

# **Motives for consumption of luxury goods**

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<p>Abstract:</p> <p>The study brought together researches on status consumption motivations of luxury goods' consumers and Carl Jung's theory of introversion – extroversion types of psychic. The purpose of the thesis was to find out the link between extroverted and introverted traits of personality and motivations for status consumption of affordable luxury goods by target group of consumers. The motivations were divided to 2 groups, under the hypothesis of their attachment to introverted or extroverted personality type. By using personality test and motivation survey the data for analysis was obtained. After interpretation of results with SPSS programme relationship between introversion-extroversion dimension of personality and only certain motivations were found, while for others disapproved. The thesis research's results and conclusions are relevant for marketing of luxury goods, product development and advertisement design. They open new possibilities for further advanced studies.</p>	
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# INNEHÅLL / CONTENTS

<b>1</b>	<b>INTRODUCTION .....</b>	<b>6</b>
<b>2</b>	<b>Literature Review .....</b>	<b>7</b>
2.1	Definition of luxury good .....	7
2.2	Target group of research .....	8
2.3	Status Consumption .....	11
2.4	Motivations .....	11
2.4.1	<i>Groupings of motivations</i> .....	11
2.4.2	<i>Socio-psychological motivations</i> .....	14
2.5	Extroverted-introverted dimension of personality .....	16
<b>3</b>	<b>METHOD .....</b>	<b>18</b>
<b>4</b>	<b>RESULTS .....</b>	<b>24</b>
4.1	To show motivations .....	26
4.2	To feel motivations .....	30
<b>4</b>	<b>DISCUSSION AND CONCLUSION .....</b>	<b>35</b>
4.1	Interpretation of results .....	35
4.2	Further research and use of results .....	38
<b>5</b>	<b>References .....</b>	<b>39</b>
<b>6</b>	<b>Appendix .....</b>	<b>42</b>

## Figures

Figure 1. Signal Preference and Taxonomy Based on Wealth and Need for Status (Han, Y. J., J. C. Nunes, and X. Drèze “Signaling Status with Luxury Goods: The Role of Brand Prominence,” Journal of Marketing, 74 (4), 15-30.....	9
Figure 2. Motivations for Chinese and Indian Consumers to Buy Luxury Brands. (Heinemann 2008).....	12
Figure 3. Status consumption. (Shukla, Paurav (2010), “Status Consumption in Cross-national Context: Socio-psychological, Brand and Situational Antecedents”, International Marketing Review, 27 (1), forthcoming).....	14

## Tables

Table 1. The Excel view on extrovert, introvert points of respondents, detected through personality test, and difference in scores between them. ....	24
Table 2. Group statistics for “to show- wealth success” motivation.....	26
Table 3. Independent Sample T-test for “to show- wealth success” motivation.....	26
Table 4. Group statistics for “to show- admiration” motivation. ....	27
Table 6. Group statistics for “to show- public use” motivation. ....	27
Table 5. Independent Sample T-test for “to show- admiration” motivation. ....	27
Table 8. Group statistics for “to show- attracting attention” motivation.....	28
Table 7. Independent Sample T-test for “to show- public use” motivation. ....	28
Table 9. Independent Sample T-test for “to show- attracting attention” motivation. ...	28
Table 10. Group statistics for “to show- exclusivity” motivation. ....	29
Table 12. Group statistics for “to show- categorization” motivation.....	29
Table 11. Independent Sample T-test for “to show exclusivity” motivation. ....	29
Table 14. Group statistics for “to feel – luxury lifestyle” motivation. ....	30
Table 13. Independent Sample T-test for “to show - categorisation” motivation. ....	30
Table 16. Group statistics for “to feel – self-image” motivation.....	31
Table 15. Independent Sample T-test for “to feel – luxury lifestyle” motivation.....	31
Table 17. Independent Sample T-test for “to feel – self-image” motivation. ....	31
Table 18. Group statistics for “to feel – exclusivity” motivation.....	32
Table 20. Group statistics for “to feel – personal empowerment” motivation.....	32
Table 19. Independent Sample T-test for “to feel – exclusivity” motivation.....	32

Table 22. Group statistics for “to feel – comparative superiority” motivation. ....	33
Table 21. Independent Sample T-test for “to feel – personal empowerment” motivation. .....	33
Table 23. Independent Sample T-test for “to feel – comparative superiority” motivation. .....	33
Table 24. Group statistics for “to feel – categorization” motivation.....	34
Table 25. Independent Sample T-test for “to feel – categorisation” motivation.....	34
Table 26. Motivations and significance of differences between extrovert and introvert group answers .....	35

# 1 INTRODUCTION

The unlimited variety of goods is offered to consumers in a modern world. But how a buyer makes the choice in a modern market flooded with products and services of all kinds? What are the motivations, motives and other factors which affect his or her consumer behaviour? These questions remain the most important for everyone engaged in trading relationships and are crucial in marketing of products and advertisement design spheres. The thesis work is aimed to study consumer's choice motivations for a branch of products in a limited area of research.

Author focuses her study on a particular type of goods, affordable luxury products, and motivations of a target consumer group to buy it.

Such limitation is considered adequate, as it allows us to study subject thoroughly, using smaller sample size of respondents and draw conclusions that can be used as a base for further researches.

Respondents' group is formed by the luxury products' consumers. They are divided into two groups, the introverts and the extroverts, using test type questionnaire, based on Carl Jung's personality theory.

The aim of the study is to find out a relationship between introverted and extroverted types of personality and motivations for status consumption of affordable luxury goods.

The research questions are: "Does a personality trait affect motivations for consumption of luxury goods?", "Which motives are typical for a certain type of personality?"

The study brings together researches on status consumption motivations and Jung's theory of introversion - extroversion dimension of a personality by looking at possible connection between personality type and person's motives for consumption.

The short theoretical frame of reference is presented by previous researches made on luxury goods consumers' segmentation by Han et al., Husic and Cicik; and researches

on status consumption of luxury goods by Scheetz, Heinemann, Shukla, as well as Jungian theory of personality types by Carl Jung.

## **2 LITERATURE REVIEW**

### **2.1 Definition of luxury good**

Socio-economic science gives various definitions of concept “luxury goods”. Some of the definitions underline special features of luxury products: “Luxury goods can be differentiated from normal or "non" luxury goods by the extent to which they exhibit a distinctive mix of three important dimensions of instrumental performance in terms of functionalism, experientialism and symbolic interactionism” (Vickers, Renand 2003 pp. 459-478).

Some express the attitude of people towards it:

“Luxuries are the extras in life that make it more fulfilling, more rewarding, more comfortable, more enjoyable” (Danziger 2005 p. 56).

Other definitions explain luxuries in terms of economic and marketing trends:

“Luxury good, an economic good for which demand increases more than proportionally as income rises; contrast with inferior good and normal good” (Luxury good 2010).

“A luxury good exists if the income elasticity of demand is positive and greater than one” (Economic Glossary 2008).

“Luxury goods markets are characterized by very high sensitivity to economic upturns and downturns, high profit margins and very tightly controlled brands” (WordIQ 2010).

An explanation of the term “luxury goods” can be found in the etymology of the word “luxury”:

“Word luxury comes from Latin “luxuria”, which means excess or “extras of life” (Danziger 2005 p. 51).

