Vuitton denkst, gibt es noch irgendwelche Merkmale oder Attribute oder Eigenschaften, die für dich Louis Vuitton als eine starke Marke auszeichnen?

Gen X Male 2: ... Ja schon die Präsenz, wie man Louis Vuitton wahrnimmt. Also gerade als, eh.. mit den verschiedenen Ladengeschäften.

Gen X Male 2: Perfekt. Dann Vielen Dank für das Interview. Ich werde jetzt wieder das Aufnahmegerät ausstellen.

11.Gen X Male 3

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Male 3	Italian	Male	46	Investment Banker	On Skype	10.03.2020

Interviewer: 00:00

Okay!

Gen X Male 3: 00:01

Can you do it like this with WhatsApp or do you prefer Skype for the recording?

Interviewer: 00:05

This is completely fine. This works well if it works for you as well. So first of all welcome Gen X Male 3:. Thank you for taking your time today. Um,could you tell me something about your background, your occupation, how old you are, your nationality, where you come from?

Gen X Male 3: 00:22

Absolutely, I am Italian and I'm 46 years of age. I am today married with a beautiful daughter of four years old. My wife she's three years younger than me. And we happily live in the countryside in Italy close to Venice a hour by car next to Montebelluna. My Background, I have a degree in Business Economics, made in London as a European Business School. And most of my master was dedicated to investment banking. I worked over 10 years for Lehman Brothers and Goldman Sachs in London, Paris, New York. And I have been stopped working in the finance sector to afford? some let's call it intrapreneur activity with my family, which was pretty much real estate, going towards private equity investments in the IT business. We had a company that was producing computer reports old books? called Flybooks, you will find everything on the internet. It was a company that grew very fast in four years we reached approximately 80 millions euros turnover. And then after 2007, we had to solve the company because we were not interested in that sector anymore. And right now, I am focusing on the insurance business I have two insurance agencies. They do consultancy for Italian companies that wants to sell their products abroad. So I help them to develop their markets abroad. And I do this in all different sectors from Beauty and health, up to ultimate disease and other very niche sectors. This is currently what I'm doing.

Interviewer: 02:39

Wow. So would you say that your day to day life is very busy or filled with a lot of different activities or?

Gen X Male 3: 02:46

It is very busy although since my daughter was born, I have decided to impose to myself very strongly to want to, allow me to say so, eliminate them which is a smart working as much as possible and having some free time during the week in order to dedicat it to my daughter. So for example, on Wednesday, I only go to take her to the fullness which is six months old. And normally I bring her to school in the morning and I go to pick her up at four o'clock in the afternoon. So I manage my time pretty much around the time of the baby which for now is good because she's going to school so I can work all

morning and pretty much all afternoon. But I'm concentrating my, I am traveling pretty much every two weeks in fact, two three weeks and concentrate in five day maximum all my travel around the world, and then come back home for the weekend, hopefully every time in order to stay with my family.

Interviewer: 03:55

So your family is one of your most important value?

Gen X Male 3: 03:59

Yes, it is right now.

Interviewer: 04:01

Do you have other important value?

Gen X Male 3: 04:04

Other value? Well, for the moment family and trying to make the accounts work out because obviously working from home and not dedicating myself like I was in investment banking where normally we used to work between 18 and 20 hours per day and traveling non stop, but of course, you cannot, you cannot expect to make the same amount of money. So right now, we are, we are pretty much finding the right balance between working enough and making enough money just to survive. And the other values that I have, but they can concentrate only partially of my time is to help others and I do that in my own way, not through charities. But pretty much with my time and in my mind it has been people that needs help. I would say that my motto on this side would be do not give a fish to someone that is starving but teach him to fish.

Interviewer: 05:16

Yes that makes sense.

Gen X Male 3: 05:21

I am actually involved in a honorable cause anyway, if you want to know more, we give you some more details but the name is Buy and Help and it is working on the e-commerce and it's quite a complicated thing but it's quite easy to explain but I can explain to you at the later stage.

Interviewer: 05:38

Ok, interesting. So with all this going on, do you even have time to go shopping or do you go shopping at all?

Gen X Male 3: 05:47

Are you talking about the current time with the Coronavirus or?

Interviewer: 05:51

Or maybe more in general?

Gen X Male 3: 05:54

Look I have to tell you I am very strange buyer meaning I have most of my accessories slash clothes from high brands which do not necessarily mean the LVMH brands only but I am concentrated in a lot of Italian brands like Loro Piana, Etro and other Ferragamo and other brands like this. Normally, if I have to be honest, I am a strange buyer in the sense that they bought a lot of stuff for between 15 years of age and 25 maximum 30 years of age. And currently I am still wearing most of the stuff that I bought

in those times. If I buy something now, normally, it would be a luxury brand that can be Saint-Laurent, Christian Dior, something Chanel. Something like that, but it would mean buying one specific object, it can be like a very important jacket or a very important suit and it would be occasionally so I'm not the kind of guy that would go every weekend or every two weeks to the shopping center to have a look. My buying is concentrated two three maximum four times a year. And sometimes even if I go around to buy maybe I don't buy anything because I don't find what I like. But I am very much lucky because I can go to Milan every two weeks for work. So sometimes they take a couple of hours and I go to all the the nice streets of Milan like Montenapoleone and look at the shops and so on. We are very very close to the wood shop in Milan. They invite us all the time because we, my wife especially bought a lot of stuff there. And we have a lot of LV bags if you want to know that. I actually can show you some, you would like that for the interview. Just to give you the idea of that would explain to you the kind of...

Interviewer: 08:13

If you had to name five luxury brands, which ones come to your mind first?

Gen X Male 3: 08:18

I just show you something!

Interviewer: 08:20

Oh wow!

Gen X Male 3: 08:21

Do you see that?

Gen X Male 3: 08:22

It is a very old LV and you have the newer one then you have some dogs stuff. That's a little bit how we progress in time.

Interviewer: 08:22

Yeah, I do!

Interviewer: 08:40

Wow. Yeah.

Gen X Male 3: 08:40

The first LV bag was maybe bought 40 years ago.

Interviewer: 08:45

And are you still buying the brand today?

Gen X Male 3: 08:51

Allo allo?

Interviewer: 08:51

Allo?

Gen X Male 3: 08:54

We're losing connection. Let's see if it is coming back.

Interviewer: 08:58

Can you hear me?

Gen X Male 3: 09:03

Let's do it again. I call you back okay?

Interviewer: 09:13

Okay!

Gen X Male 3: 09:14

Here we are! Is that going to be a problem that you stop the call on the recording side, no?

Interviewer: 09:16

I just paused the recording so that's not a problem at all.

Gen X Male 3: 09:19

Okay, let's go with the question.

Interviewer: 09:22

So if you had to name five luxury brands, which ones come to your mind first?

Gen X Male 3: 09:27

Gucci and LV.

Interviewer: 09:36

Okay, and which one of those is your favorite at the moment do you think?

Gen X Male 3: 09:46

LV.

Interviewer: 09:47

Yeah. Why is it your favorite?

Gen X Male 3: 09:53

Good question! I just think they have been adapting to the current requests of the market in a very, in a very smart way, meaning they adjusted the elegance style that they've been always, let's say, characterize them in a new way, let me use the term, in a hippie way giving some colours, these brown and beige having the possibility to put your initials in the bags. Also you know, I saw some pictures, they have done their very nice. So they adapted to the market request in a very smart way.

Interviewer: 10:49

Okay, that's interesting. So like when you think of Louis Vuitton, do you have any special memories that come to your mind with the brand like when you for instance bought it for the first time, or a time you remember when you were in the store or something like that?

Gen X Male 3: 11:05

Yes, I remember basically the stores very much because they liked very much the store. By the way, one of the company I was invested in has done all these internal works for LV, for the oldest shops they had around the world. So I like very much the concept of the store that they have. And the bags is the first thing that comes to my mind.

Interviewer: 11:31

Okay, why do you like the bags?

Gen X Male 3: 11:35

Again, because they have a bit of elegance and being very old, I would say, old minded kind of days. They have a classical elegance, but with a nice touch, with a modern touch that gives something special to the brand and especially because right now anytime you see a return bag you know that it is a sign of luxury life quality slash customer support or do we had problems with some bags they've repaired them for us. It's a very important, very important message that the company is giving out to be there for the clients if you have any problems.

Interviewer: 12:33

Okay, so would you say when you're buying a LV item that the functionality is very important, so quality etc or is it more design style? What is important when you buy LV?

Gen X Male 3: 12:46

I would say it is more the design, not so much what you have just mentionned. What did you say how?

Interviewer: 13:03

How quality, functionality?

Gen X Male 3: 13:06

Not the functionality. There are brands which are much more functional than LV. UMI? is an example, is an exact example of what they mean. UMI? is a much more functional than the LV. We don't buy it for functionality on my opinion.

Interviewer: 13:28

Okay.

Gen X Male 3: 13:29

It would be nice for example that the top of the functionality that I got from a LV bag is when they did the trolley that I bought. I can show you and it was of a size that was very comfortable to take around. Okay. You don't need extra compartments. So that can be proved actually on my opinion.

Interviewer: 13:55

Okay, so the functionality is not one of their strong sides actually. That's interesting. So, like, do you have like special feelings connected to the brands?

Gen X Male 3: 14:21

Of the bags for example, I like the quality and this meant that the leather. Beside that, the feeling I have is that I know that the owner of LVMH is very careful to the world in general to help the others. He's been doing, you know, a lot of beautiful things in Bannan and so he's very careful about the cultural world, he is well-known for his philanthropy. So I like very much the guy behind the brand as well.

Interviewer: 15:04

Okay, so if you had to describe as a person would you describe him?

Gen X Male 3: 15:12

Yes, very much himself to the brand rather than the brand to him.

Interviewer: 15:23

Okay, okay.

Gen X Male 3: 15:25

Meaning that he was lucky he fit very much the picture but I don't think that the brand Vuitton is represented by him, I think he's a very good representer of the brand not the other way around.

Interviewer: 15:40

So if you had to describe LV as a person, what comes to your mind?

Gen X Male 3: 15:47

A very elegant French slash English rich, well-educated, and interesting person to talk to. Not necessarily dress or buy the same brand.

Interviewer: 16:11

Why is it important not to be only dressed in the same brand?

Gen X Male 3: 16:16

Well, I think that you know to describe you can be well dressed in a business suit and that LV felt which is not the classical one, can be understood from a mile away. Done, there are many other belts...

Interviewer: 16:50

Do you hear me?

Gen X Male 3: 16:51

Yeah. I hear you.

Interviewer: 16:52

Okay, very good, like you were suddenly gone. But the last thing I heard was that you talked about that the belt is classical and interrupted.

Gen X Male 3: 17:04

Yeah, if someone is dressed in a nice suit, it could give me the idea of the brand only having maybe a belt on it. Then it doesn't have to dress everything about the Vuitton to give me a Vuitton feeling but I would say that he would be dressed in a blue suit with a classical belt and some, I can call a beige or brown kind of jacket on top, which could remind me a little bit of Burberry as well. Do you know Burberry?

Interviewer: 17:43

Yes.

Gen X Male 3: 17:44

It is very similar to Vuitton to some extend.

Interviewer: 17:46

Okay, interesting. So like if you had to buy a luxury product in general, like how would you buy it? Would you first look at it online or would you go directly to the store? Would you see someone with the item?

Gen X Male 3: 17:58

For sure. I would see it first on the shop. And then, I would definitely look for it in the in the web. To then probably either buy it on the web if I know exactly the size, or to go back to the store and buy it if it's an important item.

Interviewer: 18:21

So do you like the store experience you get in luxury brands? Or why do you like to purchase luxury in general?

Gen X Male 3: 18:29

I like the store experience. Although if I look on the web, it's only to look for a better price.

Interviewer: 18:35

Yeah, okay. Okay.

Gen X Male 3: 18:38

But I think it's very important that for the stores, to do more and more kind of special invitations to the clients in order to propose to them, then you for example, Gucci used to invite us to this presentation of the new collections every year. I think that all the fashion brands so the high end fashion brands should do that. But not in general terms. But the splitting their customer base on the basis of what they bought in the past and what their taste is. They should profil the clients and invite them to specific. Let's say that I bought in 20 years, only belts and the bags, they would need to do an event where it gets through, reunite all the people that buy a majority belts and bags and present to them that. There is no use of doing an event where you present the full collection to someone that is not interested in clothes from Vuitton.

Interviewer: 19:52

That makes sense. Yeah, yeah. So you feel like they lack exclusivity, some of the brands? They should be more exclusive to specific target groups?

Gen X Male 3: 20:02

Absolutely yes, and they should do some marketing activity around that.

Interviewer: 20:09

Okay, okay. So, like if you say they should like be more exclusive, does it also like how do you perceive LV? Do you perceive them as unique brand or you do do you perceive them as any other luxury brand?

Gen X Male 3: 20:24

No, no, I perceive them as unique brand. All of them are luxury brand but in their own way.

Interviewer: 20:35

Okay. What makes LV unique?

Gen X Male 3: 20:41

Well, the style and the quality of the product and its use of course.

Interviewer: 20:46

Okay, okay, okay. Um, so do you also perceive LV to be innovative?

Gen X Male 3: 20:55

Yes, but up to a certain extent. Meaning it is innovative but they have a very strong grip to the classical. Let's say classical part the brands they have, because they're very classical to my opinion. They buy a little bit of innovative and so on, but I think they should keep to be very classical because you cannot pretend. To me, for example, the most innovative brands we have today in the market is Phillippe Lain?.

Interviewer: 21:37

Okay.

Gen X Male 3: 21:39

Someone never ever go towards the direction of Philippe Lain. It is just two different world.

Interviewer: 21:46

Okay, okay. Okay, interesting. Do you also know the company that's behind? Like the portfolio company that's behind LV?

Gen X Male 3: 21:54

LVMH?

Interviewer: 21:55

Yeah. What do you think of them?

Gen X Male 3: 21:58

Yeah, I don't know much about them. I know they they have other brands. And, I know it's a very strong company. And, I am happy actually that they can keep each brand very diversified. I was afraid when they decided to buy all the different luxury brands going to lose the identity of each single brand. They don't have that for the moment and I am happy about that.

Interviewer: 22:30

Do you think your consumption behavior has changed over the last 20 years? Like if you compare what kind of luxury items you bought when you were 25 to what you buy today?

Gen X Male 3: 22:43

For sure, it would be crazy to say no, but very, very little in my opinion.

Interviewer: 22:48

Okay, okay.

Gen X Male 3: 22:50

Like I have bought Yves Saint Laurent very nice leather jacket about 20 years ago, and maybe I would buy it again today.

Interviewer: 23:02

So you believe that like luxury products are long lasting as well?

Gen X Male 3: 23:06

Oh yeah for sure.

Interviewer: 23:07

Yeah. Is that one of the reasons you buy luxury?

Gen X Male 3: 23:11

Also yeah. One of the main reasons. Yeah.

Interviewer: 23:13

What are the other reasons?

Gen X Male 3: 23:17

Well, for sure to have something nice designed. Because normally when you buy luxury, you have something very nice in design, long lasting quality, you already said that. And, to some extent also because I like, you know, to wear something of that brand.

Interviewer: 23:38

Yeah. So like the brand name is important to you?

Gen X Male 3: 23:42

Yeah, absolutely.

Interviewer: 23:44

So, to what extent do you admire other people that were LV?

Gen X Male 3: 23:53

That's a good question. I admire the people that wear LV without showing that it is LV. I don't know how to say it.

Interviewer: 24:03

Makes sense.

Gen X Male 3: 24:06

As I said to you before, you don't need that logo on it in order to be a nice belt. So I appreciate very much the people that are dressing with Vuitton but not necessarily with all the names, shiny, on the surface of the product.

Interviewer: 24:29

Yeah. Okay. So how would you describe like a typical LV user?

Gen X Male 3: 24:37

Very sophisticated, mid age, mid age for me means from 30 - 35 years, with the highest spending power, and you know, international in terms of knowing the world and what's going on.

Interviewer: 25:02

Okay, so what kind of impression do you think you're making on other people when you are wearing LV?

Gen X Male 3: 25:08

Well, to be a sophisticated person for sure.

Interviewer: 25:15

Okay, so that's the main reason so it's like a status thing.

Gen X Male 3: 25:19

I have to tell you that the best LV products today like is the one which has not the usual pattern of Vuitton. You know that Vuitton has done some bags which are totally black or totally white, where there are no no big, big logos on it. Those are my preferred one, but I think I'm one of the few that likes that kind of stuff. It's like you don't see it around.

Interviewer: 25:47

Why do you like when, you say the brand is important, but at the same time you respect people who are not showing that it's the brand.

Gen X Male 3: 25:55

What I'm saying is I don't like to have the brand like, all over the product. You understand?

Interviewer: 26:05

Do you think LV can help you get accepted in certain social groups?

Interviewer: 26:05

Yeah.

Gen X Male 3: 26:05

If you have for example, LV let's say winter jacket on, you know. If I imagine the jacket with all the LV logo on top, I will not like that. If it would be completely black but the logo on the little side of the jacket it would be perfect for me.

Gen X Male 3: 26:35

Yes, this is for weak people, not for people that have some character. Yeah, it works like that. I am sure some people can do that, that happens to them, for sure.

Interviewer: 26:54

Why do you say it's for weak people?

Gen X Male 3: 27:00

Because only weak people need an accessory or some clothes on it to be accepted for a peer group. And I don't want to be racist, meaning, we can in terms of character there are some people which are shy. So, you know, they will never try to be accepted for a certain group because of their shyness. So, what

they do, you know, they may be wearing something that would make them similar to them and then being more easily acceptable. So, let's not use weak in the term and say shy.

Interviewer: 27:41

All right, all right. So when you wear LV, it's mainly for yourself, it's not really to show something to others.

Gen X Male 3: 27:49

Yeah absolutely.

Interviewer: 27:55

Okay, okay.

Gen X Male 3: 27:55

Five - Ten percents that makes it nice for the other people. Unfortunately, humans being are defected. So, I know for myself it is the same.

Interviewer: 28:08

Okay. Okay. Okay. So do you.

Gen X Male 3: 28:11

You understand right?

Interviewer: 28:12

I do understand. Yes. Do you already have your next luxury purchase planned? And if yes, what do you think you're going to buy?

Gen X Male 3: 28:22

No, if I have to be honest, no, I don't. I have thought about maybe a new bag, but it would be a traveling bag. So it would be something towards to me or Samsonite. I would like to buy a nice pair of jacket but I have no idea what's in the market. So, it is about 6 to 12 months since I am not walking into shop.

Interviewer: 28:48

Okay, okay. Okay. So you'd have to go back into the shop to actually find something first. So you go into the shops to get new ideas.

Gen X Male 3: 28:54

Yes, yes, I forgot between the brands Hermes is one of my preference as well.

Interviewer: 29:02

Okay, that's nice. So would you recommend LV to friends and family?

Gen X Male 3: 29:09

Yes, for sure.

Interviewer: 29:11

Would you say you're loyal to the brand?

Gen X Male 3: 29:15

Not really, no. Loyal in terms that I've been buying it for 20 years yes for sure. Loyal to the extent that if I find something better than LV, I will switch from one day to the other.

Interviewer: 29:32

Okay and then you would never buy it again?

Gen X Male 3: 29:36

Probably not.

Interviewer: 29:36

Okay, okay. Is there another brand in the luxury market you consider yourself loyal to or is there no such, like you would always switch if there's something better?

Gen X Male 3: 29:55

Yes, I have loyalties towards other brands but they not luxury brands.

Interviewer: 30:03

Which brands are you loyal to?

Gen X Male 3: 30:06

I give an example Hackett London. For sure, Church's but that's a luxury brand I would say. To me for example, Church's is not so much luxury. It's so much a work accessory.

Interviewer: 30:27

Okay. Makes sense.

Gen X Male 3: 30:29

So I am loyal to Mont Blanc for example.

Interviewer: 30:37

Why do you think you're loyal to those brands but not to LV?

Gen X Male 3: 30:45

That's a good question. I wouldn't know. I have feeling for them which is not the same for LV. In a way I didn't see those brands, the expansion that LV has. That made me feel more close to them. Rather than LV which to me, is something growing bigger and bigger and bigger and bigger which is not let's say very close to me in a way.

Interviewer: 31:26

Okay, that makes sense. Do you think that's diminishing the brand, that it's growing so big?

Gen X Male 3: 31:33

In some extends yes.

Interviewer: 31:35

Okay, why do you think that's the case?

Gen X Male 3: 31:38

Let's say that it would not be diminishing growth if they would try to put some measures in order to be closer to the end user.

Interviewer: 31:54

Yeah, yeah.

Gen X Male 3: 31:56

As I said to you for example, LV customer service operator call us and tell us that you are our client for over twenty years. We know that you have twenty bag, then jackets, five belts and something that you know it's stupid such a company like LV is not doing it because once you have a name and a last name, every time they buy something they should have it on record. And not even offering a discount or whatever but making you feel important and special, this never happens. And if the company grows like LV, I think nowadays you should expect something like that.

Interviewer: 32:52

Okay, that makes a lot of sense.

Gen X Male 3: 32:54

That would make feel us very, very special. Other brands are doing that, some of the smaller brand are doing that, they are very very carefull, they call you they send you email which are not the usual newsletters, something more target.

Interviewer: 33:13

Okay. So do you think feeling special is very important when buying luxury?

Gen X Male 3: 33:19

Absolutely and being treated as one of them. Fexample, to give an idea, we have these old bags. Someone would have called us to you know to repair them or to return the stem or to give you know some treatment on it, we maybe would have done at special price of course. Of course, this is not the case. I think brands when becoming too large, they must being much more about economical numbers rather than having customers happy.

Interviewer: 34:00

Yeah, that makes a lot of sense. Um, so a whole other topic. Do you care about sustainability? And if yes, like do you focus on economic, environmental, social sustainability, which social for instance?

Gen X Male 3: 34:16

I definitely think it is fantastic key to invest some money as a luxury brand on it. And I give an example, there's a very small company doing baby clothes very close to our house. Bear in mind that where I live we have huge company like Geox, of course that you know, Reply, Diesel, some of them are very famous for the for the product they do. This little company that are doing baby clothes, when they explain the products, they are giving you a little brochure and they are explaining to you all the products that they use, how they are made and how they're being choosen by all sort of sustainability characteristics. They push much much more to buy something maybe that I don't like so much if there is environment sustainability on the side on choosing the products there and industrial processes that are not polluting the environment.

Interviewer: 35:41

Do you have a perception that LV is doing anything in that matter?

Gen X Male 3: 35:46

Zero. I have no idea. I am sure that they do somethin but I'm not aware of it. They should make some advertisement on that or communication on that;

Interviewer: 36:05

You think it would make you more brand loyal if they were more sustainable?

Gen X Male 3: 36:10

Absolutely yes.

Interviewer: 36:11

Ok .And do you think that environmental or social sustainability is more important? Social meaning safe working conditions etc.

Gen X Male 3: 36:21

Starting with environnemental to then go to the social one. I think right now the environnemental one is the most important one.

Interviewer: 36:31

Okay. What else do you think makes LV, like makes you perceive LV as a strong brand?

Gen X Male 3: 36:42

Well, the size of the company of course. And that you see it all over the world in duty free, airport and the nicest the streets of the world.

Interviewer: 36:58

Yeah, that's interesting. Um, do you have anything you would like to add, anything you haven't told me about luxury, LV?

Gen X Male 3: 37:13

Not really. I just stress out the fact that they should start to do some targeting, marketing target to their client base based on what they have, based on what they have bought so far and in order to be closer to the end user, be closer to the end user.

Interviewer: 37:52

That makes sense. Yeah. Okay. I mean.

Gen X Male 3: 37:55

You know, I was I am not enrolled in a newsletter which I'm sure Vuitton is doing but for one reason or the other you know I was never asked rather than, which is maybe because I'm not buying LV for the last four five years. But it is quite strange.

Interviewer: 38:22

So you think that there's like other brands, like for instance that you're invited to the Gucci collection openings etc makes that you're going, like you're buying more from Gucci and less from Louis Vuitton.

Gen X Male 3: 38:33

Absolutely for sure. Not buying necessarily, but at least evaluating it. Yes, for sure.

Interviewer: 38:40

So, you would say that even though you prefer LV that Gucci is a stronger brand, for instance?

Gen X Male 3: 38:46

On the marketing side, from my experience, yes.

Interviewer: 38:51

So good marketing for you is personalized marketing?

Gen X Male 3: 38:54

Yes.

Interviewer: 38:55

Okay, okay. That's interesting to know. All right, I think I went through all my questions.

Gen X Male 3: 39:05

Very good.

12. Gen X Male 4

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Male 4	German	Male	49	Partner consultancy	at On Skype	05.03.2020

Interviewer: Wunderbar. Dann erzähl mir doch erstmal ein bisschen über sich selbst und über dein Leben. Wie alt du bist, wo du herkommst, was du beruflich machst?

Gen X Male 4: Ja, also ich bin 49 Jahre alt, in Frankfurt geboren, aufgewachsen. Was mache ich beruflich? Ich bin Managing Partner in einer, ehm, Unternehmensberatung, in einer sehr großen, weltweit der größter, unabhängiger IT Dienstleister für, ehm, ja eigentlich alle möglichen Branchen. Und ja, was interessiert dich noch vom privaten her?

Interviewer: Genau, du kannst mir einfach ein bisschen erzählen, wie du deinen eigenen Lebensstil beschreiben würdest, was du so in deiner Freizeit gerne machst.

Gen X Male 4: Ja, also was, was mir wichtig ist, ist irgendwo, ehm, ja das Thema hier und jetzt hier ja und nicht irgendwie zu sagen, eh, Ich bin jetzt irgendwie, ehm Ich spare jetzt auf meinem 65. Geburtstag hin, wenn ich dann in Rente gehe. Sondern es geht einfach darum zu sagen, okay, wenn ich mir was er arbeite, dann möchte ich auch irgendwo ein Stück weit dann auch das Leben genießen. Egal, ob das jetzt Urlaube sind, Kurzurlaube sind. Und halt Dinge, die einfach Spaß machen. Das muss jetzt auch nicht Geld kosten. Das kann auch kochen sein, ja. Das kann auch einfach irgendwie, ja, mit guten

Freunden zusammen sein, sein. Aber solche Dinge sind mir wichtig. Und ich habe irgendwo schon immer eine Modeaffinität gehabt. Und, eh, natürlich mit finanziellen Möglichkeiten, eh, ist das natürlich auch eine andere Geschichte. Wenn du natürlich über die finanziellen Mittel verfügst und sagen kannst ok, Ich gönne mir auch mal das, und das, und muss da jetzt nicht zwingend darauf achten, ehm, ja, was das dann kostet im Endeffekt, ja. Was nicht heißt, dass ich nicht preisbewusst bin in einer gewissen Art und Weise. Aber, ehm, wichtig ist halt, ja, schon so ein Stück weit, sich eben auch, eh, verschiedenste Erlebnisse im Leben erlauben zu können, letztendlich. Also das, was einem gut tut. Also Nicht unbedingt, eh, so, dass ich sage, ich muss jetzt irgendwie mit einem gewissen Status nach außen wirken. Das ist mir egal. Eh, ich bin auch jetzt, zum Beispiel, jetzt wenn ich Freunde sehe oder so, ich bin da null neidisch drauf. Ich freue mich da eher für die anderen, eh, wenn die dann auch was Schönes haben. Ja, sondern dann geht es um das, was einem persönlich wichtig ist und nicht um: 'Guck mal, was für ein toller Typ ich bin', ne, im Endeffekt. Und deswegen so, das, das ist so der, sage ich mal, der Hintergrund, ja, und so versuche ich dann halt auch zu leben. Deswegen Urlaub oder so versuche ich halt wirklich alle 30 Tage Urlaub, die ich hab auch weg zu sein, ne. Um halt auch Dinge erleben zu können und deswegen, ne, also kaufen ist ja in dem Sinne ja auch Kaufelerbnis. Das ist ja in dem Sinne auch nicht, eh, unwichtig, ja. Und, ja, deswegen macht mir das schon Spaß.

Interviewer: Also würdest du sagen, dass so Dinge wie, also schöne Erlebnisse wie Urlaub oder Mode auch wirklich ein wichtiger Bestandteil deines Lebens sind?

