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THE ROLE OF ENVY IN CUSTOMER
PURCHASING CHOICE WITH A FOCUS
ON FASHION INDUSTRY

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TIIVISTELMÄ

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Tämä tutkimus toteutettiin, jotta saataisiin lisää tietoa kateuden roolista asiakkaan tuotteen valintaprosessissa. Useat tekijät vaikuttavat asiakkaan ostokäyttäytymiseen, muun muassa hyödykkeen käyttötarkoitus ja asiakkaan tunteet. Muiden tunteiden ohessa myös kateus on tunne, jota lähes kaikki tuntevat. Tutkimuksen tarkoitus olikin selvittää, voidaanko kateutta pitää asiakkaan pääasiallisena valintaperusteena ostopäätöksessä ja kuinka kateus vaikuttaa asiakkaan ostokäyttäytymiseen. Tarkastelun kohteeksi valittiin kateuden hyödyntäminen muotiteollisuuden markkinointistrategiana.

Tutkielma sisältää yksityiskohtaisen kirjallisuuskatsauksen kuluttajan päätöksentekoprosessista, jonka keskiössä on tunne vaikuttavana tekijänä. Kateutta tarkastellaan kateustyypeittäin sekä eritellään sen aiheuttajia ja esiintymistä ostokäyttäytymisessä. Lopulta tutkielmassa vielä paneudutaan kateuteen markkinointivälineenä. Sekä laadullista että määrällistä tutkimusotetta käytettiin kateuden roolin todentamiseen muotiteollisuudessa. Kateuden roolin selvittämiseksi asiakkaan näkökulmasta toteutettiin määrällinen kyselytutkimus, jossa lähetettiin kyselykaavake 546 kuluttajalle. Kolmelle muotialan yritykselle sitä vastoin tehtiin syvähaastattelut, jotta voitaisiin ymmärtää paremmin sitä, miten kateutta käytetään markkinoinnissa. Kaksi muuta yksilöllistä syvähaastattelua on tehty kahden tarkoituksella valitun haastateltavan kanssa. Haastateltavilta on vaadittu kokemusta luksustuotteiden kulutuksesta. Yksilöllisten haastatteluiden tarkoituksena on tukea ymmärrystä kateuden roolista luksustuotteiden käytössä.

Empiiristen tutkimusten tulos osoittaa kateuden tuntemisen tärkeyden asiakkaiden käytöksessä. Kateuden tuntemisella on vaikutus asiakkaan päätöksentekoprosessiin, ja se siis johtaa joko lisähinnan valitsemiseen, impulsiiviseen ostamiseen tai näytävien tuotteiden valitsemiseen. Kateuden tuntemisen vaikutukseen perustuen markkinointistrategiat voisivat keskittyä kahteen pääelementtiin kateuden tuntemisessa, jotka ovat henkilö, jota kohtaan tunnetaan kateutta sekä haluttu tuote.

ABSTRACT

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This study was made to identify the role of envy in customer purchasing choice in the fashion industry. There are several factors which can affect the customer buying behavior such as the purpose of usage or emotions. Among different types of emotion, envy is a feeling that is experienced by almost everyone. The research aimed to find out whether envy is considered as a key driver in customer purchasing choice and how it affects the buying behavior of customer. The objective of the research is to help understanding how customers' feeling of envy influences their purchasing choices, thus, recommending a strategy to use envy as a method of marketing in the fashion industry.

A detailed literature review focused on the decision making process of a consumer with emotion as an influential factor, envy types, sources of envy, its effects on buying behavior and envy in marketing. In order to identify the role of envy in fashion industry, both the quantitative and qualitative research methods were used. Questionnaires for conducting quantitative research were sent to 546 respondents for gathering information about the role of envy in customer's perspective, whereas three cases of fashion companies were used for in-depth interviews for further understanding about the usage of envy in marketing. Other two individual in-depth interviews were conducted with two participants who were purposely chosen. The interviewees were required to have experiences in luxurious consumption, in order to support the understanding of the role of envy in luxurious consumption.

The result from the empirical study shows the important role of the feeling of envy in customer behavior. The feeling of envy has an effect on customer decision making process and thus, it leads to price premium, impulsive buying or conspicuous consumption. Based on the impact of the feeling of envy in customer behavior, marketing strategies could be focusing on the two elements of the feeling of envy which are the envied other and the desired object. Suggestions for strategies are given with a focus on fashion industry.

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1 INTRODUCTION

This thesis deals with the importance of the feeling of envy as an influenced factor to customer decision making. The research mainly examines on how the feeling of envy makes you want to obtain something and how marketers have been using envy as a method of marketing. The objective of the research is to find how the feeling of envy affects customer buying behavior.

“Envy is an unpleasant emotion that can arise when people are exposed to others with superior possessions” (Crusius and Mussweiler 2012).

Envy has been known as a painful and negative feeling. However, envy is also a key motivator for customers to buy things. Admittedly, today, it is easy for people to find different information as well as for marketers to create desire and aspiration of customers. Whether it is a new phone of our friend, a neighbour’s house or even an ice cream of stranger passing by, we can find ourselves in the situation of lacking superior fortunes that other people possess. Additionally, due to the speedy growth of technology, customers can compare their own possessions and those of other people. Thus, customers can be influenced by their envious feelings, then want to purchase things possessed by others in order to obtain superiority (Belk 2008).

Since envy is a normal emotion which can be experienced by every human being, it is a vitally crucial method for marketers in creating desire and aspiration of customers. Through this method, marketers can shape the buying behaviour of customers. Therefore, it is important to study the influence of envy to customer buying decisions in order to provide effective marketing strategies for companies or organizations (Belk 2008).

1.1 Research Problems and Objectives

The research problem defines the fact which illustrates what is sought after the research. The research topic for this thesis is “the role of envy in customer purchasing choice”. The topic deals with how the feeling of envy affects customer buying

decisions. The study focuses on types of envy as a human's emotion and the effects of emotions to customer buying behaviour in terms of envy, and how to create desires and aspirations in customers to obtain products or services with regard to envy.

The aim of the research is to understand the influence of the feeling of envy in customer buying behaviour and how envy is used in marketing. The research works mainly with the good effects of envy called 'benign envy' in both the customer's perspective and marketing's perspective.

The objectives of the research can be listed as follow:

- Understanding the decision making process of customers.
- Theoretically explaining emotion and its influence in buying decision making process.
- Understanding the definition of envy and distinguishing envy with other confused concepts of emotion.
- Theoretically explaining the concept of envy in different forms (benign envy, malicious envy and mixed-envy).
- Thoroughly analysing the effects of envy in customer behaviours.
- Providing different methods of utilizing envy in marketing
- Recommending conclusion and constructive solutions for businesses.

1.2 Outline of the Research

The thesis consists of six primary chapters including both theoretical study and empirical study.

The first chapter introduces the background of the study, defines the objectives and research problems. Structure of this paper will be generally mentioned in this opening chapter.

The second chapter deals with theory about customer behaviour. In further details of the chapter, the model of consumer behaviour and the model of consumer decision making process will be analysed. Later in the chapter, there is a theoretical

explanation about emotion. Emotion will be defined in definition, characteristics and how it is generated in a human being. Further discussion about the impacts of emotion in decision making process will be made.

In the third chapter, the main problem and objective of this paper are studied. Envy as a negative emotion will be defined and be distinguished from other emotions such as covetousness, resentment and jealousy. Three types of envy, including benign envy, malicious envy and mixed-envy, will be explained thoroughly. The chapter also explains different sources of the feeling of envy in both traditional and modern concepts. Thus, based on the previous knowledge concerning envy, the performance of envy in consumer behavior will be analyzed in order to understand how envy can lead to different buying behaviors such as impulsive buying and conspicuous consumption. Later in this chapter, envy will be discussed under the role of marketing method.

The writing will continue to the forth chapter about research methodology in which different research methods will be discussed, followed by the process at how the data is collected. Limitations of the research as well as its reliability and validity will be made clear.

Continuously, empirical findings in the fifth chapter will reveal the research results after the survey. The findings are separated into two main parts. The first part is responsible for providing results and conducting analysis based on the results of quantitative research. On the other hand, the second part deals with the in-depth interviews in three companies.

Finally, in the concluding chapter, a summary of the thesis will be made. Recommendation for future research and suggestion for business will be mentioned as well.

2 CUSTOMER BEHAVIOR: HOW CUSTOMERS MAKE BUYING DECISIONS?

People were born different. We have different characteristics, different knowledge backgrounds, different motivations, different lifestyles, and so on which all possibly affect our buying behavior. Thus, we as consumers purchase different products and make different decisions from other individuals. There are various elements influencing consumer buying behavior that marketers need to study to understand the needs and wants of customers such as cultures, subcultures, social class, and so on. Besides the differences in influencing factors as well as the affection in short term or long term, customers share a basic model of consumer decision-making (Shahrzad, Zainab, Milad, Arman and Hossein 2013).

In this chapter, a model of consumer decision-making process with its theory framework will be discussed to understand how customers make decisions or how they consider choices. Additionally, in the chapter, further information about emotion as a factor which influences the customer decision making process will be also mentioned. The discussion about the role of emotion into consumer behavior is the base for further study in the feeling of envy.

2.1 Customer Decision-Making Process

Before getting to know the stages involved in the process of decision making of a consumer, customer buying behaviour will be briefly explained.

The term buying behaviour is usually used in the context of an individual or an end customer. The study for customer buying behaviour relates to any factors which can affect to the decision-making process of customers, what customer buying habits are like, or how customers evaluate brands and providers to choose, and so on. Decision is the result of the final evaluation of all those factors. A customer can be influenced by not only his/her background, knowledge, cultures and subcultures but a customer is also passively affected by other's recommendations, external activities from companies such as marketing campaigns. Therefore, cus-

consumer behaviours refer to “the selection, purchase and consumption” of the product or service to optimise a customer’s needs and wants (Rani 2014).

Supporting the definition of consumer behaviour, Hoyer and MacInnis state:

“Consumer behaviour reflects the totality of consumer’s decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision making unit (over time)” (Hoyer & MacInnis 2001).

Hoyer and MacInnis (2001,14) also presented a model of consumer behaviour which encompasses four domains which are the psychological core (so-called the Internal Consumer Process) in figure 1.

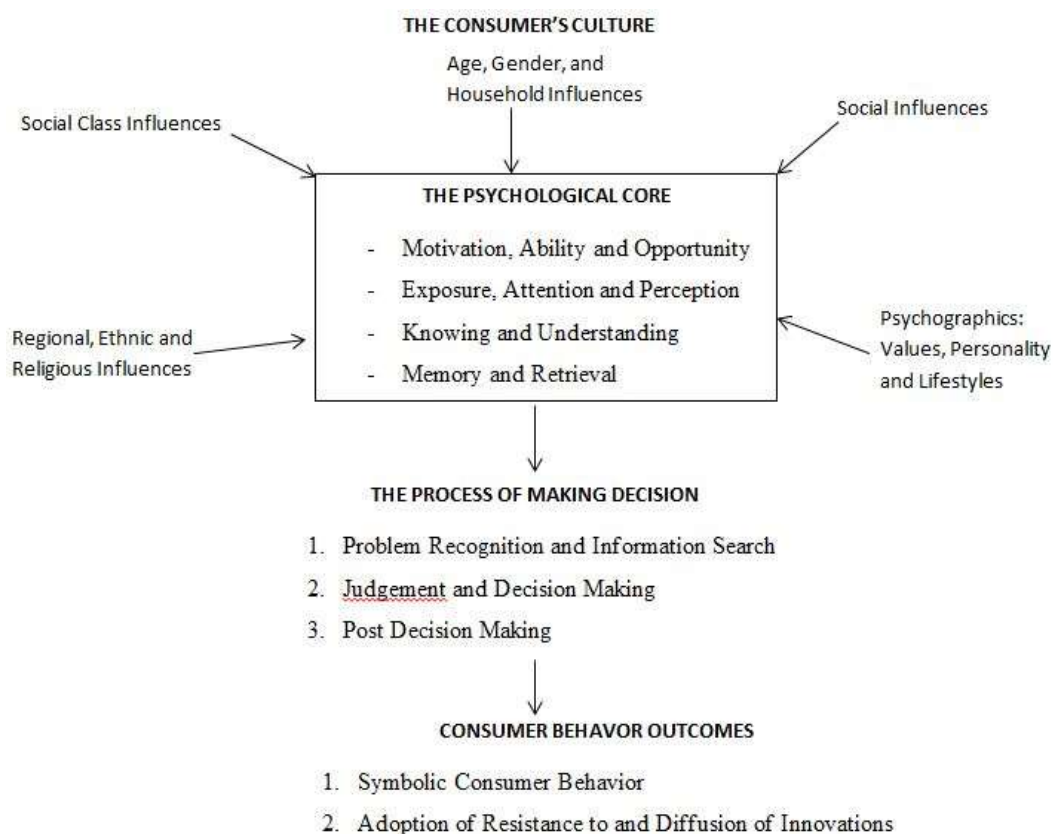


Figure 1. A model of consumer behavior (Hoyer and MacInnis 2001, 14).

Figure 1 shows the model of consumer behavior discussing about sources of knowledge the decision is based on which are consumer's culture, including different cultural factors such as social class, religious, age or gender, and so on; and the psychological cores, including motivation, ability and opportunities, exposure attention and perception, knowing and understanding and memory. Those two main sources of knowledge affect the process of making decisions. There are three basic steps in the process of making decision which are problem recognition and information search, judgment and decision making and post-decision processes going respectively; and the consumer outcomes.

In later published book of Schiffman and Wisenblit in 2015, the process of making decision was explained more thoroughly. In the model of Schiffman and Wiesenblit, there are three main stages which are Input, Process and Output. The Input in Schiffman and Wisenplit's point of view includes three types of external influences which are the marketing mix (4P), sociocultural influences and communication sources.

Compared to the model of consumer behaviour by Hoyer and MacInnis (Figure 1), the first stage of the model of Schiffman and Wiesenblit (as shown in Figure 2) can be equivalent to the two first domains of the consumer behaviour model (Figure 1) as they all talk about external factors influencing buying behaviour. Coming to the stage of actual decision making process, both the models (Figure 1 and Figure 2) illustrate the basic steps needed for making decisions. A customer is first aware of his/her needs (or wants) followed by the searching for information then the evaluation of the alternatives. For instance, the trigger for the process is the need recognition happening when a problem occurs. Schiffman and Wisenblit (2015) mention two types of need recognitions. One is the actual state for customers who face to a failure of a product or an experience causing dissatisfied feeling. Another type is the desired type which is for those who want to possess something new. The second type of recognition is more related to the topic of this thesis concerning the feeling of envy.

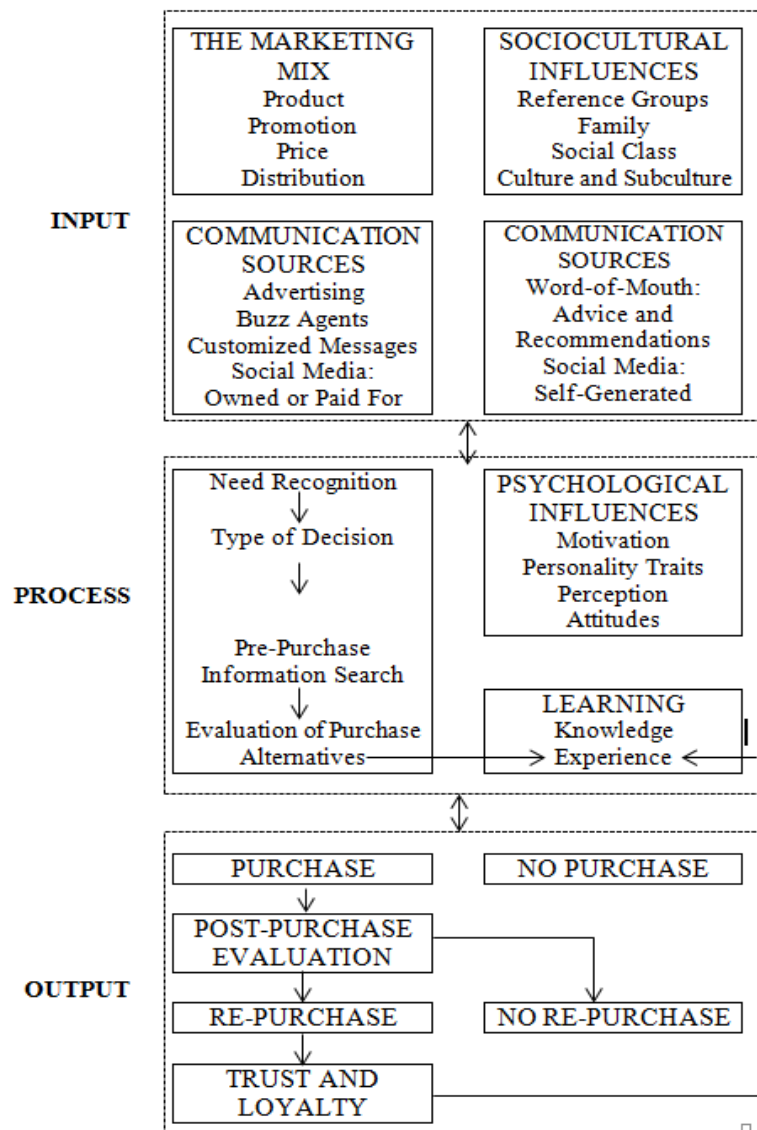


Figure 2. A model of customer decision making (Schiffman and Wisenblit 2015, 368).

After the need for a purchase appears, then come the steps of searching for information and evaluation. In case past experiences have been recorded, they will be widely used as the most reliable source to evaluate the decision. One's experiences are considered as internal factors affecting the decision making process. In addition, actively searching for information related to the desired products via oth-

er's recommendations or the Internet are common actions of consumers. According to Shiffman and Wisenblit (2015), there are more steps of evaluation that customers unconsciously make besides subjective judgments based on psychological aspects. Customers approach available sources of information through both online and traditional information search. That information includes other reviews about the desired product or service, company information, and so on. Also, brand image of company can affect the effort put into the evaluation. Beyond the effects from external marketing activities from company, customer as an individual makes his/her own consumer decision rules. There are two types of consumer decision rules which are *compensatory decision rules* and *non-compensatory decision rules*. Those decision rules help to reduce the complexity of making decisions by providing guidelines or routines with less taxing in the process. While *compensation decision rules* happen when a customer makes decision based on his/her general evaluation brand and model options in terms of different relevant attributes. The, s/he makes a sum score for each brand based on good features over bad ones. *Non-compensation decision rules*, on the other hand, do not allow neglecting other negative attributes besides positive attributes to balance the evaluation. *Non-compensation decision rules* are more complex that they are divided into three sub-categories as follow (Schiffman & Wisenblit 2015):

- Conjunctive decision rules: A customer chooses the brand which s/he considers has the least negative features. This rule helps to reduce alternatives quickly.
- Disjunctive decision rule: When a customer cannot make a final selection after the conjunctive process, an additional decision rule is made to help. For instance, the customer will tolerant to the first satisfaction brand.
- Lexicographic decision rules: A consumer, first, evaluates the attributes which s/he thinks are relevant to what s/he needs into different levels based on how important the attributes are. The consumer then pick the brand which offers the highest rank in the most important attribute. If there is more than one leftover after evaluation, the process is repeated with the

second-highest ranked attribute. Consideration keeps going until there is no alternative left.

- Affect referral decision rule: A consumer will choose the brand which has the highest overall rating after evaluating all attributes.

For further illustration, Schiffman and Wisenblit provide a table of example for different decision rules shown in Table 1.

Table 1. Applying the decision rules to purchase an E-Book reader (Schiffman and Wisenblit 2015, 373).

Decision Rules	Rationale
Compensatory	"I selected the e-book reader that came out as the best when I balanced the food ratings against the bad ratings"
Conjunctive	"I selected the e-book reader netbook that had no bad features"
Disjunctive	"I picked the e-book reader that excelled in at least one attribute"
Lexicographic	"I choose the e-book reader that scored the best on the attribute that I consider to be the most important"
Affect referral	"I bought the brand with the highest overall rating"

After evaluating and considering alternatives, a customer can make the final decision. The final decision comes in the Output part of the decision-making process (Figure 2). The customer will decide to purchase or not. If s/he will make a purchase, further step of post-purchase evaluation follows. This is a crucial step since it vitally affects the relationship between the customer and the company in long term. If the result of the post-purchase evaluation is positive, there are more opportunities for the re-purchase and so come trust and loyalty. Otherwise, customer will leave the process (Schiffman & Wisenblit 2015; Doole et al 2005; Hoyer & MacInnis 2001).

The above illustration explains the traditional stages that a customer goes through whenever making a decision. Hence, it could be said that the final decision is made after a thorough evaluation and planning. However, it is often the case that the result is majorly based on emotion and feeling (Howel 2013). A situation when a woman goes shopping with a need for a shirt, she might end up with a dress which catches her attention despite of her need recognition, is “all too familiar”. Howell (2013) argues that consumers properly rely on their emotions and feelings to make judgment rather than on cognitive evaluation. Though traditional and official views about the buying decision making process do not thoroughly discuss the key role of emotion as Howel (2013) did, other relevant psychological factors are considered to have an impact on the final decision. They are customer motivation, personality traits, perception or attitudes (Schiffman & Wisenblit 2015). On the other hand, the case given by Howel (2013) can be considered as impulsive buying example, when customers make decisions without planning (Silvera 2008). Also, an impulsive purchase is one of the consequences of envious desire (Crusius & Mussweiler 2012), as it will be discussed in the Chapter 2 of this paper.

In general, the process of decision making of a customer is basically described in the two mentioned models. Though there are some differences among them, all basic steps of decision making are included. Nevertheless, the model of consumer behavior by Hoyer & MacInnis (Figure 1) presents further knowledge in consumer behavior outcomes, which are more likely to support marketing purposes of a company instead of literally involving the final decision of customer. Since the share of similarities is great among all two models, the boundaries between consumer behavior study and customer’s decision-making process study seem to be blurred. Thus, it can be said that consumer decision-making process plays a large essential part of consumer behavior study and cannot be replaced.

To sum up, a basic implementation of decision making process can be presented in a simple model shown in Figure 3. The model shows the basic steps of decision-making process, in which emotions has an impact on the stage evaluation

and selection. Under the effect of emotions, a customer might turn to previous steps and thus, s/he can change the decision result.

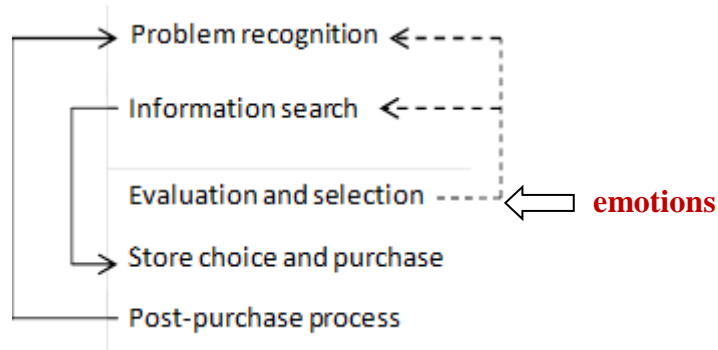


Figure 3. Simple model of decision-making process (Doole et al. 2005, 113).

2.2 Emotion and Decision-Making Process

As has been discussed, emotion plays a crucial role in the decision making process, which might have the power to change final selection or cause evaluation lapses.

In the following section, the definition of emotion and types of emotion will be discussed, followed by how emotion is generated and how it influences decision making. The aim of this section is to generally define the role of emotion, in which envy is one emotion type, to the decision-making process of customer. Since envy is the topic of this paper and it is a part of emotion, the last part of this section “emotion affect decision making” will be explained in the overall view about customer emotion only, while later in Chapter 3, further details about the effects of envious feeling toward buying behavior will be discussed.