Author considers that Pamela N. Danziger’s explanations of luxury product in terms of metaphysics and applied psychology is the most relevant for this research: “Luxury...it’s all about consumer’s fantasies, hopes and dreams and not really about physical or material realm” (Danziger 2005 p. 50).

Also Danziger suggests definition, which states that luxury is “that which nobody needs but desires” (Danziger 2005 p. 51).

The thesis research focuses on affordable luxury products. The affordable luxury brands target young consumers and offer highly fashionable products, characterised by price within a reach of a middle-class income.

## **2.2 Target group of research**

An important issue for the understanding of status consumption is defining affordable luxuries’ consumers group. Han, Nunes, and Drèze offer the following segmentation of luxury brands’ consumers:

- 1. Patricians are super-rich who pay a premium for inconspicuously branded products. They do not look for explicit signaling but largely focus on subtlety.*
- 2. Parvenus are probably the nouveau rich who have suddenly amassed big fortunes and are trying show they have arrived. They love explicit signaling.*
- 3. Poseurs are fakers. They buy fake goods to demonstrate their affinity to the above two groups. They would also use explicit signaling.*
- 4. Proletarians are the left outs in socio-economic status. They do not buy luxury goods and do not signal either (Han, Nunes, and Drèze 2010 pp. 15-30)*



## Signal Preference and Taxonomy Based on Wealth and Need for Status

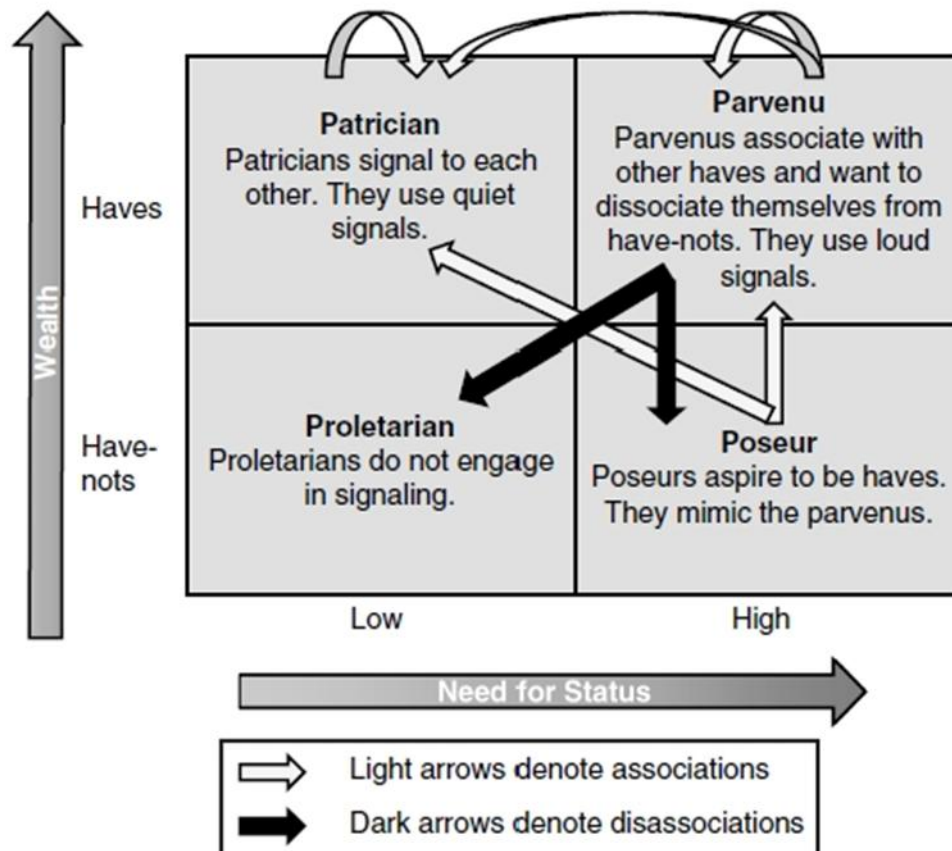


Figure 1. Signal Preference and Taxonomy Based on Wealth and Need for Status (Han, Y. J., J. C. Nunes, and X. Drèze “Signaling Status with Luxury Goods: The Role of Brand Prominence,” *Journal of Marketing*, 74 (4), 15-30.

As shown on the picture, four groups are defined according two dimensions - their “wealth” and “need for status”. Additionally, each group’s longings for dissociation and associations are represented by black and white arrows.

However, Paurav Shukla noticed that Han’s et al. segmentation is not a strict rule:

*For example, can a consumer be a patrician and parvenu at the same time? For example, what if the consumer is actually using a Hermis Berkin (discreet signaling) bag with Christian Laboutin shoes (explicit signaling)? Similarly, can a consumer be a patrician and poseur at the same time. For example, a consumer may use a Seville Row tailored suit with a fake Mont Blanc. What need to be understood is that there are no water-tight compartments when segmenting luxury consumers. Certainly, there will be consumers who will belong to only one category however, that segment may not be the largest segment for any luxury brand. (Shukla 2010).*

Another segmentation of luxury products' consumers defines only two groups: so-called "snobs" and "new money" consumers (similar to some extent to parvenus in previous segmentation). It is explained by Husic and Cicik (2010):

*Therefore, the authors assume that respondents can also be divided into either snobs or "aristocracy" and bandwagon consumers or "new money". Bandwagon consumers may be conceptualized as the antecedent of the snob effect. Even though snobs and followers buy luxury products for apparently opposite reasons, their basic motivation is essentially the same: whether through differentiation or group affiliation, they want to enhance their self-image. Only they are doing it differently; the new flashy money will use LV bags full of logos, while snobs will pay higher amount for a Hugo Boss hidden brand label.*

These segmentations are useful in understanding of division of luxury consumers. However, when author wants to define the characteristics of thesis's researched group, she cannot accept any of them as absolute.

Target group, considered in the thesis research, consists of people of different behaviours. On one hand, some consumers can be involved in loud signalling through use of luxury products. On the other hand, some of them, might not engage in signalling at all, or do not use loud signals. This can be explained by personal style preferences, work dress code obligations, brand's or line design's characteristics.

Author cannot fully accept the grouping – "parvenus" or 'new money'. The criterion for choosing respondents is not the way consumers earn their wealth, but the fact of consumption of luxury goods, neglecting money situation and ability to spend them. Example: a young student can spend most of her student financial aid on a luxury bag, being almost in a starvation next month to buy it. Somebody might buy luxury goods on credit.

Author does not take into consideration the consumers, who use fake products. Exceptionally rich people, consuming premium luxury goods, are out of research, even though status consumption is also common for them.

## **2.3 Status Consumption**

“Status” is the characteristic of a product or brand that makes it desirable, beyond its standard utilitarian value. This definition revolves around the idea that each product or brand has two separate components of utility: utilitarian value, or the product’s inner quality, and conspicuous value, or the product’s “status.” Products labeled as “high status” are products that, when used or consumed in the presence of others, make others think more positively of the user. Products labeled as “low status,” then, are all other products – including products that leave spectators ambivalent, products that make others think less of the user, and products that are not used in front of others’ (Scheetz p. 8).

The definition by Scheetz is relevant to thesis work with a few additions, concerning specialty of researched products and customer’s group. Author of thesis agrees upon the utilitarian value and conspicuous value of product. However, author concerns that products labelled as “high status”, when used or consumed in the presence of others, make user assume that others think more of him or of her. And also they make user think more of her and experience certain emotions.