Gen X Male 4: Absolut, absolut. Also, ich bin da, wie gesagt, ich bin da auch, das weiß ich auch, dass ich da irgendwo anders drauf bin als auch, als auch viele Männer, sag ich jetzt mal. Ja, also ich kann an dem Schuhschrank durchaus mit einer Frau auch mithalten, ja. Aber einfach nur, weil ich halt Spaß dran habe. Also, ja... Und, eh, darum geht es mir dann am Ende des Tages, ja.

Interviewer: Wenn du dich dann mit deinen Bekannten oder Freunden vergleichst, würdest du sagen, dass die einen ähnlichen Lebensstil haben oder deiner doch schon etwas anders?

Gen X Male 4: Meiner ist anders. Bewusst, eh, das nehme ich mich bewusst war, ja, eh... Das, eh, ist aber jetzt aber auch für die Freunde in dem Sinne jetzt kein Problem. Weil ich halt auch wahrnehme, wenn jetzt einer, sagen wir mal, ne, so... Es gibt dann natürlich auch Typen, die, wie ich es gerade gesagt habe, dann eben einen gewissen Status damit leben wollen. Damit hab ich dann eher ein Problem. Wenn es dann um Angeberei geht. Also da, eh, wird's dann einfachg blöd, ja. Also dann fühle ich mich dann auch nicht wohl in so einer Gesellschaft, wo es dann nur darum geht 'Haste was, bist du was?' Ja, also... das ist glaube ich ja auch wieder eine Abgrenzung und eine Unterscheidung. Deswegen, ehm, bin ich da schon anders. Und so nehmen mich auch meine Freunde wahr. Weil die wissen das dann halt auch. Ja, also deswegen ist das jetzt kein Problem in dem Sinne, dass ich da anders ticke, ja.

Interviewer: Ehm, und wenn du so an deinen täglichen Alltag von dir denkst oder an so eine typische Woche, was sind das so Aktivitäten, die du da hast oder denen du nachgehst?

Gen X Male 4: Also das ist Sport. Ja, das ist auch in der Natur sein, um auch abschalten zu können, auch um für sich sein zu können. Und, eh, das ist mir eine wichtige Komponente. Andere wichtige Komponente sind natürlich auch, Freunde zu treffen. Ehm, und, ehm, ja wenn ich zum Beispiel an meine Tochter denke, dann, dass ich die entsprechende supporte. Also wenn die jetzt Tanzturniere hat und so weiter, dass ist dann da dabei bin. Das ist auch ein Zeitfaktor, der dann, eh, eine Rolle spielt und klar meine Arbeit. Arbeiten muss jeder. Und dann versuche ich natürlich auch irgendwo, das so zu machen, dass das, ehm, ja auch nicht in dem Sinne... also möglichst mit einer gewissen Effizienz zu

arbeiten. Das gelingt mir eigentlich auch sehr gut, ja. Das heißt nicht, dass man nicht auch mal 12, 14 Stunden arbeiten muss. Aber es nutzt ja nichts, wenn ich jetzt nur arbeite und dann gar nicht leben kann.

Interviewer: Ein Ausgleich ist dir da wichtig?

Gen X Male 4: Genau. Und deswegen musst du halt auch irgendwo Sport machen, rausgehen, abschalten... Eh, andere Sachen machen, die dir Spaß machen. Kochen, wie gesagt, hatte ich ja schon erwähnt, ist etwas, was mir Spaß macht oder auch essen gehen. Solche Sachen. Einfach Tapetenwechsel haben und verschiedene Dinge erleben. Ich bin nicht so eindimensional unterwegs, ja. Ehm, das ist mir ganz wichtig, ja.

Interviewer: Und da ist ja gerade schon erwähnt, dass du das Einkaufserlebnis sehr schätzt. Gehst du oft einkaufen? Und wenn ja, was für Produkte gehst du so einkaufen?

Gen X Male 4: Du meinst jetzt rein Richtung Mode getriggert?

Interviewer: Oder andere Dinge. Also jetzt nicht unbedingt Lebensmittel, eh, sondern einfach Konsumgüter, sagen wir es mal so. Was du konsumierst, was du kaufen gehst.

Gen X Male 4: Ja, also, da mache ich ja auch viele online, muss ich sagen. Und wenn, wenn ich dann irgendwo in die Stadt gehe, shoppen, dann mache ich das auch schon sehr bewusst in dem Sinne. Und, und.. Ja, in dem Sinne jetzt nicht, dass man sagt ich plane das jetzt. So jetzt Samstag ist gehe ich dahin. Das ist bei mir auch immer nach Laune und Spontanität und eben Zeitkorridor abhängig. Ehm, das mache ich schon. Aber ich, ich bin auch genau so, dass ich halt sage, ich, eh, zück dann mein Handy und dann merke ich, ich, eh, brauche was weiß ich, vielleicht noch den Dekoartikel, ja. Also wenn ich jetzt hier sehe, wie ich meine Wohnung hier so eingerichtet habe. Stück für Stück. Und das macht mir dann halt auch Spaß, so eine ONLINE Recherche zu machen. Das ist dann auch absolut okay, dass man dann halt eben nicht im Laden ist. Ich meine, dass ist ja jetzt auch kein Geheimnis, dass immer mehr online gekauft wird. Und ehm... Aber da bin ich auch schon relativ lange dabei. Also würde ich jetzt behaupten, dass wo, sage ich mal, das angefangen hat, dass ich das auch schon da gemacht habe, auch, auch online zu kaufen, weil mir das dann manches ... also... Ich muss jetzt nicht. Samstag, eh, wo alle in der Stadt sind, muss ich nicht unbedingt noch in die Stadt gehen, ja. Kann man mal machen, muss man aber nicht unbedingt. Ja, also, ich war jetzt letztes dann auch mal spontan irgendwo in... in... in Ingolstadt Village oder so. Ne, dann ist es mir lieber wenn das jetzt leerer ist, als wenn das jetzt knacke voll ist. Aber kann man sich auch manchmal nicht aussuchen, klar.

Interviewer: Also ist dir ein angenehmes Gefühl auch sehr wichtig, wenn du einkaufen gehst, dass es nicht so überfüllt ist.

Gen X Male 4: Ja, wenn's... wenn's dann überfüllt oder...oder stressig wird, dann bin ich auch sehr, sehr zielorientiert. Und Kann dann halt wirklich Sachen abschnappen sag ich jetzt mal. Um.. Um da halt auch irgendwo, also, nicht ewig sich dann an einem Ort aufzuhalten, sondern dann halt die Dinge dann auch quasi... ja... abzuklappen in Anführungszeichen. Dass man halt sagt: "Okay, ich muss da jetzt auch nicht irgendwie einen ganzen Tag verbringen, ja.... In der Stadt oder so. Wenn, dann entspannt. Also wenn dann...w en dann entspannt... eh...wenn n ic jetzt h zum Beispie jetzt l auch mit der Tochte denk. Wenn die jetzt sagt, hier Papa, r ic will h jetzt mal in Frankfurt einkaufen, dann lasse ic ihr da h alle Zeit der Wel, dDi sie e brauch. Ja... (laughs), da mache ich , meine Scan-Mode aus. Aber wenn ich das nicht machet, dann bin ich halt schneller unterwegs.

Interviewer: Und, ehm, wenn du dann einkaufen gehst, kaufst du auch Luxusgüter? Und wenn ja, welche?

Gen X Male 4: Ja, alle möglichen. Also... puh... Ob das jetzt dann letztendlich von Schuhe über... eh... Schmuck oder Uhren oder ehm... solche Sachen wie was weiß ich, Cross Body Baga oder T-Shirts, Jacken.. Also kann man sich eigentlich alles vorstellen, in dem Sinne. Und da würde ich auch sagen, habe ich halt auch viele... (caughs)...viele bekannte Marken, das weiß ich... (laughs)... Und da kommt es mir aber auch nicht immer auf die Marke drauf an. Dass ich jetzt sage, ich will jetzt das haben von der Marke. Sondern da kommt es darauf an, ist es jetzt die Optik, die mir gefällt, und das muss dann nicht unbedingt jemand anders gefallen. Natürlich muss ich aber auch mittlerweile drauf gucken, passt es jetzt noch zu meinem alter oder nicht, ja.

Interviewer: Ja. Also ist die Optik da für dich schon etwas, was sehr wichtig ist, wenn es um Luxusgüter geht?

Gen X Male 4: Ja... ja... Also nicht im Sinne, im Sinne, des "Ah, das ist teuer. Das hat jeder. Also nehme ich das". Sondern, eh, das ist vornehmlich, dass ich sag, das sieht richtig geil aus. Das gefällt mir, das will ich haben.

Interviewer: Und kaufst du auch überwiegend für dich die Luxusgüter oder auch für andere Menschen?

Interviewer: Ja, vornehmlich für mich. Früher, früher auch für die Familie, muss ich sagen. Wobei die Tochter jetzt halt altersbedingt ihren eigenen Willen entwickelt hat und, eh, da wirklich fast unabhängig agiert. Wenn ich dann mal online was sehe, dann zeige ich es ihr dann vielleicht. Und, ehm, dann sagt sie "ja gut" oder "schlecht". Aber dann kann man es halt bestellen oder nicht, ja. Aber ansonsten vornehmlich schon für mich, ja. Mittlerweile, wenn man jetzt von heute spricht.

Interviewer: Und wie fühlst du dich, wenn du Luxusgüter kaufst? Sind da bestimmte Emotionen, die in dir aufkommen? Oder Gefühle?

Gen X Male 4: Ja, das kommt...Also wenn ich jetzt ins Geschäft gehe, kommt es immer drauf an. Ja also, eh, es kommt dann eben auch auf den Verkäufer drauf an. Und natürlich auch um Dinge, wenn man dann eben spontan was sieht, was so richtig, ehm... einem richtig gut gefällt, dann macht das natürlich auch Spaß, das zu probieren. Und ehm... ja... einfach dann, wenn man dann noch einen guten Verkäufer hat, der freundlich ist.. Ehm...dann ist das natürlich schon was... was sehr Schönes. Und, ehm... hach....jetzt sozusagen psychologisch gesehen ja... Also... Das ist jetzt nicht wo ich dann... wo ich dann jetzt...eh... also bei manchen Stücken sicher, dass man dann sagt "Hier, ich habe dann da jedes Mal, wenn ich das sehe, Spaß dran". Also wenn jetzt zum Beispiel, wenn es ums Allgemeine geht, eh, hätte ich ein positiv wie negativ Beispiel. Ich habe dann nämlich ein sehr, sehr teures Auto gekauft, und jedes Mal wenn ich das gesehen habe, fand ich das geil, weil das einfach der absolute Traumwagen für mich war. Und dann habe ich aber ne sehr, sehr schlechte Service Erlebnisse gehabt, also mehrere hintereinander. Und die haben mir das dann, also, den Spaß dann so verdorben, dass ich gesagt habe, ich verkaufe das Ding auch jetzt. Ja, weil ich einfach mal jedes Mal, wenn ich das Auto gesehen hab, mich eigentlich geärgert hab. Also gar nicht über das Auto oder die Optik, sondern einfach über diese Kundenerlebnisse, weil die halt so... also ich habe, demjenigen auch... also dem Geschäftsführer von dem eh... von der Niederlassung habe ich gesagt, also im Aldi fühle ich mich besser behandelt als bei

ihnen. Und wenn das dann ein Auto ist, was eine viertel Millionen kostet, ja, das passt dann halt nicht. Und da bin ich halt auch konsequent, ja.

Interviewer: Also ist dir schon auch wichtig, dass der Service stimmt, wenn es um diese Produkte geht?

Gen X Male 4: Ja, weil wenn das nicht der Fall ist, dann ist es ja irgendwo, weißt du, wenn, ehm., ein Luxusprodukt. Da erwartest du ja auch für das Geld, was du zahlst, ja einen gewissen Service. Und wenn der nicht vorhanden ist oder in Teilen nicht vorhanden ist, weil, also, jetzt mit dem Werkstattleiter hatte ich zum Beispiel, das war super, ein mega Verhältnis. Der hat mir auch absolut recht gegeben, eh, in meiner Wahrnehmung. Und ehm... Aber das war halt irgendwo so negativ geprägt. Da hab ich gesagt, das mache ich nicht mehr. Also, das heißt jetzt nicht, dass ich sofort irgendwie, in Anführungszeichen ausflippe oder so. Die kriege da schon zwei, drei Chancen, aber der hat es halt über Monate, eh, verschleppt und... und... einfach nicht geantwortet... und nicht reagiert. Und dann habe ich dem halt gesagt "Also, wenn Sie mir nach einer Woche gesagt hätten, Ja Herr X, das geht, oder nein Herr X, das geht nicht, dann wäre ich zehntausendmal zufriedener gewesen, als wenn man irgendwo in der Luft hängt und einfach ignoriert wird". Ja und das sind dann halt Sachen, ja. Ehm, das kannst du auch was weiß ich, wenn du jetzt zu Louis Vuitton gehst und dann von einem Verkäufer ignoriert wirst, dann denke ich mir auch "Fuck off", um es mal, eh, drastisch zu sagen. Weil, ehm, wenn du, und ich weiß ja nicht. Es wird vielen anderen denke ich auch so gehen. Wenn du in so einen Laden rein gehst, heißt es ja nicht, dass sie sofort Gewehr bei Fuß stehen müssen aber zumindestens nicht, dass du denkst, ja gehörte dir jetzt der Laden, wenn er sich so verhält? Oder, eh, ist er einfach serviceorientiert? Und das ist, das ist, wenn ich das auch auf meinen Beruf referenziert. Das war mir schon immer wichtig, wenn ich Einheiten geleitet habe und die Richtung Kunde agiert haben, dass das immer mit einer Topqualität gemacht wird. Da habe ich alle Augenmerk darauf gerichtet, ja. Also, dass du möglich wenig Reklamationen hast, hohe Zufriedenheit hast und das finde ich es gerade in so einem Segment, ja auch einer der Differenzierungsmerkmale, meiner Meinung nach.

Interviewer: Du hast jetzt gerade schon eine Modemarke erwähnt. Ich werde mich jetzt auch auf Luxusmodemarken spezialisieren und da entscheidet man zwischen Couture, was so handgeschneiderte Kleidung in einem sehr hochpreisigen Segment ist. Prêt-à-Porter, einfach die Kleidung, die man sofort kaufen kann in den Läden und auch Accessoires, wie zum Beispiel Handtaschen oder Gürtel. Wenn du jetzt an Luxusmode denkst, was sind Marken, die dir spontan einfallen?

Gen X Male 4: Ja, also, die erwähnte, ob das jetzt Louis Vuitton ist, ob das Prada, Gucci, solche Dinge. Armani, ehm, Bally zum Beispiel. Ich muss mich einmal umgucken (laughs). MCM. Supreme wäre zum Beispiel jetzt auch was. Jetzt Off-White, solche Dinge, die dann halt eben vom Virgil Abloh kommen. Burberry hab ich auch relativ viele Sachen. Ehm...Aber halt auch, aber dann sind wir dann schon wieder ein bisschen raus aus dem Luxury. Da ist dann die Frage, ist das noch Luxury oder nicht, wenn es dann so, so um, um seltene Sneaker oder sowas geht, ne. Also da, gibt es dann ja auch wieder, was weiß ich, irgendwelche Editionen, eben in Zusammenarbeit mit einem Virgil Abloh, wo man sagt ok, das ist dann von Jordan oder von, ehm, Adidas oder von Nike?

Interviewer: Also sind dir da auch, ehm...Der Seltenheitsfaktor was wichtiges für dich, wenn es um diese Produkte geht?

Gen X Male 4: Nur dann, wenn es mir gefällt. Wenn es jetzt selten und hässlich, ist das mir wurscht. Wenn es selten und sehr schön ist, dann ist es, ist es auf jeden Fall eine Sache, die mich dann halt auch reizt, ja. Tom Ford, zum Beispiel, ist auch eine Geschichte, wo ich sag, eh, das eh, viele Brillen,

Sonnenbrillen und solche Sachen, wo ich von hab. Aber auch Hemden, ja, und von daher, joa, kann man schon sagen, dass ich da ne, würde ich mal sagen, ganze Reihe von Marken dann auch, ja, besitze... Ja... Und eh... Aber wie gesagt, nicht um der Marke Willen in dem Sinne, sondern schon auch.. Also Ich habe jetzt auch Sachen, wo ich sag, ja ok, das ist kein Luxury Brand, und das ergänzt sich dann einfach. Weil dann die Optik stimmt und mir das gut gefällt und, und, das Material auch okay ist. Dann muss das auch nicht immer teuer sein. Ja, also.. Es ist jetzt nicht zwingend erforderlich.

Interviewer: Hast du denn trotzdem einen Lieblingsluxusmodemarke?

Gen X Male 4: Puh, Lieblingsluxusmodemarke... Ich finde, ich finde ehrlich gesagt jetzt Louis Vuitton, gerade unter dem Aspekt mit dem Abloh finde ich schon ganz cool mittlerweile. Ich habe auch vorher viel, also auch viel, Businesssachen vorher schon gehabt, weil es sehr, sehr klassisch ist. Und ich finde jetzt dieser Spread, sozusagen zwischen jetzt doch mehr im Hier und Jetzt zu sein, als auch zu sagen, ich kann aber auch die klassischen, was weiß ich, Monks oder Loafer haben... Ehm... Das finde ich halt schon ganz cool. Ja... Dass Das jetzt einfach eine Art Bandbreitenerweiterung ist... Ja... Und trotzdem jetzt nicht irgendwie zu schreiend wird. Also, weil wenn ich jetzt Richtung Gucci denke... Eh... da bin ich dann, also, was die teilweise im Schaufenster haben, da bin ich schon einfach zu alt. Ne, also (Laughs). Das sieht dann vielleicht an einem 25-Jährigen gut aus aber an mir? Dann werde ich ja zur Lachfigur (laughs).

Interviewer: Wie genau würdest du das beschreiben, dass Louis Vuitton da mehr zu dir als Typ? Oder in wiefern passt Louis Vuitton da besser zu dir?

Gen X Male 4: Ehm...passt insoweit besser zu mir, als das dann der Style, den ich dann auch privat verfolge. Also ich...Ich... wie gesagt, ich kann halt, ob ich jetzt im Smoking oder wie gesagt im Anzug rumlauf... ist das eine. Aber ich bin halt privat...Kann, kann ich auch auf Business casual machen, aber auch oft auf eher so locker mit Sneaker und so weiter. Und da, diese Erweiterung gefällt mir halt besonders gut, ja. Das finde ich zum Beispiel auch besser getroffen als bei Burberry. Burberry gefällt mir jetzt mit dem neuen Design nicht so gut. Manche Sachen ja, aber viel weniger als jetzt bei Louis Vuitton. Deswegen ist mir das dann, also... dann sage ich auch Okay, dann kaufe ich nicht mehr so viel Burberry sondern lieber mehr Louis Vuitton beispielsweise, ja.

Interviewer: Und wenn du jetzt an Louis Vuitton denkst, und du dir das als eine Person personifiziert vorstellst, wie würdest du diese Person beschreiben?

Gen X Male 4: Eh, die Marke jetzt?

Interviewer: Genau, die Marke Louis Vuitton als Person. Im Sinne von Persönlichkeitsdimension, die du dir da vorstellen könntest, wenn es eine Person wäre.

Gen X Male 4: Puh...(laughs)...Das ist jetzt spontan gesehen gar nicht mal so einfach zu beantworten, ja. Also, es ist sicherlich, es ist sicherlich jemand, der, der in einer Großstadt wohnt. Der, eh.. Ja, sag ich mal, das... das urbane Leben mag, der auch dann, ehm... einen gewissen Erfolg auch hat. Sicherlich...was kann... was kommt da noch dazu... also, ich mein.. dass.. dass die für mich, die Marke, cool ist...In dem Sinne ... Und das ist für mich natürlich auch dann, wenn ich jetzt auch an eben Foto-Shootings dann denke, wenn ich die so im Kopf habe, dann kommt das natürlich dann auch cool rüber. Somit ist derjenige, wenn ich das eher auf die lockere, Senaker-Seite da so ziehe, dann ist das für mich durchaus auch ok. Wenn jemand das anhat, ist derjenige jetzt nicht zwingend cool. Aber zumindest, ne,

ist es dann eine coole Optik, ja. Ob derjenige dann cool ist..(laughs)...ist dann immer die Frage ja, aber das, das ist so, dass wo ich so sagen würde Ja, klar... Also das ist so, mal so als kurz Abriss. Wenn dir noch etwas fehlt, dann frag gerne auch nochmal nach.

Interviewer: Ehm, ja. Könntest du dir auch vorstellen, dass diese Personen gewisse Werte widerspiegelt, die du gerade beschrieben hast?

Gen X Male 4: Also wenn ich jetzt..wenn es jetzt Richtung... Richtung...puh...Business nehme... ja Werte widerspiegeln...Also das verknüpfe ich, muss ich sagen, also Ich persönlich verknüpfe das jetzt dann weniger. Als das ich jetzt sagt das jemand, der das und das trägt, hat die und die Werte. Ja also...Man kann dann vielleicht sagen, Okay, derjenige legt dann vielleicht Wert auf...eh... auf eine bestimmte Optik oder... oder dergleichen, ja.. Die jetzt, sag ich mal, von.. ja...sag ich mal, bis vor kurzem eher ein Stück weit konservativer rüberkam. Und jetzt eben so ein bisschen dieser Coolness-Faktor mit dazugekommen ist. Eh... Das würde ich schon sagen. Aber wenn du jetzt Richtung Werte, gehst du...boar...Also... Ich hab da natürlich schon Bilder im Kopf. Aber ob... ob... das dann jetzt so, sag ich mal, die Wahrheit ist, die ich da jetzt im Kopf habe, müsste Ich überlege, ja...

Interviewer: Ehm..

Gen X Male 4: ... Weil....sag du ruhig.

Interviewer: Nee, Ich wäre sonst zur nächsten Fleige weitergegangen. Das war jetzt glaube ich schon eine ganz gute Antwort von dir (laughs)

Gen X Male 4: Ok, gut.

Interviewer: Du hast ja gerade schon, die, die typischen, ich sag mal, Besitzer von Louis Vuitton n Produkten beschrieb. Könntest du da noch h ein bisschen mehr ins Detail gehen? Wie sieht für dich so dDer typisch Louis Vuitton e Träge/r Besitzer au? Was sind das so für e Leut, auch so e von der Demografie, vom Alter.

Gen X Male 4: Naja, gut. Also, wenn du jetzt natürlich in so einen Laden rein gehst, dann hast du auch wirklich Von Bis ne. Dann Hast du.. eh...sag ich mal auch die jungen ausländischen Mitbürger, wo du sagst, okay, wo haben die jetzt die Kohle her. Ich weiß es zwar, aber ich mache mir keine Gedanken dazu, ja. Dann hast du immens viele Chinesen, ja... wo das glaube ich halt einfach, eh... ja...glaube ich sehr, sehr viel Hobby ist, sowas zu besitzen. Aber ich glaube, die haben relativ wenig Verständnis dafür, das zu kombinieren und zu tragen. Wenn ich so sehe, wie Sie laufen, frage ich mich "ok, wo haben Sie es außer in Ihren Koffern verstaute?" (laughs). Ehm... Und ansonsten... Naja. Klar. Also wenn ich jetzt zum Beispiel an Louis Vuitton auch denke, dann denke ich gar nicht so viel an Männer, sondern auch viel mehr an Frauen und an Taschen auch...eh... zum Beispiel... ja...Und, eh, vielleicht dann noch an Gürtel. Wobei da ist dann wieder mehr, mehr, mehr Gucci zum Beispiel, wenn man mal jetzt so, was weiß ich, so auf Instagram oder so dann guckt... Ja...Und ehm... da ist dann die Frage, ja, also was für Menschen? Ich glaube, der Spread ist halt sehr, sehr groß. Und wenn du jetzt Richtung Tasche gehst, tragen natürlich auch, auch sehr, sehr viele die Marke, jetzt mal als Tasche gesprochen. Wobei du da auch nicht weißt, welche ist echt und welche ist falsch (laughs), Ja, das dann schon. Aber klar, also ich würd schon sagen, auch jetzt, wenn ich jetzt mal so in Frankfurt die Goethestraße hoch und runter gehe...ehm...Das ist natürlich schon das gehobene Klientel. Ja. Es ist sicher nicht die Klasse wie jetzt zum Beispiel Hermès oder so, würde ich jetzt mal sagen. Oder Chanel. Die heben sich dann schon

nochmal ein Stück weit mehr ab, auch wenn du in so einen Laden rein gehst. Bei Louis Vuitton hast du einfach, wie schon gesagt, auch noch, noch Leute, die dann eben sagen OK, ich möchte halt auch was vielleicht darstellen ne, in Anführungszeichen.

Interviewer: Wie würdest du da noch ein bisschen genauer den Unterschied zwischen so Läden wie Hermès und Louis Vuitton darstellen? Also was genau ist da der... Wo sagst du, die heben sich da noch etwas mehr ab?

Gen X Male 4: Ich glaub, also, das ist jetzt reine Einschätzung. Aber ich glaube, Hermès ist zum Beispiel ein, ein Thema....Das ist verhältnismäßig gesehen vom Pricing her nochmal, nochmal eine andere Kategorie und... und... zum Teil die, die Menschen die du da auch drin siehst. Da siehst du automatisch nicht nur das die Geld haben, sondern dass die sozusagen, ja, schon lange Geld haben. Im Zweifel, oftmals meiner Meinung nach. Und dann hast du halt auch noch mal eine andere Atmosphäre. Also das ist alles noch ein bisschen gedämpfter und auch, auch so von der Bedienung her würde ich sagen auch nochmal ne... jetzt, jetzt im Laden, nochmal was anderes, wo du... Ja wie soll man das beschreiben? Also nochmal.. vom... vom Service her eh, ja, ein Stück weit zwar distanzierter, aber dann halt, wo du halt merkst, ok, hier ist nochmal eine andere Liga. Ne.. Also, dass du einfach merkst, dass ist von der Klasse her nochmal eine Stufe höher. Meine Meinung ne. Das ist genauso wie, was weiß ich, wenn du ne, ne.. eine teure Uhr, Luxusgüter... also hab ich auch einige. Ob du jetzt, was weiß ich, in.. eh... eh... in einen absoluten Exclusive-Juwelier gehst oder ob du zum Christ gehst, ja. Christ ist halt Masse, also jetzt übertrieben gesprochen, jetzt Louis Vuitton dann nicht. Aber so ne, schon, dass du merkst, ok, da ist nochmal einfach auch nochmal ein kleinerer Unterschied da. Der ist nicht immens aber er ist schon da.

Interviewer: Ok. Und wenn du nochmal so an Louis Vuitton allgemein denkst, hast du besondere Erinnerungen oder Verbindungen mit dieser Marke, die dich in deinem Leben vielleicht begleitet haben.

Interviewer: Und welche Rolle stellt mir da?

Interviewer: Ja, es ist so einfach, denke ich. Man muss sich da ja auch nicht von oben bis unten einkleiden.

Interviewer: Aber es ist einfach ein Accessoire. Wenn es dann halt auch dann.

Interviewer: Die Schuhe und die Schuhe sind da relativ viele, von wo ich dann sagen kann Okay, das macht mir ein gutes Gefühl.

Interviewer: Und das ist ein schönes Accessoire, sage ich jetzt mal ein schöner Punkt, wo ich sagen kann Das gefällt mir von der Form, von der Optik.

Interviewer: Und ich weiß, dass sie jetzt andere andere Schuhe gibt, die qualitativ noch höherwertiger sind. Aber wie gesagt, da weiß ich dann einfach Da ist die Optik so, wie es mir gefällt, auch in den beiden Halbschuhe.

Interviewer: Da hab ich dann einfach ja, wie gesagt, dieses gute Gefühl sein kann.

Interviewer: Das ist halt wirklich irgendwo was für mich.

