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# MDDDM

Master's Degree Program in  
**Data-Driven Marketing**

## **Luxury Cosmetics and the Psychology of Purchase**

How Vanity, Social Status, and Uniqueness Impact Intentions  
Towards Luxury Cosmetics

Inês Sá Silva

Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

**NOVA Information Management School**  
**Instituto Superior de Estatística e Gestão de Informação**

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by

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Master Thesis presented as a partial requirement for obtaining the Master's degree in Data-Driven Marketing, with a specialization in Marketing Intelligence.

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July, 2024

## STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information, or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

*Inês Sá Silva*

*Lisbon, July 2024*

## **DEDICATION**

To my parents, for giving me the greatest luxury in life: Love.

## ACKNOWLEDGMENTS

To my parents, Sandra and Rui, and my grandmother, Margarida, thank you for your unconditional support, love, and lap. Thank you for always helping me overcome obstacles and never letting me give up. Without you, I would never have gotten here.

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May this work be a modest expression of my gratitude for each of you, and may we celebrate not only this accomplishment but also the countless adventures that await us.

## ABSTRACT

The high-end goods sector is becoming increasingly significant and is expected to see continued growth in the coming years. As for luxury products, several values were identified, some linked to their physical characteristics and others to the motivation behind them. Previous research on luxury purchasing reasons has been targeted, but without specifically focusing on its impact on purchasing decisions or outbound purchases for a specific segment of the luxury market. Therefore, it is currently important to analyze the effect of three luxury purchase motivators on consumer purchase intention, as these factors can affect their behavior as buyers. A quantitative survey was carried out using non-probability sampling methods with a sample size of 232 participants. The results indicate that both vanity, social status, and the need for impact have a positive role in purchase intention, that is, the feeling and status that these products offered to the consumer are fundamental elements in their purchasing decision, providing a new perspective on the importance of value-centric marketing approaches.

## KEYWORDS

Luxury; Need for Uniqueness; Purchase intention; Social Status; Vanity

### Sustainable Development Goals (SDG):



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## LIST OF ABBREVIATIONS AND ACRONYMS

<b><i>m</i></b>	Number of independent variables
<b>mNU</b>	means of Need for Uniqueness Items
<b>mPI</b>	means of Purchase Intention Items
<b>mSS</b>	means of Social Status Items
<b>mVanity</b>	means of Vanity Items
<b><i>N</i></b>	Sample size
<b>NU</b>	Need for Uniqueness
<b>PI</b>	Purchase Intention
<b>R<sup>2</sup></b>	Coefficient of determination
<b>r</b>	Pearson correlation coefficient
<b>SS</b>	Social Status
<b>VIF</b>	Variance Inflation Factor
<b><math>\beta</math></b>	Path coefficient

# 1. INTRODUCTION

The luxury cosmetics market has been increasing year after year. In 2022, Luxury Fashion market revenue increased by 9.1% compared to previous years. This result is due to the 8.5% growth of the Prestige Cosmetics market. There is a tendency for the luxury goods market, made up of its different segments, to grow at an annual rate of approximately 3.22% until 2028 (Statista, 2023).

There are several reasons why people attribute value to these products. From one point of view, there are physical and practical attributes such as quality, longevity, high-quality materials, and uniqueness. From another point of view, there are emotional reasons, such as the search for self-realization, personal reward, prestige, and social recognition (Wiedmann et al., 2009).

Consumer vanity is defined as a concern with physical appearance and personal fulfillment that has a strong influence on the individual's behavioral intentions and guides consumer decision-making (Netemeyer et al., 1995). As highlighted by Blackwell et al. (2006), much luxury consumption is also driven not only by the rational but mainly by the emotional. Allèrès (2000) reinforces this perspective, indicating that consumers value products that offer status, uniqueness, and relevant social position, influencing the people around them.

Considering that the attributes of vanity, social status, and the need for uniqueness are positively associated with purchase intention, the main objective of this study is to investigate the impact of these luxury values on the purchase intention of luxury cosmetic products. The central research question of this study is: "How do vanity, need for uniqueness, and social status influence consumer purchase intention toward luxury cosmetic products?".

For a comprehensive investigation, a scientifically supported methodological approach will be adopted, integrating a quantitative research method for data collection. The questionnaire will be aimed at individuals interested in purchasing luxury products, both current and potential consumers since the objective of this study is to validate the importance of the factors mentioned above for these consumers and their impact on purchase intention. Based on the results obtained, we intend to provide new perspectives on value-based marketing strategies, aiming to improve market segmentation and advertising strategies, with the aim of increasing purchase intention and, consequently, boosting sales.