Thus, in this work, author concentrates on researching the motivations, feelings and perceptions of luxury product users.

## **2.4 Motivations**

### **2.4.1 Groupings of motivations**

A wide range of different classifications of luxury consumptions’ motivations is offered by many authors. There are several schools of thought and independent opinions on the motivations’ question. Scheme of description of the luxury purchase motivations, presented by George Heinemann (2008) in his dissertation helps to get a brief introduction to main of them.

## Model 1: Schematic Description of the Luxury Purchase Motivation

### Body of Literature

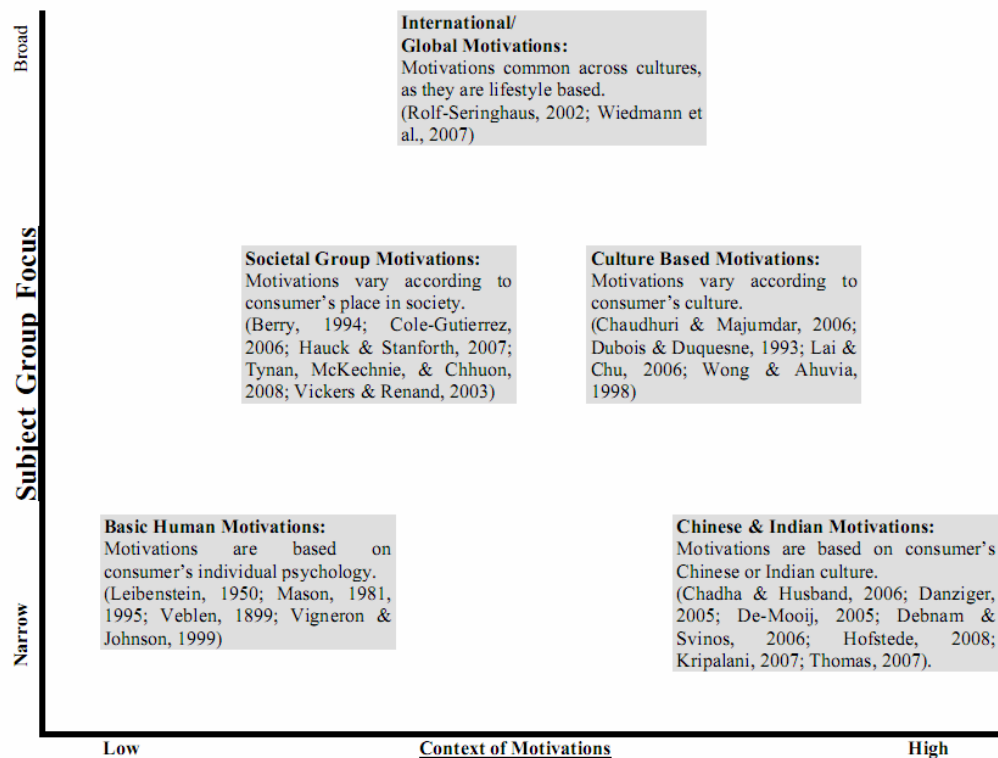


Figure 2. Motivations for Chinese and Indian Consumers to Buy Luxury Brands. (Heinemann 2008)

In the picture we can see the groups of motivations, presented on the graph with 2 coordinates - “subject group focus” and “context of motivations”.

There is a brief description of each group of motivations, explained in dissertation “Motivations for Chinese and Indian Consumers to Buy Luxury Brands” (Heinemann 2008 pp. 19-22), below.

#### *Basic Human Motivations*

*This school of thought focuses narrowly on the human being. It identifies that what motivates humans is based on instincts and individual expression, so context is low. Though academic authors in the subsequent literature groupings often criticize the arguments made in this school of thought - many of the works contained in this category are seminal works. The findings of these are used, or at least debated in other works that will be addressed in the other subsequent literature groupings.*

#### *Social Group Motivations*

*This school of thought shows a graduation in thinking. It acknowledges that a person's social group (within society) will impact upon their perception of luxury, and that their social group will entail motivation to purchase luxury products. Therefore motivations are regarded as relating to a context, and the subject matter has moved from individuals to societal groups.*

#### *International/Global Motivations*

*This grouping of literature represents a drastic shift in the definition of the consumer's group. The perspective has progressed from a societal intra-cultural group, to where the larger cultural group as a whole becomes subject for discussion. Thus it follows the argument of the last literature-grouping, where a consumer's group will influence the motivation to purchase luxury products, but now the consumer's group is larger and involved in a global context. This grouping falls in the middle of the continuum as it acknowledges culture as a potential factor influencing motivation to consume luxury products for the first time. However, this group openly disregards culture as influencing motivation to consume luxury products in favor of common human needs, similar to earlier literature-groupings. This arises from the authors' acknowledgment that luxury consumers exist in every culture, forming an 'international' group with similar environments and lifestyles.*

#### *Culture Based Motivations*

*This literature-grouping continues the focus of the last grouping, where authors regard luxury purchase motivation as an intercultural-issue and not just a psychological one. This writing point becomes stronger here as evidenced by the use of national-culture as a strong writing context, and the resulting natural outcome of focus on the subject group of consumers within these national-cultures. However, a radical change from the last literature-grouping arises where, unlike the last group, the literature argues that national-culture is a very strong influence affecting consumers' motivations for buying luxury products. "*

Heinemann's grouping explains motivations from the point of view of school of thought they were defined in. The groups are presented according their main focus - individual, societal, international or cultural and according context of literature they appear in.

On the one hand, the idea of researched in thesis motivations comes from Basic Human Motivations' school of thought.

*Vigneron and Johnson believed that there are motivations and behaviours of an alternative 'personal' nature, from within the consumer, extraneous to external influences. Thus 'Hedonic' and 'Perfectionist' luxury purchase motivations were proposed: 'Hedonic', where a consumer is motivated to purchase a luxury product because it produces positive emotions, and 'Perfectionist' where the consumer is motivated for the safety a luxury product will bring in its quality or design (Vigneron & Johnson, 1999).*

*Mittelstaedt concurs that emotions are a valid aspect to luxury purchase motivation by stating "if a person pays a premium price for a product, there must be some emotional attachment to that product. Since some people do and others do not buy any given premium product, their degree of emotional attachment must differ" (Mittelstaedt, 2004) (see Heinemann 2008 p. 18)*

On the other hand, part of researched in thesis motivations is connected to societal motivations. Societal motivations play a big role in luxury consumption and represent human's wish to show certain status to society, he/she lives in.