2.2.1 Emotion

Emotions of humans are divided into two main categories which are the *disposition of tendencies* and *emotional experiences*. The *disposition of tendencies* is considered as “part of a person’s make-up” while the *emotional experience* occurs

when we actually experience something. Therefore, *emotional experiences* are apt to be short-lived. Since *dispositional of tendencies* is not really what we feel and has less effect on our behaviour, *emotional experience* gets into play as it affects our own feelings. Emotion as an experience covers a number of mental states and bodily processes including both pleasant feelings (e.g. joy) and unpleasant feelings (e.g. fear). Those emotions happen when we experience a highly positive or negative appraisal toward real or imaged events. (O'Shaughnessy 2003)

Though it is difficult to accurately define what emotion is since it involves a variety of states and has a complex in psychological structure, there is a “family resemblance” that O'Shaughnessy (2003, 21-22) shared to define emotion. Emotion needs an object to raise, even an imaged object. There must be something to fear about, be proud of or envy. This is the difference of emotion from a visceral feeling such as pain. Also, arousal of emotion requires highly negative or positive appraisals to be activated. If there is nothing considered as our concern, emotion will not be activated. Furthermore, emotion has connection with “autonomic physiological activity experienced as feelings”. A person needs a “feeling toward something” to raise emotion, for instance, the warm feeling toward love. Feelings also include bodily feelings such as pain besides “feeling toward something”, nevertheless, bodily feelings cannot be considered to raise emotion. Therefore, a person usually faces difficulties to be conscious whether it is a bodily feeling or “feeling toward something”. In addition, emotion supports a tendency to action, though it is not always visible, for example, the action of emotion such as a tendency to aggression when angry or tendency to be gentle and nice in a love feeling. However, compared to a positive emotion (e.g. love feeling), a negative emotion (e.g. envy) leads to more visible actions. Because a negative emotion creates a painful feeling, a person experiencing a negative emotion is more likely to take an action to release the feeling. Also, emotion is expressed involuntarily in physiological expressions like face displays or body postures.

There are different cognitive beliefs which can trigger different types of emotion. For illustration, the emotion of shame is triggered by a one's own character, supported social norms and the support; whereas, the emotion of contempt and hatred

is toward one's own character with the thought of inferior or evil of that another. Those two types of emotion are negative emotions, and so are the emotions of guilt and anger. The emotions of guilt and anger are activated by a belief in one's own actions. On the other hand, the examples of positive emotions are liking and pride. To be more detailed, liking is triggered by a belief in another person's character while pride is toward one's own actions (O'Shaughnessy 2003, 60-61).

However, if an emotion is toward another person's possession, the outcome of the emotion is either negative or positive depending on the perception of merits toward the other. O'Shaughnessy (2003) states different results of emotion, among which, the feeling of envy is an example of negative emotion. The feeling of envy is triggered by the deserved good by another while indignation is for undeserved good. Other emotions such as pity, malice and gloating are also the results of emotion toward another person's possession. For illustration, pity is a negative emotion being activated by undeserved misfortune of another; whereas, malice, which is toward underserved misfortune of another, is a positive emotion. Also, gloating is positive emotion triggered by deserved misfortune of another.

Among those types of emotion, envy concerning the perception of the merit of another will be discussed further in Chapter 3.

2.2.2 Production of Emotion

Though O'Shaughnessy (2003), in his study, explained the model of how an emotion is generated as shown in Figure 4. The structure of production of an emotion is complicated and it is not the concentration of this paper. Therefore, the explanation will be discussed in general to understand how an emotion rises in the basic level only.

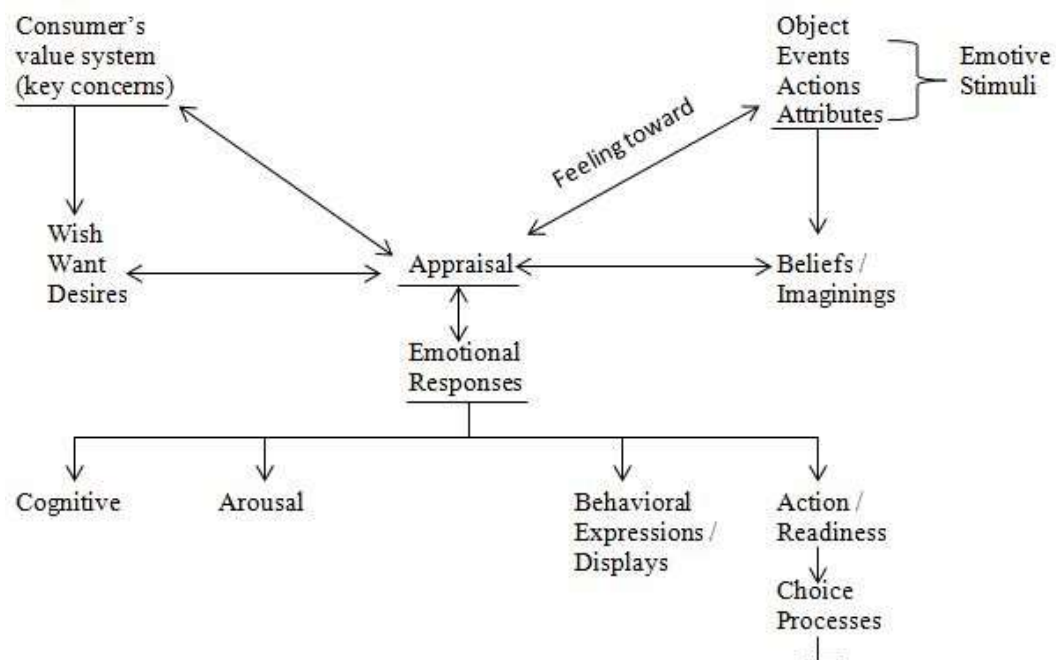


Figure 4. Production of emotion (O'Shaughnessy 2003).

As can be seen in Figure 4, there are five stages in the production of an emotion which are the value system, the emotive stimuli, the appraisal of emotive stimuli, beliefs or imaginings and the emotional responses. The responses of an emotion are the cognitive effects, arousal of feeling, expressions or displays of behavioural, the actions and the choice processes. A customer considers the value s/he perceived based on the perceived quality compared with his/her expectation (Grönroos 2007). Value is a necessary condition to evaluate alternatives, thus, a decision cannot be made if there is a shortage of value (O'Shaughnessy 2003). Along with value, the beliefs or imaginings of a customer can affect the appraisal which is the trigger for emotion to arise as mentioned. Beliefs and imaginings of a customer can be influenced by emotive stimuli toward an object such as an event, an action or an attribute. Among those stimuli, some special stimuli such as the pleasure of consumption, the processions emotion stimulus or subjective well-being are related to the source of envy and happen in the case of “keeping up with

the Joneses” (O’Shaughnessy 2003, 53). The rise of emotion is toward either a real or an imagined object.

2.3 Emotion’s Effect Decision-Making Process

As has been discussed in the model of decision making, emotion as an element of a psychological factor which influences the main part of the decision-making process and can directly affect the final outcome (Schiffman & Wisenblit 2005; Doole et al 2005; Hoyer & MacInnis 2001). In addition, as the vital role of *emotional experience* (O’Shaughnessy 2003; mentioned in Section 2.2.1), brand image is significantly affected based on the linked memory about the brand in a non-conscious way (Howell 2013). The memory comes with cognitive recognition of the brand with benefits or attractive features but it is followed by the emotional feeling. Howell (2013) states that a consumer makes a decision which is consistent with his/her desire. The decision is to manage the level of emotional arousal, which is an emotional response (O’Shaughnessy 2003). Furthermore, shopping emotion can create impulsive buying, in which buying happens without the shortage of earlier planning or needs. Lee & Yi (2008) indicated that arousal, which is the degree that one feels stimulated, excited or frenzied, is the only significant predictor of both impulsive buying intention and impulsive buying behaviour.

In addition, Lerner, Li and Kassam (2004) stated eight major themes in which emotion showed its dramatic effect toward the decision making of customers. To be more detailed, the first theme is about the influence of integral emotions in the decision-making of customers. There are two types of integral emotions which are integral emotion as a beneficial guide and integral emotion as a bias. Those integral emotions occur at both conscious and non-conscious levels. The first integral emotion refers to the fear of high risks; therefore, it drives the decision into a safe choice. On the other hand, the second integral emotion forces the decision based on one’s thought or perception despite the risks. The second theme refers to incidental emotions. An incidental emotion rises from one situation and lasts to the next situation. Even though the next situation has no relation to the source of the emotion in the first situation, the emotion still has an impact on the decision in the

next situation. For instance, the weather conditions influence the fluctuation of economic growth such as stock price decreasing on a gloomy day (Hirshleifer & Shumway 2003). Also, the third theme is about specific emotions whose arousal can be the triggers to different types of emotions based on different beliefs. In the fourth theme, Lerner et al. (2004) mention that an emotion can shape a decision via the content of thought. Moreover, the fifth theme is about the impact of emotion on the depth of thought in the decision making. Depending on the side of emotion, whether it is negative or positive, it affects differently the willingness of decision making. For instance, if an emotion is negative, more risks would appear; thus, it increases the vigilance in decision-making process. On the other hand, if an emotion is positive, a safer environment would be created; therefore, it leads to a more heuristic process in decision making. Next, an emotion can shapes a decision via goal activation and can influences interpersonal decision making, mentioned respectively in the sixth theme and the seventh theme. In the last theme, Lerner et al. (2004) argues that the unwanted effects of an emotion on the decision making can only sometimes be reduced. It means that the response of an emotion into actions is sometimes negative and sometimes it is positive. For instance, the feeling of envy either leads to harmful actions or motivated actions (Belk 2008). Thus, the unwanted effect of an emotion on the decision making requires a thorough study in order to identify the impact of unwanted effect on the decision making. Company should generate an appropriate strategy to minimize the unwanted effect of an emotion.

To sum up, an emotion has an effect upon the decision-making process of a person. Eight themes introduced by Lerner et al. (2004) focused on the overall impact of emotion into decision making. Though the impact does not concentrate on the feeling of envy as does the topic of this paper, it helps to understand the important role of an emotion in general or envy as a negative emotion in particular in decision making. The knowledge, which is about how an emotion affects the decision making, helps to support the role of the feeling of envy in the decision-making process (Chapter 3). The feeling of envy is an emotion; therefore, it rises in the way an emotion raises as shown in Figure 4.

3 ENVY AS A CONCEPT

In this chapter, a detailed discussion focusing on the feeling of envy will take place. This chapter is supported by the previous discussion about the decision making process in customer behaviour and how an emotion affects customer choice. The section of emotion helps to understand the arousal of envy particularly as one type of emotion; meanwhile, a general explanation about how a customer making decision contributes to how envy can affect customer decision.

This chapter aims to give a definition of different types of envy. In addition, some sources creating envy and how envy performs in customer purchasing behaviour will be discussed. Finally, information about the usage of envy in marketing will be illustrated as well.

3.1 What is Envy?

For years, the stories we have been told when we were young somehow illustrate the feeling of envy. The story about the humble Cinderella being struggled with her two envious stepsisters, who always envy what she has, was popular among children. Those stepsisters tried to harm Cinderella to deprive her fortunes and put her into difficulties. However, despite the hatred of the stepsisters and their evil actions, Cinderella eventually had a happy ending with her prince, while the stepsisters were punished for their wickedness (Grimm 1997, cited in Belk 2008). The relationships between Cinderella and her stepsisters illustrated the fight of kindness (Cinderella) against envy (stepsisters) which the good side would win. In addition, in the story of the Snow White and the Seven Dwarfs, which was also told by Brothers Grimm (1997), was a tale about the envy of the queen toward Snow White's beauty which led to evil and wicked actions. According to Dorothy Sayers (1949) in her book of deadly sins:

“Envy is the great leveller: if it cannot level things up, it will level them down” (Dotothy Sayers 1949, 771).

In the old concept of envy, it was considered as a sin which was not accepted in moral society since it is the catalyst for destructive actions of the envious toward the envied, for instances the cases of Grimm's tales. Belk (2008) said envy is a painful feeling that appears when people covet superior possessions of others or aware of their good fortunes, which was formally agreed by Crusius and Mussweiler (2011) and Van de Ven, Zeelenberg and Pieters (2009). They all refer envy as a harmful emotion experienced by people when they want thing possessed by others.

“Envy is a feeling of pain a person experiences when he or she perceives that another individual possesses some object, quality, or status that he or she desires but does not possess. When the envious person is unable to obtain the desired object, quality, or status that individual usually hopes that the envied person will lose the desired thing and may even conspire to make it happen” (Schimmel 2008, 18).

People tend to judge their own standards and status then compare it to what others have. In other words, it is the case of “*keeping up with the Joneses*” (McKay 2005, 28-31; Morgan & Christen 2003), which states that the nearby Joneses aspire the envious person as a “fruit of affluence” (Matt 2002). The phrase “keeping up with the Joneses” is an idiom in the English-speaking countries which refers to the desire to obtain things similar to close acquaintances.

keeping up with the Joneses is “always want to own the same expensive objects and do the same things as your friends or neighbours, because you are worried about seeming less important socially than they are” (Cambridge Dictionaries Online).

However, envy is usually confused with other negative emotions such as jealousy, covetousness, longing and resentment. Some distinctions between envy and other related concepts in traditional views will be explained in the next subchapters (subchapters 3.1.1, 3.1.2 and 3.1.3) to distinguish envy from the other emotions. It is important to understand the differences among them because other emotions have different action tendencies from envy.

3.1.1 Envy and Jealousy

As the result of using equivalently in spoken language, envy and jealousy are commonly considered similar. However, they are not (Belk 2011; Smith & Kim 2007). Jealousy arises toward our possessions while envy is for another's possession. For instance, a child might feel jealous of his sibling in the case he thinks his sibling gets more love from their parents despite the fact that he is also loved (Stearns 1999); while envy will arise if the child considers his sibling having something that he does not (Belk 2008).

Smith and Kim (2007) explained that envy typically involves two people (one lacks something enjoyed by the other or a group of people), while jealousy occurs when there is a fear of one to lose one another to a third person - a rival (three parties involved). Those two emotions are different from circumstance, appraisals and emotional experiences.

3.1.2 Envy and Covetousness, Desire or Longing

One can covet something of another by wishing to possess the thing. If covetousness targets toward an object or a thing, envy is toward the possessing of that object. Thus, one envies another who has something he covets (Belk 2008).

In addition, Smith and Kim (2007) suggested that envy usually comes with a desire or longing as a trigger of envy though they cannot be considered equivalent. Being different from envy, longing happens toward the object itself in the situation that one wants to possess the object than another has. However, covetousness also differs from desire or longing in terms of the mere ownership of object. Covetousness can occur when there is no desire (Belk 2008). To illustration, one covets another's yacht even though he does not intend to go on a ship (Lyman 1978, cited by Belk 2011). Hence, Belk (2008) said a person is envious at another when another possesses a particular coveted object, and that the envious person really wish is to be the envied person.

3.1.3 Envy and Resentment

Comparing with the feeling of resentment, envy occurs when there is a feeling of deprivation. We can feel being deprived in term of a possession of another, when we think another does not deserve what he has. Though this situation can also create resentment, resentment refers to social justice while envy is more about competing for social status (Belk 2008, Smith & Kim 2007).

In general, envy is a negative emotion which is triggered when there is perception of merit to which an individual has a belief envied person deserved well (O'Shaughnessy 2003, subchapter 2.2). This painful hostile emotion is a popular experience for most people regardless of cultures. Though envy and jealousy can co-occur, envy arises when another has our wanted thing which we cannot have, while jealousy refers to threat of losing someone to our rival. Envy is often blended by different negative characters such as hostility, resentment or inferiority when there is a comparison targeting to a person or group who have something that we desire (Smith and Kim 2007).

3.2 Types of Envy

Referring to the definition of envy, it can be divided into two types representing for two sides of envy, one is positive and one is negative. The negative side of envy is equivalent to malicious envy, whereas the good side is similar to benign envy. However, Lyman (1978, cited by Belk 2011), when discussing the seven deadly sins, suggests that benign envy is sublimated malicious envy. Thus, Belk (2011) states that if that relationship exists between malicious envy and benign envy, there should be a combination stage where benign envy and malicious envy are parts of a continuum, called mixed envy.

3.2.1 Malicious Envy

As has been discussed, envy is usually referring to malicious envy as an evil emotion of an individual with harmful action tendency. Malicious envy is illustrated typically in the example of Cinderella story. The envious person, with the presence of hostility, has a tendency to harm the envied other. S/he feels much better

when the envied other loses the position to which the envious person envy (Belk 2007; Van et al 2009; Smith and Kim 2007). In other words, malicious envy refers to ill wills and evils. The envious person is more likely to have negative actions in order to reduce the gap between the positions of the envious person and the position of the envied other. However, unfortunately, the response acts based on this negative side of envy might not improve the relative position of the envious, according to Zizzo (2003).

3.2.2 Benign Envy

On the opposite side of malicious envy, benign envy is often called “proper envy” or “non-malicious envy”, prevalent to an intense desire for something (Crusius and Mussweiler 2012). It has been introduced by several studies and scholarly works in terms of its importance in customer behaviour. This form of envy is lack of hostile and obscure evil nature of envy like its malicious counterpart (Smith and Kim 2007). Though both malicious envy and benign envy are triggered by painful experiences, opposite to the levelling down motivation of malicious envy, benign envy produces a levelling up motivation. For illustration, instead of pulling the envied person downward to our position, we improve ourselves to reach the envied person’s position (Van de Ven et al 2009; Smith and Kim 2007; Belk 2011).

Benign envy is usually blurred with admiration; however, it is benign envy, but not neither admiration nor malicious envy, which motivates one to improve himself/herself (Van de Ven et al 2011). Nevertheless, a scruple of admiring goodwill is produced when benign envy occurs. The admiring goodwill in benign envy helps to prevent harmful tendency, yet the admiration itself emphasises the distance between the one and another. When the distance is so big, the admiration curbs an individual try to level up (Smith and Kim 2007, Belk 2011). Thus, benign envy brings constructive and emulative actions instead of ill will of malicious envy that creates destructive consequences (Smith and Kim 2007).

To sum up, benign envy can be considered as a motivation factor to improve oneself, thus, it can be a desirable emotion to elicit (Milovic 2014) for an individual. As the result of its effects into buying behaviour, in marketing perspective, benign

envy helps to increase consumerism such as “keeping up with the Joneses” phenomenon (Smith and Kim 2007, Van de Ven 2011). Also, this positive form of envy can also lead to a stronger desire and motivation for the envious person to achieve the targeted object (Foster 1972) or it can inspire an individual to greatness (Mussweiler et al 2004). Moreover, competition in negotiation is also influenced by benign envy (Crusius and Mussweiler 2012b) that those who experienced benign envy, after understanding the way other people obtaining better results, can change their practices to receive similar outcomes. Table 2 illustrates different characteristics between malicious envy and benign envy in the envious person’s perspective and the envied other’s perspective.

Table 2. Envy and being envied – benign and malicious (Belk 2011).

Type	Characteristics	Envy	Being Envied
Benign			
	Deservingness	Close to what I deserve	More than I deserve
	Motivation	Striving	Humility, gratitude
	Behaviour	Desire/buy	Give/share
	Related Emotions	Admiration	Guilt, sympathy
	Desired Effect	Be loved, respected	Be loved respected; make other feel better
Malicious			
	Deservingness	Less than I deserve	What I deserve
	Motivation	Harm envied other	Conspicuousness
	Behaviour	Destroy other’s possession ¹ ; one-upmanship, ignore	Flaunt it, guard it, demonize envy
	Related Emotions	Halted	Pride, pity
	Desired Effect	Make other feel worse	Make other feel worse

¹ In world of branded replicable commodities and properly insurance, this strategy is limited or temporary in its ability to achieve the desired effect

In this paper, the power of benign envy will be discussed majorly compared to malicious envy since benign envy has bigger impact on customer buying decisions. Also, benign envy brings more benefits to a company than malicious envy. A company can take advantages from benign envy in its brand building strategies. On the other hand, malicious envy should be avoided because it makes customers turn to another brand.

3.2.3 Mixed Envy

If there is a relationship between benign envy and malicious envy, it would be the mixed envy which lies on the line between two sides of this emotion and perform both characteristics of those. For illustration, mixed envy experiencing person has a desirable admiring emotion as benign envy but also struggles with a “secret hatred of the envied other”. This combination of benign and malicious feeling can explain the complicated emotion of love/hate relationship with celebrities and how delighted we feel when they face problems (Johansson 2006).

Obtaining both behaviours of malicious and benign envy, a mixed envious person might express an admiration toward the envied other who owns an enviable object. However, at the same time, s/he might feel being deprived as s/he is more deserving. Hence, the mixed-type-envious person would seek to both acquire the desired object and clip other’s wings. In this circumstance, the envious person does not only seek to match the envied other’s relative position, but also tries to overcome them and thereby alter the envious person’s positions. An increased consumption race would assure in case the envied other responds similarity. For further details, Belk (2011) introduced a table of consumer envy with different characteristics of three types of envy as shown in Table 3.

Table 3. Types of consumer envy (Belk 2011).

Characteristics	Benign	Mixed	Malicious
Emotion toward the other	Admire	Mixed	Hate
Behavioral inclination	Emulate, BIRG	Outdo	Harm
Target others	Known or mediated	Known or mediated	Known
Goal	Level up	Invert	Level down
Relation to coveted good	Actionable	Partly actionable	Impotent
Relevant moral discourse	Upward Mobility	Social justice	Sin, crime, psychopathology
Relevant hierarchy	Individuality/affiliative cool	Individualistic cool	Social status
Amount of good	Unlimited	Scarce	Limited

Although envy is typically considered as two main categories which are malicious envy and benign envy, Belk (2011) supported by Lyman (1978) suggested that benign envy is sublimated malicious envy, and thus they are in a continuum. A changing stage would blur the boundary between those two and create a combination emotion called mixed-envy. The term of mixed-envy was introduced by Belk's study (2011), in which a consumer performs both signs of malicious actions and benign actions. To illustrate, he provides an example of mixed-envy that a thief steals an iPhone which s/he desires. The thief improves his/her position by obtaining the desired product (an iPhone) while the victim (the stolen iPhone's owner – the envied other) loses his/her position by losing the desired product. However, mixed-envy is not discussed officially as a type of envy and its effects in customer behaviour are not so clear. Thus, mainly the benign envy is discussed later in this paper.

3.3 Sources of Envy

As it has been mentioned in the previous chapters, the emotion of envy occurs when there is comparison with another who possesses a superior or a coveted object that we do not have (O'Shaughnessy 2003, Belk 2007, Van de Ven et al. 2009). However, there are different sources of envy. By understanding the reason why we feel envy or to whom we have an envious feeling toward, it dramatically

helps us to study the performance of envy in customer behaviour or how it affects buying decision of a customer, followed by the purpose to build a marketing strategy for customer consumption.

3.3.1 Traditional Sources of Envy

Tradition studies have found that envy is provoked majorly by upward comparison with another person. The comparison is based on similarity and self-relevance of the comparison domain (Smith and Kim 2007) or social comparison, social justice and cultural capital (Belk 2011).