Interviewer: Wo ich sage Das ist nochmal ein kleiner Unterschied. Ich bezweifle das. Viele werden nicht merken, dass das Schuhe von Louis Vuitton sind, wenn das Halbschuhe sind. Ich habe dann nicht die Muster, die dann schreien Hallo, ich bin von elf. Das weiß dann vielleicht ihr beiden beides nie gern. Wenn ich dann irgendwo privat irgendwo unterwegs bin, dann kann man da schon natürlich das Logo sehen. Aber deswegen ist es so, dass ich sagt, dass das ist so, dass die Erlebnisse das mal sagen kann. Ja, man fühlt sich damit eigentlich irgendwo, ja noch mal, man sagen einfach einerseits cool und auf der anderen Seite auch einfach das, was man ein bisschen von der Masse sozusagen auch sich unterscheidet.

Interviewer: In dem Sinne vielleicht auch noch das Gefühl, dass die Leute, die Vitor tragen, anders wahrgenommen werden.

Interviewer: Somit weiß ich zumindest beobachtet habe, wenn ich Nica mit mit ja musste oder sowas an hab, dass die Leute das sehen, so dann und dann gucken die natürlich auch schon irgendwo anders.

Interviewer: Aber das ist jetzt, wie gesagt, nix, wo ich sage, das mache ich, weil dann die Leute dann was vor sich mir gegenüber anders sind. Aber du meinst, ob die anders reagieren auf dich selbst oder ob ich nicht vielleicht anders wahrnehmen, anders sehen oder bewundern?

Interviewer: Na, dann glaube ich eher. Früher war es ja wirklich so, dass sagen konnte Wenn du irgendwo im Anzug eingelaufen bist, dann bist du besser behandelt worden als irgendwo in Kabul. Ich glaube, das hat sich mittlerweile gedreht.

Interviewer: Und.

Interviewer: Da sind die Verkäufer auch nicht mehr so, wie soll ich sagen, so starr bin ich jetzt Richtung Verkauf nehme. Ansonsten achte ich ehrlich gesagt wenig drauf, ob ich mich erst mal an manchen Sachen an hab, anders behandelt werde, als wenn ich jetzt sagen Anabel, weil mir das, wie gesagt, das ist mir egal. In welchem Maße es geht. Wie gesagt, geht es um mich und um mein Gefühl und um meinen Spaß.

Interviewer: Und nicht irgendwie zu sagen Ja, das muss jetzt.

Interviewer: Irgendwie müssen mich andere anders, Leute anders behandeln oder so ein trockenes Gefühl, das einen guten Eindruck machen würde auf andere Menschen.

Interviewer: Ich glaube schon, dass mein Mann jetzt auch kein Geheimnis, dass das ist natürlich auch Neid hervorrufen kann. Ohne Frage, aber das kann schon sein.

Interviewer: Ich würde es helfen, zu einer bestimmten Gruppe dazuzugehören, akzeptiert zu werden, wenn man edukte trägt.

Interviewer: Wie gesagt, manche mit Sicherheit. Das steht meiner Meinung nach außer Frage, weil oftmals machst du das. Ich möchte jetzt auch nicht sagen, dass ich das vielleicht auch. Warum bin ich so fashioned diktiert? Vielleicht mache ich das auch unterbewusst. Das mag sein.

Interviewer: Aber mir geht's für mich. Was für mich präsent ist, ist eben eher der Spaß als das sag ich will jetzt etwas, das ich irgendwie elitär sein oder oder oder besonders gut behandelt werden.

Interviewer: Natürlich freut sich jeder, wenn er gut behandelt. Aber es kann ja, wie gesagt, es kann ja auch genau das Gegenteil sein, dass die Leute sagen Hier was will der arrogante Patzke mit seinen tollen Klamotten? Da kann, kann es ja genauso passieren.

Interviewer: Und von daher, generell gesprochen Ja, auf mich bezogen achte ich da nicht so drauf.

Interviewer: Wohl wohlwissend, dass natürlich Leute auch danach urteilen.

Interviewer: Das ist klar, wenn wir es nochmal so allgemein denkst, wann und wie du Luxusprodukte kaufst, wie ist das bei dir online, offline oder welche Orte gehst du da, um Produkte zu kaufen?

Interviewer: Das ist sehr, wie gesagt, sehr gemixt.

Interviewer: ONLINE ist sicherlich schon schon ein guter Teil ohne Frage. Also auch für Luxusprodukte? Ganz einfach, weil wenn ich dann eben nicht die Zeit hab. Aber jetzt zum Beispiel. Ja, dann kommt irgendwo eine neue Kollektion raus und dann musst du einfach schnell sein bei gewissen Sachen, sonst sind sie ja weg. Also zum Beispiel die letzten Paar Schuhe, die ich bei Louis Vuitton gekauft habe, die ich jetzt online gekauft. Es war halt als das letzte verfügbare Paar in der Größe. Und dann ist das halt auch eine gewisse Bequemlichkeit zu sagen. Ich mache es online. Das schmälert schon das Erlebnis, muss ich sagen, insoweit, als das ist natürlich dann schick verpackt kommt. Aber es ist was anderes, wenn ich in den Laden geht, den Schuh probier. Was soll sich vielleicht noch ein Cappuccino und Sekt oder was auch immer become? Genauso wenig Quatsch. Zum Beispiel von Hermès kaufe. Dann gehe ich in den Laden rein.

Interviewer: Da würde ich es, wenn es jetzt nicht gerade genauso wie bei den Schuhen. Wenn's da nicht super pressiert, dann gehe ich natürlich lieber in den Laden, weil als Erlebnis einfach ein anderes ist.

Interviewer: Aber manchmal, wie gesagt, musst du dann halt auch auf der anderen Seite etwas, was ich von Gucci hat auch eine Sonnenbrille, die mir super gut gefallen hat.

Interviewer: Und das auch, indem Sie die Kleinen wesentlich günstiger gesehen als jetzt bei Gucci selbst. Dann kaufe ich die auch. Natürlich kostet Shop auch online günstiger. Das ist mir dann auch egal.

Interviewer: Und wann würdest du denn nur die Produkte zu einem gegebenen Situation?

Interviewer: Das ist im Business sehr, sehr, sehr häufig. Das stört die Schuhe.

Interviewer: Die Halbschuhe dann ich natürlich auch mit anderen schon erwähnt. Luxuslabel kombiniertes Muss.

Interviewer: Man kann auch ein schicker Anzug und manchmal sein, wenn er halt gerade hier ist, gut zu passen, mir dann auch wurscht. Aber wie gesagt, die Kombination muss da stimmen, und im Privaten ist es halt auch so..

Interviewer: Oder für mich, die Kulow, T-Shirts und so weiter rausgekommen sind, dass ich dann da halt so was dann auch mal kombiniere.

Interviewer: Das ist auch ein Teil davon, aber nicht von oben bis unten. Mit Louis Vuitton könnte ich es machen. Aber es ist ein laufender Einkaufswagen, immer.

Interviewer: Und wenn du Luxusmarken kaufst, du schon gesagt, das finde ich Dinge wie der Service oder aber auch die Qualität sehr wichtig sind. Gibt es da noch andere bestimmte Attribute? Attribute, auf die du besonders achtest, wenn du Luxusmarken kaufst?

Interviewer: Also Service ist wichtig, sicher, Qualität auch, manchmal auch mit Abstrichen Wenn du weißt, du Qaeda, ist die Optik dann wiederum sehr gut, und die Qualität ist eben nur nur gut und nicht sehr gut. Also wenn jetzt zum Beispiel Seh klar.

Interviewer: Also meiner Meinung nach, was ich macht jetzt Bally qualitativ bessere Schuhe im Zweifel als Louis Vuitton und auf der anderen Seite gut. Die, die ich momentan am meisten Saitama, Dalian hab, sind jetzt Bally. Und Louis Vuitton ziehe ich dann halt nur jetzt momentan bei dem Schrott Wetter halt nur so ab oder an an das Design finde ich wichtiger ist als die Qualität.

Interviewer: So ja dann auch nicht sagen Nee.

Interviewer: Wie gesagt, es ist so, das Design sei klar. Wenn das Design jetzt wirklich so signifikant mir besser gefällt, dann auf jeden Fall. Dann kann die Qualität muss ja immer noch gut sein. Irgendwann kostet ja auch was. Und wenn du jetzt etwas Vorsicht, wenn Freunde sind. Irgendwie glaube ich auch mal gesagt mit Portemonnaies oder so. Die gingen dann relativ schnell kaputt. Schrott für fünf, hundert Euro dann natürlich schon blöd, ohne Frage.

Interviewer: Aber wenn du jetzt das Okay, du hast dann trotzdem etwas Haltbares, dann ist das gut. Aber du merkst halt was. Leder von Bally ist einfach besser.

Interviewer: Und von daher sagen Okay, das steht zwar nicht drauf, aber trotzdem Diese sehen gut aus und haben eine super Qualität. Das kann man so rum und so rum sein. Aber benutze jetzt nicht eine super Qualität und Mittelmaß. Mittelmäßige Optik. Wenn das nicht zu mir passt. Dann würde ich das auch nicht kaufen. Also wenn jetzt das, was ich an augen. oder sowas denke, das ist mir dann, das mir zu konservativ keine zehn Jahren tragen, würdest du als einzigartig einschätzen. Ja, ja, es ist auf jeden Fall sicherlich eine Marke, die in vielerlei Hinsicht natürlich durch das Design etwas Einzigartiges geprägt hat. Und wenn man dann auch guckt, woher sie kommen, haben Sie sich natürlich auch schon sehr stark diversifiziert und machen das jetzt auch weiter. Was ich gut finde. Und von daher ja, klar, es ist schon schon so, dass.

Interviewer: Das Einzigartiges ist auf der anderen Seite natürlich natürlich. Dieser habe ich letztes Jahr gelesen habe, war dann so eine Einschätzung, was wirklich echt Luxury Brands sind. Und da hieß es dann eigentlich ganz lustig. Das wäre sozusagen jetzt auf die Chinesen bezogen, das wäre die Sekretärin. Eine Handtasche also muss dann auch schon gucken, was was ist. Auch im Luxussegment. Was ist dann wahrer Luxus? Jetzt einfach nochmal, wie ich vorhin gesagt habe, vielleicht noch eine andere Klasse als jetzt Louis Vuitton. Ich glaube schon, dass es noch Marken gibt, und da gibt es dann eben auch die wirklich reichen und im Zweifel gar nicht siehst, was das im Zweifel ist an Marke. Aber

wenn du weißt und irgendwo versteckt, ist dann meist alles klar? Vielen Dank. Der hat das Fünffache an, was Louis Vuitton vielleicht in dem Segment bieten könnte.

Interviewer: Aber wie gesagt Wenn es mir jetzt darum ginge, nur zu sagen, ich will nur das Teuerste oder so. Ist es qualitativ hochwertig.

Interviewer: Dann müsste es im Scheufele auch wieder anders agieren. Gerade vorhin gesagt hab ich jetzt eher weniger Burberry und das Leben mehr. Früher war es halt andersherum genauso. Gleichviel, was ich gekauft habe. Das mache ich davon nicht abhängig.

Interviewer: In dem Sinn angesprochen, dass sich das Design ein bisschen geändert hat. Würdest du als innovativ bezeichnen?

Interviewer: Ja, so wie ich vorhin gesagt habe, dass die ja schon sicher auch immer immer weiterentwickelt haben. Und ich glaube auch, dass mit dem Ablauf einfach nochmal eine Diversifizierung stattgefunden hat, alleine wenn du gehst.

Interviewer: Also was ich total cool fand, als ich letztes Jahr da war, war dann eben für eine Zeit von 2 Wochen. Oder was war dann der eine Teilbereich von der Abteilung komplett umgesattelt, und das war falsch. Das war halt bunt.

Interviewer: Und da war dann halt auch, war da schon so das Decay Equipment dagestanden, und das war halt eine komplett andere Peróns, als wie man es kennt. Trotzdem fand ich es aber gut.

Interviewer: Das ist etwas, was dich anspricht. Das empfinde ich endlich etwas ändern?

Interviewer: Ja, mir schon. Es mag Menschen geben, die sagen, die bewegen sich weg, und das gefällt mir nicht. Aber mir gefällt.

Gen X Male 4: Wie würdest du denn allgemein die Beliebtheit von Vitor einschätzen?

Interviewer: Dadurch, dass du ja, was ich vorhin beschrieben habe, einfach diesen riesen Spread auch hast und von denen ich ja sage Ich mag jüngeren Leuten, und ich weiß auch, wo ich letztens drin war, da der Sohn mit einem Mal da um gelaufen ist und dann Sachen probiert hat hast, hast dir wirklich alles dabei? Und natürlich auch klar extrem viele Touristen in solchen Leben. Irgendwie werden wir im Laden leer kaufen.

Gen X Male 4.: Von daher würde ich schon sagen, dass das auch sehr, sehr viele Menschen anspricht. Wir sagen, dass sich das geändert hat über die Jahre.

Interviewer: Noch mehr Arbeit wird auf jeden Fall allgemein noch einmal auf Luxusprodukte Hast du schon deinen nächsten Luxus Einkauf geplant?

Gen X Male 4: Aktuell. Wie gesagt, ich bin da eher eher spontan auch unterwegs. Ich bin jetzt eher nach ein, zwei Teilen hinterher, wo ich quasi keine Verfügbarkeit mehr gibt. Wo ich aber trotzdem immer noch einmal ab und an gucke, kommt vielleicht doch noch etwas nach.

Gen X Male 4: Das sind zwei Sachen von Louis Vuitton, so die ohne Cap, die halt ausverkauft sind,

und beim T-Shirt beispielsweise. Deswegen weiß ich Es lohnt sich auch zu gucken. Da kommt dann schauen wir nochmal eine Nachlieferung. Da habe ich dann nur eins gekriegt, und mit den Schuhen war ich auch auf den letzten Drücker.

Interviewer: Und deswegen? Da gucke ich dann mal ab und an, ansonsten ja.

Gen X Male 4: Wenn jetzt sowas sowas hasst, habe ich dann auch knapp verpasst, diese Zusammenarbeit mit Lotus aber auch zu spät. Sowas, wenn ich dann halt mitkriegt. Da gucke ich halt auch spontan. Aber ja, ich bin nicht der Typ. Der Plan mag ich planvoll vor, ja. Wenn ich jetzt weiß, niemand liest, dann kann ich da auch schon gucken. Aber dadurch, dass du halt eben auch mit der Arbeit genug beschäftigt bist. Manchmal geht das halt auch. Ich würde sagen, dass du dich verbunden fühlst.

Interviewer: Ein großes Voraus?

Gen X Male 4: Ja. Wie gesagt, das ist schon. Ich würde nie sagen verbunden. Ich würde sagen Ja, es ist auf jeden Fall nur Markern, der Spaß habe verbunden wär mir jetzt zu viel. Dadurch, dass sich eben doch jemand bin, der auf Veränderung reagiert. Die ist ja die absolute Kollektion rausbringen, dann ist das halt so. Dann kaufe ich aber auch nichts. Da bin ich dann allgemein eine Luxusmarke unabhängig von. Als treu bezeichnen. Treu dann mehr Uhren. Da bin ich auf jeden Fall schon treu.

Interviewer: Und würdest du mit deinen Freunden oder Familienmitgliedern empfehlen als Kauf?

Gen X Male 4: Ja klar, das würde ich auf jeden Fall machen.

Interviewer: Nur dass vorhin auch schon mal kurz angesprochen von Güterproduktion Findest du den Empfindest gerechtfertigt?

Gen X Male 4: Was ist im Leben schon gerechtfertigt? Ja, letztendlich bin ich, wenn ich, wenn ich es kaufe, dann ist für mich auch der Preis gerechtfertigt. In dem Sinne Sonst würde ich würde es nicht kaufen. Natürlich. Das ist ja manchmal so Wenn es nichts kostet, dann taugt es nichts, heißt es auch manchmal. Klar, das ist ja auch ein Unterscheidungsmerkmal von Luxury Brands, eben auch über den Preis zu gehen. Manchmal Kriegszone, ja, über Qualität kriegste vielleicht manchmal eine bessere Qualität, von einer anderen Branche wesentlich weniger Geld. Aber klar ist Es ist schon in dem Sinne gerechtfertigt, dass ja auch dann der Erfolg recht gibt, finde ich okay, wenn wir jetzt noch einmal zurück an dein eigenes Leben allgemein denkst.

Interviewer: Was sind da Werte wie dir besonders wichtig sind?

Gen X Male 4: Für mich wäre insgesamt auf jeden Fall Zuverlässigkeit und Loyalität, wenn jetzt Richtung, auch wenn ich Richtung Arbeit gehe, ist mir sehr wichtig.

Interviewer: Eine Verbindlichkeit? Ist mir wichtig Empathie.

Gen X Male 4: Es ist, finde ich, ein sehr wichtiges Attribut. Mal von dem ganzen sag ich jetzt mal oberflächlichen Mode ist ja am Ende des Tages oberflächlich mal abgesehen. Es ist mir aber auch sehr, sehr wichtig, weil am Ende. Was? Ich wende mich jetzt von Louis Vuitton komplett in reinsteckt. Ich bin trotzdem kein anderer Mensch. Ich komme vielleicht anders rüber, was du vorhin gesagt hast. Wie wirken die Menschen, wenn sie etwas anhaben und so weiter? Das mag sein, aber an sich im Inneren

bin ich ja trotzdem der Stefan, der ich bin. Das ist mir persönlich auch wichtig, weil ja, wenn du, wenn du nur nach ihm ginge, es ist, dann ist es einfach zu einfach gestrickt, zu billig, hat Spannungsreichen gedacht, weil das ist zwar schön und soll man auch wieder auch wieder am Anfang. Das macht Spaß. Das ist schön. Günstig war das. Es ist toll. Aber die wirklich wahren Werte, die, die sind da doch irgendwo auf der emotionalen Ebene, die du hast, finde ich. Und deswegen ist mir das halt auch im Privaten schon auch sehr, sehr wichtig. Dass du dann auch Freunde hast, doch Titel dich verlassen kannst und dass du einfach wie Wiener Art quasi Homepage hast. Ein Backup Druck, auf den du dich verlassen kannst. Genau so will ich das sein.

Interviewer: Das Thema Nachhaltigkeit ist es wichtig? In ihrem Leben?

Gen X Male 4: Ja, schon immer mehr. Also muss ich auch sagen Wenn ich jetzt sehe, was vor sich, dass Mode nachhaltig gemacht wird, finde ich das gut. Es ist jetzt noch nicht an der Sache. Es ist jetzt das Entscheidende. Kaufkriterium würde ich jetzt nicht sagen. Aber ich finde es gut zu sehen, dass immer mehr Unternehmen danach handeln.

Gen X Male 4: Ist es auf Luxus Modemarken oder Modemarken allgemein beziehen würdest?

Gen X Male 4: Die zukunftsgerichtet für alle Unternehmen. In dem Sinne wichtig werden sollte. Luxus würde würde es sicherlich nicht unattraktiver machen für mich, sondern eher attraktiver. Es gibt noch eine Möglichkeit, bei Nachhaltigkeit zu unterscheiden, dass man das soziale, ökologische und auch wirtschaftliche Nachhaltigkeit betrachtet.

Interviewer: Ich will mich jetzt gerne auf ökologische und soziale Nachhaltigkeit konzentrieren. Und bei ökologischer Nachhaltigkeit geht es einfach darum, dass Firmen sich Aktivitäten auf Aktivitäten fokussieren, die möglichst wenig Einfluss auf die Umwelt haben. Und dieser Einfluss um dieser Einfluss natürlich positiv sein sollte. Und da sind zum Beispiel Aktivitäten wie Recycling oder Emissionen reduziert. Bei sozialer Nachhaltigkeit bezieht sich das, dass die Firmen bewusst so handeln, dass sie die Beziehungen mit allen möglichen Leuten durch die Firma beeinflusst werden. Positiv ist zum Beispiel, dass man sichere Arbeitsbedingungen für Mitarbeiter oder auch weniger faire Bezahlung.

Gen X Male 4: Genau faire Bezahlung muss man einfach Leuten vielleicht auch hilft durch Bildung. Diese Dinge habe ich mit diesem Hintergrundwissen.

Interviewer: Würdest du sagen, dass LV eine umweltverantwortliche Marke ist?

Gen X Male 4: Dafür weiß ich ehrlich gesagt zu wenig. Deswegen würde ich momentan die Einschätzung abgeben, dass Sie da noch Nachholbedarf haben. Es ist einfach eine Einschätzung. Ich weiß es ehrlich gesagt nicht. Ich weiß es von anderen Marken, dass da eher als normal preissegment.

Interviewer: Wie ist das bei mit sozialer Verantwortlichkeit?

Gen X Male 4: Wüsste ich auch nicht, könnte ich ja auch nicht sagen, ob die jetzt besonders sozial unterwegs sind.

Interviewer: Wäre das einmal sowohl das Soziale als auch das Umwelt Verantwortliche, wäre das etwas, was wirklich wichtig wäre zu wissen?

Gen X Male 4: Absolut, finde ich gut, wenn das transparent gemacht würde, auch in einer Kampagne entsprechend, der schon etwas beeinflussen würde. In dem Fall ja, genauso wie du jetzt sagst. Was ändert sich jetzt an dem Modestil? Insoweit was, dass es einfach da diversifiziert wird und ich das positiv finde? Wenn ich das sehen würde, würde ich das auch sehr positiv registrieren.

Interviewer: Dann hätte ich noch eine letzte Frage fürs Interview. Gibt es noch andere Punkte, die für dich LV als eine besonders starke Marke ausmachen?

Interviewer: Andere Punkte Domains außer sozialen Aspekt ist einfach was wir nicht besprochen haben, weißt du noch als wichtig empfinde es ausmacht ad hoc, würde ich sagen Nein.

Interviewer: Dann wäre das Interview vorbei.

13. Gen X Female 1

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Female 1	German	Female	52	Housewife	Düsseldorf	01.03.2020

Interviewer: [00:00:01] Dann erzähl mir doch erst mal ein bisschen von dir, wer du bist, wo du herkommst, was du beruflich machst.

Gen X Female 1: [00:00:08] Also ich bin weiblich, 52 Jahre alt, komme...wo ich gebürtig herkomme? komme aus, eh aus Hessen, aus Nordhessen, in der Nähe von Kassel. Bin verheiratet, hab zwei Kinder, ehm, bin im Moment nicht berufstätig. War vorher in der Touristikbranche berufstätig. Und, ehm, ja,.

Interviewer: [00:00:32] Ist Reisen immer noch etwas, was du gerne machst?

Gen X Female 1: [00:00:34] Absolut, absolut, ganz weit vorne. Nach wie vor.

Interviewer: [00:00:40] Wie würdest du sonst deinen Lebensstil beschreiben?

Gen X Female 1: [00:00:46] Meinen Lebensstil beschreiben? Inwiefern?

Interviewer: [00:00:49] Was machst du so gerne in deiner Freizeit? Was ist dir wichtig in deinem Leben?

Gen X Female 1: [00:00:52] Also Familie ist mir wichtig. Mir ist überhaupt mein ganzes Umfeld ist mir wichtig. Mein soziales Umfeld ist mir sehr wichtig. Auch nicht nur meine Familie hier (caughs), meine Familie hier zu Hause, auch meine Eltern, meinen, mein, mein Bruder. Das ist mir wichtig. Mir ist wichtig, ehm, ja eben, eh, zu reisen, rauszukommen, was Neues zu entdecken ist mir ganz wichtig. Und ehm, Gesundheit ist mir wichtig, uns allen wichtig und eh, ja, das wir eigentlich ein sorgenfreies, gutes Leben führen. Hobbies sind ehm, ja, reisen, eh...Ich spiele Tennis, ehm...(laughs) Ich habe meine Kinder im Moment sehr viel noch als Hobby und ehm, bin karitativ engagiert bei der Tafel, hier, eh, bei uns in dieser Stadt und ehm...Ja, möchte eigentlich, dass es ehm, ja, ein bisschen von dem abgeben, so

wie es mir geht. So geht es nicht allen Menschen. Und da bin ich sehr dankbar. Und das ist meine Art irgendwie das sozial zum Ausdruck zu bringen, dass ich finde, dass man sich da ruhig auch engagieren darf und auch sollte.

Interviewer: [00:02:11] Würdest du sagen, dass ein, ehm, persönliches Umfeld auch ähnlich denkt? Oder einen ähnlichen Lebensstil in dem Sinne hat?

Gen X Female 1: [00:02:19] Würde ich schon sagen, würde ich auf jeden Fall schon sagen. Es sind natürlich unterschiedliche Komponenten. Die einen sind voll berufstätig. Die haben zum Beispiel für so eine karitative Sache jetzt keine Zeit mehr. Ehm, aber ich würde das schon sagen. Und auch diese Dankbarkeit eigentlich, so geht es uns irgendwie gerade jetzt. Ich glaube in so einem Alter in dem wir sind, ehm, denkt man natürlich auch irgendwie ganz anders und blickt ja schon irgendwie ein bisschen zurück, im Vergleich zu deinem Alter. Und denkt schon, eigentlich hab ich's wirklich ganz gut gehabt. Und ehm, was würde ich anders machen? Ja, aber es so wie es ist und es ist eigentlich gut. Die Kinder sind größer. Man hat mehr Zeit für sich jetzt auch wieder. Also ich finde das sehr positiv.

Interviewer: [00:03:02] Und wie würdest du so einen typischen Wochen- oder Tagesablauf bei dir beschreiben? Was gehört so dazu, zu deinen wöchentlichen Routine-Aktivitäten, was du gerne so machst?

Gen X Female 1: [00:03:11] Was ich gerne mache oder was ich machen muss?

Interviewer: [00:03:13] Beides gerne (laughs).

Gen X Female 1: [00:03:16] Ok. Ja gut, also Routine, tägliche Routine ist natürlich, dass ich mich natürlich erstmal um, ich sage mal mein Haus, meine Wäschen, mein alles kümmere. Dazu gehört Einkaufen. Ich habe den Anspruch, jeden Tag frisch und ausgewogen zu kochen, meine Familie zu bekochen. Das ist mir ganz wichtig. Das ist die eine Sache, die andere sagt. Die andere Sache ist es eben meine Sachen wie karitativ, wie ehm, Sport, sozial meine Freundinnen und so weiter zu sehen ehm... das auf jeden Fall auch. Also ich habe jetzt nicht jeden Tag die gleiche feste Routine. Ehm, Montag morgens mache ich Sport. Ja, das ist natürlich Routine. Aber eh, im Grunde genommen, da ich nicht berufstätig bin, bin ich da relativ flexibel auch.

Interviewer: [00:04:01] Und gehst du in deiner Freizeit auch gerne einkaufen?

[00:04:08] Ja (laughs) Gerne, mal mehr, mal weniger, aber eigentlich schon gerne und unregelmäßig. Ich bin auch sehr viel Im Netz unterwegs.

Interviewer: [00:04:13] Also auch Online-Shopping ist bei dir...

Gen X Female 1: [00:04:15] Absolut, absolut.

Interviewer: [00:04:16] Was kaufst du so, was sind so die Art von Produkten die du so einkaufst?

Gen X Female 1: [00:04:23] Also ich kaufe, ehm, eigentlich, ehm... meine, sag mal... Kosmetikartikeln hauptsächlich übers Internet. Aber jetzt nicht so Sachen wie Duschgel, sondern eher jetzt, ehm, irgendwelche speziellen Cremes und ehm, Wimperntusche weil die halt einfach im Internet wirklich wesentlich günstiger sind. Ich versuche, meine Bücher nicht bei Amazon zu kaufen,

sondern versuchen, die Buchhandlung eh hier, eh zu unterstützen, weil ich ganz wichtig finde, dass es die noch irgendwie gibt. Online...also Irgendwie, eigentlich echt ganz viel, vom Spannbettlaken über... dass hier irgendwelche Schrauben oder Werkzeuge benötigt werden. Ehm, also das machen wir, da macht man schon sehr viel übers Internet. Ich bestelle auch zum Beispiel meinen Kaffee im Internet. Der kam gerade gestern. Also eh...das mache ich schon. Aber auch Kleidung.

Interviewer: [00:05:12] Kaufst du auch Luxusgüter ab und zu?

Gen X Female 1: [00:05:15] Ab und zu, ja.

Interviewer: [00:05:15] Wie oft und was für Luxusgüter? Was sind für dich da Luxusgüter, die du gerne kaufst?