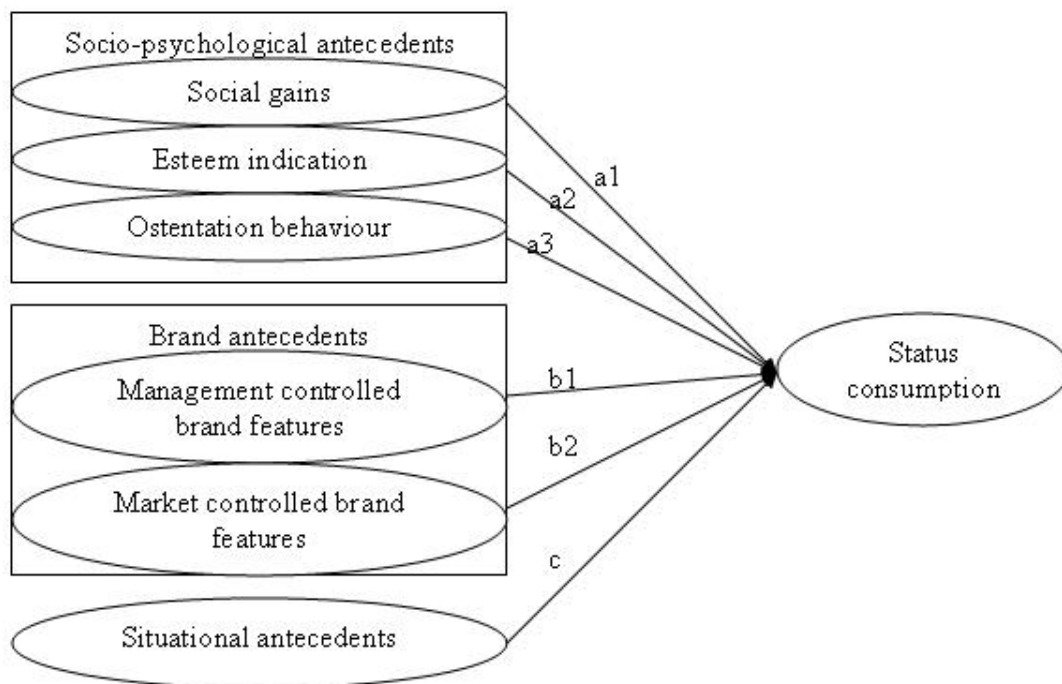
International, global motivations take into consideration financial, functional, personal, social values and combine them to luxury value. Author of thesis is interested in psychological motivations for buying luxuries, considering behaviour, personal feeling,

goals and believes. However it should be noted that all personal motivations are under affection of international, global ones on a more general level.

### 2.4.2 Socio-psychological motivations

The work of Paurav Shukla explains status consumption through 3 types of antecedents: brand, situational and socio-psychological.

*The study focused on three important antecedents of status consumption: (a) socio-psychological antecedents; (b) brand antecedents and (c) situational antecedents. The socio-psychological antecedents were further broken into three different categories namely: (a1) social gains; (a2) esteem indication and (a3) ostentation. The brand antecedents were also broken into two categories namely: (b1) management controlled brand features and (b2) market controlled brand features. The figure below represents the model (Shukla 2010)*



*Figure 3. Status consumption. (Shukla, Paurav (2010), "Status Consumption in Cross-national Context: Socio-psychological, Brand and Situational Antecedents", International Marketing Review, 27 (1), forthcoming)*

As we can see from this model, Shukla presents socio-psychological motivations for status consumption from his point of view – social gains, esteem indication and ostentation behaviour.

Socio-psychological motives (in the context of the thesis) are wider mix of behavioural and societal motives, which interlace with each other under cultural and global influence.

The consumers' motivations researched in the work are defined on the basis of motivations from work of Heinemann and adjusted to fit socio-psychological group of motives by Shukla.

The chosen motivations are grouped to two categories. First group joins motivations, representing consumer's wish to attract attention and show others certain status for receiving desired outcomes, such as sympathy, respect, admiration and etc... Later in the text, author calls this group - "to show" motivations, for clear and short expression.

"To show" motivations group consists of six motivations, which are:

1. Attracting of attention. A very basic motivation, which is usually *involved* with other motivations. It represents a person's wish to be seen, spotted by others through owning of luxury goods.

2. Admiration. Consumer thinks that can achieve sympathy, admiration, through owning luxury products.

3. Exclusivity. It refers to a consumer's wish to present herself as a person with a unique and rare style. Not everybody can afford luxuries, thus the consumer presents herself as exceptional.

4. Public use. Explained by Heinemann: "Luxury brands used in public settings, at work or socially, to impress others and for optimal self-representation" (Heinemann 2008 p. 54).

5. Wealth and success. Consumer wishes to present herself to others as a wealthy, successful person, because she has money to afford luxury goods.

6. Categorization. It refers to consumers wish to be associated with certain socio-economic group of people, because of possession of luxury products.

Second group joins together motivations, representing consumer's wish to experience positive emotions, feel satisfaction with her and reach desired state of consciousness

through possession of luxury products. Author names this group “to feel” motivations for clear and short expression in the thesis paper.

There are six motivations:

1. Comparative superiority. Heinemann explains this motivation: “luxury brands allow the consumer to compare self, and feel superior to other consumers” (Heinemann 2008 p. 53).

2. Personal empowerment. “Ownership of luxury product makes consumer feel success, sense of achievement, and confidence” (Heinemann 2008 p. 53).

3. Exclusivity. Consumer wishes to feel uniqueness, originality through owning luxury products, unaffordable for many other people to own.

4. Self image. Luxury goods help person to represent herself in her own mind with desirable image. Also person can see luxury goods as prolongation of own personality. Thus, luxury products can be used as a tool of self-esteem.

5. Luxury lifestyle. “Luxury brands imply lavishness which is sensually and emotionally pleasing to consumers” (Heinemann 2008 p. 54).

6. Categorization. Consumer wants to feel belonging to certain socioeconomic group.

Two groups of motivations differ from each other depending on the wish of a consumer: either to show status and send certain message to other people to or consumer’s wish to feel certain emotional impact on herself, when buying luxury product. Author assumes that these two groups are not necessary opposite to each other, but motivation from one group can be more dominant over corresponding motivation from another.

## **2.5 Extroverted-introverted dimension of personality**

The presented motivations are researched under hypothesis of their attachment to extrovert-introvert dimension of personality. Extroversion- introversion traits are part of Personality Theory by Carl Jung.



*Carl Jung created eight distinct personality types. These orientations are the pairing of two attitudes: introversion and extroversion, and four functions.*

*The first of Jung's general psychological types was the general attitude type. An attitude, according to Jung, is a person's predisposition to behave in a particular way. There are two opposing attitudes: introversion and extroversion. The two attitudes work as opposing, yet complementary forces and are often depicted as the classing yin and yang symbol.*

*The introvert is most aware of his or her inner world. While the external world is still perceived, it is not pondered as seriously as inward movement of psychic energy. The introverted attitude is more concerned with subjective appraisal and often gives more consideration to fantasies and dreams.*

*The extrovert, by contrast, is characterized by the outward movement of psychic energy. This attitude places more importance on objectivity and gains more influence from the surrounding environment than by inner cognitive processes (Andy Luttrell 2009).*

Explanation of introversion and extroversion, congruous to Jung theory, can be found in dictionaries, encyclopaedias and specialized literature.