This study is divided into 6 main sections: The first section, the introductory one, is dedicated to the contextualization of the problem and the research question. In the second section, the entire literature review on the topic is presented, supported by previous works by other authors. Throughout the third section, the conceptual model of this research is presented, showing the main hypotheses to be tested. The fourth section shows the approach used in this study for data collection. The fifth section presents the data analysis processes as well as their respective discussions. In the sixth and final section, the main conclusions of the study

are found, the limitations encountered during the process are identified, and recommendations for future research are made.

## 2. LITERATURE REVIEW

In this chapter, a conceptual presentation will be made so that it is understood how psychological factors influence consumer behavior in the purchase of luxury products. The review begins with an analysis linked to the concept of luxury, luxury brands, and luxury products. Finally, the behavior of the consumer is discussed by describing in detail a set of psychological factors that affect consumption.

### 2.1. LUXURY

Luxury is inherently subjective, lacking a single definition, as highlighted by Kapferer (2010) and Vigneron & Johnson (1999). Dating back to antiquity, it emerged through Aristotle, associated with religious temples and buildings that symbolized excess and unnecessary (Kapferer & Laurent, 2016).

Over the centuries, luxury has been progressively adopted by various social layers, from the monarchy to the military, creating a perceptible social status, as observed by Abbott (2008). Kapferer & Bastien (2009) argue that luxury is crucial in recreating social stratification.

The evolution of the concept reveals that luxury is no longer exclusively associated with material goods, expanding to encompass brands and the lifestyle of consumers (Kapferer, 2012). As Seidel (1978) defines it, the individual perception of luxury is "anything unneeded", suggesting an idea of distinction.

Kapferer & Bastien (2013) emphasize that luxury transcends objects, defining beauty and transforming them into applied art to functional items. Danziger (2005) highlights the subjectivity in the definition of luxury, varying from person to person, depending on the individual consumer experience.

D'Angelo (2006) highlights that luxury is a social invention, attributing meanings to certain products. Lipovetsky & Roux (2005) relate luxury to quality, price, and brand, identifying high-quality products with high prices capable of conveying prestige.

Latin defines "luxury" as "luxus", related to the importance of the senses, regardless of costs (Nueno & Quelch, 1998). Luxury products, not essential for the consumer, are exclusive, and symbolize prestige and symbolic value, presenting quality above average and higher prices (Chandon et al., 2016).

The evolution of the concept highlights the change, not only related to the quality of the product but also to the brand, as demonstrated by Chandon et al. (2016). Luxury products often reflect personal desires and emotions, expressing individual values and beliefs (Allèrès, 2000).

The definition of luxury varies, as Danziger (2005) presents various descriptive words, as revealed in Table 1. Wiedmann & Hennigs (2007) include non-essential products and services for everyday life, exceeding basic needs and providing personal pleasure and status in society.

Table 1 - Words that describe luxury (Danziger, 2005)

<b>Words that Describe Luxury</b>		
Comfort	Made Well	More Convenient
Expensive	Quality	Looks Beautiful
Pampering	Design	Makes Life Easier
Not Practical	Nonessential	The BEST
Extravagant	Reputation	Sensual
Unique	No Worry	Privileged
Not Ordinary	What I Want	Indulgence
Craftsmanship	Pleasant	Hard to Find
Allure	Beyond the Basics	Exclusive
Special	Softness of Life	Freedom

Kapferer (1997) asserts that “luxury defines beauty,” goes beyond mere objects, providing pleasure, and appealing to all senses. The difficulty in defining luxury comes from the duality between the consumer's perspective, focused on emotional values, and the brand's perspective, centered on attributes and qualities (Fionda & Moore, 2009).

In conclusion, Kapferer (2010) highlights the common confusion between luxury and premium brands, emphasizing that premium brands mainly concern themselves with quality, while luxury is linked to social hierarchy.

**2.2. NEW LUXURY**

The paradigm of luxury has undergone significant transformations, giving rise to what many authors consider a "new luxury" (Azevedo et al., 2008), highlighting a marked distinction between inaccessible luxury and this new concept. While the former is associated with exclusivity, the elite, and manual production, the new luxury, although accessible, maintains a limited character, requiring payment for quality above average.

Danziger (2005) attributes the creation of new luxury to the decline in the intrinsic value of luxury over time, stating that, in the 20th century, virtually any product on the market started to be considered luxurious. Highlighting the shift of focus from the "old luxury", centered on the object, to the "new luxury", which focuses on the experience and is increasingly related to the personal.