Gen X Female 1: [00:05:21] Also ich kann keine Regelmäßigkeit jetzt sehen, dass ich jetzt sag, ich kauf sowas wie... was... da ist die Frage, was verstehst du unter Luxus?

Interviewer: [00:05:29] Was verstehst du unter Luxus? Für dich persönlich?

Gen X Female 1: [00:05:30] Für mich ist Luxus, eh, sage ich mal, schon mir eine Creme zu kaufen, die, ehm, ich ganz toll finde und mit der ich total glücklich bin und die ich jetzt im DM oder bei Rossmann oder in irgendeinem anderen Drogeriemarkt nicht bekomme. Das ist für mich schon Luxus, dass ich die Wahl habe, diese Creme kaufen zu können. Für mich ist es aber auch Luxus, einkaufen gehen zu können im Supermarkt und zu wissen, der mag das, der mag das, der mag das und ich schnapp's mir. Du gehst in den den Supermarkt, ohne gucken zu müssen, ehm, können wir uns das leisten oder nicht? Das ist für mich auch schon eine Form von Luxus. Ja? Für mich ist auch Luxus, dass ich mein Fleisch von vermeintlich glücklichen Tieren kaufen darf und das nicht abgepackt kaufen muss. Das ist für mich Luxus, also dass ich mir Lebensmittel überhaupt, ehm...dass wir Lebensmittel kaufen können oder ich Lebensmittel kaufe, die ehm...wo ich keine Rücksicht darauf nehmen muss, sage ich mal, was das kostet, sondern kann auch Bio einkaufen und solche Geschichten.

Interviewer: [00:06:36] Wenn man ehm, an klassische oder klassischere Luxusgüter denkt im Sinne von Kleidung zum Beispiel. Kaufst du da auch gerne was vor ein oder...?

Gen X Female 1: [00:06:43] Also ich würde mal sagen nicht regelmäßig, aber schon. Also, es kann auch mal ein nettes Handtäschchen sein. Das darf auch mal ein toller Schal sein. Das mache ich schon.

Interviewer: [00:06:54] Und wie fühlst du dich, wenn du solche Luxusgüter kaufst? Was sind da... was sind da für Emotionen, die in dir auftreten?

Gen X Female 1: [00:07:00] Also meistens sind das dann keine...eh...keine eh Einkäufe, dass ich dran vorbei laufe oder im, im Netz sage, ach super, das kaufe ich mir jetzt. Sondern das sind Dinge, die ich eigentlich irgendwie ganz toll finde, schon über einen längeren Zeitraum und denke na, das kannst du dir jetzt verkneifen, das brauchst du jetzt nicht unbedingt und so weiter. Und dann freue ich mich auch drauf, weil ich damit schon länger liebäugelte. Also ich bin kein Spontankäufer, der jemals auf die Idee kommen würde, ehmmm...weiß ich nicht...eh über die Düsseldorfer Kö zu gehen, in ein Geschäft rein und mir gefallen Schau die kosten 500 Euro. Das würde ich nicht tun.

Interviewer: [00:07:38] Also du sparst eher auf etwas?

Gen X Female 1: [00:07:38] Ich würde darauf sparen oder ich würde denken jetzt wartest du nochmal und dann geht mir das halt irgendwie durch den Kopf. Und, ehm, ich habe hier auch irgendwie im Internet eine Handtasche, die finde ich total super. Da denke ich mir aber eigentlich brauchst du die nicht, und so weiter und so fort. Aber ich mache mir dann schon Gedanken, ob ich's kauf oder nicht.

Interviewer: [00:07:56] Und wenn sie dann doch kauft?

Gen X Female 1: [00:07:57] Freue ich mich, freue mich. Freue ich mich und finde das auch ganz super.

Interviewer: [00:08:01] Was ist das Besondere, worüber du dich dann freust, wenn du die kauft?

Gen X Female 1: [00:08:04] Ja, ich freue mich eigentlich darauf, weil ich so lange darauf gewartet haben, weil ich es ja auch schön finde, und weil ich das auch toll finde. Und ehm...Aber ich könnte nie sagen, ich kaufe mir einmal oder zweimal im Monat, mache ich überhaupt nicht. Ich kaufe mir auch oft 6, 7 andere Sachen, anstatt mir eine große Sache zu kaufen. Das mache ich auch...also das ist, eh... Sehr unregelmäßig.

Interviewer: [00:08:31] Ich werde mich jetzt spezifisch auf Luxus Modemarken fokussieren und insbesondere dir Frage zu Louis Vuitton stellen. Und für dich als Hintergrundwissen zu Luxusmode, gehört einmal Couture, das sind so, ehm, handgeschneiderte Kleidung und ehm, sehr, sehr hochpreisige Kleidung. Dann gibt es Prêt-à-Porter, das sind die, die man direkt im Laden kaufen kann, und Accessoires wie zum Beispiel Handtaschen oder Gürtel. Wenn du jetzt spontan an einen Luxus oder Luxusmode denkst, welche Marken fallen dir direkt ein?

Gen X Female 1: [00:08:58] Also da fällt mir erst mal ein...Prada, Louis Vuitton, eh, Gucci, eh, Chloé, Rolex, ehm...Ja dann natürlich auch irgendwelche Schmuck, eh, Marken ehm, so wie, ehm, Bulgari, ehm... ja ich weiß gar nicht was es noch alles...Chloé hab ich schon gesagt...Chloé fällt mir da noch ein...ehm, ja dann Tag Heuer, ehm....die ganzen eh, Uhrenmarke. Patek Philippe und so weiter und so fort, Cartier.... Aber auch so Sachen wie Porsche, Lamborghini und, ehm, ja.

Interviewer: [00:09:38] Und von diesen Marken, die du jetzt genannt hast, was wäre denn dein Lieblings Luxus Modemarke?

Gen X Female 1: [00:09:47] Ehm... also auf jeden Fall, weil ich da einige Stücke von besitze, erstmal Louis Vuitton. Ehm, das mag ich sehr gern. Weil ich mag eigentlich auch, ehm... gerade da, die bringen immer mal so bunte, eh... eh... Sachen raus. Aber letztendlich ist es finde ich eine sehr schöne Klasse, sehr viel schöne klassische Linien. Ehm, also ich habe mein erstes Teil von Louis Vuitton eh geschenkt bekommen, zum Abitur von meinen Eltern. Ganz, ganz kleine Handtasche und ehm... die ist immernoch an meiner Seite. Und die ist, eh...hat nie an Aktualität verloren, weil sie halt einfach irgendwie so klassisch ist. Und das finde ich sehr schön. Also, ich habe mehrere Sachen von Louis Vuitton, und ehm...mehrere Handtaschen, Gürtel, eh... ein Tuch. Also keine Haute Couture und keine Prêt-à-Porter. Aber das mag ich zum Beispiel, dieses klassische, was eigentlich nie aus der Mode irgendwie kommt.

Interviewer: [00:10:46] Und wie würdest du allgemein deine Meinung über Louis Vuitton beschreiben? Was denkst du, wenn du, eh, an die, an die Marke denkst?

Gen X Female 1: [00:10:55] Ehm, ja, eigentlich, sage ich mal, konservativ. Ehm, aber nicht negativ behaftet. Also für mich schon eher konservativ, nicht so ausgeflippt wie ehm... ja... eh... ich muss jetzt gerade drüber nachdenken. Wie gesagt sehr viel Klassik, sehr bodenständig, sehr, sehr schöne Geschäfte. Ehm, wir haben einige Zeit in Hongkong gelebt, wo sehr viele Louis Vuitton Geschäfte auf kleinem Raum gewesen sind. Eigentlich immer ganz toll und, ehm, tolle Schaufenster, die eigentlich gar nicht so klassisch waren, sondern oft sehr viel Farbe gehabt haben. Und, eh, ja.

Interviewer: [00:11:32] Und wenn du jetzt an Louis Vuitton denkst und dir Louis Vuitton als eine Person vorstellen würdest, wie würdest du diese Person beschreiben? Was wären die Persönlichkeit, ehm, Eigenschaften, die du dir vorstellen könntest?

Gen X Female 1: [00:11:46] Die diese Person hat, die Louis Vuitton verkörpert?

Interviewer: [00:11:49] Die eine Person hat, genau.

Gen X Female 1: [00:11:52] Ja ich würde schon mal sagen... weiß ich nicht warum, ich muss an einen Mann denken. Jetzt leider nicht irgendwie an eine Frau. So distinguierte Person, gut angezogen, auch konservativ, ehm, aber ehm edel, ein toller Anzug, und alles sitzt, und alles passt irgendwie. Eigentlich jetzt nicht ganz so jung. Eher, ich sag mal mittleren, älteren Alters. Über... Mitte 50, würde ich sagen und ehm, ja, mit einem kreativen Background hinter sich irgendwie.

Interviewer: [00:12:22] Und so willst du dann auch die typischen Besitzer von Louis Vuitton schreiben? Ist das für dich ähnlich oder ist das noch etwas anders?

Gen X Female 1: [00:12:29] Nee das kann ich so nicht sagen, weil, ehm, es gibt ja immer, sage ich mal, ehm... zum, ehm, zum Früher und zum Winter ehm, Kollektionen, die bunt sind, ne. Aber das ist immer der Punkt wo ich sag, dazu ist mir persönlich das Produkt zu teuer, als dass ich das kaufen würde. Weil ich glaube, die sehen ganz oft ganz toll aus. Ich würde mich, glaube ich, daran satt sehen, nach einer gewissen Zeit. Deshalb gehe ich auf diese klassischen, eh, Muster und Designs zurück, weil, ehm, mir ist es dann zu teuer. Es gibt bestimmt viele, eh, Damen, die sich das leisten. Ehm, aber... Was war die Frage, jetzt nochmal? Ich habs vergessen.

Interviewer: [00:13:13] Ursprünglich war das, was für eine Persönlichkeit Louis Vuitton hätte, wäre es eine Person.

Gen X Female 1: [00:13:17] Ja deshalb finde ich ist es so schwierig, weil... Also ich würde mal sagen, Louis Vuitton ist für mich nicht unbedingt die klassische Marke einer jungen Frau, die diese, eh, eh Taschen trägt. Im Gegensatz zu den Männern. Wir haben das in Asien festgestellt, auch in Hongkong, dass junge Männer fast ausschließlich Louis Vuitton in Form von Herrentaschen tragen, quer drüber. Laptoptasche.. Da tragen aber auch die, die Männer Taschen. Bei uns eher nicht so der Fall. Da haben das auch junge Männer getragen, aber junge Frauen gehen eher so auf diese Chanel Schiene, mit Gold und kleines Handtäschchen und so weiter und so fort. Solche Geschichten. Also ich kann das nicht per se so sagen, aber ich würde sagen, also nicht für junge Frauen. Eher würde ich mal sagen so ab 30.

Interviewer: [00:14:05] Und wenn du, ehm, jetzt nochmal überlegst bei Louis Vuitton...symbolisiert das für dich bestimmte Werte, die Marke?

Gen X Female 1: [00:14:17] Ja also ich würde schon sagen, dass das... Schon irgendwie...ja auch ein bisschen classy ist. Ehm, ein bisschen... ehm...ja ich finde es schon auch irgendwie vornehm. Als ich finde es schon, wenn man so eine Tasche trägt, das ist schon so ein Hingucker, und ehm... also ich würde schon sagen, ja.

Interviewer: [00:14:37] Ruft die Marke auch besondere Gefühle bei der auf? Hast du das Gefühl, dass es Spaß, Aufregung, zum Beispiel, sowas in die Richtung?

Gen X Female 1: [00:14:47] Nö, Freude würde ich einfach sagen. Ich freue mich, wenn ich mal... ich mein ich trag die nicht immer, ich hol die dann mal wieder raus, dann trage ich sie mal wieder eine Weile. Dann pack ich sie mal wieder weg. Aber ich freue mich dann jedes Mal drauf, so würde ich sagen.

Interviewer: [00:15:00] Ok. Ehm, du hast vorhin schon erzählt, dass du deine erste Louis Vuitton bekommen hattest, als du, eh, noch eine Schule warst. Würdest du, ehm, Louis Vuitton als einen Begleiter in deinem Leben bezeichnen? Was für eine Rolle, ehm, spielt Louis Vuitton in deinem Leben?

Gen X Female 1: [00:15:12] Begleiter, absolut. Ich würde jetzt nicht sagen, dass Louis Vuitton ne riesen Rolle in meinem Leben spielt. Aber, ehm, ich sag mal so. Es hat mich insofern begleitet, weil meine Mutter auch schon Handtaschen dieser Marke hatte oder Accessoires. Ehm, insofern wusste ich genau, was ich da zum Abitur in den Händen gehalten habe. Damals schon. Also ehm, es begleitet mich eigentlich irgendwie mein ganzes Leben. Ich würde jetzt nicht sagen in ner, ehm... Einer extrem ehm vordergründigen Art. Aber auch, ehm, wenn ich die Zeitschriften habe oder wenn ich an den Schaufenstern vorbeigehe, ich bleibe schon immer stehen und guck. Oder gucke auch im Internet nach irgendwelchen neuen Kollektionen. Aber es nimmt jetzt nicht einen riesengroßen, ehm, wie soll ich mal sagen... Ein riesengroßes Feld in meinem Leben irgendwie ein. Das ist irgendwie da, wie so ein guter Freund. Das ist halt... Und das ich mir, ich könnte es mir auch nicht vorstellen wenn es die Marke irgendwann nicht mehr geben würde. Das fände ich sehr seltsam.

Interviewer: [00:16:09] Ok. Wenn du jetzt nochmal allgemein an Luxus Modeprodukte denkst, wie würdest du die normalerweise kaufen? Über welche Kanäle, gehst du in die Geschäfte oder eher online?

Gen X Female 1: [00:16:19] Also sagen wir es mal so. Ehm, ich finde, in manchen Bereichen ist es ganz wichtig, dass man die Haptik halt einfach irgendwie auch mal in Händen hält. Das ist es, ehm, das Internet ehm, ja, zwar in irgendeiner Weise dankbar, aber das ersetzt halt manchmal doch einfach den Gang ins Geschäft nicht. Auch was die Farben und so weiter anbelangt. Ehm, da finde ich es schon ganz wichtig, wenn man sich die Dinge dann auch vor Ort anguckt und sie halt, wie gesagt, einfach in den Händen hält.

Interviewer: [00:16:48] Würdest du auch ähnlich bei Louis Vuitton Produkten vorgehen?

Gen X Female 1: [00:16:52] Ja ich würde es mir schon angucken.

Interviewer: [00:16:52] Und hast du das Gefühl, dass man, eh... Louis Vuitton, ehm, überall erhältlich ist, oder ist es eher etwas selteneres für dich?

Gen X Female 1: [00:17:00] Überall in der Form das es genug, ehm, eh, Geschäfte gibt?

Interviewer: [00:17:04] Zum Beispiel, genau.

Gen X Female 1: [00:17:04] Ich glaube schon, dass es jetzt nicht brüllend viele Geschäfte hier bei uns gibt. Und, ehm, ich weiß zum Beispiel von einer Freundin, die, eh, eine bestimmte Taschen sucht, die permanent irgendwie ausverkauft ist. Die sie weder in Düsseldorf bekommt noch im Internet bekommt. Ich weiß jetzt nicht genau, wie die heißt. Aber in den großen Städten ist das schon vertreten. Aber ehm, das finde ich okay.

Interviewer: [00:17:28] Und wenn du an deine eigenen Louis Vuitton Produkte denkst, wann würdest du die benutzen?

Gen X Female 1: [00:17:36] Ja gut, ist sag mal die kleineren Taschen, die ich hab, die würde ich zum Ausgeben benutzen und die anderen... Also ich sag mal, das ist bei mir auch nach Lust und Laune. Ich packs auch mal wieder weg. Ich ziehe die jetzt nicht ein ganzes Jahr lang hintereinander irgendwie an und dann hol ich sie halt mal wieder raus. Ich wechsle aber meine Handtaschen generell.

Interviewer: [00:17:57] Ok. Kannst du mir noch einmal kurz, du hast es vorhin schon ein bisschen angerissen, ehm, zusammenfassen, wie du den typischen Benutzer oder einen typischen Besitzer von Louis Vuitton Produkten beschreiben würdest. Auch im Bezug auf das Alter, das Geschlecht, die Demographie?

Gen X Female 1: [00:18:10] Also ich glaube, dass in, ehm, also ich spreche jetzt mal für Deutschland ehm... Die Männer sage ich mal, schon, also eh... Für meine Kinder, ehm, für meine Kinder zum Beispiel im Alter jetzt von 18 Einhalb und noch knapp 21, denen ist das zum Beispiel so, sehr konservativ. Die würden auch diese Taschen nicht tragen. In Asien ist das der Knaller. Also da rennen wirklich alle mit, Männer mit, mit diesem Schachbrettmuster in Grau, ehm, durch die Gegend. Ehm, selbst die Gürtel von Louis Vuitton sind, eh, bei den jungen Männern ehm, nicht so gehyped wie von einer anderen Luxusmarke, nämlich Gucci. Das ist einfach irgendwie so. Und bei den Frauen würde ich einfach sagen, Ich sehe keine jungen Frauen mit ner einer Louis Vuitton Tssche außer vielleicht einer ganz kleinen Clutch irgendwie. Ich glaube schon, dass es eher, das etwas Konservativere ist, was ich vorhin schon gesagt habe. Und dass das dann doch irgendwie für mich eher so eine Ü-30 Geschichte ist. Wobei ich finde, man muss Unterschiede sehen zwischen Europa und Asien. Es ist einfach so. Und, ehm, es ist für mich schon eher nicht die Ausgeflippte, die sowas kauft, sondern eher schon die, ja, auch da etwas Konservativere, ehm... eh...klassische.... ja... Person. Was ich aber wie gesagt, total schätze, dass es so ist, wie es ist, ne, also...

Interviewer: [00:19:48] Kannst du dich denn mit diesen Menschen, die du gerade beschrieben hast, identifizieren?

Gen X Female 1: [00:19:50] Ja, das würde ich schon sagen.

Interviewer: [00:19:53] Also siehst du dich in einem ähnlichen Licht?

Gen X Female 1: [00:19:54] Ja, ich würde mich jetzt nicht...ehm... Ja, ich sehe mich schon eher, da, was das anbelangt, als als klassisch und konservativ. Ja, aber ehm...ich würde mal sagen wertkonservativ.

Interviewer: [00:20:06] Ehm, wie, wie genau zeichnet sich das aus, wertkonservativ?

Gen X Female 1: [00:20:11] Also, Wertekonservativ, da meine ich jetzt schon auch, ehm, solche Dinge eh, wie, ja, Moral, Ehrlichkeit. Ehm...eh...Diese ganzen Attribute und Dinge, ehm, das ist für mich wertekonservativ. Also, was ich meinen Kindern auch sag, dass sie ehrlich sein sollen und so was alles. Und, ehm, das meine ich mit wertkonservativ. Ich würde mich auch als konservativ, aber nicht extrem konservativ... ich halte mich schon auch, ehm, für, ehm, sag ich mal, meinen gewissen Bereichen auch noch mal ganz ausgeflippt. Und deshalb hat man ja auch verschiedene Handtasche. Und Handtaschenformen und Arten um das zum Ausdruck zu bringen.

Interviewer: [00:20:58] Also würdest du sagen, dass du auch verschiedene Handtaschen für verschiedene Stimmungen oder Momente, wie es sie gerade geht, benutzen würdest?

Gen X Female 1: [00:21:03] Ja, würde ich schon sagen, ich würde mich jede Handtasche zu jedem Event oder an jedem Tag benutzen, würde ich nicht tun.

Interviewer: [00:21:10] Und dann auch auf verschiedene Marken zurückgreifen?

Gen X Female 1: [00:21:11] Richtig.

Interviewer: [00:21:14] Ok. Ehm, wenn du Luxusmarken kaufst, unabhängig jetzt von Louis Vuitton, was sind Merkmale oder Charakteristiken, Attribute, auf die du besonders achtest?

Gen X Female 1: [00:21:23] Materialien, Verarbeitung, Preis-Leistung, dann auf jeden Fall. Ehm... ja...

Interviewer: [00:21:31] Und welchen Wert bietet dir eine Luxusmarke? Also was macht das so besonders für dich?

Gen X Female 1: [00:21:36] Ja, das ist die gute Frage, über die ich mir manchmal auch Gedanken mache. Das ist mit den Werten... das ist natürlich schon...Es ist schon ein tolles Gefühl, wenn man, ich sag mal, eine bestimmte Marke hat. Wenn ich jetzt eine Handtasche nochmal nehme, in der Hand halte. Das ist schon einfach toll. Es ist aber auch, sage ich mal, ne Veränderungen bei uns in der Gesellschaft, dass diese Handtaschen sehr gehypt werden. Also, im Moment ist ja unheimlich, sage ich jetzt mal, Chloé. Das ist ja, eh...ne... da...Ich habe keine Chloé Handtasche, weil alle jetzt eine Chloé Handtasche haben. Ne, das ist so...das war dann bei den jungen Mädchen diese Michael Kors Nummer. Also bis zur Schultasche hat man irgendwie genommen und ehm, das mit dem Chloé ist mir jetzt zu viel, wie gesagt. Das hält natürlich jetzt auch schon ein paar Jahre an. Ehm... Aber deshalb will ich jetzt keine, weil irgendwie alle jetzt in Chloé rumrennen.

Interviewer: [00:22:31] Also ist dir auch wichtig, dass deine, dass dein Produkt etwas Besonderes ist?

Gen X Female 1: [00:22:33] Ja, so ein bisschen so ein Alleinstellungsmerkmal finde ich gar nicht schlecht.

Interviewer: [00:22:37] Kannst du noch etwas, ehm, genauer sagen, warum das so ein tolles Gefühl ist, ein Produkt zu halten und zu besitzen? Was fühlst du in dem Moment?

Gen X Female 1: [00:22:50] Ja also ich sehe hal schon, dass das was Besonderes ist, ne. Dass ich etwas Besonderes habe, was ich auch, ehm, wertschätze, auf jeden Fall und ehm, es ist einfach ein tolles Gefühl das eh, zu tragen. Ich habe jetzt gar nicht unbedingt den Punkt, dass ich jetzt eh, das... Super ehm, toll, finde, wenn ich merke, dass Leute auf diese Tasche gucken. Also das, ehm, ist jetzt bei mir nicht so ein Gefühl wo ich sage, 'Nananananana'. Überhaupt nicht. Also, im Gegenteil. Wo ich denke, ach die gefällt denen auch, weil sonst würden Sie nicht so drauf gucken. Aber ich freue mich schon, dass ich das haben darf.

Interviewer: [00:23:27] Hast du denn das Gefühl, dass, ehm, Leute, die jemanden sehen, der eine Louis Vuitton Tasche benutzt, dass sie den anders anschauen und dass sie ein anderes Gefühl haben, wenn sie das sehen? Oder die Person anders wahrnehmen?

Gen X Female 1: [00:23:38] Das kann ich jetzt nicht sagen, ich bin auch schon darauf angesprochen worden. Ehm, auch von anderen Frauen, die sagen 'Ah, das ist aber eine tolle Handtasche, mit der liebäugelt ich auch schon ganz lange. Diese sieht einfach toll aus'. Also sehr, sehr nett. Und ich glaube, dann gibts halt auch viele die gucken und wissen genau, was das ist. Ehm, aber da wird nicht drüber...das kann ich jetzt so, das kann ich jetzt so nicht sagen. Also... nee, kann ich jetzt so nicht sagen. Was vielleicht auch ein bisschen, sag ich jetzt mal, mit dem Standort hier zu tun hat. Wenn's jetzt ne Großstadt ist, dann wäre es vielleicht nochmal irgendwie was anderes.

Interviewer: [00:24:11] Aber hast du das Gefühl, dass Sie das vielleicht respektieren oder bewundern, wenn Sie diese Tasche sehen?

Gen X Female 1: [00:24:16] Ja, das könnte ich mir schon vorstellen. Und vielleicht sowas auch gerne selber hätten.

Interviewer: [00:24:20] Ehm, Hast du dann auch in diesem Zusammenhang das Gefühl, oder glaubst du, dass eine Louis Vuitton Tasche dann auch einen guten Eindruck macht auf andere Menschen?

Gen X Female 1: [00:24:28] Das glaube ich auf jeden Fall, das glaube ich auf jeden Fall, dass das so ist.

Interviewer: [00:24:36] Und ehm, inwiefern würdest, glaubst du, dass so, so eine Tasche zum Beispiel auch die Zugehörigkeit zu einer bestimmten Gruppe ausdrückt, dass man akzeptiert wird in einer Gruppe?

Gen X Female 1: [00:24:46] Also ich glaube jetzt nicht mehr in unserem Alter. Also ich glaube, da ist der Zug jetzt ein bisschen abgefahren. Also ich könnte mir schon vorstellen...jetzt habe ich, ehm, keine Jungs. ich hab, eh, jetzt habe ich keine Mädchen, sondern nur Jungs. Aber ich krieg das schon bei meinen Freundinnen mit, dass auch in dem Alter, ich sag mal 20 und so weiter und so fort. Da ist schon also, eh, geht schon, eigentlich fast alles um Marke. Aber ich würde es jetzt nicht mehr in meinem Alter sehen, weil ich jetzt die Tasche habe, gehöre ich dazu. Ich denke, das betrifft eher die jüngeren und das ist nen, heutzutage absoluter Punkt. Man muss gewisse Jacken, Schuhe, Marken haben, um bei gewissen Leuten irgendwie mithalten zu können. Ob ich das gut finde ist eine andere Sache, aber es ist schon irgendwie so.

Interviewer: [00:25:29] Aber du selbst kannst dich da etwas von differenzieren?

Gen X Female 1: [00:25:31] Total. Das ist mir total wurscht. Ich habe auch Handtaschen im Schrank, ehm, die finde ich total super, die haben 120 Euro gekostet und die habe ich seit Jahren und sie sind unkaputtbar. Also, ehm, absolut, habe ich...Ich habe nicht ausschließlich, möchte ich ganz klarstellen, nur eh Luxus Handtaschen. Die hab ich auch. Aber ich habe auch andere. Und ich habe auch Gürtel von Luxusmarken, aber ich habe auch Gürtel von, sage ich mal, No-Name Marken. Also das ist bei mir sehr gemischt.

Interviewer: [00:26:05] Du hast vorhin erzählt, dass es dir wichtig ist, dass deine Handtasche zum Beispiel auch etwas Besonderes ist und ehm, nicht jeder die hat. Ehm, findest du, dass Louis Vuitton einzigartig ist?

Gen X Female 1: [00:26:16] Ja, würde ich insofern sagen...Aufgrund dieser klassischen zwei Muster die sie haben. Einmal dieses Schachbrettmuster, dieses Canvas heißt das glaube ich (Coughs). Ja genau, Alleinstellungsmerkmal insofern, dass einmal dieses Canvas Muster in Braun und dann in Grau und eben diese Monogramm Serie. Das macht die ganze Geschichte schon einzigartig. Also insofern...Ich hab beides, ich finde beides super, und ehm, ich finde halt, und das kommt halt auch noch dazu eine, eine klassische Handtasche kann auch mit einer weißen Bluse und ner, ich sag mal, ehm, einfachen Jeans, super aussehen. Es kommt ja immer darauf an, wie man es auch irgendwie kombiniert. Und ehm, dann kann auch aus einer konservativen Handtasche, eine super Handtasche als Accessoire s..eh, werden. Ehm, das muss nicht immer schick sein, das kann auch total leger sein. Weil unser Modestil ändert sich ja. Wahnsinnig viele Turnschuhe, die Jeans, die mittlerweile super salonreif ist für wahnsinnig viel Geld, eben auch von den Luxusmarken verkauft wird. Und da sieht so ne Handtasche super dazu aus. Also insofern... und durch diese zwei Muster ist das ein absolutes Alleinstellungsmerkmal, das ist einfach so. Das assoziiert man mit Louis Vuitton.

Interviewer: [00:27:39] Und wie innovativ empfindest du Louis Vuitton?