*Extroversion is "the act, state, or habit of being predominantly concerned with and obtaining gratification from what is outside the self"*

*Introversion is "the state of or tendency toward being wholly or predominantly concerned with and interested in one's own mental life" (Merriam Webster Dictionary)*

*Extroverts tend to enjoy human interactions and to be enthusiastic, talkative, assertive and gregarious. They take pleasure in activities that involve large social gatherings, such as parties, community activities, public demonstrations, and business or political groups. Politics, teaching, sales, managing and brokering are fields that favor extroversion. An extroverted person is likely to enjoy time spent with people and find less reward in time spent alone. They tend to be energized when around other people, and they are more prone to boredom when they are by themselves (Extroversion and Introversion 2010)*

*Introverts are people whose energy tends to expand through reflection and dwindle during interaction (Helgoe 2008)*

*Introverts tend to be more reserved and less outspoken in large groups. They often take pleasure in solitary activities...An introvert is likely to enjoy time spent alone and find less reward in time spent with large groups of people, though he or she may enjoy interactions with close friends (Extroversion and Introversion 2010)*

*They prefer to concentrate on a single activity at a time and like to observe situations before they participate, especially observed in developing children and adolescents (Gale Encyclopedia of Childhood & Adolescence 1998).*

*Introverts are easily overwhelmed by too much stimulation from social gatherings and engagement. They are more analytical before speaking (Laney 2002)*

Person rarely shows extreme introverted or extroverted trait. Usually he or she has a bent for one of the traits.

### 3 METHOD

On the basis of analyzed theoretical framework, author aims to investigate relationship between introversion-extroversion traits of personality and luxury consumptions' motivations.

The research revolves around hypothesis, proposing that “inclined to extroversion persons are disposed to “to show” motivations, while inclined to introversion- to “to feel” motivations”. The author intends to find out, for which of motivations hypothesis is true and for which is not.

The author concerns that hypothesis is testable with the use of the method - questionnaire, which combines control questions, personality type test and motivations' survey. The whole questionnaire is presented in the appendix of the paper.

The author researches consumer motivations among one social group, which she believes to have access to. The thesis research considers population of women, age group from 18 to 28, with average or just below average income, users of affordable luxury cloth and accessorizes. They are students or just graduates from college, institute, polytechnic or university. Respondents are people of international origins, but living past several years in Finland. Thus, they are integrated to Finnish society and are sharing one culture.

The control questions identify suitable respondents for a personality test.

*Scale: yes - no*

1. Is your sex – female?
2. Is your age between 18 and 28 years old?
3. Are you a student or just graduate from college, institute, polytechnic or university?
4. Do you live in Finland more than 3 years?
5. Do you consume affordable luxury goods (accessories, clothes)?

Even though, person is not considered strictly extroverted or introverted, but his or her personality will tend to show disposition towards one or another trait. Thus, with a brief

extroversion-introversion test, the author divides respondents to two groups “inclined to introversion” and “inclined to extroversion”. The test is appropriate for Jung theory. Test source is Wikipedia’s article on extroversion and introversion. Five questions determine introverted personality and five extroverted. Indeed, questions describes typical for introverts and extroverts behaviour, perception and intentions, according to Jungian theory.

It is important to understand, the measurement of extroversion and introversion traits by psychological tests. There are two groups of statements presenting introversion and extroversion types in the test. Answers for personality detection test contain two alternatives- “agree” or “disagree”. Five statements determine introversion tendency and five - extroversion. The personality type is detected by measuring at which section of questions (introversion or extroversion) respondent gave more “agree” answers. For example: lower score in introversion shows the tendency for extroversion and other way round. “Agree” answers are correspondent in measurement to percents or scores.

However there is a possibility that person gets the same score on both groups, which means that person is ambivert. The study does not take into consideration ambiversion personality type, as this type is not a part of Jung’s theory. It was defined in later theories, such as the “Big Five” personality traits theory, which describes personality according to 5 factors – openness, conscientiousness, extroversion, agreeableness, neuroticism.

Term ambiversion is used for people, who “fall more or less directly in the middle and exhibit tendencies of both groups” (Cohen and Schmidt 1979). “An ambivert is normally comfortable with groups and enjoys social interaction, but also relishes time alone and away from the crowd” (Extroversion and Introversion 2010).

Ambivert type respondent’s answers are removed from this research after detection in the test and are not analysed.

*Scale: agree- disagree*

#### EXTROVERTED TYPE

1. I am the life of the party.
2. I enjoy being the centre of attention.

3. I am skilled in handling social situations.
4. I like to be where the action is.
5. I make new friends easily.

#### INTROVERTED TYPE

1. I am quiet around strangers.
2. I don't like to draw attention to myself.
3. I don't like to party on the weekends.
4. I like to work independently.
5. I often enjoy spending time by myself.

The questionnaire for finding respondents' exposure to “to feel” and “to show” motivations were developed by author of thesis. More complicated for detection motivations were provided with two questions, others - with one.

The Likert scale was used for motivations' survey. Respondent gives answer, depending on level of agreement to the statement. Number shows scores corresponding to answers, used for analysis in SPSS:

Strongly disagree	1
Disagree	2
Neither agree nor disagree	0
Agree	3
Strongly agree	4

Nobody answered “Neither agree nor disagree” in survey.

The scale is used to measure degree of involvement of respondent with motivation.

#### “To show” motivations :

“Attracting of attention” motivation is measured by two statements, underlining, the link between owner's belief to be noticed and necessary presence of luxury products.

1. I think, when I am using luxury clothes and accessories, people pay more attention to my look, when meeting me.

2. I feel that I am easily spotted in a crowd when wearing luxury dress and carrying a luxury bag.

“Categorization” is measured by statement, expressing consumer's guess on other people's perception of her, as a part of certain socio-economic group, because of showing possession of luxury goods.

3. I think other people understand that I am from a certain kind of people, if I will wear a luxury dress.

“Public use” statement expresses consumer's choice to use luxury products publicly, aiming to create desired image.

4. I prefer to use luxury products publicly, because it helps me to represent myself to others in a desired manner.

“Exclusivity” is measured by two statements. First one expresses consumer's wish to represent herself as a person with a unique taste for luxuries, while second one states person's perception of luxury as an item with a unique view.

5. Wearing luxury designer dress, I show others, how I do not appreciate identical ordinary things.

6. There is a certain look, appearance of uniqueness in luxury products.

“Wealth and success” statement shows consumer's certainty and confidence about presenting herself in a desired manner (as wealthy and successful) to other people, by using luxury goods.

7. I like that some people think, that I am wealthy and successful, if I have a luxury bag.

“Admiration” statements express consumer's belief in gathering positive public's interest in her personality through use of luxury products.

8. I feel that some people (especially whom I meet for the first time) are more interested in me, if I use luxury products, rather than ordinary ones.

9. I think having good quality luxury products sometimes make people think positive of you (because you have good taste, is stylish and etc).

To feel motivations:

“Comparative superiority” statements express person's feeling of satisfaction, arising from comparing herself to others on a basis of owning or not owning luxury good.

10. I feel myself good, because I am buying luxury products, and many others don't.

11. When I see somebody using ordinary bag, while I am using luxury one, I feel some sort of satisfaction.

“Personal Empowerment” statement tests if with purchasing of luxury good, consumer reaches mentally desired state of achievement and confidence in her life and resources.

12. I prefer to buy luxury dress, because I am sure in my life I can afford it.

“Self image” is presented by first statement, illustrating person's associations of luxury products of certain brands with her personality. Second statement tests person's association of imaginable (often - ideal) personality with herself through owning of luxury products.

13. I use certain luxury brands of cloth and accessories because they suit my image.

14. I think people with certain personality prefer to buy certain luxury brands, and that's what I am doing also.

“Luxury lifestyle” statements check, if luxury products are perceived by person as integral, necessary part of ideal and desired way of life.