Envy is a type of emotion, hence it presents the basic characteristics of emotion and how it is generated (subchapter 2.2). There are two parties for envy to appear, one is the envious individual and one is the envied person (Hill and Buss 2008). Additionally, an object of the envied other that the envious person wants is required (O'Shaughnessy 2003). There are millions things out there possessed by others that we might desire to have; however, there is some particular group of people that we are more likely to compare ourselves with. Smith and Kim (2007) suggested that it is easier to conduct comparison with those who are similar to us or who share some similarities with us such as gender, age or living area. We find their advantages are reachable and, thus, it provokes the feeling of being deprived (Fiske and Cuddy 2006) or not worth deserved (O'Shaughnessy 2003). Those people who have close relationship with us such as our neighbours (Grinblatt, Keloharju & Ikäheimo 2010) or peers (Makgosa and Mohube 2007) cannot only evoke the feeling of envy toward them, but also influence our purchasing decisions. The studies suggested that the public factors have more impacts on the purchase decision than private ones, which indicates that we care more about how others look at us rather than we look at ourselves. This is the reason why the other's opinions or performances have a big impact to us. Therefore, the purchases are forced into trends following and dependent on reference groups such as peers, celebrities, idols, and so on (Belk 2008, Makgosa & Mohube 2007).

On the other hand, besides the similarities that we share, self-relevance is also vitally crucial for envy to arise (Smith and Kim 2007). We can find similarities with

large group of people, but not all of them do we feel envy toward. The envied object should meet our awareness or needs to generate envy. Despite the concept of “penis envy” introduced by Freud (cited Peterson 2004), gender plays an important role in creating envy. “Penis envy” theory, which focuses on the feeling of envy between men and women toward each other, was introduced by Freud in 1917. However, envy is more typically to rise within the same sex due to the differences in “the way of seeing” between man and woman (Berger 1972). Berger suggested that women care about how they appear to others, while men care about doing actions toward women. He also stated that the targeted comparison of women is female and women use their appearance to represent their own attitudes, and what to do or not to do to them.

In addition, stereotypes of deservedness between rich and poor people and “a just-world” phenomenon in which rich people are supposed to have higher status or superiors compared to poor ones because they possess higher competences, diligences and intelligence (Belk 2011). However, those thoughts lead to the feeling of being deprived when another who is at relative level with us (Makossa & Mohube 2007) receives better things. This feeling of injustice creates the intense emotion of envy.

Another popular source of envy is the role of status perceived by human being. Status symbol is an important social phenomenon that we are seeking and striving for. Status can be considered as a valued resource (Huberman, Loch and Öncüler 2004). Huberman with his colleagues suggested that status is a sign of “competence and pursue” and can be seen as a method to achieve power and resources. The study found out that high status seeking and the desirability of a public display influence customer purchase buying creating comparisons. Status symbol is defined as a possession which is visible to illustrate individual’s social power, social position or his/her wealth. In the past years, status symbols usually performed through the possessions, servants, slaves, castles, and so on. However, Veblen (1899, cited by Belk 2011) found some other taste makers for immaterial goods which are intangibles but visible to show status of possessor.

“In our time there is the knowledge of dead languages and the occult science; correct spelling; of syntax and prosody; of various form of domestic music and household art; of the latest proprieties of dress, furniture and equipage; of games, sports, and fancy bred animals, such as gods and race horses” (Veblen 1899, cited by Belk 2011).

On the other hand, manner and attitudes or how we act also show the sign of our status which might lead to conspicuous consumption (Belk 2011) in which the desire to be envied by other people influences our purchase, apart from the efforts to avoid being envied. Performance of envy avoidance and seeking for envy from others will be discussed later in this chapter (subchapter 3.4.3) as they can affect buying behavior of customers.

Another traditional source of envy mentioned by Belk (2011) is luxury, which is also another social form of high status. Luxury and materialism (Belk 1985, Belk 2008, Srikant 2013) are methods to indicate high status. Many studies have been conducted to find the importance of luxury and materialism in customer buying behaviours. Luxury and materialism usually involve brand image and publicity image of the object and the possessor, which significantly influence how other look at the possessor and create envy (Srikant 2013; Belk 2011; Berger 1972). This source of envy is also related to conspicuous consumption of customers which will be illustrated in subchapter 3.4.3.

To sum up, traditional sources of envy involve social status seeking via obtaining luxurious products or how social positions are shown and looked at by others. It is the comparison toward someone who is slightly above our social status that can easily evoke envy. If the gap of difference is big, the emotion becomes an admiration (subchapter 3.1.3). Moreover, the envied person needs to have similarities and self-relevance comparison domain with the envious person to generate the feeling of envy. Envy purchases are not only affected by the envious feeling of the envious individual but also by the reactions of the envied person toward others whether he avoids being envied or is seeking being envied. Those envy purchases shown in different buying effects included in conspicuous consumption (subchap-

ter 3.4.3). Also, the envious person is likely to involve in impulsive buying (Crussius & Mussweiler 2012) and willing to pay more (Huberman et al 2004) which are discussed later in the performance of envy in customer behaviors shown in subchapter 3.4.

3.3.2 Development in Sources of Envy

As the result of changes in human social structure, technology as well as the development in living standards, the sources of envy have recently changed to adapt into the changes in human lives. Belk (2011) suggested some reasons which contribute to the change of tastes and consumer styles provoking envy. The reasons involve development in brand marketing toward mass produced branded objects and the ability to used different marketing methods to make social comparison. For illustration, Belk (2011) mentioned six major changes affecting consumer culture:

1. Products are now more diverse with their own recognitions by brand image, model names or personality which are created by marketing activities. The selection of products has dramatically widened for customers.
2. Significant development in payment method for both companies and customers. Moreover, customer income is much varied compared to old time.
3. The increase of urban area taking over rural areas helps to increase the effectiveness in product distribution and diverse product assortment.
4. Possessions are used as the key signs of identity and initial impression creating.
5. Customers can be reached effectively via mass media, store displays and advertising.
6. The Internet plays a dominant role in selling and buying cultures as well as provides an environment for reaching enviable sources.

Due to those changes, the importance of publicity image has increased as customer culture has changed to be a democracy of aspiration and desire, which leads to the democratisation of envy. Thus, Belk (2011) found out that the impact of those changes is also toward the nature of envy. It was said that the trigger for either

emotion or envy requires an object and a known envied person (O'Shaughnessy 2003); however, as the result of mass media, the envied other can be an anonymity. In other words, it is literally real today that individuals coming to society can be lack of identity, without a name or a status. Also, the ability to access information and easily move around different areas can create possibilities to reach anonymity. Analysed in the study about "keeping up with the Joneses" by Matt (2003), the phenomenon of rural people coming to a bigger city for job seeking or better opportunities has shown that good appearance and clothing help in having good jobs. It means we can be assumed to have a status based on what we appear like to others instead of our real identity. Belk (2011) agreed that treatment toward us from others depends majorly on our appearance or our visible possessions. Thus, the competition in purchase can be boosted in order to obtain better treatments from. Moreover, people are more likely to judge other's possessions and compare to their own possessions. Therefore, there are more opportunities for envy to arise.

"One's neighbours, mechanically speaking, often are socially not one's neighbours, or even acquaintances and still their transient good opinion has a high degree of utility. The only practicable means of impressing one's pecuniary ability on these unsympathetic observers of one's everyday life is an unremitting demonstration of ability to pay. In the modern community there is also a more frequent attendance at large gathering of people to whom one's everyday life is unknown; in such places as church, theaters, ballrooms, hotels, parks, shops, and the like. In order to impress these transient observers, and to retain one's self-complacency under their observation, the signature of one's pecuniary strength should be written in characters which he who runs may read" (Veblen 1899, 71-72, cited by Belk 2011).

Furthermore, besides the concept of anonymity of individual with which one can be lack of name or identity in other's perception, good or object can be anonymous as well. It is because products now are mass advertised in brand and usually endowed similarity in name, features or functions in term of the brand image.

Thanks to mass media and mass media advertising as well as the development of the Internet, the customer is now easy to approach through different channels such as television, social media, or even the method of window marketing in the world of anonymity. Window marketing helps a company present its products in lavish and beautiful ways reaching not only shoppers but also passengers who pass the shop's window display. Envy is now not only evoked by a known envied other like in its traditional concepts, but also can be raised toward unreal target such as mannequin presenting an image of ideal fashion. Belk (2008) said those things can produce envy. Additionally, he suggested that as the result of the development of mass media, an envied person is now more and more anonymous; hence, the target person for malicious ill will is missing. We cannot harm somebody that we do not know. Therefore, benign envy plays a more important role in customer envy buying behaviour.

Another envious reaction toward an unrealistic object is television on which the consumer aspirations and desires can be created when we see another life on the screen. Thoughts about a better life or representatives of "what most others have" appear and affect our behaviours. In those situations of envy toward an unrealistic object presented by Belk (2011), there is no "concrete or personally known referent other". Thus, they are conspicuous objects and are more and more virtual in our daily lives. They are, along with Bandwagon, Snob Veblen effects (Leibenstein 1950), sources of conspicuous consumption, which is discussed later in subchapter 3.4.3.

Last, mentioned as a development of mass branded products, mainly based on the reachability of the Internet and the mass media marketing, customer today can be reached individually, with conspicuous display in an advertisement, and thus a consumer can experience envy. Belk (2011) claimed the Internet as a new source of envy. He explained that we are not perceived by other's position through what they upload or post on social media regarding their relationships, their lifestyles, their hobbies, what they wear, and so on as a self-expression. We can be affected by information from strangers, other's friends as long as we find an interest toward them, which can evoke envy when we want to be like them. Today, there are

numerous fan sites where people having the same interest can communicate with each other, share opinions or lifestyles. When there are similarities, social comparisons can occur (Smith and Kim 2007), while differences with other groups can create competition for “expertise and ownership of enviable possessions” (Belk 2011). Another criterion of this source is blogger’s effects on their audiences. Bloggers bring effectiveness to Word-of-Mouth and boost reliability in their recommendations to the customers. Their references and reviews about the product have a bigger impact on customer’s purchases than promises from the company. However, beside their marketing benefits, bloggers can be broadcasting about their life to build a self-image with which they can be envied by others and they assume as they are admired by other people (Belk 2011)

In conclusion, in the modern concept of envy, the envied is not only perceived in person but also in unrealistic objects such as mannequins, mediated image (blogger) or participants on the Internet who do not have a direct influence to our lives but can create social comparison and provoke envy.

3.4 Performance of Envy in Customer Behaviour

Understanding different types of envy and sources of envy in both traditional and modern concepts helps to make clear the effects of envy in customer buying behaviours. However, malicious envy is perceived as ill will which leads to harmful actions and seeking for other brands (Van de Ven et al 2009), while benign envy supports the will to purchase the same brand. Though both have power to influence customer buying behaviour, benign envy is more important to a company, thanks to its characteristic supporting brand building. In this section, performances of all types of envy which have been mentioned will be discussed; however, the power of benign envy is given more emphasis.

There are some typical consumer behaviour which are caused by envy, including price premium, brand recognition and luxury items (Zizzo 2003; Zizzo and Oswald 2001, Van de Ven et al 2009); impulsive buying (Crussius and Mussweiler 2012); and conspicuous consumption (Leibenstein 1950), The basic system of envy consumption is the willingness to purchase the envied object in order to release

the feeling of envy (Milovic 2014); nonetheless, the performance of envy in buying behaviour of customers is based on how envy is provoked and what type of envy it is.

In this subchapter, three main effects of the feeling of envy on customer behaviour will be discussed. To illustration, the willingness of the envious person to pay for the desired product, impulsive buying and conspicuous consumption are explained. However, this paper only study the role of the feeling of envy in customer behaviour by which a customer can pay more to obtain the product, or has impulsive buying tendency, or is more likely to buy luxurious items. The study will not explain every single aspect of those buying behaviour because the feeling of envy is only one of the causes leading to those buying behaviours. Thus, only knowledge related to the topic of this paper will be mentioned.

3.4.1 Willingness to Pay for Desired Product

One of the typical effects of envy in customer behaviour is supporting the willingness to pay to obtain the enviable product. Social status seeking is considered as a major cause of the feeling of envy (Belk 2008; subchapter 3.3). On the other hand, many studies about social status have found out that as the result of seeking for higher status, consumers are willing to pay more to achieve the products (Huberman et al. 2004). The effects of envy on the willingness to pay for the desired products result differently in the two sides of the feeling of envy, depending on whether the malicious envy or the benign envy arises.

For instance, the scenario about iPhone and Blackberry phone provided by Van de Ven et al (2010) studying envious reactions showed the differences in reactions between those who experienced benign envy and those who experienced malicious envy. The given scenario of the study is about a woman considers buying a new iPhone. Since the iPhone is expensive, she hesitates to make the purchase. However, when she sees her friend buy a new iPhone, she quickly makes decision to buy it as well. The scenario shows that the feeling of envy can boost the purchasing decisions by decreasing the risks evaluation. In addition, when studying further about the willingness to pay for the iPhone by giving the envious person a

chance to have Blackberry phone, Van de Ven et al. (2010) find a significant difference in the willingness to pay for the desire product between a malicious envious person and a benign envious person. For more detailed, if the envied other has an iPhone, the benign envious person is more likely willing to pay more to possess an iPhone themselves. On the other hand, if the malicious envy arises, the envious person is willing to pay more to buy a Blackberry. The result attributes to social differentiation.

Belk (2011) suggested that the result illustrates a form of “one-upmanship” in which the malicious envious person is looking for differentiation by obtaining another item different from the envied object. S/he would claim that s/he own a “more serious” BlackBerry compared to the envied other’s “frivolous” iPhone. However, a BlackBerry cannot satisfy the envious person and eliminate the envy toward iPhone’s possessor because the envious person still has not had the desired object. Thus, the painful emotion still exists and so does the comparison. On the other hand, benign envy will bring fully satisfaction to the envious person because it eliminates the desire toward an object.

To sum up, due to the major difference between malicious envy and benign envy in the presence or absence of hostile, the response in buying behaviour of customers is significantly different. Benign envy aims at levelling-up the envious by encouraging him/her to buy the desired product, while on the other side, malicious envy aims at seeking to be distinguished from the envied other by spending more for different product from the envied other’s product (Van de Ven et al. 2009, 2010). However, the reactions of malicious envy toward the envied person might not improve the relative position of the envious (Zizzo 2003).

3.4.2 Impulsive Buying

Another effect of the feeling of envy on customer buying behaviour is impulsive buying. This type of effect is more related to benign envy than malicious envy because the outcome of this behaviour is to obtain the desired product. Impulsive buying behaviour usually involves positive emotions (Park, Kim, and Forney 2006). However, benign envy as a negative emotion can be considered being a

cause of impulsive buying (Crisiuc and Mussweiler 2012a) because it can bring satisfaction to the envious person (Zizzo 2003). For instance, a woman goes shopping and she accidentally sees an outfit wore by a mannequin (the anonymous envied other – subchapter 3.3.2) in the shop. Benign envy can rises when that woman has an interest toward the outfit. She might be also envious to her imagined-self wearing the outfit (Belk 2011). Thus, she is more likely to buy the outfit even though she has not planned to buy it. Also, the woman will feel happy to have the desired product. This buying decision is called impulsive buying when unplanned product is purchased.

“Impulse buying behaviour is a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices” (Bayley and Nancarrow 1998, cited by Kim et al. 2006).

Moreover, Kim et al. (2006) argue that impulsive buying behaviour is common in fashion industry that there is a type of impulse buying called fashion-oriented impulse buying (Han, Morgan, Kotsiopoulos and Kang-Park 1991; cited by Kim et al. 2006). Also, an emotion plays a vitally important role for impulse buying to occur. Going further to the feeling of envy, Crisius and Mussweiler (2012a) claim that the feeling of envy has an impulsive side which can lead to impulsive purchase. To prove their statement, four experiments were conducted to study the impulsive side of an envious desire. The results concluded from those four experiments support the hypothesis that negative self-generated social comparison with “better-off” others can trigger envy (subchapter 3.3) as well as the impulsive behavioural tendency to obtain the coveted object. However, envy is considered as a painful emotion and it is self-threatening. Thus, people usually attempt to avoid envy and try to control their envious reactions, which require self-control capacities. In order for envy to appear, self-control should be taxed. Hence, Crisius and Mussweiler (2012a) suggested their two findings related to the relationship between envy and self-control capacities. The first finding is that when one’s cognitive resources are deprived, envy will be evoked. The second finding is that limi-

tation in human cognitive capacities provides opportunities for envy to be apparent.

“If mental capacity is contained, envy may be associated with objectively unjustifiable overvaluations of products and options that others have and may thus fuel irrationality in human decision making” (Crusius and Mussweiler 2012a, 151).

In addition, Lee and Yi (2008) found out that both arousal and perceived risks had effects on impulsive buying behaviour. Perceived risk has a negative connection with impulsive buying behaviour though it is not considerably associated with impulsive intention. On the other hand, arousal with no relation to actual behaviours plays an important role in predicting impulsive buying intentions. Besides, the buying impulsiveness trait was found to moderate the relationship between emotion and impulsive buying intention. Buyers with high impulsiveness traits are more likely to be involved to impulsive buying and they are more dominated by their emotion toward the product. However, perceived risks, including the availability of their budget for the coveted good, can restrain the actual actions.

Impulsive buying is basically the purchase decision made without planning. Usually, a customer makes a decision based on his/her wants and needs. Maslow's hierarchy of needs have identified five different levels (physiological needs; safety needs; social needs; esteem needs; and self-actualisation needs) which are the motivations affecting the decision of customers. Among those, the first two levels of needs are basic needs, the followed two levels of needs are psychological needs and the top of the hierarchy is the self-fulfillment needs. For illustration, basic needs include the needs for foods, water, warmth, rest (physiological needs) and the needs for being secured and safe (safety needs). On other words, basic needs are the needs to maintain human lives. The upper level of needs is psychological needs which consist of the needs for having friends, lovers and the needs for prestige and feeling of accomplishment. The highest level is the need for achieving one's full potential, including creative activities (as shown in Figure 5).

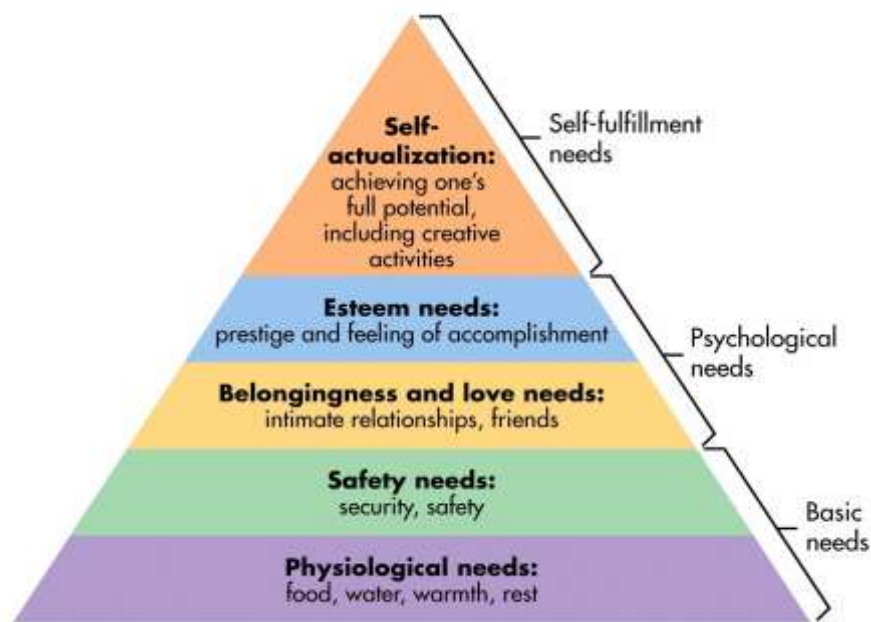


Figure 5. Maslow's hierarchy of needs (Schiffman and Wisenblit 2015, 91).

According to Maslow (1954, cited by Schiffman and Wisenblit 2015), the lower levels need to be fulfilled before the upper levels are reached. However, the appearance of envy might have influence into the final decision that customer jump to a higher level without the fulfilment in the lower one. For instance, a woman is envious her friend a luxury handbag branded Chanel; she is highly willing to pay for the handbag even though she cannot afford the bag herself. This case illustrates the situation when the perceived risk and cognition are lower than emotion (Belk 2011).

3.4.3 Conspicuous Consumption

The last buying behaviour affected by the feeling of envy in this chapter is conspicuous consumption. Conspicuous consumption in simple words is the luxurious consumption. It means that a conspicuous consumer purchases a luxurious item for the purpose of "showing off" his/her wealth and social status.

“Conspicuous consumption in its simplest form can be described as individual’s purchases of products in an attempt to display accumulated wealth and social status” (Weatherford 2013, 28).

Conspicuous consumers are sensitive to brands and luxurious products. Weatherford (2013) argues that a conspicuous consumer uses his/her purchase to communicate wealth with his/her peers. Thus, this might lead to competition in consumption and can provoke the feeling of envy among members in a group of people. However, people in that group are required to be at a relative level to each other in order for envy to arise. In addition, many studies implied that whenever “winning against others” is involved, people are likely willing to spend more resources, as winning can confer status. A study was conducted in five cultures (Hong Kong, Turkey, United State, Germany and Finland) in which they share one thing in common, i.e. status is a valuable source which humans are intensively striving for. In order to obtain status, people are willing to trade off some materials. Intrinsic status seeking can lead to the overconsumption of positional goods (Loch, Huberman, and Stout 2000).

As has been mentioned, the feeling of being envious is painful and unacceptable in moral society. Thus, it is a covert feeling. However, it is not the same for the feeling of being envied. Despite the avoidance of being envious, being envied might bring glamour to the envied other (Berger 1972).

“It proposes to each of us that we transform ourselves, or our lives, by buying something more. This more, it proposes, will make us in some way richer ... Publicity persuades us of such a transformation by showing us people who have apparently been transformed and are, as a result, enviable. The state of being envied is what constitutes glamour ... The image then makes him envious of himself as he might be. Yet what makes this self-which-he-might-be enviable? The envy of others. Publicity is about social relations, not objects. It promises is not of pleasure, but of happiness: happiness as judged from the outside by others. The happiness of being envied is glamour” (Berger 1972, 131-132; cited by Belk 2011).

In addition, Berger (1972) suggested three basic steps in order to process the action wanting to be the envied other. Firstly, an individual needs to be envious of his self-as-he-might-be as he is envious his own imagined image through the promotion image. The second step is to acquire the object which can make him become a target of the other's envy. And lastly, he needs to display the object to others in order to gain the glamour of being envied.

There are three types of conspicuous consumption distinguished by Leibenstein (1950) based on the consumer's motivation and strategies. They are Veblen effects, Snob effects and Bandwagon effects. Depending on the form of the feeling of envy either the *being envious feeling* or the *being envied feeling*, a conspicuous consumption results under Veblen effect, Snob effect or Bandwagon effect.

Table 4. Veblen effects, Snob effects and Bandwagon effects.

	Veblens effects	Snob effects	Bandwagon effects
Definition	buying luxurious items to show status symbols	the rarity of high quality purchases	Being identified with a particular social group
Purpose	social status	distinction	similarities
Characteristic	social status	most individuating	most comfortmist
Forms of envy	envious feeling or being envied (glamorous)	being envied (glamorous)	being envied (avoid)
Examples	competition in luxurious possession	unique products	to fit in a group
		<i>i.e. limited version of Channel bag</i>	<i>i.e. Office Chinese women buy LV bags</i>

Table 4 shows the basic information about Veblen effects, Snob effects and Bandwagon effects in order to compare those three different types of conspicuous

consumption effects in term of definition, the purchase purpose, typical characteristic, examples and which form of the feeling of envy is involved. For further detailed, a consumer under Veblen effect uses his possession to show his/her wealth and thus, s/he seeks for higher social status. Consequently, a “luxury” branded product sold in a significantly higher price than a “budget” products is an ideal option for a person to advertise his/her wealth. A customer under Veblen effects is likely to pay high prices for “the sheer pleasure of being overcharged” (Bagwell and Berheim 1996). Material display is important to the customer and s/he cares about how s/he is looked at by other people as well as s/he look at other people. Therefore, s/he might be involved in a competition of possession with other people. It can be either the result of the *envious feeling* of the customer toward another person or the *being envied feeling* by other people. As a customer aims at “showing off” his/her possession, s/he enjoys being the target of other’s envy (Bagwell and Berheim 1996; Belk 2011).