The new luxury represents a relative approach between the products of competing brands, where craftsmanship continues to be valued, more moderately. Brands direct efforts towards attributes such as art, design, and cultural aspects, allowing for a geographical displacement of production units (Kapferer, 2014).

Kapferer & Bastien (2013) point out that with the new luxury, society is no longer divided between those who have and those who do not have access to luxury products. This phenomenon, known as the democratization of luxury, implies that a significant part of consumers can now enjoy luxury previously reserved for the elite. They also enumerate five factors that are "drivers of change": democratization; increase in spending power; globalization; communications, and the non-return effect.

Silverstein & Fiske (2003) associated the growth of the "new luxury" with demographic and cultural changes, including wage increases, changes in family structures, increases in the level of education, and greater emotional awareness of consumers. Other authors, Kapferer & Bastien (2009) and Silverstein & Fiske (2003), associated the growth of the "new luxury" with demographic and cultural changes, including salary increases, changes in family structures, increases in education, and greater emotional awareness among consumers.

In summary, the democratization of luxury represents a fundamental change in market dynamics, offering unique opportunities and challenges for brands. This new scenario requires careful management of perceived exclusivity, focusing on expanding market presence and maximizing revenues.

### **2.3. LUXURY BRANDS AND LUXURY PRODUCTS**

For Lencastre (1999) a brand is not just a set of visual elements; it should be a benefit, a mission, and a reason to be. For example, we associate Coca-Cola with youth, Benetton with color, and Nestlé with food health. Thus, the brand becomes the permanent identity of an adaptive mission.

A luxury brand is much more than a simple name or symbol; it plays a fundamental role in expressing social status and wealth (Chan et al., 2015). The visibility of the brand allows the consumer to display it, with this display often being more discreet in the brand's highest-value items (Kapferer, 2010).

The perception of a brand as luxurious varies among consumers. Some consider it a true luxury brand, while others see it only as a large brand (Phau & Prendergast, 2000). Associating the

perception of luxury with the brand's name or symbol is crucial to winning over consumers (Keller & Kotler, 2016).

Vigneron & Johnson (2004) argue that the luxury brand is defined by those who acquire it, and Kapferer (2015) highlights exclusivity as the distinctive characteristic between a common brand and a luxury brand.

Okonkwo (2007) highlights strength, differentiation, exclusivity, innovation, and price as fundamental characteristics of luxury brands, while Keller (2009) adds distribution, personalization, and marketing as crucial factors for the unique consumer experience offered by these brands.

### **2.3.1. LUXURY PRODUCTS**

Defining a luxury product involves understanding the context in which it is inserted, starting from the fundamental concept of a good or product as something that consumers buy to satisfy their needs (Pianaro & Marcondes, 2008).

Contrary to conventional products, luxury goods, as highlighted by Dubois & Duquesne (1992), do not offer objective advantages, with the price often being excessively high due to the brand. Related to the satisfaction of non-essential desires, these products are intrinsically linked to wealth, exclusivity, and power (Li et al., 2012), with prestige being their primary function (Han et al., 2010).

The use of luxury products not only satisfies basic needs but also allows the consumer to transmit self-esteem, regardless of the practical utility of the product (Vigneron & Johnson, 2004).

Galhanone (2005) highlights essential characteristics for classifying a product as a luxury, including quality, strong identity, differentiation, low availability, high price, and rarity.

### **2.3.2. LUXURY COSMETICS PRODUCTS**

The word "cosmetics" brings with it the elegance of its Greek origin, "kosmeticos", which translates as adorn. This term, so intrinsically linked to the human search for beauty, turns out to be as old as humanity and civilization itself, as highlighted by Khan & Alam (2019). Since ancient times, people have aspired to enhance their beauty, giving rise to the concept of cosmetics.

The modern definition of cosmetics embraces a wide range of products applied to the body, aiming to beautify, cleanse, or improve appearance, enhancing attractive features. These products have become essential allies in the incessant search for individual expression and self-confidence (Khan & Alam 2019).

The contemporary scenario of the global beauty industry is marked by constant growth, shaping a business environment that has won generations of consumers loyal to their favorite

brands, as evidenced by Deloitte research in 2020. In this context, a distinct category emerges: the industry of luxury cosmetics.

Luxury cosmetics are not just products; they are refined experiences, made with premium-quality organic ingredients. In contrast to conventional cosmetics available in pharmacies, these gems of the beauty industry are sold at higher prices, including a full line of fragrances, makeup, skin, and hair care products (Dhillon et al., 2022).