15. Buying luxury, not ordinary products bring my life a bit more near to ideal.

16. I prefer to own and be surrounded by luxury products, then I feel more satisfied with my lifestyle.

“Categorisation” statements show person's perception of herself as a part of socio-economic group through owning luxuries, which she believes to be necessary attributes of a group membership.

17. I own luxuries, because it is normal to people like me to have them.

18. Owning only ordinary products will make me feel out of my group.

“Exclusivity” is presented by two statements. First describes person's perception of herself as an uncommon, unique personality, stimulated by owning of luxury goods; while second one expresses sense of uniqueness person finds in a luxury good.

19. As a person, I like products, which are rarer, and not owned by the bulk of other people, that is why I prefer luxury brands.

20. There is certain feel of uniqueness in luxury products.

The author concerns, that all questions (except ones for “exclusivity” motivation) are measuring what they were aimed to measure – disposition towards motivations. And for “exclusivity”, tightly connected in people's mind to luxury product concept, additional questions had to be used to clearly separate belonging to “to feel” or “to show” group of motivations and present the differences between them.

The questionnaire was voluntary for respondents and anonymously filled by respondents. The potential respondents could refuse to fill the questionnaire even after acquaintance with it.

All respondents were notified on a use of the answers for thesis work research, which is open to public. Also they were notified, that only stated necessary background information on respondents' group is given to public.

Answering the questionnaire brought no harm and no benefit to respondents.

The material of thesis and statistics of questionnaire can be accessed by public. No personal information on respondent is given (except answers for questionnaire).

Necessary for research background information of the whole respondent's group is given to public.

## 4 RESULTS

33 respondents were participating in a test and a survey, published on a survey online service for collecting responses [www.surveymonkey.com](http://www.surveymonkey.com). The personality test gave results of 19 extroverted respondents and 11 introverted ones, and 3 ambiverted ones, which were excluded from further research.

difference	extravert points	introvert points
-4	1	5
-3	1	4
-4	0	4
-5	0	5
3	5	2
2	5	3
0	2	2
4	5	1
3	5	2
3	5	2
-3	1	4
4	5	1
1	4	3
-1	1	2
5	5	0
1	3	2
-4	1	5
1	4	3
-2	1	3
2	5	3
2	3	1
0	1	1
1	3	2
1	3	2
1	3	2
0	2	2
5	5	0
3	5	2
-2	2	4
3	5	2
2	4	2
-3	0	3
-4	1	5

Table 1. The Excel view on extrovert, introvert points of respondents, detected through personality test, and difference in scores between them.



“Agree” answer to statement in personality test gives one point in introvert or extrovert section, depending on group of the statement. Maximum number of points a person can get in one section of statements is 10. The result is calculated separately for extroverts’ and introverts’ groups of questions and gives 2 sections of points. Then the difference between extrovert and introvert points is calculated. Negative difference means – introversion, positive – introversion. If result of difference is zero, person is considered to be ambiverted and has to be removed from the further analysis.

Respondents had different levels of intensity of introversion and extroversion, according to absolute value of result. However this information is not relevant to the thesis research.

For analysis of results, obtained through personality test and survey, the independent sample T- test in SPSS was chosen to be performed. The Levene’s test for equality of variances showed the value bigger than 0, 05 for all motivations. This means that equal variances are assumed.

The independent sample T-test is used to test existence or absence of significant difference between two independent groups on the means of a continuous variable. Author aims to find out, if there is a significant difference in answers for motivation statements between 2 group's of respondents- introverts and extroverts.

Moreover, the mean answers of each group has to be taken into consideration, as they show general tendency of group to hold on not to hold certain motivation.

## 1. Hypothesis

$\mu_1$  represents population of extroverts in sample

$\mu_2$  represents population of introverts in sample

H0:  $\mu_1 - \mu_2 = 0$  The difference is due to sample error

H1:  $\mu_1 - \mu_2 \neq 0$  There is a reliable difference due to introvert -extrovert dimension of personality

## 2. Significance level

$\alpha = 0, 05$

Reject null hypothesis if p-value  $\leq 0,05$

## 4.1 To show motivations

The results of T-tests for “to show” motivations' group are presented below.

### 1. WEALTH AND SUCCESS

**Group Statistics**

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 1 extrovert	19	3,00	,745	,171
introvert	11	2,27	,786	,237

Table 2. Group statistics for “to show- wealth success” motivation

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	,078	,788	2,525	28	,018	,727	,288	,187	1,814
	Equal variances not assumed			2,488	20,091	,022	,727	,292	,118	1,887

Table 3. Independent Sample T-test for “to show- wealth success” motivation.

Since p-value=Sig. (2-tailed) = 0,018 < 0,05 we reject  $H_0$ , which means there is a significant difference between extrovert-introvert mean level of motivation.

## 2. ADMIRATION

**Group Statistics**

Group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 2 extrovert	38	3,16	,718	,116
introvert	22	1,95	,653	,139

Table 4. Group statistics for "to show- admiration" motivation.

**Independent Samples Test**

	Levene's Test for Equality of Variances	t-test for Equality of Means								
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Motivation	Equal variances assumed	,454	,888	6,464	58	,000	,208	,186	,881	,576
	Equal variances not assumed			6,681	47,462	,000	,208	,181	,888	,568

Table 5. Independent Sample T-test for "to show- admiration" motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,000 < 0,05$  we reject  $H_0$ , which means there is a significant difference between extrovert-introvert mean level of motivation.

## 3. PUBLIC USE

**Group Statistics**

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 3 extrovert	19	3,16	,602	,138
introvert	11	2,18	,874	,263

Table 6. Group statistics for "to show- public use" motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	1,095	,804	8,622	28	,001	,916	,269	,424	1,528
	Equal variances not assumed			8,281	15,598	,005	,916	,297	,844	1,608

Table 7. Independent Sample T-test for “to show- public use” motivation.

Since p-value=Sig. (2-tailed) = 0,001<0,05 we reject Ho, which means there is a significant difference between extrovert-introvert mean level of motivation.

#### 4. ATTRACTING ATTENTION

##### Group Statistics

Group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 4 extrovert	38	3,18	,609	,099
introvert	22	2,09	,526	,112

Table 8. Group statistics for “to show- attracting attention” motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Motivation	Equal variances assumed	1,877	,176	7,086	58	,000	1,098	,155	,782	1,404
	Equal variances not assumed			7,614	49,827	,000	1,098	,149	,798	1,394

Table 9. Independent Sample T-test for “to show- attracting attention” motivation.

Since p-value=Sig. (2-tailed) = 0,000<0,05 we reject Ho, which means there is a significant difference between extrovert-introvert mean level of motivation.

## 5. EXCLUSIVITY

**Group Statistics**

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 5 extrovert	22	3,00	,756	,161
introvert	38	3,05	,695	,113

Table 10. Group statistics for "to show- exclusivity" motivation.

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
motivation	Equal variances assumed	,099	,755	-,274	58	,785	-,058	,192	-,488	,382	
	Equal variances not assumed			-,268	41,081	,790	-,058	,197	-,450	,345	

Table 11. Independent Sample T-test for "to show exclusivity" motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,785 > 0,05$  we accept  $H_0$ , which means that the difference in level of motivations is due to sample error and there is not enough evidence to conclude that there is a difference in extrovert-introvert levels of motivation.