Another cognate consequence of the glamor in the *being envied feeling* is Snob effects. However, different from Veblen effects, a consumer under Snob effects, though also s/he tries to show off her/his wealth in luxurious consumption, s/he prefers to be distinguished among the crowd. In other words, in the Snob case a customer acts like a snob (Leibenstein 1950, 199). Accordingly, under the Snob effects, a consumer is more likely to buy an exclusive product which is high quality and rare (Belk 2011). For instance, in the Arabian countries, customers are seeking for unique products such as cheetah pets, super cars and so on by using their petrodollars (Lindholm 2008). In fashion industry, an exclusive product can be created by exclusive distribution (subchapter 5.2.3) or a limited-version of the product (Bickle 2011).

Having “completely symmetrical relationship” with Snob effects in conspicuous consumption is Bandwagon effects. A customer under Bandwagon effect seeks for being similar to a group of people and ability to fit in a particular social group (Leibenstein 1950). Consequently, this type of purchase brings comfort to a customer. Taking the example of the consumption of luxury brand in Asia, Chadha and Husband (2006) suggest that “coolness” may be at least as important as status

-seeking. Thus, a purchase can be made in order to be look “cool” toward other people. In Asia today, a person is perceived by what he wears; therefore, wearing luxury items is to redefine one’s identity and social position. Consumers purchase luxurious items to look cool in order to create social status. It can be considered as a motional basic for emulating the benignly envied others. The sales of luxury brands in Asian countries are extremely high compared to the European countries and the Northern American countries. For instance, 94% of Tokyo women reported that they have at least one Louis Vuitton bag while the number possessors of Gucci ones is 92%; the figures go for Prada is 57% followed by 52% for Chanel. Also, the number of luxury brand stores such as Gucci and Hermes in Hong Kong is more than in New York or Paris. Differently from the suggestion of Douglas and Isherwood (1979, cited by Belk 2011) about that modesty and humility is a traditional culture of Confucian societies in Asian countries to avoid being envy, the consumption for luxury products is high. However, this type of consumption is not ostentatious, but luxurious that the purchase is made in order to fit in the crowd instead of standing out. Thus, losing to own the item is not only a fail to fit in but also “losing face” (Belk 2008).

3.5 Envy in Fashion Marketing

As the development of urban anonymity and changes in in global consumer culture, Belk (2008) suggested that envy has become a key driver of consumer behaviour as consumers today are more likely to be affected by other’s possessions. Visible possessions can easily provoke envy more than other intangible envious objects such as individual’s traits, abilities, relationships, fame and fortune power and privilege, or freedom and happiness, or even social status. A social status today is likely to transfer to be illustrated under the possession of visible goods. Thus, marketing focusing on the feeling of envy is more and more important. In this chapter, some strategies used to provoke envy among customers will be presented. The strategies are based on how envy is triggered as well as the performance of envy in customer behaviour. The glamour of being envy can be seen as “an essence of being cool”. Since the feeling of envy is provoked when there is an envied other and a desired products (subchapter 3.1), a company can create the

feeling of envy by designing a desired product or focusing on the potential envied other.

3.5.1 The Envied Other as an Marketer

By creating an envied other, a company can encourage an envious customer to buy the product which is promoted by the envied other. There are two main types of group of people who are potential to an effective envied other to a customer. They are those who have close relationship with a customer or the celebrities.

3.5.1.1 Consumer's Social Network

As having discussed in the sources of envy, we are influenced mostly by those who have close relationship with us or share a common interest with us, such as our friends, colleagues, family members, teachers, political leaders, peers, sport heroes, entertainment figures, and so on. Makgosa and Mohube (2007) suggested that there are some people whom an individual keeps in mind when making a purchase. Those people are known as a reference group and have a certain impact on the decision making process of a person (Chapter 2). Their opinions can put pressure onto the influenced person to follow their trends and being model of that individual's purchasing. Since they have a close relationship with us, the possibility is higher for them to make our envy arise than for a stranger.

Understanding the importance of peers in our envy, Belk (2011) suggested the opposite influence that it is us to have an impact on our friends, or in another words, we become the envied other. The theory of conspicuous consumption provided by Leisbentein (1950, mentioned in subchapter 3.4.3), supported by Berger (1972), claims that the envious and the envied other can mutually affect each other purchases as long as both of them are at a relative level. The influence to each other leads to a competition in possession. As the result, in the marketing concept, Belk (2008) suggests to use this psychological implementation in marketing strategies. For instance, marketing strategies should focus on a particular group of people. Both "competition in possession" (like Veblen effects and Snob effects) and "fitting in the crowd" (like Bandwagon effects) can be used. It does not al-

ways need to be a conspicuous consumption though the feeling of envy appears more apparent in the luxurious purchases. In fashion industry, for example, trend can create both “competition in possession” and “fitting in the crowd” in either a purchase for a luxurious product or for an affordable product.

Furthermore, in service sector, benign envy can be provoked when someone sees another receive better and exclusive services. For instance, a member of a service might receive special treatments than others who do not get. Thus, it might encourage the other people to involve in long-term commitment with company to gain those special treatments (Belk 2011).

Since Word-of-Mouth plays an vitally crucial role in customer buying decision making process as discussed thoroughly in Chapter 2, Word-of-Mouth can be used as an effective method to “let users advertise their status within a community” (Nodder 2013). Word-of-Mouth is considered as the unplanned message sent from an organization to customer (Grönroos 2007). Therefore, it has a significant impact on the increase in the reliability of customer’s references. Besides the planned messages can be created by a company such as physicality of products, marketing promotions and marketing campaign including company’s promises to customers, Word-of-Mouth is much more difficult to design or to be controlled by a company. Word-of-Mouth can spread out brand image and simultaneously create benign envy (Nodder 2013). Though Word-of-Mouth can bring both negative and positive effects to a company depending on the perceived quality in a customer’s mind, if being used wisely, it can bring much benefit. On the other hand, by giving references to others, an individual can gain the glamour of being envied and thus, they can act actively with a loyalty toward a business.

3.5.1.2 Celebrities as Spokespersons

As mentioned in subchapter 3.3, besides people who are in the social network of a customer, a famous idol or a celebrity who is loved by the customer can also influence the purchasing decision of the customer. Hence, a company can take advantage of the feeling of a customer toward his/her favorite idol/celebrity by using celebrities as spokesmen for the company.

The upper classes used to be a target of admiration from other lower social classes. However, as the development in living standards and the increase of social equality, it is today the famous people and celebrities own this admiration, yet their elite statuses are not admired. Hills (2006) found that there is a distance between celebrities and their followers. In earlier opinions, although the envy evoked by peers or neighbors can easily arise, it is not the same with celebrities because their positions are perceived to be too far to provoke envy. One used to think that s/he cannot achieve the same position as his/her idol. Thus, instead of trying to be like them, s/he would prefer malicious wishes that his/her the admired other would face difficulties and lose the superior position. The comparison of unfavorable things toward a superstar happens without shame; nonetheless, one would think the superior status of celebrities is beyond his/her achievement (Alricke and Zell 2008). However, the situation has changed today as the boundaries between fans and celebrities have collapsed as well as the distance between both parties has shrunk. Accordingly, there are more opportunities for benign envy to arise (Ditmar 2008). When there are possibilities to achieve the same result as our celebrities, the superior possessions of celebrities can be models for emulation rather than immolation. It leads to marketing strategy using celebrities and superstars as the spokesmen of branded goods because if the goods are used by celebrities, their fans would be encouraged to purchase the same items as the result of benign envy.

Besides the usage of celebrities in marketing promotion, it is popular today that bloggers or famous Internet users are used as the models for consumption as well. Thanks to the development of the Internet and its influence toward consumers, companies have recently started using bloggers and famous Internet users to promote their products. Advantages of those new celebrities are that they are closer to consumers and significantly more economical in costs than superstars or other famous celebrities (Belk 2011).

3.5.2 The Desired Product

A desired product is another element which can provoke the feeling of envy in customer. The envied other is usually an outsider of a company and thus, they cannot be well-controlled. Compared to the envied other, it is easier for a company to control this element. There are various marketing strategies for a fashion company to utilize the feeling of envy of a customer.

It is known that the precursors of envy are aspiration and desire. Thus, there is a vast amount of publicity around products designed to provoke envy.

“Aspiration leads to benign envy by creating a wish to emulate what we see. Desire can lead to benign or destructive envy by creating a wish to have what we see, and to even stop others from having it” (Nodder 2013, 138).

Hence, to create an object which can produce envy, the object needs to be desirable. Nodder (2013), in his book discussing how to use deadly sins in marketing, suggested that envy can be produced by “secrecy”, “scarcity”, “identity”, “aesthetics” or “functionality”. The secrecy performs in the limited knowledge about the product, which means there are not so many people who are aware of the product’s existence. In addition, the “scarcity” refers to the low availability of product, while the “identity” illustrates the product’s identity as a desirable lifestyle. On the other hand, instead of focusing on the psychological factors, physical facts of products can also produce envy such as the appearance of a product (“aesthetics”) and its “functionality” to solve a special problem.

3.5.2.1 Luxury, Populuxe, Opuluxe and Counterfeits

As the feeling of envy has an effect on conspicuous consumption, it is essential to take advantage from the feeling of envy of customers in luxury industry. Also, the coveted object is one of major elements which contribute to the raise of the feeling of envy in customers; therefore, in marketing perspective, a company should put effort to invest in the image of luxurious products.

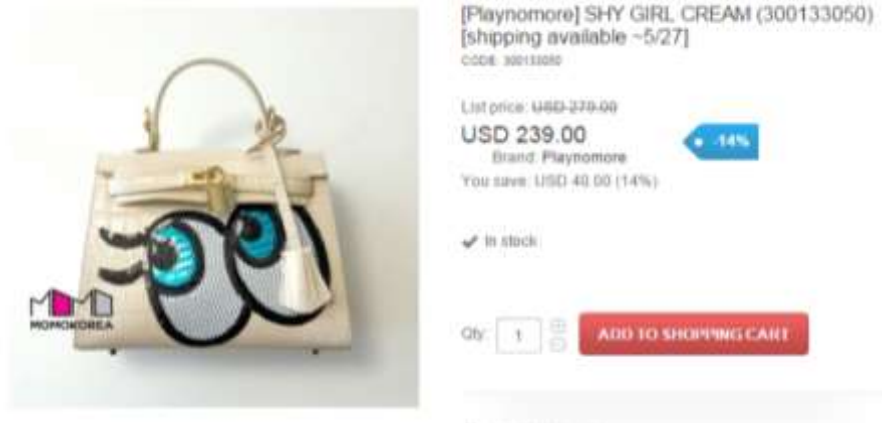
Belk (2008) suggests four different strategies to utilize the feeling of envy in luxury industry which are luxury products, opuluxe products, populuxe products and counterfeits products. The strategies are designed to take advantages from the feeling of envy of customers which performs in competition of luxurious possessions.

A luxury product is usually chosen to show one's wealth and is a method to seek for social status. It often has a "more profound concern with social injustice and malicious envy provocation" (Belk 2011). However, there are some classes of luxuries such as mansions, exclusive membership cards or luxury brands like Chanel, Gucci, Louis Vuitton and so on are recently not available for only the elite like previous time (Twitchell 2002). Consequently, customers today are more encouraged to have a desire toward luxurious products than before. Also, the increase in living standard has improved the level income of customers and therefore, a customer has more opportunities to afford a luxurious product. As the result of conspicuous consumption and the desire toward luxuries, in marketing concept, a company should focus on building luxurious brand image to take advantage of the feeling of envy of a customer (Belk 2008; Bikle 2014).

When a luxurious product is unaffordable, a customer can seek to a populuxe product, an opuluxe product or a counterfeit as an alternative (Belk 2011).

Populuxe is a way of "emulating unaffordable luxuries". This type of good is faux luxury goods. Different from a real luxury good made of high quality and expensive materials, a populuxe good is made of cheaper materials (Twitchell 2002). Therefore, a populuxe product is more affordable, yet it has a luxurious appearance which can show the owner's "taste" (Belk 2008; Hine 1987, cited by Belk 2011). However, this type of good is different from counterfeit that it has its own brand name. For instance, a bag under brand PLAYNOMORE (Korean brand) shown in Picture 1, has a luxurious appearance as Hermes Birkin bag shown in Picture 2. However, the Hermes Birkin bag made of high quality crocodile skin has the price approximately 46500 US dollars (Portero selling website) while the PLAYNOMORE with a similar look costs only 239 US dollars (monokorea sell-

ing website). Thus, a customer can buy an affordable PLAYNOMORE bag and can still show her taste through the cognate luxurious look of Hermes Birkin.



Picture 1. PLAYNOMORE bag (monokorea website).



Picture 2. Hermes Birkin bag (Portero website).

Another strategy to use in marketing is opuluxe which was introduced by Twitchell in 2002. Twitchell claims that some luxurious brands today such as Prada, Gucci, Montblanc, and so on become more possible to be obtained by customers. Those brands produce more mass marketed products which are under the premium brand but they are more affordable. For examples, approximately 75 percent of revenue of those brands comes from less expensive accessories such as key-chain, wallets, socks and so on (Belk 2011).

The final strategy to use in fashion marketing is counterfeit imitations including “genuine fakes” products which are even cannot be distinguished from the original product (Chadha and Husband 2006). A counterfeit imitation is a fake clone of original which is advertised under the brand of the original product and thus, it takes advantage of the brand image of the original one. However, since the owner of a counterfeit imitation is aware of the counterfeit status of his/her possession, it might not be effective to eliminate the feeling of envy inside him/her toward the envied other who owns “the real thing” (Belk 2011).

3.5.2.2 Promoted Place, Pricing and Distribution

As has been discussed, a mannequin can act under role of the envied other (Belk 2011; subchapter 3.2.3). A customer sees a mannequin wearing clothes as a fashion ideal and thus, s/he can be envious toward the mannequin. However, since the mannequin is anonymity, a customer cannot harm the mannequin. There is no chance for malicious envy to rise; instead, benign envy is provoked. Therefore, a customer is more likely to buy the product wore by the mannequin. In marketing concept, a company should use mannequins to promote products.

In addition, besides using mannequin, an outfit can be promoted by window display. Lavish display of merchandise does not only affect shoppers but also to anyone passing by. A passenger can accidentally be attracted by a beautiful outfit. S/he is envious to herself/himself image, then s/he decides to buy the outfit (Berger 1972). Thus, by designing attractive window displays, a fashion shop can increase the impulse buying of customers (Belk 2011). Moreover, impulse purchase can also be supported by impulse placement where a product can easily catch a

customer's attention. Impulse placements are usually places nearby cashier table where every customer passes by. In fashion shop, those places are good for small products such as nail polish, socks, and so on (Bickle 2014).

Besides using physical stores and product display, a company can use the Internet as a marketing strategy. A customer can be affected by an anonymous envied other who is on the Internet (subchapter 3.3.2). The Internet helps to spread out the image of a product as well as the envied other. Consequently, there are more opportunities for a potential customer to raise his/her the feeling of envy toward the promoted object and the anonymous envied other.

Taking advantage of the customer behavior in conspicuous consumption, in fashion industry, an exclusive distribution strategy can be used. Exclusive distribution means the good is only available in limited stores, which makes the product be rare and difficult to be obtained. This type of strategy has two types of values which a fashion marketer should have an attention on. An intrinsic value is the value of the product a customer looks at herself/himself while an extrinsic value is the value of product viewed by other people (Bickle 2014). Thus, an intrinsic value is more likely to be perceived by a customer who experiences the *envious feeling*, while an extrinsic value is more likely to be perceived by a customer who experiences the *being envied feeling* (Belk 2011).

Another strategy to use in fashion industry is massclusivity distribution. Different from an exclusive distribution, a massclusivity distribution focuses on mass market instead of limited stores. With this strategy, a retailer offers limited-edition merchandise to a mass market in order to take advantage of the customer's enthusiasm toward the product (Bickle 2014). Both exclusive and massclusivity distribution strategies are referring to a snob purchaser who seeks for the rarity of product's availability (Belk 2011; Leibenstein 1950).

Lastly, since a customer who is influenced by the feeling of envy will be more likely to pay more to obtain the product (subchapter 3.4.1), pricing strategy can be used is psychological pricing. The psychological pricing is a strategy to encourage customer to pay more when s/he feels favorable about a product. For instance,

high brand such as Louis Vuitton and authentic leather goods are using this strategy to market their products because high price is referring to high quality and luxury (Bickle 2014).

3.6 Model of Envy

Figure 6 illustrates the model of the feeling of envy. The model is made based on the earlier discussed aspects of the feeling of envy in previous subchapters.

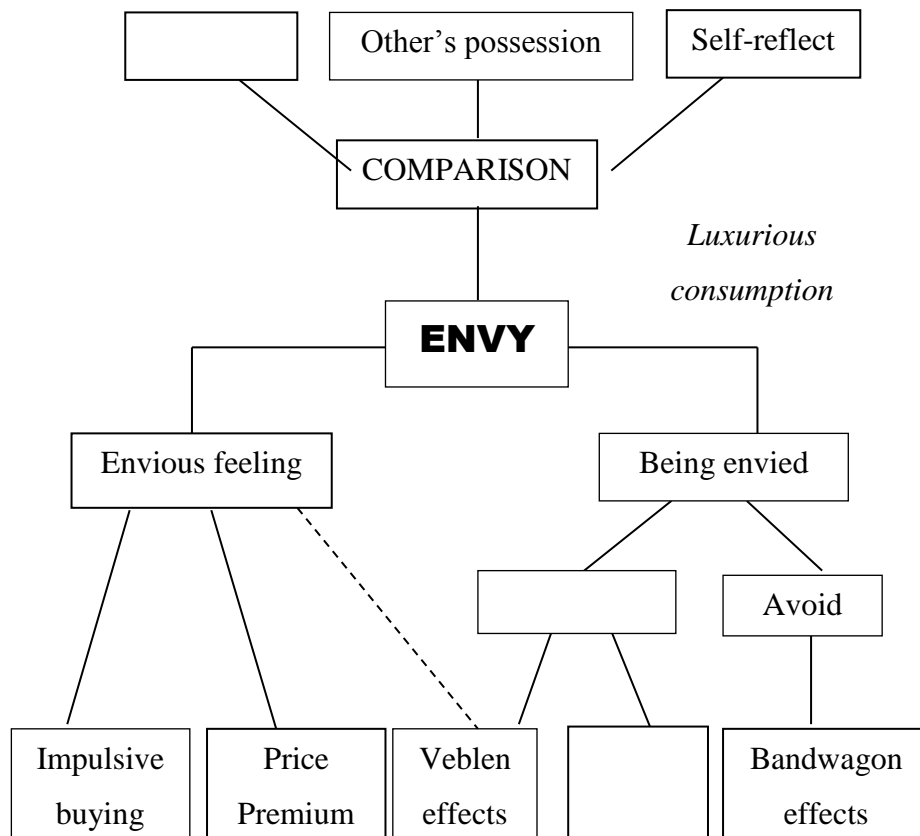


Figure 6. Model of envy.

In order for the feeling of envy to arise, an individual needs a desired object toward which s/he finds an interest and an envied other who possess what s/he wants. A self-reflection is occurred to identify her/his position. S/he is more likely to be envious with the envied other if there is a comparison with the envied other and the envied other's position is slightly above her/his position. However, not everyone can be the envied other. Only those who have a connection with us or

have a close relationship with us can provoke our envious feeling toward them (subchapter 3.1).

There are two forms of the feeling of envy which have different results in customer buying behavior. If the individual experiences the *envious feeling*, s/he might be involved in impulsive buying or willing to pay more to obtain the product (subchapters 3.4.1 and 3.4.2). On the other hand, if the individual experiences the *being envied feeling*, s/he is more likely to be involved in luxurious consumption. However, depending on whether the *being envied feeling* brings glamour or not, her/his buying behavior will be under Veblen effects (glamour) and Snob effects (glamour) or Bandwagon effects (avoidance) (subchapter 3.4.3)

Based on the effects of the feeling of envy on customer behavior, a company can take advantage of the feeling of envy by creating an envied other and uses him/her as a marketer for the product; or designs a desired product (subchapter 3.5). The feeling of envy is an emotion and thus, it retains the typical characteristics of an emotion (subchapter 2.2) as well as has a certain impact on the decision-making process of a customer (subchapter 2.1).

4 RESEARCH METHODOLOGY

In this chapter, research methods used in this study will be explained. The process of data collection will be also mentioned. Based on the research methods to collect data, the validity, the reliability and the limitations of the research are discussed.

4.1 Research method

There are two main types of research methods which are the qualitative research method and the quantitative research method. Additionally, there is an integration of those two methods called a mixed method (Creswel 2002).

A quantitative approach, according to Creswel (2002), provides post positivist claims for generating knowledge. This method includes experiments and surveys with statistical data. In other words, the quantitative research can be referred to a hypothesis testing research. In this paper, a quantitative is used by sending an online survey to different participants. Besides a quantitative research, a qualitative research is an effective method to collect data.

"Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter" (Jha 2008, 45)

In addition, Sachdeva (2009) also suggested that the technique of using qualitative method requires both data collection and data analysis. Therefore, a qualitative method approach provides in-depth understanding of a circumstance. This type of method makes claims based on majority in constructivist perspectives (Creswel 2002). Furthermore, in-depth interview can also be seen as qualitative research method as it provides text information and in-depth understanding about the situation. There are two types of in-depth interviews which are individual in-depth interview and group interview. However, in this paper, individual in-depth interviews were used to approach information from the owners of three case companies. An individual in-depth interview is integration between one participant and an interviewer. The length for an individual in-depth interview is usually 20

minutes by telephone and two hours for a face-to-face interview. Also, there is an advance version of in-depth interview by using a technology called computer-assisted personal interviews (CAPIs). This technological interview uses a semi-structured individual in-depth interview. (Sachdeva 2009). Nevertheless, in this thesis, the in-depth interview is conducted by sending text questions to participants through the Internet because the participants of the interview are too far away.

Finally, as a combination of both above methods, a mixed method is an approach by which the "researcher tends to base knowledge claims on pragmatic grounds" (Creswel 2002). This method can be considered as an integration of quantitative and qualitative research. Thus, the data collection for this method involves both numeric information from the quantitative research and text information in the qualitative research.

In this thesis, the integration of qualitative and quantitative research is used. The purpose of using the quantitative research is to approach a large group of participants to understand the role of envy in consumer behaviors. Further analyses are made based on the qualitative research by interviewing the shop's owners and two individuals. The qualitative research aims at studying the role of envy in luxurious consumption and fashion marketing.

4.2 Data Collection

"Data refers to a collection of natural phenomena descriptors, including the results of experience, observation or experiment, or a set of premises. This may consist of numbers, words, or images, particularly as measurements or observations of a set of variables" (Sachdeva 2009, 109).

There are two primary sources of data which are primary data and secondary data. The primary data is the raw data collecting from the research process from initial materials. Such data is collected directly from surveys, interviews, and so on. Thus, its reliability come from the original source and unedited information and provides exact source from which the data comes from. On the other hand, sec-

ondary data analysis is commonly known as "second-hand analysis". This type of data is usually edited and used as reference for further study and therefore it does not have creditability issues (Sachdeva 2009).