The meteoric rise of luxury cosmetics on the global stage is reflected in growing consumer preferences. Hodge et al. (2015) highlight that the quality of premium ingredients and the organic nature of these products give them a dominant position in the hearts and aesthetic needs of modern consumers. This phenomenon not only drives the industry forward, but also redefines standards of excellence, reinforcing the idea that the search for beauty is a journey intrinsically linked to quality and authenticity.

#### **2.4. INTENTION TO PURCHASING LUXURY BRANDS**

In this context, the underlying motivation for the acquisition of luxury goods is meticulously explored through the contributions of various authors, each presenting and justifying distinct reasons that drive consumers in this exclusive market niche.

The influence on luxury is multifaceted, driven by different individual motives that shape consumer choices. Each lives life uniquely, with their own culture and tastes, reflecting diverse choices (Allèrès, 2000). The consumer's culture, resulting from experiences and traditions, plays a fundamental role in decision-making, although it is not the only determining factor (Solomon, 2004).

Amatulli & Guido (2011) highlight two main characteristics in the motivations for buying luxury goods: the external ones, which relate to exposing luxury to others, and the internal ones, which are linked to self-perception and individual well-being.

The intrinsic aspirations of consumers, centered on internal values, often do not align with luxury goods, as these are intrinsically linked to status. Extrinsic aspirations, associated with wealth and popularity, guide the preference for luxury brands, allowing consumers to satisfy their aspirations through the visibility and status obtained with the acquisition of these products (Truong et al., 2010).

For Taylor et al. (2011), the main reason that motivates consumers to acquire luxury goods is related to the desire to attract the attention of others, to attract looks, and possibly to generate comments. This dynamic is especially relevant for consumers influenced by groups, leading them to acquire luxury goods as a means of transmitting status.

The choice of different groups or friends according to circumstances is a common practice, as people tend to seek groups with similar statuses to theirs in all life circumstances (Blackwell et al., 2006). These complex and interconnected nuances reveal the depth of the motivations

that drive consumers towards luxury goods, transcending mere consumption to become an expression of individual identity, aspirations, and lifestyles.

Some main motivations lead to the intention to purchase luxury brands, but there will be more focus on these:

#### **2.4.1. VANITY**

Vanity, a multifaceted phenomenon deeply rooted in human psychology, has been the subject of study and analysis in various fields, from sociology to philosophy and consumer behavior. Phang et al. (2016) offer a clear definition by describing it as a lavish concern or positive view of physical appearance and personal achievements.

The study by Phang et al. (2016) identified two main types of vanity: physical vanity and vanity of achievement. Both are permeated by an internal feeling and an external projection, shaped by symbolic use in society. This manifestation of vanity can be observed in the choices and uses of cosmetic products, clothing, and conspicuous consumption, demonstrating a complex intertwining between personal identity and social image.

It is essential to understand that vanity is not a monolithic concept; but rather a construction with multiple components. As outlined, these components include a concern with physical appearance, a positive view associated with it, a similar concern with personal achievements, and a positive view of those achievements (Netemeyer et al., 1995).

Vanity, therefore, transcends the mere superficial concern with the external image. It is intrinsically linked to an individual's physiological and psychological needs, often manifesting itself in the acquisition of goods and products that seek to satisfy such demands (Shahbee et al., 2023).

Furthermore, it is crucial to differentiate between two types of vanity: self-satisfied physical vanity and achievement-oriented vanity (Abrar et al., 2019). While the first is focused on physical appearance, the second focuses on personal achievements, both of which play distinct roles in identity formation and social interaction.

Ultimately, for Abrar et al. (2019), vanity is not just a personality trait, but also a quality that defines the complexity and diversity of the human psyche. Regardless, it remains an intriguing and significant aspect of understanding individual and social behavior.

#### **2.4.2. SOCIAL INFLUENCE**

The social influence on the consumption of luxury brands translates into the act of a person or group exerting influence over others. This dynamic, highlighted by scholars such as Schade et al. (2016) and Truong & McColl (2011), reveals that the acquisition of luxury products is often linked to this social influence.

When an individual perceives the absence of a good enjoyed by others in society, a spontaneous motivation arises to acquire it, seeking social reintegration after the purchase (Cameron, 2009). Additionally, individuals with greater power may feel the need to display their possessions to assert their status (Nwankwo et al., 2014). The pursuit of distinction in society and the pursuit of well-being related to appearance is intrinsically linked to social influence (Gregory et al., 2002).

In the context of luxury, this motivation plays a significant role, as society recognizes the display of extravagance as an indicator of a high hierarchical position (Walter et al., 2005). This relevance is even more pronounced when there is a perceived large difference between the consumer and the social environment they seek to integrate (Han et al., 2010; Kapferer, 2010). Thus, social influence emerges as a crucial factor in the dynamics of luxury product consumption, driving purchase decisions in search of recognition and social position.