## 6. CATEGORISATION

**Group Statistics**

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 6 extrovert	19	3,00	,667	,153
introvert	11	2,09	,539	,163

Table 12. Group statistics for "to show- categorization" motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	,005	,942	6,844	28	,001	,909	,286	,425	1,894
	Equal variances not assumed			4,072	24,754	,000	,909	,228	,449	1,869

Table 13. Independent Sample T-test for “to show - categorisation” motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,001 < 0,05$  we reject  $H_0$ , which means there is a significant difference between extrovert-introvert mean level of motivation.

## 4.2 To feel motivations

The results of T-tests for “to feel” motivations group are presented below.

### 7. LUXURY LIFESTYLE

#### Group Statistics

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 7 extrovert	38	2,24	,751	,122
introvert	22	3,45	,510	,109

Table 14. Group statistics for “to feel – luxury lifestyle” motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	,864	,856	-6,747	58	,000	-1,818	,180	-1,579	-,856
	Equal variances not assumed			-7,459	56,899	,000	-1,818	,168	-1,545	-,891

Table 15. Independent Sample T-test for "to feel – luxury lifestyle" motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,000 < 0,05$  we reject  $H_0$ , which means there is a significant difference between extrovert-introvert mean level of motivation.

## 8. SELF-IMAGE

### Group Statistics

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 8 extrovert	38	2,11	,764	,124
introvert	22	3,14	,468	,100

Table 16. Group statistics for "to feel – self-image" motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	,685	,907	-5,780	58	,000	-1,081	,180	-1,891	-,671
	Equal variances not assumed			-6,484	57,761	,000	-1,081	,159	-1,849	-,718

Table 17. Independent Sample T-test for "to feel – self-image" motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,000 < 0,05$  we reject  $H_0$ , which means there is a significant difference between extrovert-introvert mean level of motivation.

## 9. EXCLUSIVITY

### Group Statistics

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 9 extrovert	38	3,03	,716	,116
introvert	22	3,18	,795	,169

Table 18. Group statistics for “to feel – exclusivity” motivation.

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
motivation	Equal variances assumed	2,449	,126	-.778	58	,489	-.156	,200	-.555	,244
	Equal variances not assumed			-.757	40,814	,454	-.156	,205	-.571	,260

Table 19. Independent Sample T-test for “to feel – exclusivity” motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,489 > 0,05$  we accept  $H_0$ , which means that the difference in level of motivations is due to sample error and there is not enough evidence to conclude that there is a difference in extrovert-introvert levels of motivation.

## 10. PERSONAL EMPOWERMENT

### Group Statistics

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 10 extrovert	19	2,32	,671	,154
introvert	11	2,91	,539	,163

Table 20. Group statistics for “to feel – personal empowerment” motivation.



		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	1,929	,176	-2,497	28	,019	-,598	,288	-,1080	-,107
	Equal variances not assumed			-2,649	24,862	,014	-,598	,224	-,1055	-,182

Table 21. Independent Sample T-test for “to feel – personal empowerment” motivation.

Since p-value=Sig. (2-tailed) = 0,019<0,05 we reject Ho, which means there is a significant difference between extrovert-introvert mean level of motivation.

## 11. COMPARATIVE SUPERIORITY

### Group Statistics

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 11 extrovert	38	3,03	,716	,116
introvert	22	3,27	,703	,150

Table 22. Group statistics for “to feel – comparative superiority” motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	,476	,496	-1,298	58	,201	-,246	,191	-,628	,185
	Equal variances not assumed			-1,800	44,687	,200	-,246	,190	-,628	,185

Table 23. Independent Sample T-test for “to feel – comparative superiority” motivation.

Since p-value=Sig. (2-tailed) = 0,201 >0,05 we accept H0, which means that the difference in level of motivations is due to sample error and there is not enough evidence to conclude that there is a difference in extrovert-introvert levels of motivation.

## 12. CATEGORISATION

### Group Statistics

group	N	Mean	Std. Deviation	Std. Error Mean
Motivation 12 extrovert	38	2,32	,662	,107
introvert	22	2,09	,610	,130

Table 24. Group statistics for “to feel – categorization” motivation.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
motivation	Equal variances assumed	1,840	,182	1,804	58	,197	,225	,172	-,120	,570
	Equal variances not assumed			1,886	46,985	,189	,225	,169	-,114	,564

Table 25. Independent Sample T-test for “to feel – categorisation” motivation.

Since  $p\text{-value} = \text{Sig. (2-tailed)} = 0,197 > 0,05$  we accept  $H_0$ , which means that the difference in level of motivations is due to sample error and there is not enough evidence to conclude that there is a difference in extrovert-introvert levels of motivation.

## 4 DISCUSSION AND CONCLUSION

In this part of paper, the outflow of survey research will be discussed, the obtained results explained and possible use of them mentioned.

### 4.1 Interpretation of results

	Motivation	Difference
<b>To Show</b>	Wealth & Success	Significant
	Admiration	Significant
	Public Use	Significant
	Attracting Attention	Significant
	Exclusivity	Not Significant
	Categorisation	Significant
<b>To Feel</b>	Luxury Lifestyle	Significant
	Self-Image	Significant
	Exclusivity	Not Significant
	Personal Empowerment	Significant
	Comparative Superiority	Not Significant
	Categorization	Not Significant

Table 26. Motivations and significance of differences between extrovert and introvert group answers

This table shows us the significance or insignificance of difference between personalities groups' answers for each of motivations. For 8 motivations the significance was proved, while for 4 motivations it was not proved.

The belonging of respondents to either extrovert or introvert groups and their inclination to motivations as "to show wealth and success", "attracting attention", "public use" and "admiration" were analyzed by SPSS programme. The observed result has proven the hypothesis that extroverts are more disposed to these motivations than introverts.

Extroverts are strongly influenced by surroundings and interaction with other people. Their feelings and emotions are coming rather from outside experiences, than from inside cognitive processes. By using luxury products they try to find gratification outside

of themselves. They believe to attract attention of people by using luxury products publicly. Also use of luxury products helps extroverts present themselves in a suitable manner, for example, as wealthy and successful persons.

Moreover, extroverts seek for a positive response from society. Extroverts need witnesses of their lifestyle to feel satisfied with it. And they need positive reaction, opinion, assessment from these "witnesses" – other people. Extroverts are motivated to consume luxury products for an admiration, sympathy of others.

Thus, extroverts use luxury products as tools to influence external world and get desired reaction, which in return energises them.

As author was suspecting, for introverts luxury products serve different needs. The SPSS analysis' results for "to feel" "luxury lifestyle", "self image", "personal empowerment" motivations have proved it.

Introverts show more involvement with these motivations than extroverts. They are buying luxuries to get positive emotions from realisation of their "luxury" lifestyle.

Introverts are more concentrated on their own mental life, rather than interactions with others. And that is why their evaluation of own lifestyle is based on inside perception of themselves, rather than outside evaluation.

Introverts enjoy thinking, and their imagination works well. The concepts of "self" and "ideal-self" are developed thoroughly in introverted mind. Introverts influence inside feeling of satisfaction with themselves and their lifestyle, while consuming and using luxury products. Luxuries are attributes which they think ideal-selves must have. Moreover, introverts might see luxury products as a way to express their inside world to outside, as well as prolongation of their personality.

Owning of expensive luxury products provides introverts with feelings of achievement, success in life. It fills them with energy and confidence, which they gather from their own thoughts and believes.