Gen X Female 1: [00:27:44] Och ich finde die schon innovativ, also... ehm, jedes Jahr Früher, ehm, Herbst, hab ich vorhin schon kurz angerissen, kommt im Grunde genommen irgendeine klassische Handtasche in einem anderen Muster, nem völlig bunten Muster, nem ausgeflippten Muster und so weiter und so fort. Das finde ich schon, und ich finde auch, dass sie da in den letzten Jahren viel mehr aufgedreht haben als noch vor zehn oder 15 Jahren. Also da sind sie wirklich weitaus, ehm, mutiger geworden. Und, ehm, bunter geworden.

Interviewer: [00:28:14] Und wie findest du diesen Trend? Gefällt dir das?

Gen X Female 1: [00:28:17] Gut, finde ich super. Find ich super. Und für Frauen, die, wie gesagt, nur Luxus Handtaschen haben ist das natürlich auch ganz toll. Also wie gesagt, in Asien ist es ein Statussymbol, nur Luxus-Handtaschen zu tragen. Aus vielen Gründen, ehm, lebt man im Außen und zeigt das auch. Und, ehm, da ist das total wichtig, Luxus-Handtaschen zu haben. Und insofern, ich finde das super.

Interviewer: [00:28:42] Ehm, kennst du die Organisation, die hinter Louis Vuitton steht?

Gen X Female 1: [00:28:47] Ich kenne die, ehm, das ist ja auch das, glaube ich... ich weiß das auch...L...

Interviewer: [00:28:51] LVMH.

Gen X Female 1: [00:28:52] Genau, da ist Moët et Chandon ist da dabei... ehm, da ist noch was drittes dabei, Louis Vuitton ist dabe...Hilf mir,...

Interviewer: [00:28:55] Ehm, die haben ganz ganz viele verschiedene, Dior gehört dazu auch.

Gen X Female 1: [00:29:03] Das wusste ich nicht.

Interviewer: [00:29:03] Ganz, ganz viele eh, Luxusmarken gehören dazu, genau. Von, ehm...Hast du eine Meinung über diese, diese, ehm, Organisation?

Gen X Female 1: [00:29:13] Dazu kann ich jetzt überhaupt nichts sagen.

Interviewer: [00:29:14] Obwohl du sie jetzt nicht so wirklich, hast du das Gefühl, du würdest denen vertrauen?

Gen X Female 1: [00:29:21] Ehm, ja, warum nicht?

Interviewer: [00:29:23] Kannst du das begründen?

Gen X Female 1: [00:29:24] Nee, ich kann das nicht begründen, aber es sind natürlich alles eh, sind natürlich alles unheimliche Namen. Und eigentlich auch alles Namen, die nicht vor fünf Jahren gekommen sind und irgendwann wieder weg waren, sondern alles Namen, die eine unheimliche Vergangenheit haben und die es schon unheimlich lange gibt. Also das ist ja Stabilität, ne. Also ob das Moët ist, ehm, ob das Dior ist, ich weiß nicht, wer noch alles dabei. Aber das sind alles Marken, die sind nicht irgendwann entstanden und sind weg vom Fenster. Die gibt es halt einfach seit vielen, vielen Jahren kontinuierlich. Und deshalb gibt mit das eigentlich ein gutes Gefühl.

Interviewer: [00:30:01] Okay. Ehm, deiner Meinung nach würdest eh... oder wie beliebt würdest du Louis Vuitton beschreiben?

Gen X Female 1: [00:30:13] An einer Skala?

Interviewer: [00:30:13] Ja, zum Beispiel.

Gen X Female 1: [00:30:13] Puh, das ist jetzt ja ganz schwierig. Weil ich kann dir natürlich sagen, wie ich es jetzt sehen würde, aber wie man es sehen würde, das weiß ich nicht.

Interviewer: [00:30:21] Gerne, gerne wie du es empfindest.

Gen X Female 1: [00:30:21] Also wenn ich jetzt eine Skala hätte von 1 bis 10 wäre es bei mir... also 1 ist das Beste, 10 das Schlechteste, da wäre das bei mir schon bei zwei. Zwischen zwei und drei würde ich schon sagen. Es gibt auch noch andere Dinge, die sehr schön sind. Aber drei eher nicht, also eher zwei. Ich kann mich nie beschweren. Also ich habe auch mal ein, zwei Sachen gehabt, Reklamationsmäßig, Das lief alles top und gut ab und so weiter. Kann ich nicht anders. Also sehr professionell und eh...eh... Gut, auf jeden Fall.

Interviewer: [00:30:48] Und wenn du das auf die Allgemeinheit übertragen würdest? Hast du das Gefühl, dass ist eine beliebte Marke ist oder hat sich da etwas geändert in den letzten Jahren?

Gen X Female 1: [00:30:56] Also einige meiner Freundinnen sagen per se, ist nicht mein Fall, es ist nicht mein Stil, gefällt mir nicht. Ne, also, das ist ja auch, ehm, gottseidank alles eine Geschmacksfrage. Ich finde es ja super. Also Ich fände es ja ätzend, wenn die ganze Welt mit diesen Handtaschen durch die Gegend flitzen würde. Aber ich weiß, es ist eine feste Konstante, das gibts schon so lange, und, ehm, es kommt halt irgendwie auch nie aus der Mode. Und das, finde ich, ist ein unheimlicher Aspekt, dass neue Dinge dazu kommen aber das klassische Bestehen bleibt... Und viele neue Dinge auch im Zuge der ganzen Digitalisierung natürlich aufgenommen werden, wurden. Die ganzen Handyhüllen in allen möglichen Formen, Variationen, fürs iPad, fürs Computer und so weiter und so fort. Also, da hat ja auch schon, ne, eh, ist ja auch an Accessoires unheimlich viel dazugekommen, und da sind die ja auch ganz weit vorne.

Interviewer: [00:31:54] Aber das würde... Ist das etwas, was deine Meinung von Louis Vuitton ändert?

Gen X Female 1: [00:31:58] Ehm, nee nicht ändert, aber im Grunde genommen mir Recht gibt zu sagen, die machen es eigentlich richtig. Sie müssen es auch so machen, weil die anderen machen es auch so. Die schlafen auch nicht. Ne, also auch, wie gesagt, an diesen generell, diese, wie man das, ehm, nennt, diese, diese... Kleinen Leder Sachen. Ob das Schlüsselanhänger sind, Portemonnaies, die Auswahl an Portemonnaies finde ich heutzutage viel größer als vor zehn oder 15 Jahren. Das ist genau der Punkt. Da kann sich vielleicht jemand eine Tasche nicht leisten, hat aber gerne das Portemonnaie in der Hand. Das ist total clever. Ne, und heute gibt es eine große Auswahl in allen Formen und Variationen und den Größen. Das gabs früher in dem Maße nicht. Und das ist gut, weil die anderen schlafen auch nicht. Also...

Interviewer: [00:32:42] Wenn du demnächst nochmal ein Luxusprodukt kaufen würdest, wäre Louis Vuitton da für dich eine Wahl oder welche, welche Marke würdest du alternativ kaufen?

Gen X Female 1: [00:32:55] Also... ich sag mal alternativ. Also Louis Vuitton ist immer für mich, eh, eine Alternative. Aber ich glaube, ich würde eine ganz andere Handtasche kaufen, nämlich von Bottega Veneta.

Interviewer: [00:33:07] Weshalb?

Gen X Female 1: [00:33:08] Weil ich diese Tasche schon seit 15 Jahren irgendwie toll finde und ich weiß auch genau, was für eine. Eine geflochtener mit Kalbsleder, ehm, die habe ich genau vor Augen... und ehm, das wäre eine Tasche, also wie gesagt, die ich schon, auch klassisch, ganz super finde. Schick finde. Ja.

Interviewer: [00:33:29] Gibt es da irgendetwas, was diese Tasche von Louis Vuitton Produkten für dich unterscheidet? Was sie so, ehm...

Gen X Female 1: [00:33:33] Ja, die ist geflochten, also das ist eine geflochtene Taschen aus Kalbsleder. Also das ist, sage ich mal, eine völlig andere Art von Tasche, wie Louis Vuitton die macht. Die kann man überhaupt nicht miteinander vergleichen. Die ist handgemacht und ehm, eh, aus vielen kleinen Ledersachen zusammen geflochten. Und sowas stellt Louis Vuitton überhaupt nicht her. Ist keine glatte,

eh, Leder, eh, eh...Tasche, wie gesagt geflochten. Sowas hat Louis Vuitton überhaupt nicht im Programm.

Interviewer: [00:34:02] Also wäre da der Design Aspekt etwas wichtiges für dich.

Gen X Female 1: [00:34:05] Absolut, absolut. Also überhaupt das Aussehen, ja.

Interviewer: [00:34:10] Ist der, ist das Design und das Aussehen solcher Taschen oder Luxusprodukte allgemein ein, ein sehr wichtiger Faktor, der dich, der dich beim Kauf beeinflusst.

Gen X Female 1: [00:34:14] Ja natürlich absolut absolut. Also Design ist natürlich...es ist eine Designer Handtasche, da ist Design dahinter, das Wort ist dran... Also nee, es ist keine Designertasche, es ist eine Luxushandtasche. Aber sie muss mir natürlich für den Preis total gefallen, weil sonst ist sie mir zu teuer.

Interviewer: [00:34:32] Und, ehm, bezüglich des Preises. Wie empfindest du die Preise bei Louis Vuitton?

Gen X Female 1: [00:34:37] Teuer. Teuer. Es ist schon teuer. Auf der anderen Seite sind die anderen auch teuer. Aber, also ich sag mal so, ehm... Ich habe sie so viele Jahre und sie sind einfach für mich auch ein Stück weit unkaputtbar.

Interviewer: [00:34:56] Würdest du also den Preis als gerechtfertigt sehen, für die Produkte?

Gen X Female 1: [00:35:05] Ich sag mal, viele Dinge bei Louis Vuitton sind ja gar nicht aus Leder. Das ist ja oftmals das Problem, ne. Das man sagt, also, innen und so weiter, ist Stoff, und außen ist eigentlich abwaschbar. Also, ich sag mal so bei vielen Sachen, es ist schon wahnsinnig teuer für das an Material, was in der Tasche steht. Und das ist natürlich schon, ein Stück weit, der Name, den man bezahlt. Aber ich bin ja bereit gewesen, das zu tun. Es hat mich ja keiner (coughs), hat mich ja keiner gezwungen. Ich finde es schon eigentlich zu teuer. Aber es wäre für mich nie der Punkt zu sagen, wenn ich diese Handtasche haben möchte, dass ich drauf sparen würde oder sagen würde, nee, ich würde dann in den sauren Apfel beißen und ich meine... es wäre gelogen, jede von uns, die sich eine Tasche kauft, würde sie 550 Euro billiger bekommen, würde sagen Super und würde sich freuen. Aber das ist der Preis, den ich halt doch irgendwie, für dieses, für den Namen auch irgendwo zahle. Und ich tu's.

Interviewer: [00:36:05] Ok. Würdest du dich allgemein als treu bezeichnen, was Luxusmarken angeht? Oder schwänkst du auch mal zu anderen Marken?

Gen X Female 1: [00:36:11] Schwänke ich auch ab, ja.

Interviewer: [00:36:11] Hat das einen bestimmten Grund?

Gen X Female 1: [00:36:15] Nö. Die Sachen, die mir gefallen, gefallen mir. Und ich finde das eigentlich auch total schön, unterschiedliche Sachen zu haben und nicht nur festgelegt zu sein, auf einen, auf einen Brand. Also das ehm, das ehm, finde ich, finde ich auch langweilig. Also ich hab, ehm, wie gesagt, eine Freundin, die hat von einer Handtaschen Marke die Handtasche in, ehm, sechs verschiedenen Ausführungen, in sechs verschiedenen Farben. Wäre nichts für mich, finde ich zu langweilig.

Interviewer: [00:36:46] Ok. Wenn du noch einmal allgemein, ehm, über dein Leben nachdenkst, könntest du mir nochmal zusammenfassen, welche Werte dir besonders wichtig sind?

Gen X Female 1: [00:36:56] Also die Frage hatten wir glaube ich eingangs schon mal ähnlich. Aber ehm, Werte, die mir wichtig sind, ehm... Ja klar, irgendwie bin ich natürlich treu. Ich versuche, ehrlich zu sein. Ich versuche irgendwie, ehm, das auch an meine Familie und meine Kinder irgendwie weiterzugeben. Was war die Frage nochmal?

Interviewer: [00:37:17] Welche Werte, die wichtig sind in deinem Leben?

Gen X Female 1: [00:37:19] Genau. Mir, ehm, sind Freunde sehr, sehr wichtig. Wie gesagt, meine gesamte Familie ist mir wichtig, und, ehm, mir ist wichtig, dass wir alle gesund bleiben.

Interviewer: [00:37:34] Ist Nachhaltigkeit für dich wichtig?

Gen X Female 1: [00:37:35] Ja, absolut. Wird immer wichtiger...Zumal wenn man in einem Haushalt aufwächst mit zwei, eh... jungen eh, Heranwachsenden, die einem das auch nochmal sehr vor Augen führen irgendwie, wird immer wichtiger. Und ehm, absolut. Finde ich auch total gut eh, was hier gerade passiert. Dass das so einen Schub nach vorne gibt, ja.

Interviewer: [00:37:55] Inwiefern bringen deine Kinder dir das deutlicher vor Augen?

Gen X Female 1: [00:38:00] Ja gut, durch diese ganze, eh, Greta, eh Debatte, ehm, sage ich mal und dadurch, dass natürlich jetzt alle in der Politik auch hier in Deutschland irgendwie ein bisschen aufgewacht sind, wenn auch sehr spät, ehm, sind das halt schon so Dinge, die sie nochmal ganz anders oder viele Dinge viel, viel ernster. Es ist natürlich auch eine Generation zwischen uns, und, ehm, dass ich schon irgendwo auch glaube, dass dieses Bewusstsein, doch manchmal zu sagen 'Ach komm, dann schmeiße ich das jetzt noch hier in den Müll und da in den Müll'...Ehm, dass man viele Sachen nicht mehr macht und eigentlich auch wirklich, sich, sich über manche Dinge jetzt auch irgendwo wirklich richtig ärgert, warum das immer noch in Folie ein, eingeschweißt ist. Dieses Bewusstsein, also was gemacht hat Greta uns alle. Ehm, und ich, also ich...also hier, das ging ja durch den ganzen Freundes, Bekannten und Familienkreis. Und ehm, insofern, das ist mir schon wichtig. Ich meine ich will ja auch irgendwann vielleicht meine Enkelkinder noch erleben und ehm, nicht nur bei 50 Grad im Sommer, eh... ja. Aber das sind ganz normale moralische Werte, die mir halt auch irgendwo wichtig sind. Vor allen Dingen, dass es jetzt auch meinen Kindern jetzt gut geht in der Ausbildung. Der eine macht jetzt Abi, dass das alles irgendwie funktioniert. Das ist ja das, was wir Eltern wollen, dass es euch Kindern gut geht, ist ja so.

Interviewer: [00:39:20] Und wie ist das bei Luxusprodukten, ist das für dich auch wichtig?

Gen X Female 1: [00:39:24] Nachhaltigkeit? Du, ich habe keine Ahnung, wie das aussieht. Also, ehm, ich sehe das jetzt... Ich kann das nicht sehen. Ich sehe sehr viel Nachhaltigkeit im Moment in, eh, das wirst du noch eh, das wirst du noch hören. In der Verpackung von irgendwelchen Materialien. Aber ich habe keine Ahnung. Ich sehe die Tasche nie verpackt. Ich sehe die Tasche eigentlich immer im Geschäft, wo sie mir dann in einem Beutel übergeben wird. Deshalb, ehm, ich weiß nicht, wie das mit der Nachhaltigkeit funktionieren kann, bei einer Luxushandtasche. Verpackung ja, aber bei der Herstellung? Ich weiß es nicht.

Interviewer: [00:39:59] Würdest du sagen, dass dir dort Die Information fehlen?

Gen X Female 1: [00:40:02] Total. Also, von allen aber.

Interviewer: [00:40:05] Aber es wäre schon etwas, wenn du sie hättest, würde es dich beeinflussen?

Gen X Female 1: [00:40:07] Ja, es würde mich interessieren, finde ich...ich finde, das ist auch...wäre auch ein unheimliches, ehm, Marketing Tool, ehm, das auch zum Einsatz zu bringen. Weil, man hört darüber nichts. Also ich kenne Produkte, Elektroprodukte, die ich kaufe, da steht das auch drauf, dass das alles recycelbar ist. Und das der Henkel nicht aus Kunststoff ist sondern aus ... Das kriege ich natürlich bei so einer Sache überhaupt nicht mit. Oder ändert sich was in der Fertigung? Wird doch ein anderes Produkt ehm... Keine Ahnung.

Interviewer: [00:40:40] Ehm, eine, es gibt auch eine Möglichkeit, auf Nachhaltigkeit zu gucken, indem man das in drei verschiedene Bereiche einteilt. Einmal soziale Nachhaltigkeit, ökologische und wirtschaftliche. Und ich würde mich jetzt gerne auf ökologische und soziale Nachhaltigkeit spezialisieren oder fokussieren. Ehm, ökologische Nachhaltigkeit bezieht sich eigentlich darauf, dass ein Unternehmen darauf achtet, dass es durch seine Aktivitäten keinen negativen Einfluss auf die Umwelt hat, z.B. durch Recycling oder dass, ehm, Emissionen reduziert werden. Soziale Nachhaltigkeit bezieht sich darauf, dass eine Firma sich bewusst darauf ehm, fokussiert, die Beziehungen zu allen Leuten, die beeinflusst werden, durch diese Firma, ehm, positiv sind. Zum Beispiel, dass man eben sichere Arbeitsbedingungen hat für Arbeiter oder dass man auch, ehm, Leute, die vielleicht weniger privilegiert sind, zum Beispiel mit, durch Bildung, unterstützt. Ehm, basierend auf diesen Hintergrund, inwieweit würdest du Louis Vuitton als eine umweltverantwortliche Marke bezeichnen? Kannst du da was zu sagen?

Gen X Female 1: [00:41:41] Ich kann das überhaupt nichts zu sagen. Ich weiß auch gar nicht... Ich weiß schon von früher, dass auch in Frankreich eh, ehm, südlich von Paris, eh, auch irgendwie gefertigt wurde. Ich weiß gar nicht, ob das immer noch so ist. Wo gefertigt wird, wo die Firmen sind. Ehm, ich, Ich weiß es nicht. Ich habe ehrlich gesagt keine Ahnung.

Interviewer: [00:42:02] Wie, wie verhält sich das mit soziale Verantwortung?

Gen X Female 1: [00:42:06] Ja ich finde, dass ist natürlich immer wichtig. Ökologische und soziale Verantwortung ist eigentlich, ehm, immer wichtig. Also, ehm...das meine ich ja...ehm...wir...Ich finde, gerade wir, sind ja auch vielen irgendwie vielen hier was schuldig, denen es nicht so gut geht. Aus den unterschiedlichsten Gründen. Manche sind halt einfach am falschen Ort irgendwie geboren, und uns geht es einfach so gut. Also ich finde ökologische, soziale und auch das dritte, was du gesagt hast, das ist immer eigentlich super wichtig. Und ich weiß, dass da bei den Firmen, also generell, ehm, ein unheimliches Umdenken auch ist. Auch wie man Leute fördern kann, wie man irgendwie neben großen Firmen noch Schulen aufmachen kann oder Kindergärten in irgendwelchen asiatischen Ländern. Ich habe gar keine Ahnung, wie das bei Louis Vuitton ist, das ist eine sehr gute Frage, ich weiß das nicht,

Interviewer: [00:42:58] Also wäre das etwas ehm, wenn du die Information erhalten würde, was dich auch beeinflussen würde?

Gen X Female 1: [00:43:00] Ja das würde mich auch jetzt wo wir drüber sprechen echt interessieren, weil ich habe keine Ahnung.

Interviewer: [00:43:08] Ok. Abschließend habe ich noch eine letzte Frage für dich. Gibt es noch irgendwelche Punkte, die, ehm, Louis Vuitton für dich als eine starke Marke ausmachen? Die du gerne noch hinzufügen würdest?

Gen X Female 1: [00:43:19] Also was meiner Meinung fehlt?

Interviewer: [00:43:19] Oder was für dich die Marke besonders macht?

Gen X Female 1: [00:43:25] Das kann ich nicht sagen, ich glaube, ich hab das alles schon beantwortet, so wie ich das finde, wie ich das empfinde, wie ich das sehe. Und ich hoffe, dass sie auch noch lange irgendwie dabei sind und das sie so weiter machen sollen. Das finde ich auch gut. Ehm, aber wie gesagt, ehm, was du jetzt gerade gesagt hast, das ehm, bringt mich schon irgendwie zum Nachdenken. Weil das ist ja der Punkt. Man kauft für viel Geld ein Teil und erfreut sich dadran und trägt es auch gerne. Aber eigentlich weiß man gar nicht, was dahinter steckt. Wo ist denn das jetzt eigentlich gefertigt worden? Was sind denn das für, was sind denn das für Umstände und so weiter und so fort. Und wie...und ökologischer Fußabdruck oder wie auch immer. Was trage ich da eigentlich um meinen Arm? Und das sind Dinge, die man aber generell bei diesen ganzen Luxuslabels und bei vielen anderen einfach auch nicht weiß. Und ich finde da muss sowieso, sowas muss doch mittlerweile irgendwo draufstehen. Oder so ein Tag Irgendwie da dran. Dass man weiß, ich weiß es nicht, aber ich hab...ich kann die Frage einfach nicht beantworten, weil ich es nicht weiß, tut mir leid.

Interviewer: [00:44:26] Das ist auch eine sehr gute Antwort, wenn du es nicht weißt. Insofern, vielen lieben Dank und ich mache dann den Rekorder auch wieder aus.

Gen X Female 1: [00:44:26] Ja Gerne. Super, gerne, sehr gerne.

14. Gen X Female 2

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Female 2	German	Female	54	Real Estate	Düsseldorf	01.03.2020

Interviewer: [00:00:00] Erzähl mir erst mal ein wenig über dich selbst. Wie alt bist du, wo kommst du her? Was machst du beruflich?

Gen X Female 2: [00:00:07] Ja, ich bin 54 Jahre alt, komme aus Dorsten. Ich, ehm, habe eine, eh...einen Pferdebetrieb, einen landwirtschaftlichen Zuchtbetrieb für Pferde und eh, arbeite im Immobilienbereich...ehm.. die Verwaltung von eigenen Immobilien. Ja, habe drei Kinder. Die sind schon erwachsen, außer Haus. Und...ja.

Interviewer: [00:00:36] Sind, eh die Pferde auch etwas, was in deinem Privatleben für dich wichtig ist?

Gen X Female 2: [00:00:40] Ja, ganz bestimmt. Das ist Hobby und Arbeit und Zeitvertreib, alles in einem.

Interviewer: [00:00:46] Wie viel Zeit verbringst du im Durchschnitt mit deinen Pferden?

Gen X Female 2: [00:00:47] Zwei Stunden, drei Stunden am Tag...Das sind Zuchtpferde.

Interviewer: [00:00:54] Und wie würdest du sonst deinen Lebensstil beschreiben?

Gen X Female 2: [00:01:02] Ja ich liebe den Luxus, ein bequemes Leben...Weil ich arbeite in und außerhalb der Arbeit liebe ich es dann, mich zu verwöhnen oder verwöhnt zu werden. Schöne Dinge zu machen, mich mit schönen Dingen zu beschäftigen, mich mit schönen Dingen zu umgeben.

Interviewer: [00:01:19] Was sind denn solche schönen Dinge, die du gerade beschreibst? Was gehört dazu?

Gen X Female 2: [00:01:23] Och, das ist vielfältig. Das, ehm, kann eine Umgebung sein, ein, ein...Eine Landschaft, ein... eh...Kleidung, ein Auto, Luxusartikel eh...Oder wie gesagt eben auch... ja Landschaft....

Interviewer: [00:01:46] Und wenn du dich, ehm, mit deinen Freunden vergleichst, würdest du sagen, dass ihr einen ähnlichen Lebensstil habt?

Gen X Female 2: [00:01:51] Nein, nein...

Interviewer: [00:01:52] Warum nicht? Wo unterscheidet sich euer Lebensstil?

Gen X Female 2: [00:01:56] Eh, der unterscheidet sich einfach, eh, an dem Punkt, dass, eh, meinen Freundinnen finanziell die Mittel dazu fehlen würden, diesen leiden, dieser Leidenschaft nachzugehen.

Interviewer: [00:02:07] Glaubst du aber, dass sie es gerne täten?

Gen X Female 2: [00:02:09] Sehr gerne. Definitiv.

Interviewer: [00:02:12] Kannst du mir ein bisschen deinen typischen Wochen oder Alltag oder... Deinen täglichen Alltag beschreiben?

Gen X Female 2: [00:02:20] Ich bin viel unterwegs. Einmal gibt's, wie gesagt, eh, mein Pferdebetrieb, um den ich mich täglich kümmer. Aber ich bin sonst auch sehr viel unterwegs, sehr viel mit Menschen zusammen. Durch meine Berufstätigkeit, eh... Habe immer viel zu erledigen. Ja, ich arbeite eigentlich grundsätzlich viel.

Interviewer: [00:02:43] Ehm, was für Dinge sind dir in deinem täglichen Umfeld wichtig?

Gen X Female 2: [00:02:48] Alles, was mich umgibt. Alles, was zu meinem Leben direkt gehört, das heißt, eh... So wie ich lebe, wie ich wohne, was zu meinem Leben als Hobby dazugehört. Zu meinem Berufsleben. Ja, da lege ich dann auch sehr viel Wert darauf, dass das so nach meinen Vorstellungen ist.

Interviewer: [00:03:05] Was sind denn deine Vorstellungen?

Gen X Female 2: [00:03:12] Oh, ich liebe es schön...Etwas schön zu gestalten um mich herum...Eh, ich mag Ordnung...

Interviewer: [00:03:21] Ist Ästhetik etwas, was dir gut gefällt?

Gen X Female 2: [00:03:23] Ästhetik, genau. Das ist es, ja, ja...

Interviewer: [00:03:24] Und gibt es sonst noch Werte, die dir, eh, in deinem täglichen Leben wichtig sind?

Gen X Female 2: [00:03:30] Ja, ganz bestimmt. Zuverlässigkeit.... Vertrauen...das sind so, ich denke jetzt so an, eh, Geschäftsbeziehungen, eh... Deswegen komme ich auf Zuverlässigkeit, eh, weil es um Absprachen geht... Ehrlichkeit gehört natürlich auch dazu, das sind so Werte...

Interviewer: [00:03:55] Ok. In deiner Freizeit, gehst du gerne einkaufen, und wenn ja, was für Produkte kaufst du in der Regel ein?

Gen X Female 2: [00:04:00] Also ich gehe sehr gerne einkaufen, und wenn ich jetzt einkaufen rede, geht es mir weniger um, eh, Dinge des täglichen Bedarfs im Sinne von Lebensmitteln, sondern ich rede tatsächlich über Shoppen gehen, und das finde ich wunderschön. Und, eh, das geht dann tatsächlich über Accessoires, über Kleidung, über Schuhe. Ja, alles, was dazugehört.

Interviewer: [00:04:20] Und was gefällt dir so besonders gut daran?

Gen X Female 2: [00:04:24] Das Lebensgefühl, das ich damit verbinde. Also wenn ich an schöne Kleider denke, dann denke ich an Wohlfühlen. Dass man vielleicht noch schön gestylt ist, die Haare schön hat, ein schönes Make up hat. Sich dann noch mit schönen Accessoires schmückt und weiß, wofür man arbeiten geht. Und wofür man manche Tage eben auch eine Last hat und sich dann eben auch mal, wie man so schön sagt, sich etwas gönnt.

Interviewer: [00:04:54] Ehm, du hattest vorhin schon Luxusartikel erwähnt. Was für Luxusgüter kaufst du?

Gen X Female 2: [00:04:59] Also ich glaube schon, dass ich, eh, Kleidung hochpreisig kaufe. Ehm...Und dann eben auch, eh Gürtel... eh Lederwaren. Lederwaren im Sinne von Handtaschen, Gürtel und Schuhen.