In this paper, both primary data and secondary data are used. The primary data is collected from an online survey and five in-depth interviews. The online survey is sent to Vietnamese people both living in Vietnam and living in foreign countries. However, for those who are living outside Vietnam, participants are limited in having Vietnamese nationality and having Vietnamese background. Most of Vietnamese participants living outside Vietnam are students. In addition, in-depth interview question are written in text and is sent to the interviewees in Vietnam. The participants have two days to complete the list of questions. After the submission of answers to the interviewer, a short individual interview with each participant is conducted to gain further information. When necessary primary data is collected, it is analyzed in the empirical study. Moreover, secondary data is also used in this paper, for instance, the quantitative data about the number of customer consuming luxurious bags in Asia (Chapter 3.4.3).

4.3 Reliability and Validity

The reliability and the validity of a research are important as they determine whether the research's results are usable. Both the reliability and the validity support the creditability of the research.

4.3.1 Reliability

"...The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable" (Joppe 2000, 1).

Reliability builds the creditability of the research. Reliability, in order to achieve, "consistency, or reproducibility, of test scores" need to be involved. It can be considered as the trustworthiness of the research (Fairchild, 2013).

There are four types of reliability which are the *test-retest reliability*, the *parallel forms reliability*, the *inter-rater reliability* and the *internal consistency reliability*. The *test-retest reliability* is a measure of reliability achieved by conducting the test to a group of people twice over a period of time. The results collected from both times need to be consistent. The second type of reliability is the *parallel forms reliability*, which is a measure of reliability obtained by randomly split the questions into two sets then send both sets to the same group of people. The third type of reliability is the *inter-rater reliability*, which is “a measure of reliability used to assess the degree to which different judges or raters agree in their assessment decisions”. Finally, the last type of reliability is *internal consistency reliability* which has two other subtypes which are *average inter-item correlation* (taking all the items) and *split-half reliability* (“splitting in half” all the items). The internal consistency reliability is a measure of reliability used to “evaluate the degree to which different test items that probe the same construct produce similar result” (Phelan and Wren 2005).

In this paper, the questionnaires are made in a logical way in order to avoid assumption, offensiveness, and confusion. The meaning of this paper is remained in consistency. Moreover, the study of this paper is conducted based on earlier academic studies. All theory and information in this paper are cited from reliable sources, thus, the paper maintains the reliability of those sources. The research of this paper is designed based on previous studies in the same field. The results show the consistency with the results of other previous studies, therefore, the type of reliability used in this paper is test-retest reliability.

4.3.2 Validity

Along with the reliability, the validity is vitally crucial. Though the reliability is essential, it is not enough to have only reliability. In order to be reliable, the research needs to be valid (Phelan and Wren 2003)

"Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other

words, does the research instrument allow you to hit "the bull's eye" of your re-search object? (Joppe 2000, 1)

In other words, validity is to assure to measure what it is supposed to be measure (Gregory 1992). Moreover, the information needs to be appropriate, useful as well as meaningful.

There are five different types of validity which are *face validity*, *construct validity*, *criterion-relation validity*, *formative validity* and *sampling validity* (so-called *content validity*) (Phelan and Wren 2003). The validity of this paper shows in the results of the research. The study outcomes provide a conclusion which supports the objective of this paper. The feeling of envy, after being analysed in different aspects and criteria, is proved to have effects upon customer buying behaviour with a focus on fashion industry. The analysis is also compared with other measures to increase the validity of this paper.

4.4 Limitation

In the quantitative survey, targeted participants are Vietnamese only, the research results cannot be applied to other cultures. Moreover, the total number of involved participants is 546, which cannot represent the whole Vietnamese population. The proportion of female and male participants are 55% and 45% respectively, which means the number of female participants and males participants are quite equal. Thus, the difference between the performance of envy in buying behaviour of female participants and the performance of envy of male participants in buying behaviour is not apparent. The result from the study is not strong enough to show the differences between two genders.

In addition, due to time differences and difficulties in distant interviews, all in-depth inter-views are sent online in text to companies to answer. Since the questions are set in advance, further questions to explore more information cannot be made. Moreover, due to the defects in SMEs (Small and Medium entrepreneurs) managerial system of Vietnam, two of the case companies have not had business registration (only Jubin shop has a business registration). Moreover, one case

company of AnnW Design is a very new company, and therefore, they lack of experiences in the field and the answers are more referred to their own subjective opinions. However, the other two companies have had a long history in the industry and have had certain achievements in their businesses.

Also, because both the online survey and the in-depth interviews are about fashion industry, the results of this study cannot be applied to other industries. The respondents in the online survey are not the targeted customers of luxury industry. Thus, the data is not so strong to show the role of envy in luxury industry. Although further in-depth interviews are made to collect information about customer behaviour in luxury industry, the data is from a very small group of individuals (two answers).

5 EMPIRICAL FINDINGS

In this chapter, the findings from the survey and the in-depth interviews will be discussed. The first section illustrates the results of survey collected from 546 participants. The results explain how envy influences customer buying behaviour. The second part of survey discussed further details of customer envy in fashion industry. Following the survey is the results of in-depth interviews from three different fashion shops in Vietnam and two individual interviewees. The company interviews show the role of envy in organisation's perspective and how Vietnamese fashion shop use envy as a method of their marketing strategies. The individual interviews are to find the role of envy in luxurious consumption.

5.1 Survey Results and Analysis

The survey is designed to determine how the feeling of envy affects customer behaviour in general and in fashion industry in particular. The collected data from the survey is analysed in term of the willingness to buy the desired product, the purchase purposes and the factors which can provoke the feeling of envy of a customer. The analysis aims at identifying the differences between the performance of benign envy and the performance of controlled buying in customer behaviours. The structure of the survey is shown in Figure 7.

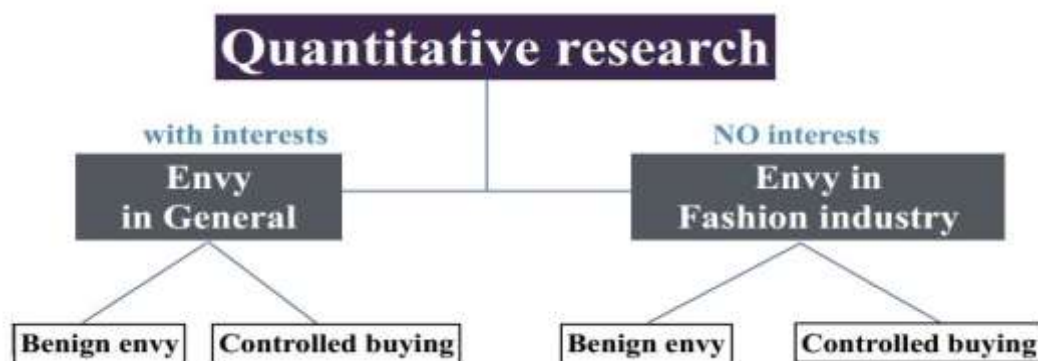


Figure 7. Survey structure.

The survey is designed based on previous studies of Van de Ven (2009) and Milovic (2014) about the feeling of envy. The first part of the survey is to study about the role of the feeling of envy in general and the second part is to study about the role of the feeling of envy in fashion industry in particular (see Appendix 1 and Appendix 2).

The study of Van de Ven (2009) states that a participant after reading a story which elicits the feeling of envy is more likely to buy the product than another person who does not read the story. Later, Milovic (2014) finds that a customer who experiences benign envy is more likely to put effort to obtain the product than those who are more controlled in their buying decisions. The study of Milovic is mainly based on the study of Van de Ven (2009) with an addition that the participants will know how a fictitious person requires the product through hard work. The study finds that an individual decides either to work hard to obtain the product or being given the product. The first case is more likely resulted in those who experiences benign envy while the second case is more likely resulted in those who experiences malicious envy or is more controlled in purchase intention. Thus, a question is given to test whether the participant has the feeling of benign envy or more controlled in purchase.

5.1.1 Backgrounds of Respondents

The survey results present the collected data from Vietnamese customers living both in Vietnam and outside of Vietnam. The survey was sent online to various Vietnamese from all over the world. The total number of respondents from the research is 546 answers. Among those, there are 376 responses from Vietnam accounting for 68,86% of the total and 170 responses from Vietnamese living outside of Vietnam accounting for 31,34% of the total. However, most of the Vietnamese living outside of Vietnam are students, since the survey was sent to Vietnamese student groups in different European countries. Those students were born in Vietnam, have Vietnamese as their native language and have Vietnamese nationality. Thus, we can assume that all the responses have a Vietnamese culture background.

Among the 546 respondents, there are 301 female participants accounting for 55% of the total, while the male responses accounts for 45% of the total (245 people). Most of the responses are from 18 years old to 35 years old which are the ages for studying and working. The ages from 18 years old to 25 years old are mostly students accounting for 72% of the total; while the ages from 26 years old to 35 years old are those who usually have had a job (Figure 8).

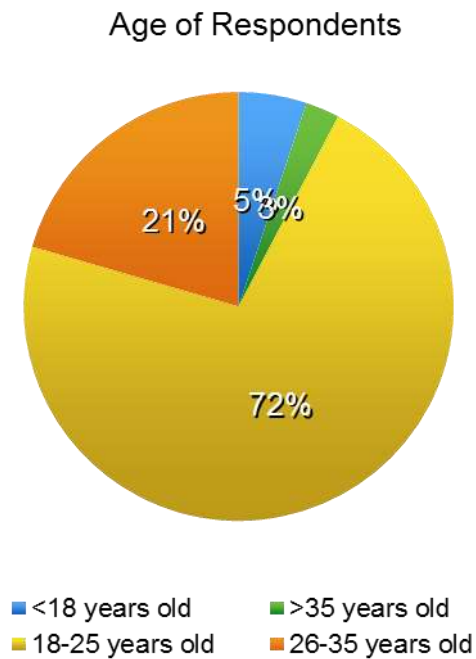


Figure 8. Age of respondents.

On the other hand, Figure 9 shows the income of respondents. Most of respondents have no income or an income of under 1000 euro per month (32% has no income while 42% has less than 1000 euro per month) shown in Figure 9.

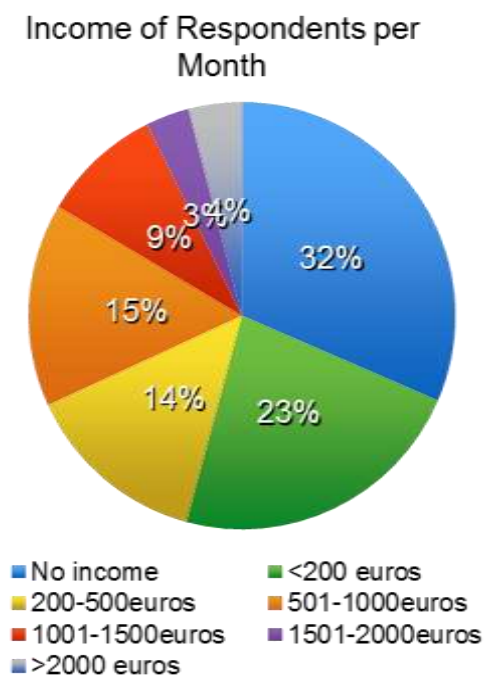


Figure 9. Income per month of respondents.

The income per month of the respondents represent quite accurately the Vietnam's economic structure that GDP per capita of Vietnam from the period of 2010 to 2014 is only 1910,5 US dollar (World Bank).

5.1.2 Survey Results and Analysis

In this subchapter, data collected from the survey will be analysis. The analysis is divided into two parts related to the two section of the survey (shown in Figure 7).

The first part is about the feeling of envy in general analysing the differences between benign envy and controlled buying in terms of the willingness to buy the desired product, the purchase purposes, and the influenced factors in the feeling of envy of customers. The analysis examines the differences in the situation when all participants have an interest in the desired product. On the other hand, the second part illustrates the analysis also about the differences between benign envy and controlled buying in customer buying decision. However, the analysis in the

second part examines the differences under the situation that not all the participants have an interest in the desired product. On other words, the first part is about benign envy and controlled buying with an interest in the product, whereas, the second part is about benign envy and controlled buying with no interest in the desired product. Thus, a comparison is conducted to see the differences among benign envy buying behaviour, controlled buying with interest and controlled buying with no interest.

5.1.2.1 Envy in General

In the first section of the survey, participants were told a scenario in Vietnamese which can be translated as below:

Imagine that you are meeting a friend who has at least one common interest with you (e.g. fashion, music, sport, car, etc.). You begin to talk about a new product release event that you and your friend are both interested in. Your friend shows you s/he has just had that new item called ABC (e.g. new Nike shoes, Channel bags, new released album, new car, etc.). S/he shows you how beautiful and wonderful the product is, and how it makes her/him happy. S/he tells you that s/he has spent efforts, time, or worked hard to earn money, or just spend lots of money to get the product. S/he is satisfied with the purchase (Translation from survey).

The scenario creates the situation in which the participant has an interest toward the “ABC product” and there is room for the feeling of envy to arise. Though the scenario is based on the study of Van de Ven (2009) about iPhone and Blackberry phone, this scenario lets the participant to have his/her favourite product “ABC” and makes sure there is an interest toward the desired product. After reading the scenario, the participants were asked whether she or he would have further questions about how to obtain the interesting product. The question is to examine whether there is a rise of benign envy among customers. The studies of Van de Ven (2009) and Milovic (2014) show that if the benignly envious person is more likely to ask for the way to acquire the product than a more controlled buying person or a malicious envious person.

There are 424 answers for “yes” (equal to 77,66% of the total). Those who have answered “yes” would be considered to have stronger performance of benign envy, while those who answered “no” would be more controlled in the buying behaviour. Those two states of psychology will be used to analyse the differences of those who have signals of benign envy compared to those who are more in buying control (with interest toward the product). The question is made based on the discussed theory that envy is produced only when there is a coveted item and a target envied other.

Based on the study of Milovic (2014) and Van de Ven (2009), by answering “no” to the question testing desire to obtain the product, a participant experiences either malicious envy or controlled buying as s/he has to considered other external factors such as risks or cognition. However, in this paper, we will assume that the buying behaviour of a customer who answers “no” is controlled buying in order to make the concept be less complex. We hypothesize that the feeling of envy makes us neglect other risks such as financial risks and thus, it forces us into buying decision. The effects of the feeling of envy on customer buying behaviour are studied based on the differences between benign envy and controlled buying behaviour. Further analysis in the section about fashion industry is also followed this hypothesis.

All participants are asked question “Would you ask further questions about how to acquire the product?” with two choices of “yes” and “no”. Most of participants (77,66%) reveal their benign envy toward other when the envied other possess some things that they want, while the rest of 22,34% would be more in control. Based on the answers to the first question, the participants are divided into two categories of “benign envy” (those who answer “yes”) and “controlled buying” (those who answer “no”). After that, the participants are asked further questions to study their buying intention toward the product “ABC” which is mentioned in the scenario. The answers are put into the degree of agreement which is a scale of five levels. The higher the number of level is, the higher in degree of agreement. In other words, answer “5” means “totally agree” while answer “1” means totally disagree. Mean value of all answers are calculated and shown in Table 5.

Table 5. Consumer envy performance and control buying performance.

Would you ask further questions about how to acquire the products?				
No = Controlled Buying, Yes = Benign envy		Mean	Std. Deviation	Std. Error Mean
Do you want to have this product?	Controlled Buying	3,15	1,15	0,10
	Benign Envy	3,87	0,78	0,04
Do you think others want to have this product?	Controlled Buying	3,08	0,80	0,07
	Benign Envy	3,46	0,83	0,04
How much effort that you be willing to spend to acquire this product?	Controlled Buying	2,98	1,13	0,10
	Benign Envy	3,55	0,97	0,05
How much effort that you think others be willing to spend to acquire this product?	Controlled Buying	2,89	0,79	0,07
	Benign Envy	3,33	0,85	0,04
If you have a similar product or old version of this product, would you be willing to buy this product?	Controlled Buying	2,52	0,96	0,09
	Benign Envy	2,95	1,06	0,05

An independent-samples t-test is conducted to compare the buying behaviours in benign envious person (“yes” answer”) and controlled buying person (“no” answer). It must be noticed, however, that the t-test was conducted based on each question, not by combining questions variables. So the significance of the results should be carefully interpreted. Based on the result collected from the t-test, there are significant differences in the scores for benign envy (“yes” answer) and controlled buying (“no” answers) conditions in term of all categories listed in Table 5 (see Appendix 3).

With the results shown in Table 5, we can conclude that the benignly envious participant has a stronger desire to obtain the object than the controlled buying person (testing “do you want to have this product?”; $M=3.87$, $SD=0.78$ in benign envy; versus $M=3.15$, $SD=1.15$ in controlled buying). Moreover, a person who is benignly envious would think that the object is also desirable to other people (testing “do you think others want to have this product?”; $M=3.46$, $SD=0.83$ in benign envy; versus $M=3.08$, $SD=0.80$ in controlled buying) and thus, they are willing to put more effort onto obtaining the product (testing “how much effort that you be willing to spend to acquire this product?”; $M=3.55$, $SD=0.97$ in benign envy; versus $M=2.98$, $SD=1.13$ in controlled buying) as well as they think other people are

also willing to put efforts to get the desired product (testing “how much effort that you think others be willing to spend to acquire this product?”; $M=2.95$, $SD=1.06$ in benign envy; versus $M=2.52$, $SD=0.96$). Also, they are more likely to purchase the product despite the already-possessed substitute than the controlled ones (testing “if you have a similar product or old version of this product, would you be willing to buy this product?”; $M=2.95$, $SD=1.06$ in benign envy, versus $M=2.52$, $SD=0.96$ in controlled buying).

Going further to examine the willingness to buy the desired product, the participants are asked how much they willing to spend for the desired product. There are four levels of payments for the participants to choose with an increase in the cost of payment. Four levels are from “paying for affordable products” and “using saving account to pay for the product” to “asking money from others to buy the product” and “pay at any costs”. The result shown in Figure 10 calculates the share of the participants willing to pay at each level. The participants are distinguished into two categories of benign envy (“yes” answer) and controlled buying (“no” answer).

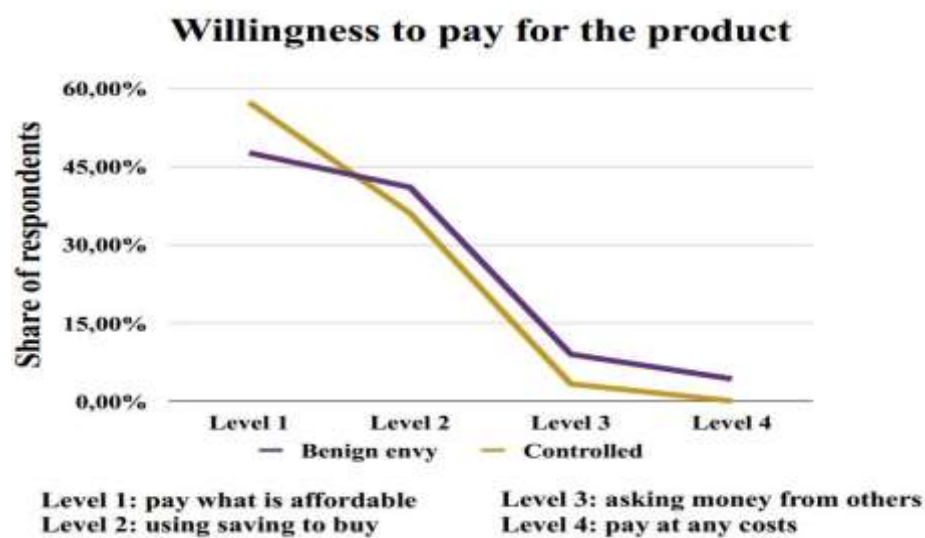


Figure 10. Willingness to buy the desired product between benign envy and controlled buying (with interest).

Figure 10 shows a difference in the willingness to spend for the desired product between the benign envious person and the controlled buying person. The willingness to pay changes as the cost for the desired product increases. Although the common trend is that the higher the cost is, the less the willingness to spend for the product is; a benignly envious person show a higher degree in the willingness to pay for the desired product. However, the difference between benign envy and controlled buying is not so significant. It is probably because, despite of the answer “no” in trying to obtain the product, the “no” answered participants still have an interest toward the desired product. Further analysis to see the difference between benign envy and controlled buying with no interest toward the desired product will be discussed later in subchapter 5.1.2.2.

Figure 11 shows the result of the question “What is the purpose of your purchase?”. The answers of participants are scaled into five levels of agreement. Level 1 is “totally disagree”; level 2 is “disagree”; level 3 is “neutral”; level 4 is “agree” and level 5 is “totally agree”. Figure 11 shows the calculated mean from the degree of agreement.

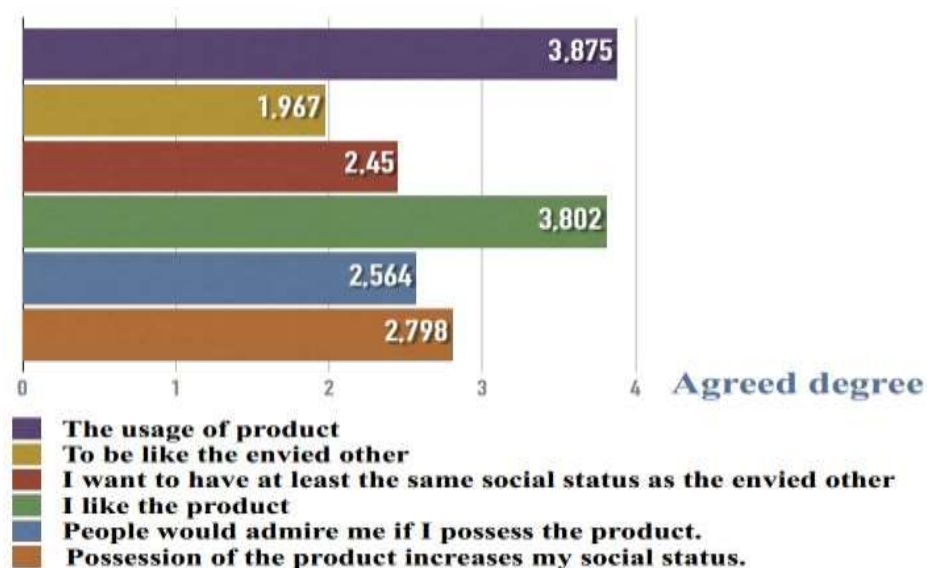


Figure 11. The purchase purposes (mean calculation).

As shown in Figure 11, a customer buys a product because s/he needs the product for a certain purpose ($M=3.875$ over 5). Moreover, when there is an interest toward the product, s/he is more likely to buy the product because s/he likes it ($M=3.802$). Other reasons of “to be like the envied other” ($M=1.967$), “I want to have at least the same social status as the envied other” ($M=2.45$), “people would admire me if I possess the product” ($M=2.564$) and “possession of the product increases my social status” are not the main purpose of the purchase. However, when analyzing the differences between benignly envious person and controlled buying person in terms of those purposes, the result changes as shown in Figure 12.