Thus, luxury products for introverts are tools of self-esteem, used for manipulation of perceptions of themselves for desired outcomes.

“Categorization” motivation’s analysis shows a peculiar result. The independent sample T-Test for “to show –categorization” motivation detected significant difference between extroverts’ and introverts’ answers.

Extroverts are more inclined to this motivation, whereas introverts are not. However, the “to feel – categorization” test’s result showed that mean score for both groups are rather low and there is no significant difference between introverts and extroverts.

The conclusion we make from this data analysis is that categorization motivation is not typical for introverts at all. Extroverts tend to have it in "to show" variant. The positive answer to motivation question implies that respondent is interested in other people's opinions on herself and is waiting for some reaction from them. Such behaviour usually represents extrovert trait of personality. Extroverts want to show others their belonging to certain socio-economic group and be accepted in this group as members.

The results of “to feel- categorization” motivation demonstrates that both groups score low on possession of it.

It is not desirable for introverts to be considered as part of the group and be associated with other people. Owning products in order to feel belonging to a certain group is rare and not typical behaviour for introvert.

What concerns extroverts, the feeling of belonging to group cannot come only from their inner world even with use of certain attributes (in this case- luxury products). They need certain confirmation of the belonging from outside experiences. That is why they score higher on to show categorization motivation.

Both groups have shown possession of “to feel – comparative superiority”, “to feel - exclusivity” and “to show-exclusivity” motivations without a significant difference in the results, which means that these motivations are typical for consumers who neglect their personality trait. Thus, these motivations fall out of author's theory and do not prove hypothesis.

Social comparison theory (Festinger, 1954) states that it is common for all people in the society to compare themselves with others for realistic evaluation in all matters: abilities, physical and mental characteristics, opinions and also attributes. The research observes how the theory works on practice - both groups evaluate themselves by tending

to draw parallels between them and other people regarding possession of luxury products.

It is difficult to obtain adequate results on "to feel" and "to show" exclusivity motivation, because the idea of exclusivity in consumer mind is tightly connected with luxury product image. The concept of luxury product implies exclusivity in itself. In addition, marketing and advertisement propagandise exclusive and unique luxury good image. More sophisticated research is needed to determine difference of exclusivity motivations for consuming luxury products between introvert and extrovert personalities' minds. However, at this stage of the research, it is possible to assert that both extroverted and introverted types possess this motivation in "to feel" as well as in "to show" dimensions.

Nevertheless, author supposes that for introverts showing and feeling "exclusivity" by possessing luxury products is way of self-expression, whereas for extroverts it is a way to state the certain image, status in society for appreciation of other people and, thus, self-confidence.

## **4.2 Further research and use of results**

The results of the research can be considered useful for marketing area of luxury products. The study has shown that there is a difference in motivation of customers to buy luxury goods, depending on personality type, and this fact could be taken into consideration in future marketing researches. The personality introvert-extrovert trait can become an additional dimension for observing and analyzing target group of consumers, because it can have an impact on further developing of product characteristics.

Creating and designing product or product's line with a regard to potential consumers' motivations and introvert or extrovert personality dimension, gives a possibility to create more sophisticated and asked-for products.

The results of research can also be used in the design of advertisement for luxury accessories or cloth products. Stressing in advertisement characteristics of luxury product, corresponding to extrovert, introvert or both motivations is a good solution for market-

ing. For example, in advertising of luxury shoes product, it is a good approach to underline how shoes attract attention of other people (as extrovert wish it to be) or/and how it makes owner feel more confident and positive about herself.

However, it is still early to say about use of derived results on practice as the thesis work provides only introduction to the subject, while further research on the same subject will give more possibilities to apply findings in marketing and real life.

Only several socio-psychological motivations were observed in the study and few of them were proved to have connection to introvert-extrovert dimension of personality. A lot of motivations are left unexplored and that provides a great opportunity for further and deeper researches.

Relationship between intensity of the personality trait characteristics and exposure to certain motivation can be determined by using results of the survey carried during the research or by creating a new one.

Moreover, ambivert personality trait was not taken into consideration in this thesis work as not part of Jung theory, which gives a good chance for other researchers to study it. And, for example, determine if ambivert personality holds both groups' motivations or not.

The thesis research concerns only one target group and certain luxury products types, and in perspective, the connection between motivations and personality types can be assessed for wider range of products and variety of consumer target groups.

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## **6 APPENDIX**

### **Control Questions**

*Scale: yes - no*

1. Is your sex – female?
2. Is your age between 18 and 28 years old?
3. Are you a student or just graduate from college, institute, polytechnic or university?
4. Do you live in Finland more than 3 years?
5. Do you consume affordable luxury goods (accessories, clothes)?

If to all questions is received positive answer, a respondent is suitable for research at this stage and continues answering the questionnaire.

### **Personality test**

*Scale: agree- disagree*

#### **EXTROVERTED TYPE**

1. I am the life of the party.
2. I enjoy being the centre of attention.
3. I am skilled in handling social situations.
4. I like to be where the action is.
5. I make new friends easily.

#### **INTROVERTED TYPE**

1. I am quiet around strangers.

2.I don't like to draw attention to myself.

3.I don't like to party on the weekends.

4.I like to work independently.

5.I often enjoy spending time by myself.

### **Motivation survey**

*Scale: Strongly Disagree- Disagree-No opinion-Agree- Strongly Agree*

The scale is used to measure degree of involvement of respondent with motivation.

#### To show motivations :

##### *Attracting of attention.*

1. I think, when I am using luxury clothes and accessories, people pay more attention to my look, when meeting me.

2. I feel that I am easily spotted in a crowd when wearing luxury dress and carrying a luxury bag.

##### *Categorization.*

3. I think other people understand that I am from a certain kind of people, if I will wear a luxury dress.

##### *Public Use:*

4. I prefer to use luxury products publicly, because it helps me to represent myself to others in a desired manner.

##### *Exclusivity.*

5. Wearing luxury designer dress, I show others, how I do not appreciate identical ordinary things.

6. There is certain look, appearance of uniqueness in luxury products.

*Wealth, success.*

7. I like that some people think, that I am wealthy and successful, if I have luxury bag.

*Admiration.*

8. I feel that some people (especially whom I meet for the first time) are more interested in me, if I use luxury products, rather than ordinary ones.

9. I think having good quality luxury products sometimes make people think positive of you ( because you have good taste, is stylish and etc).

To feel motivations:

*Comparative superiority.*

10. I feel myself good, because I am buying luxury products, and many others don't.

11. When I see somebody using ordinary bag, while I am using luxury one, I feel some sort of satisfaction.

*Personal Empowerment:*

12. I prefer to buy luxury dress, because I am sure in my life I can afford it.

*Self- image.*

13. I use certain luxury brands of cloth and accessories because they suit my image.

14. I think people with certain personality prefer to buy certain luxury brands, and that's what I am doing also.

*Luxury lifestyle.*

15. Buying luxury, not ordinary products bring my life a bit more near to ideal.

16. I prefer to own and be surrounded by luxury products, then I feel more satisfied with my lifestyle.

*Categorisation.*

17. I own luxuries, because it is normal to people like me to have them.

18. Owning only ordinary products will make me feel out of my group.

*Exclusivity*

19. As a person, I like products, which are rarer, and not owned by the bulk of other people, that is why I prefer luxury brands.

20. There is certain feel of uniqueness in luxury products.