Interviewer: [00:05:13] Kaufst du die für dich selbst oder auch für andere Leute?

Gen X Female 2: [00:05:15] Auch für meine Kinder.

Interviewer: [00:05:19] Ehm, wie fühlst du dich, wenn du Luxusgüter kaufst oder sie dann auch besitzt?

Gen X Female 2: [00:05:25] Ja, ich freue mich sehr (laughs). Weil, ehm...Ich habe ja dann eine Fantasie, wann ich das wo tragen würde und ehm...das ergänzt so. Ich mag es dann eben, dass alles so zueinander passt. Wenn ich mir vorstelle, ich, eh, verbringe ein schönes Wochenende in einem tollen Hotel, dann möchte ich auch die Kleidung dazu passend haben, dass das eben alles aufeinander abgestimmt ist. Wenn es ein schickes, elegantes Hotel ist, dann möchte ich auch gerne schick und elegant gekleidet sein, und zwar rund um. Und dann soll es nicht an Schuhen, Handtasche oder in irgendeinem Detail... Nicht passen.

Interviewer: [00:06:03] Ok. Ich werde mich jetzt auf Luxus Modemarkt beziehen. Ehm, dazu gehört einmal Couture, das sind handgeschneiderte Kleidung, die in einem sehr hochpreisigen Segment sind. Dann, eh, Prêt-à-Porter, das ist die Kleidung, die man in den Luxus Läden direkt kaufen kann und direkt anziehen kann. Eh, und dazu gehören aber auch Accessoires wie zum Beispiel Handtaschen oder Gürtel. Wenn du an Luxus Mode denkst. Welche Marken fallen dir spontan ein?

Gen X Female 2: [00:06:28] Eh..die verschiedensten. Gucci, Chanel, Dior, Louis Vuitton. Und ja, es kommt drauf an, in welche Richtung man jetzt auch überlegt, ob es um Kleidung geht oder, eh, solche Sachen, ne.

Interviewer: [00:06:41] Hast du eine Lieblings Luxusmarke?

Gen X Female 2: [00:06:45] Ja Ich mag sehr gerne Dior. Taschen von Louis Vuitton. Ja...

Interviewer: [00:06:53] Du hasr gerade schon Louis Vuitton erwähnt. Eh, was verbindet du mit der Marke?

Gen X Female 2: [00:06:57] Ich mag die schlichte Eleganz. Ich mag das Design. Es ist immer etwas Besonderes, aber... Nicht so grell, nicht so leuchtend. Nicht so...Das wäre mir dann zu viel, also...Modisch...Modisch elegant. Mitunter sportiv, ja.

Interviewer: [00:07:20] Was ist deine allgemeine, deine allgemeine allgemeine Meinung? Ist das, würdest du sagen du bewunderst die? Hast du Respekt der Marke gegenüber?

Gen X Female 2: [00:07:28] Ja. Ja, vor allem...also Ich weiß nicht genau, wie man das nennt. Es gibt ja einmal so die Einsteigermodelle. Das ist so das eine. Aber dann ehm...diese Modelle, die dann auch nicht ganz hochpreisig sind, aber dann schon auch ehm, etwas...ehm, ein paar tausend Euro kosten. Ja, das bewundere ich schon sehr. Ich finde, das ist ein Ausdruck von Luxus, sich was gönnen und ehm, es sieht toll aus. Und ja...das ist etwas Besonderes.

Interviewer: [00:08:00] Wenn du jetzt an Louis Vuitton denkst und dir Louis Vuitton als Person vorstellst, wie würdest du diese Person beschreiben?

Gen X Female 2: [00:08:10] Sportlich, elegant, sehr gut aussehend....Charisma... Ausstrahlungen.

Interviewer: [00:08:18] Könntest du dir noch andere Persönlichkeitsdimensionen vorstellen, die zu der Person gehören?

Gen X Female 2: [00:08:26] Ehn...Weiß ich jetzt nicht genau, was du damit meinst?

Interviewer: [00:08:30] Zum Beispiel jemand, der aufrichtig ist, kompetent, kultiviert, in die Richtung.

Gen X Female 2: [00:08:34] Ja! Sehr kultiviert (laughs). Ja... ja mir fehlen jetzt so ein bisschen diese Begriffe aber in diese Richtung auf jeden Fall.

Interviewer: [00:08:43] Kultiviert?

Gen X Female 2: [00:08:44] Kultiviert, ja. Das ist ein Statement, sowas...

Interviewer: [00:08:49] Uh-huh. Kannst du auch bestimmte Werte dir vorstellen, die diese Personen verkörpern könnte?

Gen X Female 2: [00:08:57] Ja, ich glaube, das sind Werte, die mir auch wichtig sind. Eine Beständigkeit, eine Zuverlässigkeit, ein Vertrauen in das Produkt, weil es immer eine gute Qualität ist. Eh... ja, etwas wie Stabilität, ja.

Interviewer: [00:09:18] Ehm, gibt es bestimmte Erinnerungen, die du mit Louis Vuitton hast? Spielt die Marke eine bestimmte Rolle in deinem Leben?

Gen X Female 2: [00:09:29] Mhm, ja. Ich kann mich sehr gut daran erinnern, dass ich, ehm...Meine erste, dann doch teurere Louis Vuitton Handtasche gekauft habe. Die anderen waren immer etwas preiswerter. Das war ein tolles Erlebnis, und die Tasche hab ich heute noch. Aber vor allem habe ich mir, ein, ehm Tuch von Louis Vuitton gekauft, ein Halstuch, und das liebe ich. Das ist so wunderschön, das hat so eine tolle Qualität. Das hab ich jetzt schon mehrere Jahre. Aber es ist immer noch in meinem Schrank, und ich wollte es immer noch mal raus, und ich finde es immer wieder klasse.

Interviewer: [00:10:04] Hast du irgendwelche, ehm, Menschen, die dich vielleicht mit dieser Merkel zusammengebracht haben? Oder wie bist du auf die Merkel gekommen?

Gen X Female 2: [00:10:13] Ja, man kannte sie durch die Werbung, durch die Schaufenster. Um ehm... ja ich glaub, ich hatte eine Freundin, die hat mich da eigentlich nochmal näher hingeführt. Ja.

Interviewer: [00:10:31] Ehm, wo, oder allgemein wenn du jetzt an, ehm, an Luxusmodemarken denkst, unabhängig von Louis Vuitton. Wie würdest du die normalerweise kaufen? Wie gehst du da vor?

Gen X Female 2: [00:10:39] Gerne ins Geschäft, schau mir die Produkte an und ehm, lass mich beraten. Vergleiche gerne dann nochmal. Also das ehm, das Einkaufsgefühl, da lege ich dann auch Wert darauf. Also das wäre nicht der gleiche Effekt, wenn ich's nach Hause bestellen würde.

Interviewer: [00:10:58] Und ehm, hast du das Gefühl, dass du da auch für Louis Vuitton genauso vorgehen würdest? Oder würdest du da auch online was bestellen?

Gen X Female 2: [00:11:05] Also ich würde lieber in den Shop gehen. Aber dann passiert es halt ja schon mal, dass, ehm, die vielleicht in dem Moment ein Teil nicht haben. Dann hofft man erst nochmal, dass man es jetzt in einem anderen Shop, ehm, finden könnte, schafft es aber dann nicht, dort

hinzugehen. Und dann würde ich mir konkret, wenn ich schon weiß, um welches Teil es geht. Und das habe ich auch schon in der Hand gehabt. Dann würde ich es mir auch online bestellen. Dann wäre es auch noch das gleiche Gefühl. Aber wie gesagt, ich müsste es erst mal im Geschäft im Original sehen, fühlen, gucken, ist es wirklich meins, passt es zu mir und...ja.

Interviewer: [00:11:40] Uh-huh..Hast du das Gefühl, dass man nur Louis Vuitton Produkte an vielen Orten kaufen kann?

Gen X Female 2: [00:11:44] An vielen Orten nein, aber natürlich in den großen Städten. Köln, hier In Deutschland, eben Köln, Düsseldorf, Berlin und in anderen Ländern eben auch in diesen Hauptstädten findet man immer einen Shop.

Interviewer: [00:11:58] Wenn du an deine Louis Vuitton Produkte denkst, wann verwendest du die?

Gen X Female 2: [00:12:03] Das ist unterschiedlich. Also ich, ehm, einen Teil der Taschen, sozusagen für jeden Tag. Und besondere Modelle für besondere Anlässe.

Interviewer: [00:12:11] Was wären diese besonderen Anlässen?

Gen X Female 2: [00:12:14] Ja, wenn man irgendwo flanieren möchte und hat ein bestimmtes Outfit an und ergänzt das eben noch durch eine tolle Tasche, die dann eben...von mir aus im Sommer sehr hell und empfindlich ist, dass man sie auch dann schonen möchte. Und sie dann eben nur für diese besonders schönen Anlässe wählt, damit sie auch immer besonders schön bleibt. Oder ja, ein besonderes Essen, ein besonderes Treffen.

Interviewer: [00:12:40] Wenn du an den typischen Nutzer oder Besitzer von Louis Vuitton Produkten denkst, wie würdest du mir diese Person beschreiben?

Gen X Female 2: [00:12:49] Gut situierten. Ja. Und ich sehe da immer einen sportlich eleganten Menschen vor mir. Also... Nicht zu flippig, souverän wirkend.

Interviewer: [00:13:04] Kannst du dir auch etwas im Sinne von dem Alter, dem Geschlecht, vielleicht der Demografie auch was vorstellen?

Gen X Female 2: [00:13:12] Also ich glaube auf Grund der hochpreisigen, ehm.... Teile....Es sind doch meist schon, ich sag mal Leute Mitte 30 aufwärts, aber nach oben so eigentlich keine Grenzen. Und natürlich dieses preiswertere, ehm, Modell oder die preiswerteren Einsteigermodelle sieht man ja auch bei den jungen Menschen vielfach, ja.

Interviewer: [00:13:31] Siehst du einen Unterschied bei, eh, den Geschlechtern, der typische Nutzer?

Gen X Female 2: [00:13:36] Also ich glaube, das wäre für mich sichtbar weiblich.

Interviewer: [00:13:40] Uh-huh. Kannst du dich mit den Leuten, die du gerade beschrieben hast, identifizieren?

Gen X Female 2: [00:13:45] Ja, ja, das könnte ich.

Interviewer: [00:13:51] Du hast vorhin schon ein paar Attribute genannt, die wichtig sind, wenn du Luxus Marken kaufst, wie die Qualität. Gibt es noch andere Merkmale, auf die du besonders achtest?

Gen X Female 2: [00:14:05] Ja also mir ist wichtig...ehm...Wer diese Sachen auch noch trägt. Also, ehm...welche...ja, wenn ein Luxusprodukt überwiegend von jungen Frauen getragen würde, würde ich es mir nicht mehr kaufen. Also es ist schon für mich auch wichtig, wer, eh, grundsätzlich so die Kundschaft dieser Marke ist. Das gehört für mich auch noch dazu, dass ich mich damit auch wirklich identifizieren kann. Das wäre für mich persönlich wichtig. Ehm, ja...

Interviewer: [00:14:36] Du hast jetzt gerade schon von den anderen Leuten, die, ehm, diese Produkte nutzen, gesprochen. Würdest du sagen, dass jemand, der Louis Vuitton Produkte trägt, anders wahrgenommen wird?

Gen X Female 2: [00:14:47] Ja.

Interviewer: [00:14:48] Inwiefern?

Gen X Female 2: [00:14:49] Also ich glaube, das hat einfach auch etwas mit Prestigedenken zu tun. Ehm...Dass man da einfach mitunter einfach auch zu Recht vermutet, dass das wohlhabende Leute sind, dass es erfolgreiche Leute sein müssen, ehm...da sie es ja zu... ehm...Guten finanziellen Möglichkeiten geschaffen haben müssen, um sich diese Güter überhaupt zu leisten.

Interviewer: [00:15:09] Würdest du dann sagen, dass Louis Vuitton Produkte einen guten Eindruck machen?

Gen X Female 2: [00:15:14] Ja, ganz bestimmt. Deswegen liebe ich sie ja auch so (laughs).

Interviewer: [00:15:18] Inwiefern würdest du sagen, dass ehm, eine Gruppenzugehörigkeit entsteht, wenn man Louis Vuitton Produkte benutzt?

Gen X Female 2: [00:15:27] Ja, eine Klasse für sich fällt mir da so spontan ein, glaube ich, dass ist schon... ja...

Interviewer: [00:15:30] Kannst du diese Klasse etwas mehr beschreiben?

Gen X Female 2: [00:15:36] Ja, ich glaube, da müsste ich mich so ein bisschen wiederholen. Ich glaube einfach wohlhabende Menschen, die auf ehm...Geschmack, Ästhetik, Optik auch Wert legen, denen das wichtig ist, ehm...Die ein Statement damit auch ausdrücken möchten, ja.

Interviewer: [00:15:56] Fühlst du dich dieser Gruppe zugehörig, wenn du deine Produkte trägst?

Gen X Female 2: [00:16:01] Ja (laughs).

Interviewer: [00:16:01] Ok. Ehm, um nochmal auf die, ehm, Attribute von Luxusmarken zurückzukommen. Ehm, du hast gerade schon wieder welche beschrieben, auch die, ehm, die Zugehörigkeit der Kunden. Wenn du nun an Louis Vuitton denkst, sind da die Dinge wie Qualität, ehm, Design und ehm, diese Dinge, sind die erfüllt für dich?

Gen X Female 2: [00:16:19] Ja, für meinen Geschmack ganz bestimmt. Und eh, was ich eben besonders mag, ist ehm...dass sie eben nicht schrill sind. Es gibt ja auch ganz hochpreisige, ehm, sehr teure Marken und auch sehr bekannte Marken, die aber sehr auffällig sind. Das ist nicht mein Stil, und deswegen liebe ich das bei Louis Vuitton. Das ist... Man erkennt es, es hat einen Wiedererkennungswert, und es ist alles toll. Aber es ist eben, eh, zurückhaltend schön.

Interviewer: [00:16:49] Uh-huh. Du hast gerade den Wiedererkennungswert angesprochen. Würdest du Louis Vuitton als einzigartig beschreiben?

Gen X Female 2: [00:16:59] Ja, ja.

Interviewer: [00:16:59] Was genau macht die Marke einzigartig für dich?

Gen X Female 2: [00:17:01] Ja, ich glaube, das passiert ja einfach schon, entweder durch den Druck, eh oder eben durch, eh...Diese, ehm...Durch die Buchstabenwahl...

Interviewer: [00:17:11] Das Logo?

Gen X Female 2: [00:17:12] Das Logo (laughs). Das ist mir gerade nicht eingefallen (laughs).

Interviewer: [00:17:16] Und würdest du... oder in wiefern würdest du Louis Vuitton als innovativ beschreiben?

Gen X Female 2: [00:17:24] Ja, sehr innovativ, weil sie es immer wieder schaffen, immer wieder über viele, viele Jahre ein...Up-to-Date zu sein. Und trotzdem den Kern ihre Marke beizubehalten.

Interviewer: [00:17:42] Kennst du die Organisation, die hinter Louis Vuitton steht? Nein. Ehm, die Organisation, heißt LVMH. Das steht für Moët Hennessy Louis Vuitton. Ehm, die Firma besitzt insgesamt 75 Luxusmarken. Dazu gehören, sehr breitgefächert, zum Beispiel Champagnermarken, allerdings auch andere Modemarken wie z.B. Dior. Ohne die Firma jetzt zu kennen, würde du dieser Firma vertrauen?

Gen X Female 2: [00:18:11] Ja.

Interviewer: [00:18:11] Wieso?

Gen X Female 2: [00:18:11] Wegen der Beständigkeit. So, das...Das ist ein...etwas, was es seit vielen Jahren gibt, was viele Jahre immer auf einem gleichen Level auf einem gleichen Niveau gehandelt wurde. Ehm, wo es keine schlechten Nachrichten drüber gab, keine schlechteren Klage...

Interviewer: [00:18:31] Wenn du jetzt über die Popularität von Louis Vuitton nachdenkst, wie würdest du diese beschreiben?

Gen X Female 2: [00:18:40] Also die sehe ich als sehr hoch an. Das ist ein, ein sehr gefragter Artikel.

Interviewer: [00:18:45] Hast du das Gefühl, das hat sich geändert in den letzten Jahren?

Gen X Female 2: [00:18:47] Nein, das ist das, was ich halt meine. Diese Marke hat es geschafft, immer zu den oberen, eh, gefragtesten Produkten zu gehören.

Interviewer: [00:19:00] Uh-huh. Hast du schon deinen nächsten Luxus-Einkauf geplant?

Gen X Female 2: [00:19:08] Eh....Im Moment leider nicht. Wir haben ja die Corona Krise, wo alle Geschäfte dann halt auch geschlossen haben und ich habe auch gerade erst ein, eine neue, sehr, sehr schöne Tasche für die kommende Saison gekauft. Hab also schon mir eine kleine Freude bereitet und ein wunderschönes, hochwertiges Portmonee dazu geholt. Also insofern bin ich schon ein wenig beglückt und auch eben von dieser Marke Louis Vuitton. Ein tolles Tuch könnte ich mir noch vorstellen, dass ich mir das gönnen würde. Das finde ich eben herrlich, weil die Qualität so klasse ist. Und ich fahre gern ans Meer. Und wenn der Wind so etwas frisch ist und man hat dann so ein tolles Tuch von Louis Vuitton, was man sich dann noch mal so um den Hals wickeln kann, das ist herrlich. Und manchmal sind diese Tücher halt auch so schön, dass, wenn man nur ein leichtes Shirt oder eine Bluse anhat, legt sich das Tuch nochmal um die Schultern. Das wärmt dann auch so, weil es so eine tolle Qualität hat und sieht immer gut aus. Also ja, das könnte ich mir noch vorstellen, dass ich mir das noch gönne.

Interviewer: [00:20:09] Also wäre Louis Vuitton auch deine erste Wahl bei deinem nächsten Luxuskauf?

Gen X Female 2: [00:20:12] Ja.

Interviewer: [00:20:12] Fühlst du dich Louis Vuitton verbunden?

Gen X Female 2: [00:20:15] Ja.

Interviewer: [00:20:17] Wie, wie wirkt sich das bei dir aus?

Gen X Female 2: [00:20:20] Ja, eigentlich genau, das ich als erstes dort schauen würde und ehm...und schauen würde, wenn ich jetzt speziell einen Artikel haben möchte, würde ich zuerst dort schauen, ob ich dann dort zurecht käme. Wenn ich dort nicht zurecht käme, würde ich sicherlich auch in anderen Geschäften schauen. Dann mache ich... dann gehe ich auch schonmmal gerne nach Dior oder Gucci. Aber es wäre meine erste Wahl, wo ich schauen würde.

Interviewer: [00:20:44] Uh-huh. Würdest du deinen Freunden oder deiner Familie den Kauf von Louis Vuitton Produkten empfehlen?

Gen X Female 2: [00:20:49] Ja, das habe ich meinen Kindern schon empfohlen (laughs). Und, eh, ich habe denen dann auch schon etwas gekauft und ehm...Ja, manchmal mögen sie auch meine Taschen... Und eh die benutzen Sie dann auch schon mal mit. Und ja, ich denke, Sie kommen jetzt auch so in das Alter, wo Sie sich vielleicht mal zum Geburtstag oder zu Weihnachten auch so etwas wünschen. Und das würde ich Ihnen dann auch jederzeit dann schenken.

Interviewer: [00:21:16] Mhm, Wenn du an den Preis von Louis Vuitton Produkten denkst, hältst du den für gerechtfertigt?

Gen X Female 2: [00:21:25] Also wenn ich den reinen Materialwert jetzt mal so nehmen würde und vielleicht noch ein bisschen Aufschlag fürs Design, eh...Und die Lage des Geschäftes berücksichtige, eh dann würde der Preis sicherlich nicht im Verhältnis stehen zu der Tasche. Aber das ist eben Luxus, das ist eben das Besondere, und das hat seinen Preis. Und das macht es ja vielleicht auch...das hat nicht jeder.

Interviewer: [00:21:50] Also bist du trotzdem bereit, ehm, das Geld dafür auszugeben?

Gen X Female 2: [00:21:55] Ja.

Interviewer: [00:21:55] Und es ist dir auch wichtig, dass, ehm, nicht jeder das Produkt hat? Du hast das gerade erwähnt.

Gen X Female 2: [00:21:59] Ja, weil wenn ich, eh, wenn mir das egal wär, würde ich nach Zara beispielsweise gehen und würde mir da eine Tasche für vielleicht 40 oder 60 Euro kaufen. Die mitunter auch optisch sehr schön aussehen. Also da gibt es...die Qualität, weiß ich jetzt nicht so, aber von der Optik. Ehm, nur halt, damit muss man halt wirklich rechnen, dass damit sehr viele rumlaufen. Und das würde mich dann halt stören, dass wenn ich für mich einen besonderen Anlass habe und dann eine gewöhnliche Tasche, mit der alle rumlaufen, das, das würde für mich nicht harmonieren, und deswegen muss es dann etwas Besonderes sein, und das darf dann auch was kosten.

Interviewer: [00:22:36] Ok. Würdest du dich im allgemeinen einer Mode Luxusmarke als treu bezeichnen?

Gen X Female 2: [00:22:41] Ja, manchmal denke ich sogar viel zu treu (laughs). Ja das ist so. Ich greife sehr gerne auf die Produkte und die Marken zurück, mit denen ich sehr zufrieden bin. Und da gehört Louis Vuitton einfach dazu.

Interviewer: [00:22:54] Gibt es auch noch andere Marken, denen du treu bist?

Gen X Female 2: [00:22:55] Ja es ist so ganz komisch...Gucci, Gürtel. Ich weiß nicht warum (laughs) aber das ist halt so. Von Gucci diese Gürtel... Und eh, Dior Taschen finde ich jetzt auch nicht schlecht, ja...

Interviewer: [00:23:12] Uh-huh. Wir hatten vorhin schon über Werte gesprochen, die dir in deinem Leben wichtig sind. Gehört, ehm, oder welche Rolle spielt Nachhaltigkeit für dich in deinem Leben?

Gen X Female 2: [00:23:23] Also da muss ich gestehen, das ist ein Thema, das....Ist eigentlich sehr jungfräulich für mich noch... also das ist, ehm... Hat mich die längste Zeit meines Lebens nicht begleitet, weil es einfach ein Thema ist, was jetzt rauskommt. Und ehm, ja man hört es seit längerer Zeit. Aber ich überhöre es auch einfach so, dass ich mich nicht besonders damit auseinandersetze. Ehm...Über die Nachhaltigkeit von Produkten habe ich ehrlich gesagt sehr wenig bis jetzt so nachgedacht.

Interviewer: [00:23:55] Wie wäre das bei Luxusprodukten? Wäre das etwas, was dich interessieren würde?

Gen X Female 2: [00:24:01] Also vordergründig erst einmal nicht. Nein, da würde ich jetzt nicht nachfragen. Was mich, ehm, beeinflussen würde, wäre, wenn ich jetzt hören oder vernehmen müsste,

dass, eh, die Produkte unter ganz schlechten Umständen hergestellt würden. Vielleicht im Ausland mit billigsten Arbeitskräften, unter Vernachlässigung der, eh, gesundheitlichen, eh, Sicherheit der Arbeiter oder der Umweltverschmutzung oder sowas. Das würde mich tatsächlich, eh, dann beeinflussen. Dann wäre ich auch nicht mehr bereit, so viel Geld dafür zu bezahlen.

Interviewer: [00:24:38] Uh-huh. Ich will mich jetzt noch ein bisschen mehr auf Nachhaltigkeit beziehen. Und wenn man Nachhaltigkeit betrachtet, gibt es auch Möglichkeiten, ehm, dort zu unterscheiden. Und zwar einmal zwischen sozialer, ökologischer und wirtschaftlicher Nachhaltigkeit. Ehm, ich werde mich jetzt auf ökologische und soziale Nachhaltigkeit konzentrieren. Ökologische Nachhaltigkeit bezieht sich auf die Auswirkungen, die Unternehmen durch ihre Geschäfts, ehm, Geschäftstätigkeiten auf die Umwelt haben. Ehm, das wären zum Beispiel, eh, positive Beispiele, Beispiele wären hier zum Beispiel die Reduzierung von Emissionen oder Recycling von Produkten. Soziale Nachhaltigkeit bezieht sich auf die, eh, bewusste Verpflichtung eines Unternehmens, durch, durch verantwortungsvolles Handeln eine positive Beziehung zu allen eh Leuten aufzubauen, die durch dieses Unternehmen eben beeinflusst werden, wie zum Beispiel, ehm, die Leute, die für das Unternehmen arbeiten, aber auch Leute, die vielleicht, eh, neben der Fabrik in einem Dorf leben. Und in dem Sinne gehören zu solchen Aktivitäten, zum Beispiel die Gewährleistung sicherer Arbeitsbedingungen für Mitarbeiter, aber auch die Unterstützung von weniger privilegierten Menschen, zum Beispiel durch Bildung. Eh, vor diesem Hintergrund, inwieweit hältst du Louis Vuitton für eine umweltverantwortliche Marke?

Gen X Female 2: [00:25:50] Ganz ehrlich könnte ich da so gar nichts zu sagen. Jetzt müsste ich rein aus meinem Gefühl her, ehm, antworten. Gefühlt würde ich sagen, Sie achten darauf, weil eben diese Zuverlässigkeit und ehm...Das Label für etwas Gutes steht, auch für eine Qualität. Und ich denke, dass einfach in diesem... Preissegment, in dem sich, eh, die Waren von Louis Vuitton bewegen, dass da ein gewisser Anteil auch dafür ist, dass man eben rücksichtsvoll mit diesen Ressourcen umgeht, dass man sich um diese Nachhaltigkeit, der ökologischen beispielsweise, auch kümmert. Das nehme ich jetzt einfach so an. Also ob es stimmt, wüsste ich natürlich nicht.

Interviewer: [00:26:36] Kannst du etwas über die soziale Verantwortlichkeit von Louis Vuitton sagen?

Gen X Female 2: [00:26:41] Nein, nein, muss ich ganz ehrlich sagen, nein.

Interviewer: [00:26:44] Wie würdest du die einschätzen?

Gen X Female 2: [00:26:48] Da kann man sich so täuschen, das weiß ich nicht. Aber ich könnte mir vorstellen, dass...Die Mitarbeiter einer solchen Firma auch nicht eine üble Nachrede vornehmen sollten, wenn Sie den Betrieb vielleicht verlassen. Also ich glaube schon, dass diese Firmen auch Wert darauf legen, bis ins kleinste Detail, dass ihr Produkt selbst nicht nur... Ein gewissen...Eine gewisse Qualität haben soll, sondern alles, was unter diesem Namen läuft. Und deswegen würde ich das so voraussetzen, dass es gut läuft.

Interviewer: [00:27:27] Hast du das Gefühl, dass dir hier Informationen fehlen von Louis Vuitton?

Gen X Female 2: [00:27:32] Also irgendwie ehrlich gesagt nicht. Weil Ich gehe davon aus, dass wenn irgendwas schlechtes im Hintergrund wäre, weil es ja mit anderen Firmen auch so passiert, dass das schon durch die Medien gegangen wäre. Also das, wenn es negativ wäre, dass ich das wüsste. Und dass es aber gut läuft und deswegen keine Meldung in der Presse wert ist und...ja.

[00:27:54] Ok. Ich habe jetzt noch eine letzte Frage an dich, bevor das Interview zu Ende ist. Gibt es noch eine andere Sache, eine andere, ehm, ein anderes Merkmal, das Louis Vuitton für dich zu einer starken Marke macht?

[00:28:14] Uff...Im Moment würde mir jetzt so nichts einfallen... ich hab jetzt schon so viel gesagt (laughs), so viel gelobt. Das es eine starke...Nein, ich glaube im Moment würde mir dazu jetzt nichts einfallen.

[00:28:27] Dann vielen Dank für das Interview. Ich werde jetzt die Aufnahme, ehm, abschließen.

15. Gen X Female 3

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Female 3	Italian	Female	50	Manager Advertising Company	at On Skype	05.03.2020

Interviewer: 00:00

Okay, thank you very much Gen X Female 3: and welcome to the interview. First of all, I would like to know some stuff about your background, where you from, what's your occupation, your age, nationality.