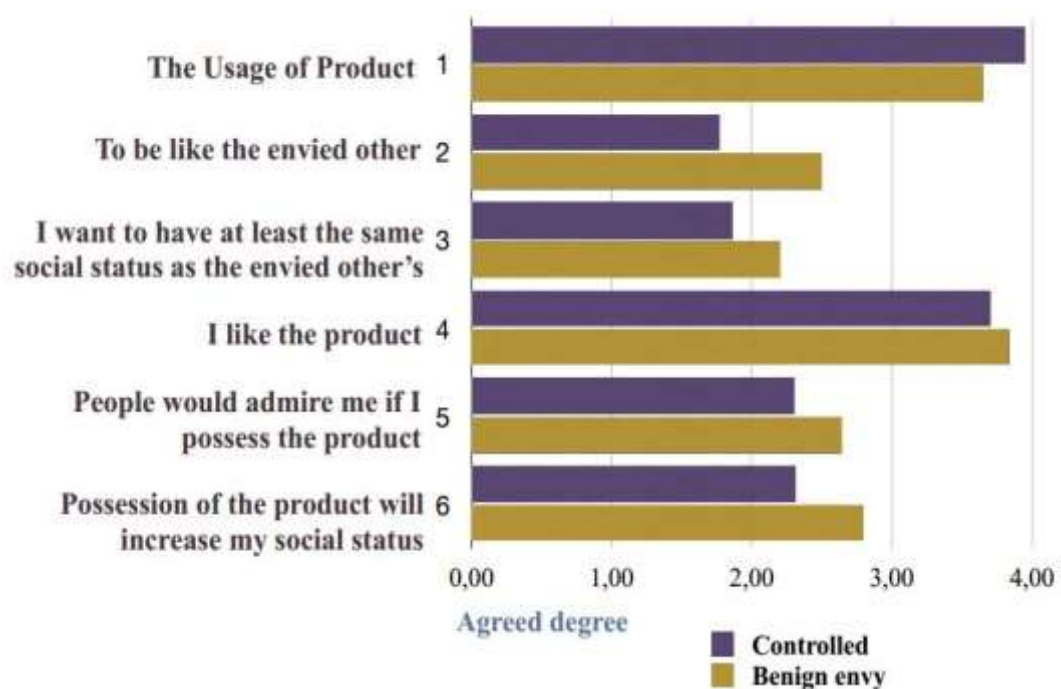


Figure 12. Differences in purposes of purchasing between benign envy and controlled buying (Mean calculation).

Figure 12 shows the differences in the purchase purposes between benign envy and controlled buying. According to the Figure 12, a controlled buying person is more likely to buy the product depending on the usage of the product. However, a benignly envious person is more likely to buy the product in order to be like the

envied other and to seek for social status. Differences are significant in the category of “to be like the envied other” and “possession of the product will increase my social status”. Therefore, a benignly envious person seems to value social status higher than the controlled buying person in terms of possessing the desired product. A benignly envious person would think that possession of a product can bring him/her a higher social status and thus, s/he can be at the same position as the envied other. Also, she is more likely to take action to eliminate the envious feeling toward the envied other than a controlled buying person.

As discussed earlier, there are certain people who can influence to our purchases and provoke the envious feeling toward them. Those people are ones who have close relationships with us or are people we have an interest in. Figure 13 illustrates the influences of those people in our purchases. The question is about “who do you most care about their possessions?”. The participants are required to put answers into the 5-level-of-agreement scale (degree increase from 1 “as totally disagree” to 5 as “totally agree”).

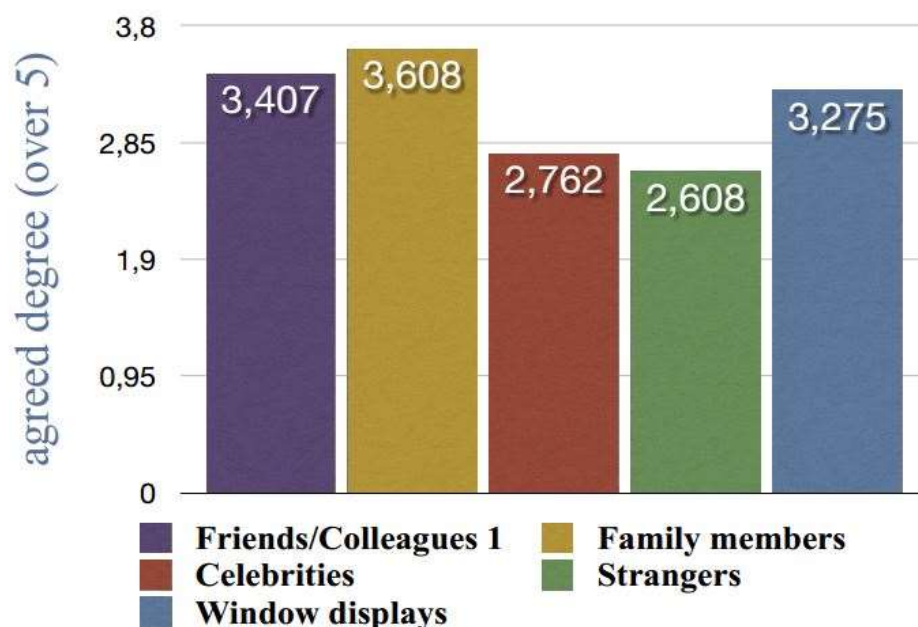


Figure 13. Influence of reference groups in a buying decision (mean calculation).

Figure 13 shows the power of influence of different reference groups by whom envy can be provoked. With the mean of 3,608, family member plays the most important role in customer buying decision, followed by a mean of 3,407 of friends or colleagues and mean of 3,275 by window displays of the product itself. In other words, we are most care about our family's member possession; then, we care about our friends or colleagues' possession. Moreover, we are also affected by the window display of the product. Friends, colleagues, family members are those who have close relationship with us while the window displays can encourage anonymity and impulsive buying. In addition, celebrities can influence our purchase decision although their power is not so strong compared to the other three categories. On the other hand, we are least affected by a stranger and his/her possession. Although the mean of 2.608 over 5 in "strangers" category is not so apparent, it states that our purchase can be still under influence of a stranger's purchase or possession because the mean value is higher than the average score over 5 ($M=2.608 > \text{Average}=2.5$).

The last question in the first part of the survey is about the willingness of whether a customer would spend more to obtain another product and claim that the other product is better than the coveted object. Answering to this question, there are only 128 participants who chose "yes", accounting for 23,44% of the total showing their malicious envy in seeking for differentiation, whereas 418 answers are "no" answers. Among those 418 "no" answers, 81,81% of the total have shown their benign envy before in the question of "Do you ask further questions on how to acquire the product?". It can be concluded that a benignly envious person is more loyal to the desired product or less likely to seek for another product than controlled buying person.

In conclusion, when there is an interest in a product, a benignly envious person is more likely to try to obtain the product than a controlled buying person. The benignly envious person is also willing to pay more and put more efforts to obtain the desired product. S/he is easier to involve into an impulse purchase and is influenced by other people. However, a controlled buying person, as putting into consideration his/her cognition of product's necessity and financial situation, buys

product in order to fulfil his/her needs as well as avoid being involved in over-consumption. In addition, a benignly envious person is seeking for social status by his/her possession and thus, s/he is more likely to compare his/her possession with another person's possession. Accordingly, it is often that a benignly envious person assumes that other people will behave the same as him/her as well as have an interest in his/her product. Also, the findings in this part state that family members and friends have the strongest impact to an individual purchase, followed by the window display factor and celebrities.

5.1.2.2 Envy in Fashion Industry

In the first section, the general performance of envy in consumer behaviour was explained. There is no significant difference between the research findings compared to the theoretical part. However, the difference between benign envy and controlled buying with an interest is not significant. Therefore, in this section, the performance of envy in a particular industry - fashion industry will be analysed to examine the difference between those two states of behaviour in more detailed, when the participant might not have an interest in the product.

This part is designed with a case of a pair of Nike shoes costing 200 US dollars. This specific desire product puts the participants into a situation that they know exactly whether they want the product or not. Moreover, the price of the product is slightly above the affordability of Vietnamese participants in the survey; therefore, the participants will have to consider risks before making buying decisions.

Since envy can only be provoked toward things an individual is interested in, the first question of this section is to identify the interest of the participants in fashion. There are 420 responses (76,92% of the total participants) emphasising an the interest in fashion. On the other hand, the other 24,08% of the total participants is not interested fashion (126 answers). Among those who like fashion, the number of female participants accounts for 57,85% or 243 answers; whereas there are only 177 male answers in this field. In the whole of 301 female participants in this survey, 80,73% of them like fashion. This is reasonable since fashion is typically an interesting topic for women.

Based on the number of people who like fashion, their fashion purchase frequency is high. For illustration, those who buy new fashion items daily (3,66% or 20 individuals), weekly (34,07% or 186 people) and monthly (35,16% or 192 people) together account for 72,89% of the total answers. In addition, there are only 5,13% of participants that hardly ever buy a new fashion item, while 21,25% of the total buy a new fashion item annually. The figures show the level of fashion involvement of the participants and how it is related with their interests. It can be seen that those who like fashion, their buying frequency for a fashion item is high.

Further study in actual buying decision in fashion show the similarity in the trend between the willingness to spend for the desired product and purchasing risks compared to the first part of “envy in general” (subchapter 5.1.2.1). When perceived risks such as financial problems (income or affordability) and cognition of the necessity of the product are strong, consumers seem to have more control before making the final decision to purchase.

In order to study the degree in the willingness to spend for the desired product, participants are asked a question “how much do you pay for fashion?”. The answers are put into five levels with an increase in the costs for fashion purchase. Five levels are trying to limit the purchases, spending 5% to 10% of the income for fashion, spending half of the income for fashion, spending almost all income for fashion and spending more than the ability in disbursement of the income. To be more detailed, almost 18% of them try to limit the purchase opposite to the other 2,2% or 12 people are willing to spend more than what they have (in the first part of survey, the figure is a little higher with 19 people who are willing to spend more than what they have). Moreover, most people are willing to spend 5% to 10% of their income for fashion (accounting for 63,74% of the total). The rate of 5% to 10% of the income is not too much and it is within their affordability. The lower number of 15,39% are people who would spend half of their income on fashion; while the intense desire for fashion as spending the whole income for fashion drops down to 1% only as shown in Figure 14.

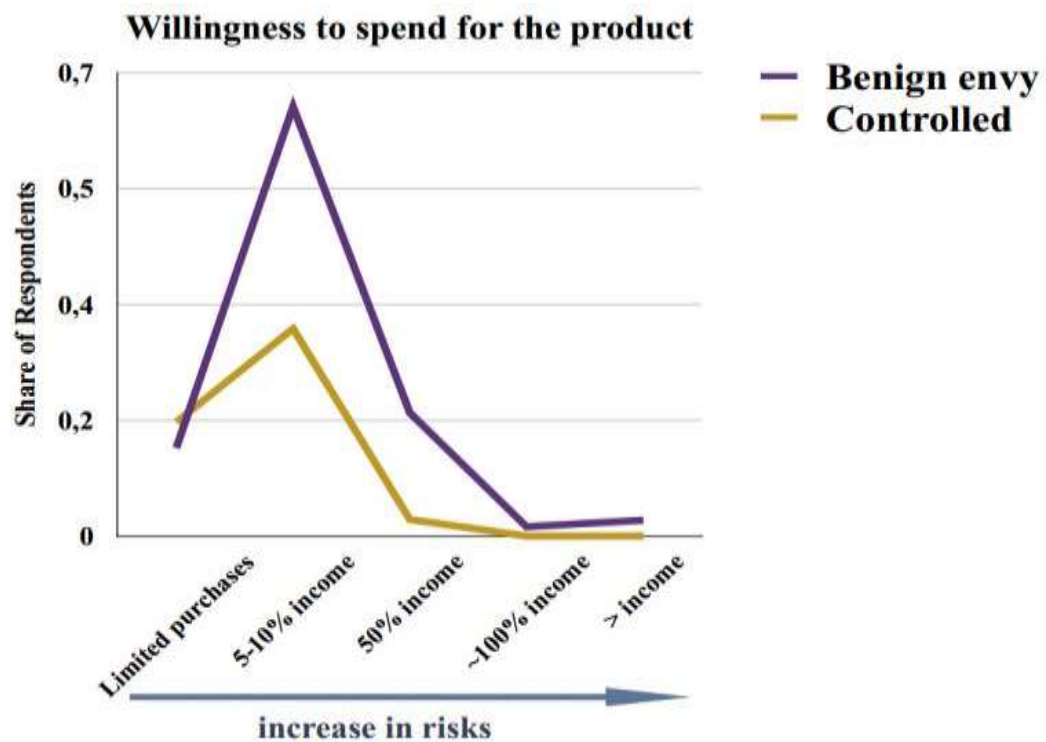


Figure 14. Willingness to spend for the product in benign envy and controlled buying with no interest.

Figure 14 shows the difference in the willingness to spend for the desired product between the benignly envious person and the controlled buying person with no interest in fashion. The willingness to buy changes as the cost for the desired product increases. Though the common trend is that most people spend 5% to 10% of their income on fashion; a benignly envious person shows a much higher degree in willingness to buy the desired product compared to a controlled buying person (with no interest in fashion). Despite the difference in the level of risks that Figure 10 has four levels and Figure 14 has five levels, both Figure 10 and Figure 14 illustrate the increase in purchasing risks on the horizontal axes of the figures. Comparing the differences in benign envy and controlled buying in Figure 10 and Figure 14, it can be concluded that an interest in the product has an impact on the willingness to buy. To illustrate, the degree of the willingness to buy in the benign envy condition is the strongest, followed by the controlled buying with an interest

in the desired product; whereas, a controlled buying person with no interest in the product has the lowest degree in the willingness to buy.

Moreover, based on the hypothesis about benign envy and controlled buying (mentioned in subchapter 5.1.2.1 about envy in general), by answering the question “do you like fashion?”, the participants are grouped into two categories which are “yes” answers and “no” answer. The participants who answer “yes” to the question are considered to be more likely to behave benign envy in their buying behaviour; whereas, the participants who answer “no” to the question are considered to be more likely to perform as controlled buying customers. An answer “yes” to the question means the participant has an interest in fashion as well as possibly puts effort to obtain the desired product and therefore, s/he is more likely to perform as a benignly envious customer in his/her purchasing behaviour. On the other hand, a “no” answers means the participant has no interest in fashion and thus, s/he is more likely to have no interest in the desired product. Also, s/he has less motivation to buy the product beside the consideration in product’s necessity and purchasing risks evaluation.

In order to study the difference in purchasing behaviour of benignly envious person and controlled buying person (with no interest toward the product), all participants, after being divided into two categories of benign envy (“yes” answers) and controlled buying (“no” answers) based on the question “Do you like fashion?”, are asked different questions to test their buying behaviour. Answers are put in a 5-level scale with an increase in agreement. Level 1 means “totally disagree” while level 5 means “totally agree”. The results are then calculated in mean values. An independent-samples t-test is conducted to compare the differences between benign envy and controlled buying behaviour. It must be noticed, however, that the t-test was conducted based on each question, not by combining questions variables. Hence, the significance of the results should be carefully interpreted. The results show in Table 6 (full t-test results shown in Appendix 4).

Table 6. Benign envy behaviour and controlled buying behaviour in fashion industry.

Do you like fashion?				
No = Controlled Buying, Yes = Benign envy		Mean	Std. Deviation	Std. Error Mean
Buy trendy clothes	Controlled Buying	2,54	1,02	0,09
	Benign Envy	3,27	1,01	0,05
Brand is very important	Controlled Buying	2,71	0,94	0,08
	Benign Envy	3,25	0,99	0,05
Imagine myself with the clothes then buy them	Controlled Buying	3,10	0,98	0,09
	Benign Envy	3,75	0,89	0,04
I am willing to pay more for trendy clothes	Controlled Buying	2,15	0,88	0,08
	Benign Envy	3,51	0,97	0,05
I am willing to pay more for luxury brands	Controlled Buying	2,46	1,04	0,09
	Benign Envy	3,14	1,11	0,05
I like clothes which can make good impression to others	Controlled Buying	2,71	1,06	0,09
	Benign Envy	3,30	0,99	0,05
Appearance can show my social status	Controlled Buying	2,56	1,07	0,10
	Benign Envy	3,07	1,05	0,05
Appearance can show my characteristic	Controlled Buying	3,06	1,20	0,11
	Benign Envy	3,48	1,04	0,05
Appearance can affect how others treat me	Controlled Buying	2,89	1,15	0,10
	Benign Envy	3,26	1,08	0,05
If I want to be like someone, I buy similar thing like theirs	Controlled Buying	2,22	1,03	0,09
	Benign Envy	2,37	1,09	0,05
If my friends have my desired product, i would buy the product as well	Controlled Buying	2,51	1,10	0,10
	Benign Envy	2,64	1,13	0,06
I usually buy things on Internet	Controlled Buying	2,76	1,08	0,10
	Benign Envy	3,04	1,10	0,05
I am influenced by celebrities and want to have things they possess	Controlled Buying	2,08	0,93	0,08
	Benign Envy	2,82	1,06	0,05
I am likely to buy things my favourite idol speaks about	Controlled Buying	2,14	0,98	0,09
	Benign Envy	2,55	1,08	0,05
I like to buy thing that my friends or my family members have.	Controlled Buying	2,63	1,00	0,09
	Benign Envy	2,75	1,04	0,05

Based on the t-test result (see Appendix 4), there are significant differences in the scores for all categories listed in Table 6 for benign envy (“yes” answers) and controlled buying (“no” answers) conditions, except three categories of “if I want to be like someone, I buy similar things like theirs”, “if my friends have my desired product, I would buy the product as well” and “I like to buy thing that my friends or my family members have”. The term “significant difference” means the difference between benign envy and controlled buying in term of different categories is apparent even in small sample of participants. On the other hand, if there is

no “significant difference”, it means the difference in a small sample of participants is not apparent or it cannot be concluded that a benignly envious person “really” behave in a different way than a controlled buying person. In other words, they are not different at all even though the mean values are different.

The first five questions in Table 6 test the role of fashion trend in customer buying decision, the sensitiveness of a participant toward a fashion brand and the degree of the willingness to spend for a desired fashion item. According to the mean values calculated for each category, the result suggests three findings. Firstly, in fashion industry, a benignly envious person is more likely to buy trendy clothes than a controlled buying person with no interest toward the fashion (testing score “buy trendy clothes”; $M=3.27$, $SD=1.01$ in benign envy; versus $M=2.54$, $SD=1.02$). Secondly, a benignly envious is more likely to pay more to obtain a fashion product while a controlled buying person with no interest toward the fashion is not (testing score “I am willing to pay more for a trendy clothe”; $M=3.51$, $SD=0.97$ in benign envy; versus $M=2.15$, $SD=0.88$ in controlled buying). It means a person have an interest toward fashion is more sensitive to trend than another person with no interest. Lastly, a benignly envious person is more sensitive to brand (testing score “brand is very important”; $M=3.25$, $SD=0.99$ in benign envy; versus $M=2.71$, $SD=0.94$ in controlled buying) and they are willing to pay more for a luxury fashion brand (testing score “I am willing to pay more for luxury brands”; $M=3.14$, $SD=1.11$ in benign envy; versus $M=2.46$, $SD=1.04$ in controlled buying) than a controlled buying person.

Moreover, when testing the aspects how a participant evaluates the role of appearances through fashion, the obtained results suggest that a benignly envious person values the role of his/her appearance higher than a controlled buying person. A benignly envious person cares more about their appearance in other people’s mind and s/he uses fashion as a method to make impression to other people (testing score “I like clothes which can make good impression to others”; $M=3.30$, $SD=0.99$ in benign envy; versus $M=2.71$, $SD=1.06$ in controlled buying). In addition, a benignly envious person thinks that the appearance can show his/her social status (testing score “appearance can show my social status”; $M=3.07$, $SD=1.05$ in

benign envy; versus $M=2.56$, $SD=1.07$ in controlled buying) as well as his/her characteristic (testing scores “appearance can show my characteristics”; $M=3.45$, $SD=1.04$ in benign envy; versus $M=3.06$, $SD=1.20$ in controlled buying) and thus, it affects the way other people treat him/her (testing score “appearance can affect how others treat me”; $M=3.26$, $SD=1.08$ in benign envy; versus $M=2.89$, $SD=1.15$ in controlled buying). On the other hand, a controlled buying person does not value the appearance that high.

In further analysis on the influenced reference group of people, the participants are asked the role of different reference groups as the envied other of the participants. According to the t-test (see Appendix 4), there are significant differences in three testing scores of “I usually buy things on Internet”, “I am influenced by celebrities and want to have things they possess” and “I am likely to buy things my favourite idol speaks about”. Based on the mean values collected from the three categories in benign envy condition and controlled buying condition, the result suggests four findings:

1. A benignly envious person is more likely to be involved in online shopping ($M=3.04$, $SD=1.10$ in benign envy; versus $M=2.76$, $SD=1.08$ in controlled buying).
2. A benignly envious person is more influenced by his/her favourite celebrity's fashion style ($M=2.82$, $SD=1.06$ in benign envy; versus $M=2.02$, $SD=0.93$ in controlled buying).
3. A benignly envious person is more influenced by the product advertised by his/her favourite celebrity or idol ($M=2.55$, $SD=1.08$ in benign envy versus $M=2.14$, $Sd=0.98$ in controlled buying).

However, as mentioned previously, the three scores of “If I want to be like someone, I buy similar thing like theirs”, “If my friends have my desired product, i would the product as well” and “I like to buy thing that my friends or my family members have”, based on t-test (see Appendix 4), the results show that there is no significant difference between the two condition benign envy and controlled buying. Thus, it can be concluded that both benignly envious person and controlled

buying person with no interest in fashion are affected by friends or family member's purchases. Also, a possession of a desired product by some stranger does not seem strong enough to influence a buying decision of a person either there is a benign envy or controlled buying behaviour. It is an interesting finding for a fashion company to put effort to use those reference groups as the effective marketers.

In addition, the participants are asked further questions about their buying behaviour in luxurious consumption. The question is "If the desired product is beyond your affordability, what would you do?". The participants are given four solutions representing for the buying behaviour of opuluxe, alternatives from other brand, and counterfeits or trying to obtain the desired product, the results show in the Table 7.

Table 7. Purchase solutions when the desired product is beyond affordability.

Do you like fashion?		N	Mean	Std. Deviation	Std. Error Mean
Opuluxe	Controlled Buying	126	2,98	1,23	0,11
	Benign Envy	420	2,96	1,14	0,06
Alternative from another brand	Controlled Buying	126	3,13	1,15	0,10
	Benign Envy	418	3,39	1,09	0,05
Counterfeits	Controlled Buying	126	2,19	1,18	0,11
	Benign Envy	418	2,24	1,24	0,06
Try to obtain the desired product	Controlled Buying	126	3,16	1,19	0,11
	Benign Envy	418	3,71	1,06	0,05

An independent-samples t-test is conducted to compare the solution for luxury product in benign envy and controlled buying conditions (see Appendix 5). It must be noticed, however, that the t-test was conducted based on each question,

not by combining questions variables. Thus, the significance of the results should be carefully interpreted. Based on the t-test results, there is only a significant difference in the score “try to obtain the design product” for benign envy (“yes” answers) and controlled buying (“no” answers) conditions. On the other hand, the other three categories of “opuluxe”, “alternative from another brand”, and “counterfeits”, when testing the mean values of these two conditions, there is no significant differences between benign envy and controlled buying in terms of opuluxe ($M=2.96$, $SD=1.14$ in benign envy; versus $M=2.98$, $SD=1.23$ in controlled buying), counterfeits ($M=2.24$, $SD=1.24$ in benign envy; versus $M=2.19$, $SD=1.18$ in controlled buying) as well as searching for alternatives from another brand ($M=3.39$, $SD=1.09$ in benign envy; versus $M=3.13$, $SD=1.15$ in controlled buying). Therefore, it can be concluded that a benignly envious person is more likely to purchase the desired product ($M=3.71$, $SD=1.06$ in benign envy; versus $M=3.16$, $SD=1.19$ in controlled buying) instead of looking for another alternative, opuluxe or counterfeits. However, the results shown in the Table 7 is not so apparent because the given case of a pair of Nike shoes is not really a luxury product and there are various alternatives in the market. As a consequence, it does not show clearly the role of envy in luxurious consumption. Therefore, an individual in-depth interview is made with two customers in luxurious consumption in order to identify the role of envy in luxury fashion brands in subchapter 5.2.2.2.