Gen X Female 3: 00:12

Okay. So I'm 50 years old. I'm from Italy. I'm an entrepreneur. And I'm also a mother and I love fashion.

Interviewer: 00:30

You love fashion. Why do you love fashion?

Gen X Female 3: 00:35

I love fashion because since I was younger, I like to have nice stuff to wear and to use, but also stuff that can last for years.

Interviewer: 00:53

Yeah.

Gen X Female 3: 00:53

So I, of course as everybody, I buy things that can use for one season. But, normally, I buy stuff that I know that I can use for years. That's why I prefer to buy less thing on one year and that are more expensive of course, and then to buy some others that you can use for one season and that's it.

Interviewer: 01:27

Okay. So how would you describe your day to day life? Like a typical day? What does it look like for you?

Gen X Female 3: 01:33

Oh, my life. It's uh, I don't know if you ever saw this movie but my life nowadays, it's always the same. So every day is basically the same. So, I have, okay, I have to bring Leone to school and then I go to the office and normally I spend all day at the office. So, from 8h30 till six or something like that, then I go home and I start with Leone, I do my stuff with him and then basically I go to bed very early so after the news or something like that, I watch a movie. And then I go to bed. I don't go out so often now, because I really have not a lot of time. So I'm, you know, when you are grown up, but you have less time and so you really go out with people that you consider your friend. When you are younger, you have more time and you can do many, many other things compared to now.

Interviewer: 02:54

Do you miss that? Not being busy with friends?

Gen X Female 3: 03:03

Yes. Sometimes, because I like my life, like it is now, but of course, I miss some things of my young time, let's say like that. Okay. So when I was younger, I was used to traveling around the world as you and to me for different kinds of people and to do really different things. And I never had the same kind of friends. So, I had the opportunity in my life to meet people from other countries, from also in Italy from other regions, and I should say that they are completely different, but this helped for me to open my mind. Because everyone has a different style, a different way to live and these things so it was very important to me.

Interviewer: 04:13

Being open minded is one of your values?

Gen X Female 3: 04:16

Yes.

Interviewer: 04:16

Yeah. What's what other values do you have?

Gen X Female 3: 04:20

Okay, I think, of course, I hope I'm a good mother. I think I also I'm good entrepreneur. I think I'm also a good entrepreneur and also for that I had some, some good results so I have a good relationship with the people I work with. And, another thing that was important during this year for me is that, in Italy, you know that we have this big association of firms and for every region, we have this association. So, in Treviso, we had one called Unidocia, the big one in Italy is called Confindustria and they have all kind of firms. So, you can have a very small one or very big one like Barilla, Benetton or something like that. And in Treviso, the association, the firms that are associated are more or less 2400 and for six years, I was a member of the board of this association.

Interviewer: 06:06

Oh wow.

Gen X Female 3: 06:07

So, do this thing was very important for me because it's an important thing as an entrepreneur to represent the others and you also have the opportunity to meet different kinds of people and to see stuff in a different way.

Interviewer: 06:31

Yeah, that makes sense.

Gen X Female 3: 06:34

So, this one is, it's an important thing.

Interviewer: 06:37

So being so busy, do you even have time to go shopping?

Gen X Female 3: 06:41

Um, let's say I like to go shopping or I liked to go shopping, now I do shopping online.

Gen X Female 3: 06:53

I prefer to do that because I don't have too much time and then I don't like to go to one shop and start to try things and stuff like that. So, normally I see the things that I like in the newspaper or on TV or I know the brand that I like. And then, I watch on the internet and if I have time, okay, I go to a shop or otherwise I buy it on the internet. And, let's say for me, it's just, you go to the school of Leone in the morning or you go to bring Leone and you can see all the fashion that, all the fashion stuff that you can like it and you understand immediately which is the most popular and the things you must have, let's say like that.

Interviewer: 06:53

Yes.

Interviewer: 08:05

Which are your favorite brands?

Gen X Female 3: 08:08

Which is my favorite brand? Now that I'm older, let's say that, it's Hermès, of course.

Interviewer: 08:20

Okay. If you had to name five luxury fashion...

Gen X Female 3: 08:29

Sorry, sorry, because these are Klaus and Leone. Sorry, one second. **speaking italian**. So this one and I also like a lot Chanel.

Interviewer: 08:51

Okay, so if you had to name five luxury fashion brands, which ones come to your mind?

Gen X Female 3: 08:56

Oh, nowadays. I would say for sure and mess, I will tell you Chanel. I will pick up Dior. In this moment because in Italy, especially in Italy is now very famous Jimmy Choo. And, let me think about another one can be, that I like, Valentino.

Interviewer: 09:32

Okay nice nice nice.

Gen X Female 3: 09:33

No, no no no not Valentino. Sorry, for the dress Armani.

Interviewer: 09:37

Armani. Okay. Okay.

Gen X Female 3: 09:39

Armani or Fendi. These are my favorites.

Interviewer: 09:43

So, do you buy frequently from these brands?

Gen X Female 3: 09:47

Oh, yeah, I would like to do it but they are quite expensive. So, not so frequently. Okay.

Interviewer: 10:00

Have you heard of the LV?

Gen X Female 3: 10:03

I was really a fan of LV, I would like to prepare on the back all the thing I have of LV.

Interviewer: 10:13

Really?

Gen X Female 3: 10:14

Yes.

Interviewer: 10:16

How much do you have?

Gen X Female 3: 10:18

Many, believe me. But this is a different thing because when I was 30 or 25 let's say like that. You must have LV, okay? It was very important. Also to go to school, I didn't use a normal bag, but I used a bag from LV. So, also my luggage were all from LV, my beauty case, I still have all these things and I bought a lot from them. And I like, I still like it that a lot but unfortunately in Italy, or let's say 25 years ago, there weren't so many shops of LV. So you could only find shop in Milan or in the big town, like Venice, something like that. Now, they start to open many shops and in Italy, 25 years ago LV was really a must, something you should have. And if you had the opportunity to go to Paris or to Milan or to New York or something like that, you always find queue on LV stores. Then, I think in Italy, things start to change a little bit because LV was ease? but was a very important brand and they start to copy it immediately. And, it was not easy at the beginning, but then they start to produce a fake bag from LV and stuff like that. And, so many people start to have LV bag. And that's why, the people who can afford to buy not a fake one, but a real one, they decided to move to other brands.

Interviewer: 12:43

Yeah.

Gen X Female 3: 12:44

Because LV starts to be too popular. And that's why we stopped to buy it. So, I think that in Italy, people who have a certain kind of life and have to spend time with a certain kind of people. Okay? They all have many bags of LV. I'm sure about that, but now because of this thing, because there are many fake copies and bla bla bla bla, people decide to choose other brands.

Gen X Female 3: 13:32

And then another thing that happened here in Italy, is that at certain point LV stopped to do the classical thing that they always, that they did for many years. And so, it was okay for an Italian since they just change the color or the material or stuff like that. And then, they start to produce very strange thing. So for example, at a certain point, the bags with the graffiti or other things, they start do clothes, shoes, very strange thing for an Italian. So I think now, LV is very popular and very famous for Chinese, Japanese, Americans, but in Italy, it's started to go a little bit dow. Also, if I must say that in the last two years, they restart to do very nice thing and so it's now again a pleasure and I think also in Italy LV will have, again, a big boom but at the moment, it's more... I think the most popular stuff here are from, if we talk about bags, for example, our bags from Bottega Veneta, which is a brand close to me, that is produced in this area and Bottega Veneta, Hermès or Dior is very popular at the moment. Because, okay, for LV in Italy happened these things. So if I go to Treviso, of course, I see people with LV bags, but not so many as 20 years ago and it's it is the same in Milan or in all over Italy, I would say.

Interviewer: [00:15:49] So would you say that like the customer has changed? So is it another person you see today than you saw 20 years ago, buying LV?

Gen X Female 3: [00:15:57] Yes

Interviewer: [00:15:59] What kind of person or how would you describe these people?

Gen X Female 3: [00:16:03] They are more...they are less conservative, let's say it like that, okay. And they like maybe strange things. So they like particular things. And not the old style LV that was what we liked before. So these bags with the monogram and these things. And now it's a different kind of people who buys LV.

Interviewer: [00:16:44] But like, if you had to describe Louis Vuitton as a person, who would you describe? The brand as a person.

Gen X Female 3: [00:16:53] Nowadays I would describe be like, how can I say it, it is fashion, but it's also not conservative it is strange. And it is too particular. It's OK for Chinese and for American and for Japanese, but for an Italian its a little bit too much you know.

Interviewer: [00:17:44] Would you say that they're too innovative in a way?

Gen X Female 3: [00:17:47] Yes they are too innovative.

Interviewer: [00:17:52] And when exactly did that start, you feel?

Gen X Female 3: [00:17:56] I think it started when ...I think at a certain point they started to realized that they could not survive by only doing bags. And they started to also do shoes and clothes and these things. And so I think it was more or less ten years ago that things start to change. Then I should say

that they always produce very, very nice coats the things are made particularly well. For example, I have a friend who works for them and I went to her company to see how they produce clothes for LV. And it's really incredible because when you see that, Interviewer:, you can really understand why the brand is so expensive. And so it's expensive because for the advertisement they do, for the shop they have, for the material they use, but also for how well they prepare and they do stuff. So for example, if they have to iron a pullover, they have to make some, some points and they cannot go out that iron because if it is one millimeter more, this is not good enough for LV. So you really understand which is the work after that. Then the other thing, because I do this work, I work on advertisement, I should say that, the windows of LV are still the best one you can see. Show you used to watch the windows, how they prepare it, the material they put. They are great on this thing. But the product is for the Italian a little bit too.. I think that all we bought is the classical stuff. Okay, so we did not need to have any other thing. But the new stuff. For 10 years it has been a little bit strange for me.

Interviewer: [00:20:31] If you buy a luxury product, what do you look for in terms of functionality, design, quality, etc?

Gen X Female 3: [00:20:40] Oh, all of these things. Quality. And fashion for sure. But as I told you, this is my my personal opinion. When you buy luxury products. You go for something that can last for a certain time. So you choose something that would be, that you can give to your daughter and she will use it. For example now, I...when I was younger, I bought some dress, from Chanel. And something that now I don't use. I don't use it anymore because I changed size. This you can skip. And now I gave them to Theresa, my niece. So it's a thing that's the you can always use. Then of course you can use the other thing. But yeah.

Interviewer: [00:21:45] If you think of LV. What kind of feelings does the brand evoke to you? Like the products you have, if you look at them and think about them.

Gen X Female 3: [00:22:00] You know, perfectly, because I think you study it and you are much more prepared than me about how LV started to make their bags. So they started by using the military stuff. They teach you that it was used for military stuff and then they changed it. So I think it's really nice, the old stuff of LV, the monogram of LV, how they made their bags, and these things, the material they use, everything is perfect because you can use it for years and they are always wonderful. You can....I also think that they are even more beautiful when they are older and not then when they are new. So they have special and beautiful material and they were very intelligent because they also produced stuff that that you can use in all occasions and you don't have to care if you put your bag let's say on the floor or something like that. Because it's okay. It would be beautiful anyway. And one of my favorite things from LV, for example, you know that they produced this bag, so it's like the bag for the sailors. Where you can put everything and it's a big and long bag. And this is...they were genius when they produced something like that. Because if you go to a boat well of course it's forbidden to bring a solid bag. And they were genius because you can put everything and it's wonderful.

Interviewer: [00:24:25] What's your favorite memory with LV?

Gen X Female 3: [00:24:30] Okay. I should say that, for example, when I did my thesis, as a present, for my thesis, was my first business bag, and it was from LV. And I still have it. And I like it a lot. And if I can, I continue to use it. Yeah.

Interviewer: [00:25:03] Do you do you use more of your LV products still or is it mainly that bag?

Gen X Female 3: [00:25:10] Excuse me?

Interviewer: [00:25:11] How many of the products do you use today, as well?

Gen X Female 3: [00:25:15] I use all of the products I have from LV as well today. Because when I say... I use all my luggage from from LV, I still use my beauty case. I still have my wallet of LV. I use my business bag from LV. So I still use it a lot.

Interviewer: [00:25:37] That's amazing. Do you do you also know the organization behind LV?

Gen X Female 3: [00:25:43] Not so, not not not so well. So I know only this part that I told you before. That surprised me a lot. So I just know of the part of how they produced the goods how they pay attention to these things. So the production should be really well, very well done. And they give the production not to everybody. But they try to ... I think they make a big research to find their suppliers. This is what I know. And then I'm absolutely sure that they are a great show in doing, you know because I work on these things, the shops, all the signs and all these things. I also work for them. And I know how difficult it is to work for LV.

Interviewer: [00:26:54] Why is it difficult to work for LV?

Gen X Female 3: [00:26:56] Because everything should be perfect. You can not make any mistake or otherwise it would be really a problem. So for me, I made some sign for them, for some shop, and they really give you all the information very, very well. But you should respect everything. So everything should be perfect. You cannot give them a product that is not what they want. The sign is a sign of LV and not of another brand.

Interviewer: [00:27:38] Do you Moet Hennesy Louis Vuitton? Which is like the portfolio brand that's like on top of LV. Or have you only worked with LV on the brand itself?

Gen X Female 3: [00:27:47] Nono, only with the brand LV but not with the all the rest of the group. But I know that LV is part of a bigger group. And they also bought now, our pinorello bike.

Interviewer: [00:28:07] What's your opinion about the bigger group?

Gen X Female 3: [00:28:10] I think the bigger group is one of the biggest groups all over the world. They have everything except... If I had money to buy stocks actions I would buy stocks from them.

Interviewer: [00:28:27] That's nice. How unique do you think LV is?

Gen X Female 3: [00:28:31] Excuse me?

Interviewer: [00:28:32] Do you think LV is unique, the brand?

Gen X Female 3: [00:28:37] I think it's, eh as I told you before, it's unique. Because they are fashion, but they can also be conservative. They use....I would tell you they are French...but in the good way of being French. So they got simple, okay, but very elegant. To give you an example, like the actress from breakfast in Tiffany, what was her name again? Okay so it is something like that. They are very simple,

okay? Now just a little bit less simple than before. They make stuff that is wonderful and really very, very beautiful. But with which you can feel really elegant and never over the line. So you are always elegant, you...okay it depends what you choose of course. Now, I told you that they started to make something that are... But LV is unique because they really they didn't change...luckily, they continued to produce what they made when they became famous and known all over the world. So they continued to do these things. They changed many things of course because they had to do it. But they continued to do their product. And this is, I think, the most important thing, and they should continue to do it.

Interviewer: [00:31:19] If you see someone with a LV product, what do you think of that person?

Gen X Female 3: [00:31:27] I think that normally he or she is lucky. Of course, I look at them. And okay, I like it.

Interviewer: [00:31:45] And if other people see you with LV, what do you think they think?

Gen X Female 3: [00:31:53] I think that I am a classical person for certain things. And that lucky I can...Okay, they can kind of think choosing "Okay, she can afford it" and "She can use it". Because sometimes you can afford stuff but you cannot wear or use this stuff. Because you can, let's say have a wonderful ring with wonderful diamonds, but on certain people a fake one seems beautiful and like the true one. And on other people, it seems a fake one...you understand. They see me with a LV bag for sure nobody would think that this bag is fake or that I'm not the person who can use it. Because ehm...

Interviewer: [00:33:08] Do you think that LV products can make people accepted in certain groups? So if you come with the bag that you belong to another social class or something like that?

Gen X Female 3: [00:33:17] You know that in Italy, everything is like that. And I think in Italy, you MUST have certain things to get accepted in society. Especially at the beginning. And unfortunately, it is like that. *Bad connection* They look first how you dress, and then they start to see how you behave. So after a while you can...or in my case, I am always well dressed, or I choose stuff that I like and I like fashion, so I dress myself in the way I like. Especially let's say, for example, if I go to the school of Leone, my son. But just to give you an example, because there you can find the most rich people that you can find in the North of Italy. Apart from Longbartia? you can find Beneton, Belungi, Pinerello. You can find all these people in the school of Leone. So of course, they are used to dress in a certain way and these things. OK. When I was younger, I needed to use these things to be accepted by other people. And also now, when I start to go to the school of Leone, to be accepted from the other people, you should be dressed and have certain things. Then people start to know you and if you are intelligent, then you can do what you want. However, if you are in a certain position and you go out with certain people for sure, you have to, you must have an Hermes bag, a LV bag, and these kind of shoes and blah, blah, blah. Then normally, of course, when they know you better you can also use other things. And this is known. But everybody has something like that.

Interviewer: [00:35:45] So would you say that you mainly purchase these brands to give that signal to others? Or do you mainly purchase them for yourself?

Gen X Female 3: [00:35:52] I buy them for myself, but I also...but you also need to buy it for certain occasions and for certain people, especially at the beginning. Now, I don't have anymore this problem because I know so many people that now I can go out with the Adoblah? (brand) and nobody looks at me strangely. They still look at me strange, but they know who I am. So they know that I can afford

another kind of car. But I just want this car. I don't need to buy another car just to be accepted. And I don't even need anymore to be accepted...I don't need that people accept me because I can buy a LV bag or an Hermes bag. I just want to have people that accept me because I am me. But I like to have nice things. I like to have things that lasts for a certain period. I like fashion. So I like to be dress up with fashion and this, of course, helps.

Interviewer: [00:37:20] Why do you think it is like that in Italy? That it is so important to be accepted through fashion brands, etc.?

Gen X Female 3: [00:37:20] Sorry?

Interviewer: [00:37:30] Why do you think in Italy that it's so important to be fashionable in order to be accepted in those circles?

Gen X Female 3: [00:37:44] Mhh, I would say, okay, I give you an example. If I can make this comparison, I would say for a German, it's important to have a very nice car. Okay, it's very, very important to have a very nice car. For an Italian it is important to have a nice house. So much more important for us to have a nice house than a nice, nice car. And in Italy you know, we have fashion victims. You can recognize perfectly an Italian and a French all over the world. If you go around, you can perfectly, immediately recognize it anytime. Because an Italian is always, okay not always but most of the time, we are well dressed and we really care about this thing. And of course, this cannot be for all the society, because not everybody can afford these things. But if you are at a certain level, you like it. But you also need to have these things. For an Italian it's normal. So absolutely I think none of my friends buy this stuff because they need to do it. But they buy it because they like it of all but also it becomes normal for you to do such a thing.

Interviewer: [00:40:05] So do you already have your next at your next luxury fashion purchase planned? And if yes, do you think it's gonna be LV, or do you think it's gonna be another brand?

Gen X Female 3: [00:40:15] I think, I am sorry, but I think it will be another brand. But I think it's also due to the age. So I...what I really want to have, but this is a stupid thing. I can tell you, I went to Milan some years ago and I went to the Hairdresser and then a woman that was, I think, 35, 40, something like that, she entered in the hairdresser and she was wearing some jeans and cashmere pullover, a very simple thing. But she had this Birkin of Hermes, wonderful. So this is the thing that I want to buy.

Interviewer: [00:41:21] Would you recommend to family and friends to buy LV?

Gen X Female 3: [00:41:27] Of course. Always.

Interviewer: [00:41:30] And do you think that the price for LV is justified?

Gen X Female 3: [00:41:35] Yes, I think they are right. Maybe, but this maybe for Italy. They should increase a little bit the price. Because in Italy it works like that. If it's very expensive, then it's also beautiful. It's not true. But I think in Italy they can realize something that come from the past but is new. And it's more expensive. Especially now we have, you know, that we have a lot of influencers, and I think the Influencers are not only the ones that find everything on the internet and so on. They should invest more on the actress and the models and all these people. Because we copy a lot from them.

Interviewer: [00:42:41] So, a whole different topic. Do you care about sustainability?

Gen X Female 3: [00:42:48] Yes. I try to put more attention on this thing. But let's say in Italy, we are not so...we are still so far away at the moment. It's still difficult....because.

Interviewer: [00:43:19] Do you think LV is for instance environmentally or socially sustainable, for instance, like by recycling or by having good raw materials or by having safe working conditions for new employees, etc. That's something that's important to you?

Gen X Female 3: [00:43:37] Yes, I think that's now all the brands, all the big brands, start to pay a lot of attention on this thing. And what I really appreciate of LV, but this is my experience, is they continue to produce, also if it is more expensive for them, I think that they continue to produce most of their stuff in Europe. They don't put all their production to China or in these places. I don't have anything against China and blah blah blah but I like when things are made in France or in Germany or in Italy or blah blah blah. Because we also need to increase our economy. I think that they put a lot of attention on this thing.

Interviewer: [00:44:55] And that's also important to you?

Gen X Female 3: [00:44:56] Yes, it is. I have to do a big effort to change some stuff of my life. Of course, we started from the bin. And to divide everything, and we pay attention to the water and to these things and to use less plastic and these things. But of course in Italy we are far away.

Interviewer: [00:45:26] So what else do you think makes LV a strong brand? Something you haven't mentioned yet.

Gen X Female 3: [00:45:41] I think I told you what I think makes them special. I think the thing that makes them special is that they are, they continue to be classical. But they also try to innovate themselves. They do always nice products. Because for some brands, for example, at a certain point, they change, I don't know if they changed the material, the suppliers, but the quality was not as good as before. I think that they continued to have the same quality always. And so for that they are right.

Interviewer: [00:46:44] OK. Well, I went through all my questions. Is there anything else you would like to add?

Gen X Female 3: [00:46:52] The only thing that I would suggest them is really to try to.... OK, now that they are selling a lot all over the world this is good, they are doing a good job, as I told you, with the supplier. And also with the advertisement. But I would put more on these things: So on the models, on the actors, on this thing, to become even more popular. Not only in the magazines. But this is for everybody. They should try to remake an old product but in a new way. And and they have to push, push, push, push.

Interviewer: [00:47:55] Why do you think that would work?

Gen X Female 3: [00:47:59] Because I think that a.... Because it's a...It's really you see somebody, as I told you before, now I want this Birkin because I saw this and now I can afford it. I saw this young lady some years ago and it remained on my mind. So you start to see people with the same bag. And it's a

particular bag. Then you want to have this bag too. Especially in Italy it is like that. But I think it is like that all over. So I don't know, just to give you an example, because now unfortunately, I don't go too much to Milan, I go more to Treviso, but for Treviso its really for fashion, its much more than Milan. Because in Milan I would say they are radical chic. So they can afford to buy stuff. But they dress like as if they cannot use certain things, I dont know how to explain. In Treviso, they are really fashion victims. And I told you if I go to the school of Leone, now we are 24 mothers and five of these mothers have this new bag of Dior. Well, that is a simple tissue bag, a shopping bag. And the cost is 2600 Euros. OK. Everybody in the class has Leone wants to have the same bag now. I also went to Cortina and was like I could buy this bag. And I went to see if I could find one that was not exactly the same as this one, but in Italy it like that. You see somebody and you say: "Okay. Wow. Nice. I would like to have it too". So if you start to see people that use this kind of bag or a new bag or this thing, you will buy it. And LV should do this kind of advertisement. To give the lot of bags to famous people and than they start to express.

Interviewer: [00:50:55] Do you think it's the same for men and women in Treviso? Are they the same amount of fashion victim? Or is it mainly the woman?

Gen X Female 3: [00:51:03] Unfortunately, they are the same.

Interviewer: [00:51:07] Why unfortunately?

Gen X Female 3: [00:51:08] Because it is more normal to see a woman that is, let's say, in a fashion victim. But no, this is the big difference. In Treviso the men are fashion victims, but they are more classical. If you go to Milan, they are fashion victims, but they are more not so classical. But for things like luggage also the men are really... they should have a certain kind of luggage. They cannot...they are also fashion victims.

Interviewer: [00:52:07] Thats interesting, well then I say, thank you very much.

16.Gen X Female 4

Respondent	Nationality	Gender	Age	Profession	Location	Date
Gen X Female 4	German	Female	52	Medical assistant/ orthopedist	On Skype	20.03.2020

Interview Gen X Female 4: .m4a

Interviewer: [00:00:01] Jetzt geht's los, erzähl mir erst mal ein bisschen von dir selbst, wer du bist, wo du herkommst, wie alt du bist.

Gen X Female 4: [00:00:08] Ich komme gebürtig aus Frankfurt am Main, bin 52 Jahre alt, habe zwei Kinder, bin verheiratet und habe lange Jahre bei der Hilfsorganisation Worldvision gearbeitet. Und jetzt bin ich wieder in meinen alten Job zurückgekehrt, als medizinische Fachangestellte arbeite ich jetzt für zwei Orthopäden.

Interviewer: [00:00:32] Und wie würdest du deinen Lebensstil beschreiben?

Gen X Female 4: [00:00:39] Dass ich schöne, genussreiche Sachen machen kann, dass ich in der glücklichen Lage bin, mir das leisten zu können und ziemlich dankbar darüber bin, auch nur das eine oder andere Luxusprodukt kaufen oder genießen zu dürfen.

Interviewer: [00:00:59] Wenn du dich mit deinen Freunden vergleichst, würdest du sagen, dass sie einen ähnlichen Lebensstil habt?

Gen X Female 4: [00:01:05] Ähnlich bestimmt, eine große Schnittmenge aber auch individuell doch auch wieder sehr verschieden, aber es bestehen auf jeden Fall große Schnittmengen.

Interviewer: [00:01:13] Kanns du das ein bisschen erklären, wo da die Ähnlichkeiten und vielleicht auch die Unterschiede sind?

Gen X Female 4: [00:01:18] Die Ähnlichkeiten sind im Genussverhalten, also sprich - oder wenig im Genussverhalten - auch wenig dass man die gleichen Reisen unternimmt aber dennoch hat man Freude miteinander. Ich denke, jeder ist in der glücklichen Lage, sich was leisten zu können ob jeder das dann unterschiedlich, von seiner Wichtigkeit oder was ihm guttut, konsumiert. Also dass die Schnittmenge bestimmt nicht so riesengroß ist, aber so in dem Freundeskreis jeder so seins hat, aber dennoch es eine kleine Schnittmenge gibt. Wenn ich das in Prozenten ausdrücken kann, würde ich sagen das ist nicht mehr als 30 Prozent, was da übereinstimmt.

Interviewer: [00:02:07] Und wenn du so an deinen typischen Wochenalltag denkst oder auch Tagesaktivitäten. Wie würden die aussehen?

Gen X Female 4: [00:02:15] Meine Tagesaktivitäten? Ja der Alltag ist eigentlich arbeiten gehen, Kochen, Wäsche machen, Haushalt und am Wochenende sich guten Wein und besonderes Essen zu genießen. Also das ist natürlich auch der Zeit geschuldet. Ich koche zwar jeden Tag. Aber natürlich, wenn auch irgendwo zum satt werden und lecker essen, aber am Wochenende sich dann schon sehr viel Mühe geben, auch wenn es nur für die Familie oder für den Partner ist, einfach eine sehr gute Flasche Wein aufzumachen und auch sehr schön zu essen, das bereitet mir Freude.

Interviewer: [00:03:01] Und was sind sonst noch für Dinge, die wir in deinem täglichen Umfeld wichtig sind?

Gen X Female 4: [00:03:08] In meinem täglichen Umfeld ist mir wichtig...Sauberkeit, Ordnung, Pflege, also gepflegtes Äußeres, ja auch das ein oder andere Mal auch zur Arbeit sich auch hübsch anzuziehen, weil das einfach Freude bereitet.

Interviewer: [00:03:34] Was genau bereitetet dir daran Freude?

Gen X Female 4: [00:03:37] Ja, es gibt ein gutes Gefühl, vielleicht auch manchmal wenn es einem nicht ganz so gut geht. Das man sich einfach tatsächlich einer schönen Bluse oder Handtasche erfreuen kann.

Interviewer: [00:03:52] Gehst du denn gerne einkaufen? Und wenn ja, was für eine Art von Produkten kaufst du in der Regel?

Gen X Female 4: [00:03:55] Ich gehe eigentlich nicht, so gerne gehe ich eigentlich nicht einkaufen, das widerspricht sich jetzt fast. Ich glaube, das hält sich ziemlich im unteren Maß, dass ich nicht so wahnsinnig gerne einkaufen gehe. Und auch jetzt schon seit vielen Jahren sehe ich das auch kritisch. Natürlich jetzt gibt es sogar die Lage zu, das was ich jetzt schon seit wenigen Jahren, zwei, drei Jahren so empfinde, dass ich mir denke: Du hast ja so eine teure Tasche eingekauft und ich muss immer an die ganze Weltbevölkerung denken. Für was braucht man das? Das geht mir schon seit einiger Zeit so durch den Kopf. Und jetzt im Moment finde ich das noch viel schrecklicher, dass es auch Freude bereitet hat oder noch wird.

Interviewer: [00:04:45] Was genau hat diesen Wechsel bei dir ausgelöst?

Gen X Female 4: [00:04:51] Es hat keinen Wechsel ausgelöst, weil ich auch jetzt nicht übermäßig viele Luxusprodukte hab. Deswegen habe ich mir gedacht, bin ich jetzt so die absolut typische Frau? Ich habe drei Handtaschen, und das sind auch Klassiker, die einfach so vom Outfit einfach finde ich so klassisch und so schön aussehen. Wenn jetzt ein neues Produkt käme, was wieder hat, würde ich nicht darauf ansprechen. Oder darauf springen. Ich bin eher jemand, der so einen Klassiker, gerne mit irgendwas anderem kombiniert, was auch nicht unbedingt jetzt Mainstream ist. Das bereitet mir Freude so anziehen was ich kann. Und dazu dann so ein Klassiker, so eigentlich so ein Stilbruch kann man fast schon sagen.

Interviewer: [00:05:39] Du hast ja gerade schon ein bisschen so Luxusprodukte angesprochen. Das heißt, du kaufst dann überwiegend Taschen, oder gibts da auch andere Luxusprodukte, die du gerne kaufst?

Gen X Female 4: [00:05:48] Ja, also die Definition Luxus. Also wie ich denke, da denke ich eigentlich, dass alles, was wir tun, Luxus ist. Weil ich jedes Mal daran denke, wie es anderen Menschen geht. Wir sind ja ein ganz kleiner Prozenteil denen es so gut geht. Ich habe noch, wenn man jetzt an Marken denkt, vielleicht noch zwei Paar sehr hochwertige Schuhe und ansonsten das ein oder andere Kleidungsstück, was auch wahrscheinlich schon überdurchschnittlich teure Kleidungsstücke sind.

Interviewer: [00:06:28] Wenn du dann diese Kleidungsstücke oder auch Taschen besitzt und benutzt die du gerade beschrieben hast. Was für ein Gefühl gibt dir das?

Gen X Female 4: [00:06:37] Es gibt mir, was ich ganz toll finde, ist die Qualität. Aber das geht auch schon beim Stoff los. Ich mag gerne gut anpassende Stoffe, und das bei, bei den LV Taschen einfach die Verarbeitung, obwohl ja das eine oder andere auch kein Leder ist, aber dennoch die Reißverschlüsse, die Metalbeschläge, die sind einfach zu hochwertig. Das gefällt mir. Mir gefällt es an Schuhen. Mir gefällt es an Kleidung. Mir ist auch ganz bewusst, dass gute Qualität muss einen bestimmten Preis kosten. Allerdings sind viele Sachen absolut überteuert. Ich denke mal, irgendwann muss ein Stop sein. Das dann die gute Verarbeitung, dass es ordentlich gefertigt wird, ohne dass da Blut dran heftet, oder Kinderarbeit. Das muss bezahlt werden, die Qualität, was das an Produktwert hat. Von wie das verarbeitet wird mit ordentlichen Gehältern. Das darf was kosten, und das möchte ich auch gerne bezahlen. Nur darüber hinaus bei Artikeln wo es dann für mich verrückt wird. Da würde ich nicht mehr mitmachen. Dass man damit spekuliert. Ich würde mir keine Handtasche kaufen, mit der ich spekulieren würde. Das würde ich niemals machen, weil für mich, ich stelle auch eine Handtasche auf dem Boden.

Oder ich benutze sie auch nicht schonend, diese Handtasche. Weil ich auch denke, die hält es aus, und wenn sie ihre Gebrauchsspuren bekommt, dann ist es auch gut. Weil sie lebt ja, die Tasche.

Interviewer: [00:08:16] Also, du bist da schon, das du sagst du Luxusprodukte auch nur bis zu einem gewissen Preis bezahlst, und die müssen dann eben diese Dinge erfüllen, die du gerade genannt hast. Wie gute Qualität?

Gen X Female 4: [00:08:24] Ja das auf jeden Fall. Irgendwo ist für mich ein Stopp. Auch bei Schuhen, oder einem hochwertigen Hosenanzug, also irgendwo ist absolut eine Grenze. Das ist für mich dann nicht mehr logisch.

Interviewer: [00:08:41] Ich werde mich jetzt ein bisschen mehr auf Luxus Modemarken spezialisieren. Und bei Luxus Modemarken unterscheidet man zwischen Couture, das ist handgeschneiderte Kleidung, Pret-à-porter, das ist die Kleidung, die man im Laden kaufen kann, und Accessoires wie zum Beispiel Handtaschen oder Gürtel. Wenn wir jetzt an Luxus Modemarken denkst, welche Marken fallen dir spontan ein?

Gen X Female 4: [00:09:07] Da fällt mir ein, also die allergrößten Chanel und Christian Dior, Gucci, Dolce & Gabana, Ives Saint Laurent, ja die fallen mir jetzt so ein.

Interviewer: [00:09:17] Hast du auch eine Lieblings Modemarke? Luxus Modemarke?

Gen X Female 4: [00:09:21] Also ich habe eine Marke, die ich ganz toll als Vorreiter finde und auch schon oft studiert hab. So ein bisschen beobachtet habe, natürlich würde ich sagen Chanel und Christian Dior. Für mich so die die absoluten Vorreiter.

Interviewer: [00:09:42] Was machen die für dich so besonders, dass du sie als Vorreiter bezeichnest?

Gen X Female 4: [00:09:48] Ja, dass sie so eine Klassik haben. So eine Eleganz. Die fast keiner hinkriegt.

Interviewer: [00:09:53] Du hattest vorhin schon einmal LV erwähnt. Was verbindet du mit Louis Vuitton? Und was ist deine allgemeine Meinung über LV?

Gen X Female 4: [00:10:05] Ich verbinde unter anderem mit LV das Reisegepäck, wobei das ja irgendwie schon ganz weit weg ist, dass es einst mal damit anfing. Ich verbinde eigentlich LV, dass es... also nicht wirklich so richtig etwas positives, weil einfach ganz viele Leute das tragen um...weil es so auffällig ist und weil sie - ja wie soll ich mich ausdrücken - ja, sich das leisten zu können. Also es hat für mich schon ein bisschen so einen negativen Touch.

Interviewer: [00:10:49] Würdest du dann sagen, dass Menschen, die eine LV Tasche oder ein anderes LV Produkt tragen, anders wahrgenommen werden?

Gen X Female 4: [00:10:56] Das glaube ich auf jeden Fall. Das sie stigmatisieren. Egal, in welche Richtung.

Interviewer: [00:11:03] Kannst du es noch ein bisschen weiter ausführen?

Gen X Female 4: [00:11:05] Ich glaube, dass es negativ kommt bei vielen, wenn sie so eine Tasche im Vordergrund sehen, dass sie dann jemanden abstempeln: "Der ist aber nur für Luxus" oder "Ja, dem ist es so wichtig". Also ich glaube manche Leute, die jetzt nicht so vordergründig, weil es prominent mit den Zeichen, mit der Schrift schon gleich auf dem Produkt, das es auf den ersten Blick sofort auffällt. Ich glaube, dass die Leute abgestempelt werden. Aber auch durchaus von Leuten, die natürlich anderen Luxus genießen. Und die sagen, ich nehme das nicht oder ich ziehe das nicht an. Oder ich trage das nicht.

Interviewer: [00:11:54] Würdest du dann sagen, dass der Besitz eines LV Produkts auch eine bestimmte Gruppenzugehörigkeit fördert?

Gen X Female 4: [00:12:17] Mhhh, ja das ist sehr schwierig. Weil jeder eine andere Motivation hat das zu tragen. Die Motivationen sind unterschiedlich.

Interviewer: [00:12:23] Kannst du dich damit identifizieren?

Gen X Female 4: [00:12:33] Mit, das man da so abgestempelt wird? Durchaus. Ja, damit kann ich mich identifizieren. Ja weil ich, ja, kann ich. Weil es mir gleichgültig ist, glaube ich.

Interviewer: [00:12:50] Hast du denn, wenn du jetzt über LV als eine Person nachdenkst, sie quasi personifizierst. Wie würdest du diese Person beschreiben?

Gen X Female 4: [00:13:08] Also ich glaube, ich hätte sie vor 20 oder 30 Jahren beschreiben können. Und jetzt ist es komplett...ne ich kann sie jetzt nicht mehr beschreiben.

Interviewer: [00:13:19] Wie hättest du sie denn vor 20-30 Jahren beschrieben?

Gen X Female 4: [00:13:30] Vor 20-30 Jahren hätte ich sie als klassischen, aparten, Typen beschrieben. Und jetzt geht es querbeet. Durch alle Altersschichten, durch alle Schichten. Durch alle - ja Stile. Also es hat keine Stilrichtung mehr. Wie sie vielleicht einmal früher war.

Interviewer: [00:13:49] Könntest du dir denn vorstellen, dass diese Personen bestimmte Persönlichkeitsdimensionen hätte oder bestimmte Werte, die sie repräsentiert?

Gen X Female 4: [00:13:56] Jetzt im Moment?

Interviewer: [00:13:56] Ja, oder früher auch im Vergleich.

Gen X Female 4: [00:14:01] Nein, kann ich mir nicht vorstellen. Weil es zu breit ist in meinen Augen.

Interviewer: [00:14:06] Und wenn nun das frühere Bild denkst, hättest du dir da irgendwas vorstellen können an Persönlichkeiten oder Werten, die die Person repräsentiert?

Gen X Female 4: [00:14:15] Persönlichkeit eventuell Selbstbewusstsein. Werten, da kann ich nichts dazu sagen. Weil mit Werten, so Luxusartikel in meinen Augen, nichts zu tun hat.

Interviewer: [00:14:36] Wenn du jetzt an LV die Marke selbst denkst, ruft die Marke irgendwelche Gefühle in dir auf?

Gen X Female 4: [00:14:45] Ne. Mhmm.

Interviewer: [00:14:45] Hast du Erinnerungen an die Marke LV? Hat dich die Marke vielleicht in deinem Leben begleitet? Hast du irgendwelche Erinnerungen vielleicht mit anderen Menschen, die ich mit dieser Marke verbinden?

Gen X Female 4: [00:14:58] Auch nicht.

Interviewer: [00:14:59] Keine Eltern, die die Marke irgendwie näher gebracht haben oder Freunde?

Gen X Female 4: [00:15:03] Ich denke, früher in der Jugend, da war das ja auch schon vor sehr vielen Jahren. Damals war das natürlich viel seltener. Damals waren die Luxusgüter selten und heute ist es sehr breit gestreut, dass auch Leute sich verschulden würden für so eine Tasche. Das war früher nicht so häufig.

Interviewer: [00:15:29] Wenn du es noch mal allgemein über Produkte, die du als Luxus empfindest, nachdenkst, wie würdest du die normalerweise kaufen?

Gen X Female 4: [00:15:37] Du meinst jetzt ob ich in den Laden gehe oder ob ich das übers Internet bestelle?

Interviewer: [00:15:37] Zum Beispiel.

Gen X Female 4: [00:15:40] Ich würde gerne in den Laden gehen, das ziehe ich auf jeden Fall vor. Obwohl ich auch das ein oder andere Mal schon was über das Internet bestellt habe.

Interviewer: [00:15:50] Warum gehst du lieber in den Laden?

Gen X Female 4: [00:15:52] Weil es schon ein schöneres Gefühl ist. Man sucht sich das aus, man zahlt. Und dann hat man sein Täschchen und geht nach Hause. Das ist ein schöneres Gefühl als wenn man ein Päckchen über das Internet anfordert.

Interviewer: [00:16:07] Würdest du bei Louis Vuitton genauso vorgehen, wenn du jetzt ein neues LV Produkt kaufen würdest?

Gen X Female 4: [00:16:15] Ich würde hingehen. Aber schon seit einiger Zeit denke ich, ich brauche keine Taschen mehr, ich habe alles, was ich brauche.

Interviewer: [00:16:26] Hast du denn das Gefühl, dass man, wenn man wollte, LV an vielen Orten kaufen kann?

Gen X Female 4: [00:16:31] Das Gefühl habe ich nicht. LV kann man nicht an vielen Orten kaufen. An wenigen würde ich sogar sagen.

Interviewer: [00:16:39] Wenn du jetzt an deine eigenen LV Produkte denkst, wann verwendest du die?

Gen X Female 4: [00:16:49] Ne, also täglich. Wenn ich eine Tasche nehme, dann nehme ich die so zwei, drei, vier Monate. Also ich bin jetzt nicht jemand, also ich geh abends weg und dann nehme ich eine kleine Tasche. Aber ansonsten trage ich die Tasche monatelang. Ich finde sie auch so neutral, und es gefällt mir so gut, weil die auch immer irgendwie zum Outfit passt. Deswegen auch so der Gedanke von diesen Klassikern, die einfach in meinen Augen immer hübsch aussehen. Und es ist für mich etwas Besonderes, aber nicht dass ich das jetzt schone. Und von daher nutze ich sie jeden Tag wenn ich sie gerade im Einsatz habe.

Interviewer: [00:17:30] Wenn du an den typischen Nutzer oder Besitzer von LV Produkten denkst, könntest du diese Person beschreiben, vielleicht im Sinne von Alter, Geschlecht, Demographie?

Gen X Female 4: [00:17:41] Geschlecht würde ich sagen, überwiegend Frauen. Eigentlich würde ich sagen, so ein mittleres Alter zwischen 35 und 55. Allerdings finde ich das sich das verjüngt. Oder auch sogar noch ältere Damen die ich damit herumlaufen sehe. Ich finde, das hat sich ausgeweitet, nach oben, sowie nach unten.

Interviewer: [00:18:08] Kannst du dich mit diesen Menschen die du gerade beschrieben hast identifizieren? Würdest du dich da auch einordnen?

Gen X Female 4: [00:18:13] Nein. Würde ich nicht.

Interviewer: [00:18:15] Wie genau unterscheidet du dich da? Oder wie unterscheiden sich diese Leute von dir?

Gen X Female 4: [00:18:19] Kann ich nicht sagen. Vielleicht, weil ich darüber nachdenke, alles, was ich mache, was ich genieße, dass ich das tue. Jeden Tag.

Interviewer: [00:18:28] Und dann würdest du denken, dass das die typischen Besitzer nicht machen?

Gen X Female 4: [00:18:36] Würde ich denken. Das ist so meine Wahrnehmung. Natürlich kenne ich die Menschen nicht.

Interviewer: [00:18:43] Du hast gerade schon erwähnt, dass wenn du Luxusprodukte kaufst ist dir die Qualität und Eleganz sehr wichtig. Gibt es noch andere Merkmale, auf die du besonders achtest?

Gen X Female 4: [00:18:54] Nee, eigentlich nicht. Aber ehm, also sollte sich jetzt herausstellen dass ich ein Luxusprodukt eingekauft haben und das ist nicht gut, würde ich es auch nicht mehr kaufen. Ich würde jetzt auch keine Jeanshose für 200 oder 300 Euro kaufen. Weil man das weiß, dass das gefertigt wurde wie auch andere Hosen für 30 Euro. Sowas würde ich nicht machen. Mein Anspruch ist komplett, dass es auch gut sein muss, was aushalten muss. Robust sein muss. Halten muss.

Interviewer: [00:19:28] Und wenn du jetzt an LV denkst, sind diese Attribute, die du gerade beschrieben hast, erfüllt?

Gen X Female 4: [00:19:36] Bisher, die paar Produkte die ich habe, ja, würde ich jetzt so sagen.

Interviewer: [00:19:40] Wie empfindest du das Aussehen, die Haptik und allgemein die Design Aspekte von LV?

Gen X Female 4: [00:19:46] Ich finde das ganz einfache Muster, einfach in der Farbgebung, gefällt mir weil es zu vielem passt. Das ist einfach das was ich unglaublich schön finde. Über was ich nochmal nachgedacht habe, was ich auch sehr schön fände wäre so eine Reisetasche anzuschaffen und die auch generationsweise zu vererben. Sowas fände ich auch vom idellen total schön.

Interviewer: [00:20:12] Dass es so langlebig ist?

Gen X Female 4: [00:20:15] Das es langlebig ist und das ist einfach auch auf eine andere Generation übergeht und es dann zum idellen Wert wird. Auch wenn sie angeschrabbt ist. Das sie sich Jahrzehnte durchträgt. Und dass es einfach so etwas ganz ideeles wird. Sowas würde mir gefallen, dass ich sowas auch meinen Kindern zurücklassen könnte. Allerdings habe ich keine und habe auch Ahnung, ob ich noch ein oder in dem Fall zwei kaufen würde oder werde.

Interviewer: [00:20:44] Wenn du an LV denkst, würdest du die Marke als einzigartig beschreiben?

Gen X Female 4: [00:20:51] Ja, würde ich machen.

Interviewer: [00:20:51] Inwiefern?

Gen X Female 4: [00:20:54] Ich kenne nichts Vergleichbares. Wahnsinnig bekannt, ich würde fast sagen mehr im Kopf noch als Gucci. Gucci hat ein ganz anderes Standing noch bei Leuten. LV ist schon einzigartig, ja.

Interviewer: [00:21:49] In wiefern würdest du sagen dass das Standing anders ist als zu Gucci?

Gen X Female 4: [00:21:50] Das ist sogar noch mehr für den einen oder anderen. Durch dieses Emblem was jeder kennt.

Interviewer: [00:21:50] Würdest du nur als innovativ beschreiben?

Gen X Female 4: [00:21:51] Ja, würde ich schon.

Interviewer: [00:21:55] Kannst es auch etwas näher erklären.

Gen X Female 4: [00:21:58] Ja, weil sie schon außergewöhnliche, immer wieder außergewöhnliche Mode herausbringen. Es ist innovativ ja. Und auch natürlich diese klassischen immer. Das auch so wichtig. Vielleicht ist es das auch, was LV so beständig macht.

Interviewer: [00:22:13] Meinst du dass sie die Standardtaschen nochmal neu raus bringen, oder wie meinst du das?

Gen X Female 4: [00:22:13] Genau, dass der Standard bleibt, aber dennoch immer innovation weiterläuft. Das ist vielleicht der Garant für Stetigkeit und Beliebtheit.

Interviewer: [00:22:39] Du hast gerade schon Beliebtheit angesprochen. Wie würdest du die Beliebtheit von Louis Vuitton einschätzen?

Gen X Female 4: [00:22:43] Ich glaube die ist ganz hoch.

Interviewer: [00:22:45] Hast du das Gefühl, dass da irgendwas geändert hat in den letzten Jahren?

Gen X Female 4: [00:22:52] Ja, also ich würde sagen, dass sie immer mehr Produkte raus bringen. Auf jeden Fall. Das hat sich geändert, und ich glaube dennoch, dass es für viele Leute viel näher ist als vor vielen Jahren. Bei dem, dass sich einer vielleicht nur sich ein Parfum nur leistet. Weil das bezahlbar ist und dann dieses Luxus mitschwingt.

Interviewer: [00:23:03] Also hast du das Gefühl, dass LV in der breiteren Masse, für die breitere Masse erhältlich ist?

Gen X Female 4: [00:23:25] Für das eine oder andere ja. Natürlich die hohen und teuren Produkte natürlich auch nicht.

Interviewer: [00:23:33] Ändert das etwas in der Art und Weise, wie du mir LV betrachtest, dass das für eine breitere Masse erhältlich ist? Nein das ändert nichts.

Gen X Female 4: [00:23:38] Ich habe wie gesagt eh nur die ganz klassischen, kleineren Modelle und nichts herausragendes.

Interviewer: [00:23:48] Kennst du die Organisation, die hinter LV steht?

Gen X Female 4: [00:23:55] Ja also so vom Hörensagen, dass die viele Produkte auch noch haben.

Interviewer: [00:24:00] Genau das ist LVMH, das steht für Moët Hennesy Louis Vuitton. Die haben insgesamt 75 Marken unter ihrem Schirm, auch ganz viele verschiedene...von Champagner Marken, und andere Modemarken wie z.B. Dior gehören dazu.

Gen X Female 4: [00:24:17] Genau das weiß ich.

Interviewer: [00:24:17] Hast du eine Meinung über diese Marke? Würdest du denen vertrauen?

Gen X Female 4: [00:24:38] In soweit einfach dass sie den Standard beibehalten. Und die Sachen einfach qualitativ auf einen guten Weg bringen. Allerdings natürlich die Marge auch wahnsinnig hoch ist, das denke ich mir schon.

Interviewer: [00:25:00] Hast du schon deinen nächsten Einkauf geplant, wo du dir vielleicht ein Luxusprodukt leisten würdest?

Gen X Female 4: [00:25:07] Nein, habe ich nicht.

Interviewer: [00:25:07] Würdest du LV deinen Freunden oder deiner Familie empfehlen?

Gen X Female 4: [00:25:18] Ja. Also die Erfahrung, die ich gemacht habe, ja. Kann ich nichts negatives davon sagen. Allerdings habe ich auch keine Kleider, ich glaube da würde es sich noch einmal anders zeigen. Wenn man teure Kleider kauft, und die irgendwie nach 3-mal anziehen nicht in Ordnung sind. Also kann ich mich jetzt nur über Taschen äußern.

Interviewer: [00:25:37] Hast das Gefühl, dass die Kleidung von einer schlechteren Qualität wäre?

Gen X Female 4: [00:25:44] Das weiß ich nicht, weil ich die Kleider nicht kenne. Aber das wäre sehr enttäuschend. Aber wenn ich das jetzt mal auf die Taschen übertrage, würde ich nicht davon ausgehen, dass es passieren wird.

Interviewer: [00:25:52] Du hattest vorhin schon einmal den Preis für Luxusartikel angesprochen. Hältst du den Preis für Louis Vuitton Artikel als gerechtfertigt?

Gen X Female 4: [00:26:01] Ich glaube nicht, ich glaube er ist zu hoch.

Interviewer: [00:26:05] Warum?

Gen X Female 4: [00:26:07] Weil das die Marke ist. Weil die Marke sich einfach so gut verkaufen kann. Obwohl jetzt die Produkte meiner Erfahrung nach in Ordnung sind, glaube ich, es ist zu teuer.

Interviewer: [00:26:19] Wenn du jetzt allgemein an Mode Luxusmarken denkst, bist du irgendeiner Mode Luxusmarke treu?

Gen X Female 4: [00:26:25] Nein. Bin ich nicht.

Interviewer: [00:26:31] Warum nicht? Oder kannst du das beschreiben warum du da nicht treu bist?

Gen X Female 4: [00:26:38] Ja weil ich meinen eigenen Geschmack habe, und mir gefällt nicht durchgängig von irgendjemand alles. Oder ich mich auch vielleicht manchmal verändere. Keine Ahnung, aber ich...

Interviewer: [00:26:51] Also schaust du eher, was dir gefällt und dann unabhängig von der Marke?

Gen X Female 4: [00:26:54] Ja absolut. Oder was so, was ich mir selbst zusammen stelle, auch wenn es ganz alt ist.

Interviewer: [00:27:01] Du hattest vorhin schon mal einige Werte, die in deinem Leben sind, die im Leben wichtig sind, erwähnt. Wie stehst du zur Nachhaltigkeit?

Gen X Female 4: [00:27:08] Sehr, würde ich mir wünschen, dass das alles so kommt.

Interviewer: [00:27:14] Ist es etwas, was du auch in deinem Leben integrierst?

Gen X Female 4: [00:27:19] Ja, wenn ich das so kann. Die Idee einer Reisetasche, die man einfach nicht erneuert, sondern immer weiter benutzt, könnte im Prinzip auch eine andere Tasche sein, eventuell aus gutem Leder sein, sowas.

Interviewer: [00:27:34] Also wäre Nachhaltigkeit auch etwas, was dir bei Luxusprodukten wichtig ist?

Gen X Female 4: [00:27:40] Auf jeden Fall. Und gerade so weil das klassisch ist, man das einfach immer schleppt, auch mit Gebrauchsspuren. Das fände ich einfach gut. Also jetzt nicht ständig was

wechseln, was der Mode entspricht. Sondern einfach ein, zwei Klassiker reichen eigentlich um jedes Outfit hübsch zu machen in meinen Augen.

Interviewer: [00:28:01] Wenn man jetzt an Nachhaltigkeit denkt, da gibt es Möglichkeiten, Unterscheidungen zu treffen. Und man kann zum Beispiel unterscheiden zwischen sozialer, ökologischer und wirtschaftlicher Nachhaltigkeit. Ich werde mich jetzt auf ökologische und soziale Nachhaltigkeit konzentrieren. Ökologische Nachhaltigkeit bezieht sich auf die Auswirkungen, die Unternehmen durch ihre Geschäftsaktivitäten auf die Umwelt haben. Und diese würden befürworten Aktivitäten wie Recycling oder dass man die Emissionen reduziert. Auf der anderen Seite soziale Nachhaltigkeit bezieht sich auf die bewusste Verpflichtung eines Unternehmens, durch verantwortungsvolles Handeln eine positive Beziehung zu allen Leuten, die von dem Unternehmen beeinflusst werden, aufzubauen. Dazu gehört zum Beispiel die Gewährleistung von sicheren Arbeitsbedingungen für Mitarbeiter, aber auch die Unterstützung von zum Beispiel weniger privilegierten Menschen durch Bildung. Wenn wir jetzt mit diesem Hintergrund, inwieweit würdest du sagen, ist LV eine umweltverantwortliche Marke?

Gen X Female 4: [00:29:03] Ja, das kann ich...Ich denke wahrscheinlich...Ich weiß ja gar nichts darüber. Ich denke, dass ist eher so mittelmäßig da ist. Ich glaube nicht, dass sie da komplett dran denken oder gedacht hat in der Vergangenheit und auch nicht in der Zukunft. Ich schätze das mittelmäßig ein.

Interviewer: [00:29:22] Wie kommst du darauf, dass das mittelmäßig ist?

Gen X Female 4: [00:29:24] Ein Gefühl einfach. Ich kann mir nicht vorstellen, dass sie so ökonomisch handelt, nicht in die eine, noch in die andere Richtung. Ich denke an Mittelmäßigkeit.

Interviewer: [00:29:35] Wie ist das, wenn du an soziale Verantwortung denkst?

Gen X Female 4: [00:29:40] Ich denke auch an Mittelmäßigkeit. Ich hoffe nicht, dass es schlechter ist. Ich würde mir natürlich hoffen, dass es besser wird.

Interviewer: [00:29:49] Ist das etwas, was ich auch auf jeden Fall interessieren würde? Beide Richtungen? Ja. Hast du das Gefühl, dass es dir da an Information fehlt?

Gen X Female 4: [00:29:59] Ich habe mich da ja noch nie schlau gemacht. Es liegt ja auch ein Stück weit an mir. Ich habe mich da noch nie für interessiert oder nachgefragt.

Interviewer: [00:30:11] Dann habe ich noch eine letzte Frage für dich. Gibt es noch andere Aspekte, die für dich wichtig sind in Bezug auf LV, die vielleicht auch LV als eine starke Marke ausmachen.

Gen X Female 4: [00:30:26] Ne, also für mich persönlich nicht, aber ich denke, dass LV eine starke Marke ist.

Interviewer: [00:30:32] Kannst du da noch ein bisschen weiter ausführen?

Gen X Female 4: [00:30:34] Ich glaube das ist so, das ist fast die bekannteste Marke in den Köpfen der Menschen. Ich weiß jetzt nicht wie das weltweit ist. Aber so, ich glaube es ist ganz, ganz bekannt. Und demnach auch stark ist. Sehr prominent.

Interviewer: [00:30:54] Super, dann vielen Dank. Dann bedanke ich mich für das Interview, und ich mache dann jetzt die Aufnahme aus.