In conclusion, the results collected from the research survey has supported to the theoretical studies that envy in general and benign envy or consumer envy in particular, plays a key element to drive customer buying decision. In fashion industry, a benignly envious person is more likely to pay more for trendy clothes as well as is more sensitive to the fashion brands. The degree in the willingness to buy the desired product shows the highest level in benign envy, followed by controlled buying with an interest in the product (Figure 10) and controlled buying with no interest in the product (Figure 14) respectively. Moreover, an envious person is more likely to neglect the risks and cognition in the necessity of the product and thus, s/he tends to shorten the evaluation stage of a normal decision making process and jumps into the final decision. In addition, the analyses of both envy in general and envy in fashion industry supports the influence of family members,

friends, window displays and celebrities onto an individual's purchase decision. Those referencing groups of people are the triggers for the feeling of envy to arise. However, when testing the role of envy in conspicuous consumption, the collected results from the survey do not show an apparent conclusion although the result states that a benignly envious person is more likely to try to obtain the exact desired products rather than seek for an alternative. A reason for the unclear results is because of the background of the participants. Since 69% of the total participants has low income (no income or income less than 500 euro per month), most of participants are not the targeted customers for luxurious consumption. Therefore, they lack of experiences in luxurious consumption, which leads to confused results in Table 7. Nevertheless, further analyses in individual in-depth interviews about luxurious consumption will give a more detailed explanation about the role of envy in luxurious consumption.

5.2 In-depth Interviews

Three in-depth interviews were conducted with three different fashion shops in Vietnam. One of the shops is an online shop; one has a physical store and the last one has both types of businesses. The answers and provided information are approved by three shop owners. All information is given by the shop owners as well. The interviews were made to study the role of envy from a company's perspective as well as to learn how it is used in company marketing strategies. Questions are shown in Appendix 6 (Vietnamese version) and Appendix 7 (English version).

In addition, other two individuals are chosen to have an individual in-depth interview. Two interviewees are required to have experiences in luxurious consumption and thus, they are asked to give opinion about the feeling of envy in luxury industry. Questions are shown in the Appendix 8 (Vietnamese version) and Appendix 9 (English version).

5.2.1 Case Companies and Individual Interviewees

The interview was conducted online with the shop owner Mr. Thinh. This fashion company case has two stores in a small city in Vietnam, Nam Dinh town, called

Tamy House and Beautiful Girl. Both of them sell clothes for teen girls. Since the stores located in a small area, the company focuses on the adaptability of its products; which mean clothes can be worn in various places with multipurpose. Products are updated twice to three times a week from numerous sources with diversity in styles. The targeted customer is young girls who do not have income or have low income; therefore, the company only offers affordable clothes.

The second case company is an online shop which was established in 2015, and it is called AnnW Design. Different from the case of Tamy House and Beautiful Girl with physical stores, Mr Diep Vo as the cofounder of the company, said that the initial step of the business is focusing on the online market. The reason for this is because an online shop can save establishing costs, business running costs, costs for business places, and human resources. Due to the small size of the company and lack of physical location, the strategy of company is to create online look books and utilizing the widespread of the Internet to reach different types of customers. In addition, the company pays attention to customer relationship by providing the best service and prioritizes the benefits of customers. The main value of AnnW Design is the ability to design their own clothes with their own brand. This value helps AnnW Design to be outstanding in the market which is so full of fashion shops and intensive competitors. AnnW Design offer designed clothes for both men and women. The targeted customer is the Vietnamese youth. Though clothes are designed by the company, AnnW offers low prices to reach low income customers.

The last case company is the fashion shop called Jubin, which is located in Ho-himinh city. Running the business concept combining a physical store and a online store, the 5-year-old brand of Jubin shop has gained certain achievements. The company first started as an online shop. After two years doing in business as an online shop, the company expanded its business. A physical store ran into the market in 2012, while the second store is opened in 2015. The company, in the early years, was imported clothes from Thailand. Later, clothes are purchased from different vendors both in Vietnam and Thailand. However, since last year, the company has changed its business concept by establishing its own branded

designed clothes. The product lines are also expanded into designed accessories such as designed bags, phone cover cases. Today, Jubin offers two product lines. The first line is the mass clothing (supplied from different vendors) with lower prices and the exclusive designed clothing (branded Jubin) with higher prices. Since Jubin has a strong brand in the market for years, its designed products are expensive than AnnW's products. The Online business of Jubin is opened on the Internet through one Facebook page and two Instagram accounts. The Facebook account has 60 000 followers while the two Instagram accounts have 11 100 followers (account named Jubinteehee) and 12 100 followers (account named Jubin-shop) respectively.

For individual in-depth interviews, there are two participants. Both of them have an interest in purchasing luxurious products. The first interviewee is a 27-year-old man. He has a job with an income of 2000 US dollar per month, which can be considered as high income in Vietnam. His favourite luxury brands are Gucci and Louis Vuitton. Belts, wallets, and basic outfit items such as shirts, t-shirts are usually chosen. On the other hand, the second interviewee is a 23-year-old woman. She is a student in a University in Vietnam. Though she has not had income yet, she has financial supports from her parents for her luxurious consumptions. She likes buying bags, dresses, shoes and other accessories from Chanel, Gucci, Dior and Louis Vuitton.

5.2.2 Results and Analysis

This subchapter is divided into two parts which are the results from cases companies' interviews and the results from individual interviews. The analysis shows how the feeling of envy is used in fashion businesses and how the feeling of envy affects customer buying behaviour in luxurious purchases.

5.2.2.1 Case Companies

Having a physical store provides advantages for both the company and the customers. From the company perspectives, cheating and late payments from customers can be avoided as well as costs save for delivery can be made; whereas in

customers' perspective, they can come and try on the product. As the result from the model, there are opportunities for the company to provoke the feeling of envy in customers toward each other that when someone sees another person wearing beautiful clothes from the store, she would come and ask for the products. There are also changes to invest in window displays as it can affect to the emotions of customers and, therefore, impulsive buying can occur (Thinh 2015). Agreed by Miss Nguyet Dao of Jubin, an online and a physical shop are different levels of a business concept. One can be very popular on the Internet, yet the physical store is not. Nevertheless, customers always prefer to come to a physical store where they can try on the products. It is a factor that an online shop could never fulfil. However, business running costs for a physical store are much higher than an online one and there are limitations for the shop to reach customers from different places.

The feeling of envy of customers is one of the motivations that lead to buying decision of customers. When someone envies, they seek for status of fairness. Therefore, they desire to buy some products in order to satisfy themselves as well as suppress the feeling of envy. This is the way the feeling of envy affects business. Trend is one of the most important issues in fashion industry. Whether classic or traditional concepts can be chosen as the background of design, it brings safeness to the business, however, it lacks of opportunities of differentiation. Moreover, if the design cannot be made in a really classic look, the product's designs become backward. Although trendy designs appear to be more risky, it can create rooms for creativity and, therefore, attracts potential customers (Vo 2015).

Miss Nguyet Dao, the owner of Jubin brand, shared her business strategy in creating a consistent image of the brand. Though following trends is very important because trends represent the taste of a big share of customers, as a fashion brand, it is even more important to create a consistent of brand image in customer's mind. Thus, the tip here is to follow the trends but added value and the uniqueness of the brand have to come along with the designs simultaneously. As the concept of an online shop and a physical store is very different from each other, the image of products on online store are updated once or twice per day, on the other hand, in physical stores, the products are updated monthly. The difference is because the

concept of business. An online shop needs to be updated more frequently to catch the attention of customers. If an online shop focused on anonymity and models to display products, a physical one would use window display instead to have the same effects.

The owners of fashion shops evaluate four elements trendy, affordability, adaptability and uniqueness of their product differently from each other. While Mr Thinh (Tamy House and Beautiful Girl shops) highly values the importance of adaptability that clothes are easy to wear, Miss Dao (Jubin) votes for trend followed by affordability, uniqueness and adaptability respectively. On the other hand, Mr Diep of AnnW Design said that there is no correct order based on the importance of these aspects. However, the order suggested by him should be affordability, adaptability, trend and uniqueness. Although you are unique, there are no objects that ensure sales will increase. If you are unique but your design does not fit the current demand, your products will not sell. Affordability is the most important issue because it is the way that makes dreams and hobbies come true.

Giving opinions about luxury brands, Mr Diep Vo said that luxurious products have special customer segmentation. This segmentation is small but it generates huge revenues. Many people have stereotypes that buying luxurious products is a waste of money and people using them are showing off. However, deep down in their thoughts, they can feel envy to those people and if they can afford luxurious products, they will buy it to seek for a higher social status. Using counterfeits is a way to satisfy ourselves in case we are not able to afford authentic products. This is a dangerous buying habit because it will stimulate counterfeits manufacturing, which is illegal. On the other hand, Miss Nguyet Dao and Mr Think support the idea that luxury products can present one's social status. Miss Nguyet Dao expressed that there are some "fashion-holics" who are always eager to possess luxurious products and, thus, compete with each other in terms of their possessions. Alternatively, Mr Think added that luxury can also have negative effects beside its unaffordability, as some others might become offended of the social status showing off of others. Nonetheless, he agreed to the marketing methods at using

opuluxe, populuxe or counterfeits because those could help customers to reduce the painful feel-ing of envy and somehow show their tastes.

All three owners have an agreement on the importance of celebrities or famous people as spokespersons for a fashion shop. They claim that the impact of those people toward customers is undeniable and has the power to popularize the products' design as well as the brand image. The famous people have many social networks; therefore, many people are able to reach essential pieces of information. They are also believed to be fashion icons so that what they choose to wear may become a fashion trend immediately (Dao 2015; Tinh 2015; and Vo 2015)

In conclusion, although there are differences in the opinions of the shop owners, all three owners of fashion shop agree on the importance of the feeling of envy in customer buying behaviours. Though the application of envy in their marketing strategy is not so apparent, they use window displays and the presentation of products themselves on websites and physical shops to provoke the feeling envy. Word-of-Mouth from reference groups and products worn by customers are realized as effective methods to create the feeling of envy in customers shown in Table 8.

Table 8. Marketing strategies used by case companies.

	Online Shop	Physical store	Combination shop
Focus	Website image	Window display	Consistency between online image and physical shop
	Product's image	Product's image	Product's image
Techniques	Models Lookbooks Internet	Users WOM	Users, models WOM, Internet

The table shows the differences in marketing strategies used by fashion shops depending on the business concept. For illustration, an online shop focuses on creating desired product's image by investing on website, using models and making look-books. On the other hand, a physical store puts efforts on creating attracting window display and takes advantages of the users of the products to spread out the feeling of envy of other people. A combination of both business concepts is supposed to have both strategies used by an online shop and a physical store. However, it is essential to maintain a consistency in the shop's image on the Internet and the physical store. The online image can support the physical store and vice versa, nevertheless, if the images between those places are not consistent, unwanted effects might appear. Nevertheless, the role of the feeling of envy is agreed to have an impact on customer behaviour. When a customer feels envious to another person, s/he is more likely to put efforts to obtain the product.

In addition, when giving opinions about luxurious products, the interviewees agreed on the idea about the feeling of envy is an effective to create social status. Thus, the feeling of envy in customers can lead to the competition among customers in order to "show off" or have higher social status. However, further analysis about luxurious consumption will be discussed in subchapter 5.2.2.2 based on the interviews conducted with two luxurious customers.

5.2.2.2 Individual Interviews

The 23-year-old female interviewee though has not had income yet, is financially supported from her parents. She usually purchases premium branded products only. For under-100-dollar items, the purchase frequency is once to twice a month, while more expensive items are purchased less. She buys twice per year items less than 1000 US dollars and once a year for an item less than 5000 US dollars. However, for things under 100 US dollars, it is often that there is more than one item is purchased per shopping time. Her shopping frequency for luxurious products shows high buying degree in luxurious consumption. In addition, only premium brands such as Gucci, Chanel, Dior, and Louis Vuitton and so on are perceived as luxurious brands in her view. Besides brands, luxurious products are required to have extremely expensive price which cannot be afford by every people and the

products must have luxurious look with high quality materials. By possessing those luxurious products, the owner can show her social status as well as her high living conditions and somehow illustrates her wealth. Interestingly, the purposes of purchases are not because she needs the products, yet the possession of luxurious products can bring both the admiration and a better treatment from other people toward her.

“...if you wear a luxurious item, you look like you are from high social class. And people will treat you better... I usually buy things to expand my collections. I have a shoe collection, a bag collection which are from luxurious brands” (Interview 2015).

Consequently, over-consumption is occurred that unnecessary products are bought in order to satisfy her feeling. When there is a group of individuals who are sharing a hobby about luxurious products, one member is more likely to notice another member's luxurious possession and compete with each other. If an individual has something which is better than her/his friend's item, s/he feels “proud of” herself/himself about the possession. This feeling of “proud of” is the glamour that the being envied feeling brings to the owner of the product. On the other hand, if the interviewee's friend has something that she does not have, she feels “unhappy” and thus, she will try to buy something else different from her friend's product and believes that her item is more luxurious than her friend's. In addition, the participant shared that she can notice luxurious products and premium brands. If someone uses a counterfeit product, she will know it is not real. Moreover, she does not appreciate a “fake” product because using a counterfeit item will lower her social status. This type of possession states that she cannot afford luxury things. Nevertheless, luxury branded items can be obtained by using less expensive product lines such as wallets, lipsticks, and scarves and so on which are more expensive than other budget brands but are affordable. In addition, the participant stated that, different from mass marketed products, exclusive marketed products are not so strongly affected by trends. For illustration, an exclusive product is famous for its high quality. An exclusive product can be used for years and still be valued highly. In addition, a luxury brand usually has a certain classic designs

which have not changed due to trends. Besides those classic designs, luxurious brands also organize fashion shows to introduce their new season fashion designs. It is often that trends are created from the premium brands, for instance, gladiator sandals is the trend for this summer. Budget fashion brands take advantages of the trend by creating their gladiator sandals designs with cheaper prices.

Different from the first participant, a 27-year-old male interviewee has an income and is responsible for his purchases; thus, he behaves more controlled in his buying decisions in luxurious consumption. For more detailed, though he agrees that luxurious possession shows one's social status and brings benefits in a better treatment from other people, he avoids over-consumption and only buys things he can afford. His favorite luxury brands are Burberry, Dolce & Gabbana and he often buys clothes. The purchase purpose of this participant is to fulfill his needs and to fit in the high social class. He prefers to purchase luxury branded products because those products have good appearance and high quality compared to other budget branded products. Admittedly, the participant, though he does not want to be outstanding in the crowd and be envied by other people, feels himself more "special" than other people when possessing a luxurious item. The possession of luxurious items can affect the way other people look at the owner of the products and thus, prejudices or judgments toward the owner can be created based on his possession or appearance. However, despite of the avoidance of being envied, participant shared that he has an envious feeling toward his friends' possessions. Though the feeling is performed covertly, he tries to obtain a luxurious product and shows it off within his friends group. In his point of view, a luxury product is from a well-known luxury brands such as Chanel, Louis Vuitton, Dolce & Gabbana and so on. Therefore, it can be stated that the participant is seeking for the approval of other people. He wants other people to be aware of his luxurious consumption. This is contradicting to the avoidance of being envied. However, the reason for this contradiction is the feeling of envy is usually hidden by people.

In conclusion, though there are differences in the buying behavior of the two interviewees, they share similarities in their opinions that the possession of a luxury

product helps to gain social status and improves treatments from other people as well as affects other's judgments have on them. However, the male participant shows more controlled in his buying decisions than the female participant. When he has to consider whether he can afford the product or not, he less likely to take risks to buy the product; while the female interviewee, with her parent's financial supports, is more likely to obtain the desired product at any cost. Moreover, the female person behaves as a "snob" under Snob effects and is more influenced by Veblen effects (subchapter 3.4.3) than the male one. She is more likely to "show off" her possession and enjoys being envied by other people. On the other hand, the male interviewee is more likely to avoid other's envious feeling toward him although he is covertly "showing off" with his friends. Both of them have an intention to compete with another person in terms of luxurious possession either it is over or covert behavior.

6 CONCLUSION

In this chapter, there is a conclusion of the role of envy in customer buying decision which summarizes both the theoretical study and the empirical study. Moreover, recommendation for case companies and suggestions for future researches are mentioned.

6.1 The Role of Envy in Customer Buying Decision

Despite the limitation of a small share of Vietnamese people involved in the survey and cultural diversity in a single country, the results show an apparent influence of the feeling of envy in customer buying behaviour. Although the result analysis does not show the differences in envy toward different genders, considering fashion as particular industry of the study, female envy seems to be more active than male envy. As the majority of participants are students who are from 18 years old to 35 years old and have limited income ranging from no income to under 1000 euro per month, the performance of envy in luxury fashion brands could not be shown in the survey analysis. The reason is because the budget of the participants is far lower to afford those luxurious items, the level of cognition and perceived risks are high, thus, they restrain the production of envy in purchase decisions.

Nonetheless, the results collected from the quantitative survey and the qualitative studies, after analysing, support the importance of the feeling of envy in the buying decision making process of customers. An envious feeling toward the envied other about a coveted object can have results in price premium, being addicted to luxurious objects, impulsive buying or conspicuous consumption. For illustration, when envy is evoked in a customer, an individual is willing to pay more to obtain the product. Purchasing luxurious items is also the consequence of seeking for social status and seeking for the glamour of being envied. In other situations, those who experience envy can have a higher degree of impulsive buying intention, and thus, envious reactions can become apparent when cognition of product's necessity and perceived risks are neglected. Alternatively, competition among customers and social comparisons are the basic causes of envy arousal.

Understanding the provocation of the feeling of envy, marketers can take advantage of its effects in customer buying behaviour by designing products which are aspirational and, therefore, can produce envy. Strategies to use different reference groups who have certain impact in one's buying decision, are to utilise peers, friends, colleagues, family members as the envied other of potential customers. Besides investing on building the characteristics of the product itself in term of physical and functional elements, other soft skills such as using Word-of-Mouth and let the consumers spread their superior to provoke other's envy can be used. Also, in fashion industry, trend is a special cause of the feeling of envy. A customer, when following a trend, can compete with another person who possessed something "on trend".

In conclusion, the feeling of envy in a customer has an important role in his/her buying behaviour. Under the effect of the feeling of envy, the customer is willing to spend more for the desired product and is likely to neglect risks and cognition in the evaluation stage of decision making process. The purpose of the purchase is not for the need of the product but it is to fulfil the want of the consumer. The objective of an envious purchase is for competing with the envied other, seeking for esteem and social status, as well as for releasing the feeling of envy. The painfulness in the feeling of envy forces a customer to take action to try to obtain the coveted product or improve his/her position compared with the position of the envied other.

6.2 Recommendation for Company

Benign envy plays an undeniable role in customer behaviour. However, it is essential to notice the negative aspects of envy as malicious envy would lead customers to another brand or to search for alternatives from competitors. Malicious ill will is likely to arise when the motivation to be like the envied other cannot boost effort for improvement or the distance between the envied other's position and the envious relative position is too far. Thus, as a recommendation for fashion businesses, in order to take appropriate action to take advantages of the feeling of envy, is that the companies should create or design a product which is not beyond

the approach of the potential customer. If customers see no changes in obtaining the object, a malicious reaction would happen. On the other hand, the product cannot be so popular that everyone can have it, otherwise, it is difficult for social comparison taking place and therefore benign envy cannot be evoked. Furthermore, trend is a vitally important factor which the companies should put sufficient efforts to follow.

6.3 Suggestion for Future Researches

Since the survey was conducted among Vietnamese, it is valid for Vietnamese culture only. However, there are many differences among different cultures in which envy can perform differently. Basic differences can be seen from the language aspect that benign envy and malicious envy in different countries. For instance, the Russians call those white and black envy, whereas in Spanish they are “good envy” (*envidia de la buena*) and “envidia” (meaning envy), and so on (Belk 2011). The difference here is not only a difference in different language but also the meaning of envy under that language. Moreover, participants in this thesis represent a very small share of the population in Vietnam and do not fulfil enough requirements to be a typical sample for the whole population. Hence, a suggestion for future research is to expand the population samples and study further the differences of envy in different cultures. Besides, more thoroughly in-depth interviews should be made to increase the validity of the research. It is also that this thesis focuses on fashion industry, although some theoretical analysis about the role of envy in general had been made. Different industries have different characteristics so that the final result of this paper is valid to fashion industry only. Therefore, in future, further researches relating other industries should be made in order to examine the role of envy in different industries.

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APPENDIX 1

Khảo sát hành vi mua sắm của khách hàng

Mình là Trang. Mình đang làm luận văn tốt nghiệp. Đề tài của mình là **nguyên cứu về sự tác động của cảm xúc đối với hành vi mua sắm của khách hàng**. Bài khảo sát mất khoảng tầm 5-10 phút để trả lời và mọi câu trả lời đều được giấu tên.

A/ THÔNG TIN CHUNG

1. Giới tính ☐ Nam ☐ Nữ
2. Nơi sinh sống ☐ Việt Nam ☐ Nước ngoài
3. Độ tuổi ☐ Dưới 18 tuổi ☐ 18 – 25 tuổi ☐ 26 – 35 tuổi ☐ Trên 35 tuổi
4. Thu nhập cá nhân (ước tính) hằng tháng (tính bằng VND)
 - a. Chưa có thu nhập
 - b. Dưới 5 triệu đồng/tháng
 - c. Từ 5 triệu đến 10 triệu/tháng
 - d. Từ 11 triệu đến 20 triệu/tháng
 - e. Từ 21 triệu đến 30 triệu/tháng
 - f. Từ 31 triệu đến 50 triệu/tháng
 - g. Trên 50 triệu/tháng

B/ CÂU HỎI TÌNH HUỐNG VÀ PHẢN ỨNG

Hãy tưởng tượng bạn gặp một người bạn tên **A** hay một người đồng nghiệp có cùng một sở thích nào đó với bạn (ví dụ sở thích về công nghệ, âm nhạc, thời trang, xe, v.v).

Bạn và **A** cùng nói chuyện với nhau về một sự kiện ra mắt sản phẩm mới là **ABC** có liên quan đến sở thích của cả hai bạn. **A** nói với bạn rằng anh ấy/ cô ấy vừa mua món đồ **ABC** đó (ví dụ: một đôi giày Nike/ Addidas mới, túi xách Chanel, điện thoại, hay một chiếc xe mới, hoặc là một ngôi nhà mới v.v)

A chia sẻ với bạn rằng anh ấy/ cô ấy thích sản phẩm đó như thế nào và sản phẩm **ABC** tuyệt vời ra sao. Và **A** nói rằng anh ấy/ cô ấy đã bỏ thời gian, công sức để kiếm tiền mua sản phẩm mới, hoặc chỉ đơn giản **A** đã phải trả một số tiền lớn để có được sản phẩm mới **ABC** này.

A hài lòng với quyết định của mình.

Lưu ý: **ABC** là sản phẩm bạn quan tâm và hứng thú

Bạn sẽ hỏi **A** thêm về sản phẩm **ABC** và quá trình chi tiết làm thế nào **A** có được sản phẩm đó? ☐ Có ☐ Không

5. Vui lòng trả lời các câu hỏi dựa trên mức độ đồng ý của bạn

1=Hoàn toàn không đồng ý 2=Không đồng ý 3=Không biết 4=Đồng ý
5=Hoàn toàn đồng ý

- a. Bạn có muốn sở hữu sản phẩm **ABC**?
- b. Bạn có nghĩ những người khác cũng sẽ thích sản phẩm **ABC**?
- c. Bạn có sẵn sàng bỏ công sức, thời gian và tiền bạc để sở hữu sản phẩm **ABC**?
- d. Bạn có nghĩ rằng những người khác cũng sẽ bỏ công sức, thời gian và tiền bạc để sở hữu sản phẩm đó?

6. Nếu như giá của sản phẩm “ABC” vượt quá khả năng chi trả của bạn, bạn vẫn sẵn sàng chi trả để có được sản phẩm “ABC” hay không?
- Tôi chỉ mua những thứ nằm trong khả năng chi trả của tôi.
 - Nếu chỉ đắt hơn 1 chút, tôi có thể sử dụng tiền tiết kiệm của mình. Tuy nhiên, tôi sẽ không mượn người khác hay nợ ngân hàng.
 - Tôi sẽ mượn người khác hoặc nợ ngân hàng để chi trả. Tuy nhiên, nó phải nằm trong khả năng thanh toán của tôi trong tương lai.
 - Tôi không quá quan tâm đến giá cả. Tôi sẽ làm tất cả để có được nó.
7. Nếu bạn đã có 1 sản phẩm tương tự hoặc 1 phiên bản cũ hơn của “ABC”,
- Tôi vẫn sẽ mua “ABC”
- 1=Hoàn toàn không đồng ý 2=Không đồng ý 3=Không biết 4=Đồng ý 5=Hoàn toàn đồng ý
- Bạn sẵn sàng chi trả nhiều hơn cho một sản phẩm khác mà bạn cho rằng tốt hơn ABC? ☐ Có ☐ Không
8. Vui lòng đánh giá sự quan trọng của từng lý do dưới đây đối với quyết định mua sắm của bạn,
- 1=Hoàn toàn không quan trọng 2=Không quan trọng 3=Bình thường 4=Khá quan trọng 5=Rất quan trọng
- | | |
|--|---|
| a. Vì khả năng sử dụng và sự cần thiết của ABC | e. Mọi người sẽ cảm thấy ghen tị hoặc ngưỡng mộ tôi, nếu tôi có ABC |
| b. Tôi muốn giống bạn tôi | f. Sở hữu ABC sẽ tăng giá trị con người tôi |
| c. Tôi không muốn thua kém bạn tôi | |
| d. Đơn giản là tôi thích ABC | |
9. Bạn sẽ dễ dàng để ý ai nhất khi thấy họ sở hữu sản phẩm “ABC” mà bạn thích?
- | | |
|---|---|
| a. Bạn của tôi/đồng nghiệp | d. Một người qua đường lạ mặt |
| b. Thành viên trong gia đình | e. Sự trưng bày ABC trong các cửa hàng, hoặc tôi nhìn thấy ABC trên quảng cáo |
| c. Ngôi sao giải trí, thần tượng, người nổi tiếng, chính trị gia, v.v | |

C/ CÂU HỎI VỀ MUA SẮM THỜI TRANG

10. Bạn có thích thời trang không? ☐ Có ☐ Không
11. Tần suất bạn có thêm một món đồ thời trang (Bạn mua quần áo mới)
- | | |
|---------------|--|
| a. Hằng ngày | d. Hằng năm |
| b. Hằng tuần | e. Gần như chẳng bao giờ mua quần áo mới |
| c. Hằng tháng | |
12. Ngân sách cho mua sắm thời trang?
- Hạn chế tối đa việc mua quần áo
 - Tôi sẽ dành 1 phần không đáng kể của thu nhập để mua quần áo (khoảng 5-10% của thu nhập)
 - Tôi sẽ dành 1 nửa thu nhập cho thời trang
 - Tôi dành gần hết thu nhập cho thời trang

e. Tôi sẽ mua nhiều hơn những gì tôi có

***Câu hỏi tình huống:** Thử tưởng tượng rằng bạn thích 1 đôi giày thể thao Nike, trị giá khoảng 5 triệu đồng.

*1=Hoàn toàn không đồng ý 2=Không đồng ý 3=Không biết 4=Đồng ý
5=Hoàn toàn đồng ý*

13. Nếu không đủ khả năng mua đôi giày đó, bạn sẽ làm gì?

- | | |
|--|---|
| a. Tôi sẽ mua 1 món đồ Nike khác với giá rẻ hơn | c. Tôi có thể mua đồ giả |
| b. Tôi sẽ tìm 1 món đồ tương tự nhưng ở thương hiệu khác | d. Tôi sẽ cố gắng làm việc và để dành tiền, để mua đôi giày Nike đó |

14. Vui lòng trả lời những câu hỏi sau đây dựa trên mức độ đồng ý của bạn

- Tôi thường mua những món đồ hợp thời trang và theo xu hướng
- Đối với tôi, thương hiệu rất quan trọng
- Tôi thường tưởng tượng trông mình tuyệt vời thế nào trong sản phẩm thời trang rồi tôi quyết định mua
- Tôi sẵn sàng chi trả nhiều hơn để sở hữu những món đồ hợp xu hướng
- Tôi sẵn sàng cho trả nhiều hơn cho những thương hiệu nổi tiếng
- Tôi thích mua những món đồ có thể gây ấn tượng với người khác
- Đối với tôi, vẻ bề ngoài thể hiện địa vị xã hội của tôi
- Đối với tôi, vẻ bề ngoài thể hiện tôi là ai, là người như thế nào
- Vẻ bề ngoài ảnh hưởng đến thái độ đối xử của người ngoài đối với tôi
- Nếu muốn giống ai đó, tôi sẽ mua đồ giống họ
- Nếu 1 người nào đó mà tôi biết, sở hữu 1 món đồ mà tôi thích thì tôi cũng sẽ mua món đồ đó
- Tôi thường mua quần áo trong các online shop
- Tôi thường để ý phong cách của người nổi tiếng và mua đồ giống họ
- Tôi thường mua những món đồ được quảng cáo bởi người nổi tiếng
- Tôi thường mua những món giống bạn tôi hoặc những người thân thiết với tôi sở hữu

APPENDIX 2

Survey about customer behaviour and envy

Hi, I am a student from VAMK, Finland. I am doing my thesis on "The Role of Envy in Customer Choice" which studies about how emotion affects to our buying behaviour.

Please help me to answer questions below. It will take only 5 minutes of your time. The answers are anonymity

A/ GENERAL INFORMATION

1. **Gender** ☐ *Male* ☐ *Female*
2. **Where are you living?** ☐ *Vietnam* ☐ *Foreign countries*
3. **How old are you?** ☐ *<18 years old* ☐ *18 – 25 years old* ☐ *26 – 35 years old* ☐ *>36 years old*
4. **Monthly income**
 - a. No monthly income
 - b. Less than 500€ per month
 - c. From 500€ to 1500€ per month
 - d. From 1501€ to 3000€ per month
 - e. More than 3000€ per month

B/ SCENARIO QUESTION

Imaging that you are meeting a friend or you have a colleague, who is called by a nickname "A", that has at least one similar interest with you (e.g. fashion, music, sport, car, etc.).

You and "A" start to discuss about an event, that is planned to introduce a new product which is given a nickname "ABC", and relate to your both interests. "A" shows you that he/she has just purchased that new product "ABC" (e.g. new Nike shoes, Chanel bags, new released album, new car, etc.).

"A" shares you how beautiful and wonderful the product is and how it makes her/him happy. Moreover, "A" tells you that s/he has spent efforts, time, or hard working to earn money, or just spend lots of money to purchase that new product. S/he is satisfied with the decision of purchasing

Would you like ask "A" further questions about the products and how to acquire it? ☐ *Yes* ☐ *No*

5. Please answer questions based on your level of agree

1=Totally disagree 2=Disagree 3=Neutral 4=Agree 5=Totally agree

- a. Do you want to own the product "ABC"?
 - b. Do you think other people also like the new product "ABC"?
 - c. Would you like to put effort, time and money to acquire the product "ABC"?
 - d. Do you think other people will spend effort, time and money to acquire the same product like you?
6. Do you still pay out if the price of the product "ABC" is higher than your estimation?

- a. I only buy things within my affordability
 - b. I can use my saving to purchase if the price is not too expensive, and I do not like borrow money from friends or banks
 - c. I will borrow money to purchase the product and the loan has to be within my future affordability
 - d. I do not care about the price and I will do everything to acquire the product
- 7. If you had a similar product or an previous version of the product “ABC”,**
 I still acquire the product “ABC”....
☐ *Totally disagree* ☐ *Disagree* ☐ *Neutral* ☐ *Agree* ☐ *Totally agree*
- 8. Would you like to pay more for a product that you assume it is better than the product “ABC”**
 a. Yes b. No
- 9. Please choose the importance of each purchasing reason,**
*1=Absolutely un-important 2 =Un-important 3=Neutral 4=Quite im-
 portant 5=Absolutely important*
- a. Because of the need and the usefulness of the “ABC”
 - b. I would like to be like my friend
 - c. I do not want to lose my status
 - d. Simply, I just like the “ABC”
 - e. Others might like my new possession and envy me
 - f. The “ABC” will improve my social status
- 10. Who you most care about their possession?**
- a. Friends/colleagues
 - b. Family members
 - c. Celebrities / idols / heroes/politicians
 - d. A stranger that you meet on the street
 - e. The display of the “ABC” in shops or the “ABC” on advertisement

C/ FASHION BUYING

- 11. Do you like fashion?** ☐ *Yes* ☐ *No*
- 12. How often do you buy new clothes?**
☐ *Daily* ☐ *Weekly* ☐ *Monthly* ☐ *Yearly* ☐ *Rarely to buy new clothes*
- 13. How much do you pay for fashion?**
- a. Restrict to purchase new clothes as much as you can
 - b. Pay a small part of income, 5% - 10% of total, for fashion
 - c. Pay a half of your income for fashion
 - d. Pay most of income for fashion
 - e. Pay more than I earn

Scenario question: Imagine that you like a pair of Nike shoes, which is cost 250€

1=Totally disagree 2=Disagree 3=Neutral 4=Agree 5=Totally agree

14. What will you do if you cannot afford the pair of Nike shoes?

- a. I will buy another Nike product with a cheaper price
- b. I will buy a similar product in different brand name
- c. I can buy a fake product
- d. I will save money for purchasing that pair of Nike shoes

15. Please answer these below questions based on your agreement

- a. I often buy things which are on trend or the latest fashion style
- b. In my opinion, brand is the most important
- c. I usually imagine how good I look on the clothes and buy them
- d. I am willing to pay more for hot stuffs
- e. I am willing to pay more for premium brands
- f. I like to buy thing which make good impress to others
- g. Appearance is important because it shows my social status
- h. Appearance is important because it shows my identity
- i. The good outlook will affect to other opinion
- j. If I want to be like someone, I will buy things similar them
- k. If I know someone have the thing that I am interested, I will buy the same thing
- l. I usually buy clothes on online stores
- m. I usually watch the style of celebrities and buy things similar them
- n. I feel more influenced by those who are similar to me
- o. I feel more influenced by those who have a relationship with me

APPENDIX 3

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
Do you want to have this product? Equal variances assumed Equal variances not assumed	45,363	,000	-8,019	544	,000	-,72038	,08984	-,89685	-,54391
Do you think others want to have this product? Equal variances assumed Equal variances not assumed	7,669	,006	-4,430	544	,000	-,37558	,08478	-,54211	-,20905
How much effort that you be willing to spend to acquire this product? Equal variances assumed Equal variances not assumed	4,637	,032	-5,497	544	,000	-,56828	,10338	-,77136	-,36521
How much effort that you think others be willing to spend to acquire this product? Equal variances assumed Equal variances not assumed	5,716	,017	-5,245	544	,000	-,44966	,08574	-,61807	-,28125
If you have a similar product or old version of this product, would you be willing to buy this product? Equal variances assumed Equal variances not assumed	,429	,513	-3,968	544	,000	-,42352	,10675	-,63321	-,21383
			-4,206	214,547	,000	-,42352	,10069	-,62200	-,22505

APPENDIX 4

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
Buy trendy clothes	Equal variances assumed	1,258	,263	-7,085	544	,000	-,73175	,10327	-,93461	-,52888
	Equal variances not assumed			-7,046	203,993	,000	-,73175	,10386	-,93651	-,52698
Brand is very important	Equal variances assumed	,176	,675	-5,434	544	,000	-,53810	,09902	-,73260	-,34359
	Equal variances not assumed			-5,586	214,776	,000	-,53810	,09633	-,72798	-,34821
Imagine myself with the clothes then buy them	Equal variances assumed	,969	,325	-7,061	544	,000	-,65238	,09239	-,83387	-,47089
	Equal variances not assumed			-6,719	191,578	,000	-,65238	,09710	-,84391	-,46085
I am willing to pay more for trendy clothes	Equal variances assumed	7,566	,006	-14,082	544	,000	-1,35635	,09631	-1,54554	-1,16716
	Equal variances not assumed			-14,855	224,240	,000	-1,35635	,09131	-1,53628	-1,17642
I am willing to pay more for luxury brands	Equal variances assumed	,024	,876	-6,125	544	,000	-,68254	,11143	-,90143	-,46365
	Equal variances not assumed			-6,353	217,977	,000	-,68254	,10743	-,89428	-,47080
I like clothes which can make good impression to others	Equal variances assumed	2,323	,128	-5,757	544	,000	-,59048	,10257	-,79196	-,38900
	Equal variances not assumed			-5,544	194,756	,000	-,59048	,10651	-,80054	-,38041
Appearance can show my social status	Equal variances assumed	3,823	,051	-4,770	544	,000	-,51111	,10714	-,72157	-,30065
	Equal variances not assumed			-4,723	202,643	,000	-,51111	,10822	-,72450	-,29772

Appearance can show my characteristic	Equal variances assumed	2,267	,133	-3,812	544	,000	-4,1746	,10951	-63258	-20234
	Equal variances not assumed			-3,532	185,009	,001	-4,1746	,11819	-65064	-18428
Appearance can affect how others treat me	Equal variances assumed	1,003	,317	-3,340	544	,001	-3,7302	,11168	-59239	-15364
	Equal variances not assumed			-3,241	196,879	,001	-3,7302	,11508	-59996	-14607
If I want to be like someone, I buy similar thing like theirs	Equal variances assumed	1,052	,305	-1,324	544	,186	-1,4444	,10908	-35871	,06982
	Equal variances not assumed			-1,359	214,205	,176	-1,4444	,10629	-35396	,06507
If my friends have my desired product, I would buy the product as well	Equal variances assumed	,126	,723	-1,185	544	,237	-1,13492	,11389	-35864	,08880
	Equal variances not assumed			-1,200	209,812	,232	-1,13492	,11245	-35659	,08675
I usually buy things on Internet	Equal variances assumed	1,871	,172	-2,519	544	,012	-2,8095	,11155	-50007	-06183
	Equal variances not assumed			-2,542	208,629	,012	-2,8095	,11053	-49886	-06304
I am influenced by celebrities and want to have things they possess	Equal variances assumed	,922	,337	-7,085	544	,000	-7,4444	,10508	-95085	-53804
	Equal variances not assumed			-7,590	230,358	,000	-7,4444	,09809	-93771	-55118
I am likely to buy things my favourite idol speaks about	Equal variances assumed	6,105	,014	-3,816	544	,000	-4,0952	,10732	-62034	-19871
	Equal variances not assumed			-4,024	224,166	,000	-4,0952	,10176	-61005	-20900
I like to buy thing that my friends or my family members have.	Equal variances assumed	,036	,849	-1,074	544	,283	-1,1270	,10492	-31880	,09341
	Equal variances not assumed			-1,098	212,866	,273	-1,1270	,10265	-31503	,08964

APPENDIX 5

Do you like fashion?											
	Equality of Variances			t-test for Equality of Means							Interval of the
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper		
Opuluxe	1,867	,172	,229	544	,819	,02698	,11776	-,20434	,25831		
			,219	193,128	,827	,02698	,12303	-,21568	,26964		
Alternative from another brand	1,734	,188	-2,314	542	,021	-,26058	,11259	-,48174	-,03941		
			-2,251	197,801	,025	-,26058	,11577	-,48887	-,03228		
Counterfeits	,663	,416	-,392	542	,695	-,04876	,12436	-,29304	,19552		
			-,401	213,455	,689	-,04876	,12160	-,28846	,19094		
Trying to obtain the desired product	4,152	,042	-5,009	542	,000	-,55419	,11064	-,77153	-,33685		
			-4,701	188,353	,000	-,55419	,11789	-,78674	-,32164		

APPENDIX 6

Bảng câu hỏi phỏng vấn công ty

1. Trong các yếu tố xu hướng, sự độc đáo, giá cả rẻ, khả năng ứng dụng (quần áo dễ mặc), anh/chị thấy yếu tố nào quan trọng nhất? Tại sao?
2. Xu hướng có thể tạo nên sự ghen tị giữa người tiêu dùng với nhau. Anh/chị nghĩ sao về điều này? Anh/chị có cập nhật xu hướng và nhập quần áo theo xu hướng không? Điều đó quan trọng như thế nào?
3. Anh/chị nghĩ thế nào và cảm giác ghen tị của người tiêu dùng khi thấy người khác sử dụng 1 món đồ mà mình thích? Điều đó ảnh hưởng đến việc kinh doanh của anh/chị như thế nào?
4. Anh/chị thường cập nhật hàng mới sau bao lâu?
5. Anh/chị có sử dụng window display không? (một loại quảng cáo bằng cách trang trí sản phẩm qua cửa sổ, cho ma-nơ-canh mặc, và khách hàng nhìn thấy được sản phẩm). Nếu có thì việc đó có tầm quan trọng như thế nào để thu hút khách hàng? Anh/chị thường trang trí dựa trên tiêu chí gì?
6. Anh/chị nghĩ như thế nào về việc thời trang có thể hiện đẳng cấp người mặc? Và thời trang có thể thúc đẩy hành động so sánh và cạnh tranh giữa người tiêu dùng như thế nào (vì cảm giác ghen tị)
7. Anh/chị nghĩ như thế nào về tầm quan trọng của người nổi tiếng trong vai trò là người quảng cáo, đại diện cho một cửa hàng thời trang?
8. Trong ngành công nghiệp thời trang, anh/chị nghĩ như thế nào về sự nhạy cảm của người tiêu dùng đối với các sản phẩm xa xỉ, thương hiệu? Sản phẩm xa xỉ, thương hiệu nổi tiếng có là một cách để thể hiện đẳng cấp hay không? Anh/chị nghĩ cảm giác đố kỵ đóng vai trò như thế nào trong trường hợp này?
9. Bên cạnh các xa xỉ phẩm, còn có các sản phẩm trông xa xỉ nhưng làm từ chất liệu rẻ hơn (không phải fake, nó có hình dáng tương tự nhưng thương hiệu khác), anh/chị nghĩ khả năng tiêu thụ của sản phẩm này như thế nào?
10. Ngoài ra thì có hàng nhái, hàng fake, anh/chị nghĩ gì về các sản phẩm này?
11. Các thương hiệu lớn như Channel, bên cạnh túi xách giày dép đắt tiền, họ cũng có những sản phẩm như cài áo, móc khoá có tên thương hiệu nhưng giá rẻ hơn. Nghiên cứu rằng gần 80% doanh thu của các công ty là đến từ các sản phẩm cùng thương hiệu nhưng giá rẻ như thế. Anh/chị nghĩ gì về điều này?
12. Anh/chị có shop online không? Điều khác biệt giữa online shop và một cửa hàng thật sự là gì? Thương hiệu đóng vai trò quan trọng như thế nào?

APPENDIX 7

The interview question for case companies

1. What do you think about the feeling envy of customer? How would it affect to your business?
2. The feeling envy of customers can be created by trend. Is it important for you to follow the trend as a design fashion brand? ‘
3. Among trend, unique, affordability and adaptability, how would you set the level of their importance? And why?
4. How often that you have to update your product?
5. How would you manage your window display? How is its importance and how to attract customer attention?
6. How important you think fashion can create individual's status? and to what extent that fashion can make social comparison and create competition among customers (forced by envy feeling)
7. How important you think the role of celebrities or famous people as spokesperson-son for a fashion shop?
8. In fashion industry, how is the sensitiveness of customer toward luxury products? Is it used as method for social status seeking? How would you think the role of envy in this type of purchase?
9. What do you think about populuxe, opuluxe and counterfeits in fashion industry and how they are used? Do you use it for your business? Explanation.
10. Populuxe is a way of emulating unaffordable luxuries. It is popular in post-war America, these goods were faux luxury goods made of cheaper materials such as Naugahyde for leather furniture, plastic laminate instead of marble kitchen countertops, and wood-grained Con-Tact paper applied to walls"
11. Opuluxe is the situation in which luxury brands like Prada, Montblanc, Mercedes, Ralph Lauren, Gucci, Lexus, and Armani, they have become more affordable be-cause their brands have brought out more mass market versions. The majority of their sales revenues comes from less expensive accessories, fragrances, and ancillary goods like key-chains, wallets, and socks, that provide a taste of luxury without costing thousands of dollars
12. What are the differences between online shop and actual shop? Is brand important?

APPENDIX 8

Phỏng vấn về mua sản phẩm cao cấp (Gucci, Chanel, v.v)

1. Thông tin cơ bản về tên, tuổi, nghề nghiệp, thu nhập và tần suất mua sắm đồ hiệu
2. Anh/chị thường mua thương hiệu nào?
3. Anh/chị nhận định 1 sản phẩm cao cấp là một sản phẩm như thế nào?
4. Tại sao anh/chị lại mua những sản phẩm xa xỉ, cao cấp? Vì cần thiết hay vì lí do nào khác? (Để được nổi bật? Thể hiện đẳng cấp? Làm tăng vị trí xã hội? Được người khác ngưỡng mộ? được người khác ghen tị?
5. Anh/chị cảm thấy như thế nào khi anh/chị sở hữu sản phẩm cao cấp, thương hiệu xa xỉ? Anh/chị có để ý nếu bị người khác ghen tị vì anh/chị sở hữu một món đồ cao cấp không?
6. Anh/chị cảm thấy như thế nào khi anh/chị nhìn thấy một người khác sở hữu một món đồ cao cấp mà anh/chị đang thích? Nếu người đó là bạn của anh/chị thì sao?
7. Anh/chị có những người bạn có cùng sở thích đồ hiệu giống anh/chị hay không? Anh/chị có hay thảo luận với họ về những món đồ hiệu hay không? Anh/chị có nói cho họ biết về việc anh/chị sở hữu một món đồ hiệu hay không?
8. Anh/chị nghĩ mọi người sẽ nghĩ về anh/chị như thế nào khi anh/chị mặc một món đồ hiệu? Có gì khác biệt khi mặc 1 món đồ bình thường không?
9. Anh/chị sẵn sàng chi trả bao nhiêu cho một món đồ hiệu?
10. Khi mua một món đồ hiệu thì anh/chị quan tâm điều gì? (về ngoài cao cấp của món đồ, giá cả, sự khan hiếm của món đồ (vì nó là hàng hiếm?), nó đang hợp mốt, thương hiệu hay là người khác sẽ nhìn nhận anh/chị tốt hơn nếu anh/chị sử dụng hàng hiệu?

APPENDIX 9

Individual Interviews about purchasing luxurious products, such as Gucci, Chanel, etc.

1. Background information about name, occupation, age, income, frequencies of luxurious purchases.
2. Which brand that you usually buy?
3. Which type of product that you perceive as luxurious?
4. Why do you buy luxurious products? Do you buy because you need it or what are the reasons? (being outstanding? being admired by others? being envied by others?)
5. How do you feel when you possess a luxurious product? Do you mind if somebody is envious to your luxurious possession?
6. How do you feel when you see another person who has a luxurious product that you desire? What if that person is your friend, what would you feel?
7. Do you have friends who also have a hobby of buying luxurious brand? Do you often talk with them about luxurious brand? What do you talk about? Do you show them your luxurious possession?
8. What do you think other look at you when you wear a luxurious outfit, a bag, etc.?
9. How much that you willing to pay for a luxurious product?
10. How would you compare the possession of a luxurious product with a budget branded product
11. Which characteristic that you're looking for when purchasing a luxurious product? (Luxurious appearance? price? rarity? unique? on trend? brand?)