### **2.4.3. NEED FOR UNIQUENESS**

The need for uniqueness arises as a distinctive motivation in the purchase of non-mass-produced items, responding to the consumer's aspiration to differentiate themselves from the public or social groups (Tian et al., 2001). This motivation, identified as extrinsic, is intrinsically linked to the search for exclusivity, where the consumer yearns to distinguish themselves, by owning and displaying rare items due to their high price or limited production.

Unlike the motivation for identity expression, the need for singularity is more intense, leading the consumer to choose items beyond their usual portfolio. This motivation, although applicable to private items, focuses especially on visible products or services capable of communicating singularity through purchase, use, and display (Holman, 1981). Moreover, these items should be variable, accessible only to a restricted group of consumers (guaranteed by high price, limited quantity, or purchase criteria), can offer customization options, and have frequent characteristics in luxury and premium segments, such as cars and jewelry.

The need for singularity emerges as a significant purchase antecedent, especially in less common luxury brands, not only because of the rarity of materials, but because of their discrete presence in the market and among other consumers. Associated with concepts such as novelty, adventure, and individuality, this motivation values the differentiation between competing brands (Hart et al., 2016).

Although also present in mass markets with alternative brands, in luxury, this motivation takes on a prominent role. The rarity of goods, whether by materials used or limited series, significantly fuels the need for singularity, driving the frequent acquisition of luxury goods). A highly motivated consumer by this need will opt for items perceived as rare, standing out among others, which also implies a minimum visibility of these items.

### 3. CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

The study by Jun et al. (2012) proposes an analysis of vanity as a psychological trait revealing the desire to attribute to oneself a non-existent or unattainable honor, expressed through words and actions. This characteristic can be broken down into two distinct types: self-satisfied physical vanity and achievement-driven vanity (Abrar et al., 2019).

According to the definition of Netemeyer et al. (1995), physical vanity refers to an excessive concern and a potentially exaggerated view of a person's physical appearance, while vanity of achievement is related to an excessive concern or positive attitude towards one's achievements.

Research by Sharda & Bhat (2019) highlights conspicuous consumption as a way of examining vanity, involving admiration for one's social position in society. An exploratory study revealed that vanity has a positive impact on purchasing intention, directly influencing consumer behavior (Gera & Agarwal, 2023). The acquisition of luxury brands is often motivated by the pursuit of a specific self-image, as well as the elevation of social status and reputation in society.

Given this context, the literature suggests a positive association between vanity and purchase intention. However, there is a need to investigate whether this pattern continues in the purchase intention of luxury cosmetics.

Hence, these inputs lead to prescribe the hypothesis:

***H1. Vanity has a positive influence on the purchase intention of luxury cosmetics.***

The phenomenon of status in contemporary consumption has been widely explored, revealing the relationship between the search for social prestige and the acquisition of luxury products. As highlighted by Eastman et al. (1999), status plays a crucial role in the consumer's desire to consolidate their social presence, acting to ensure visibility and acceptance in both personal and professional spheres.

The materialization of status becomes evident in the possession of luxury goods, ranging from cars and clothes to household items and accessories, as elucidated by Iqani (2019). Belk (1988) deepens this perspective, arguing that the drive for social prestige is one of the main drivers of consumer behavior, originated by the incessant search for luxurious products.

The motivation to maintain or elevate social status is intrinsic to the value attributed to this position in society, as pointed out by O'Cass & McEwen (2004). In this context, the act of consuming status is driven by both internal and external suggestions, being fueled by the innate desire to acquire and display products that confer prestige, as suggested by Truong et al. (2009).

Shahid & Farooqi (2019) contributed to the discussion by highlighting social identification and social relevance as the main reasons that lead consumers to display luxury products. Social acceptance, according to them, plays a determining role, leading consumers to adapt their consumption behavior to align with social norms. This perspective, as pointed out by Makhitha & Ngobeni (2021), confirms that, in emerging markets, the acquisition of luxury products serves as a means of expressing the desire for more goods, thus defending the recently achieved social status in society and shaping the intention to make consumer purchases. Ultimately, status consumption transcends the mere acquisition of luxury products, becoming a means of reaffirming social position and individual identity in a society increasingly influenced by these complex dynamics.

Based on what was discussed above, the hypothesis below was formulated:

***H2. Social Status has a positive influence on the purchase intention of luxury cosmetics.***

The search for exclusivity in the consumer sphere has been a widely explored topic, with several authors emphasizing the importance of an individual standing out through the acquisition of scarce, innovative, and distinct products (Tian et al., 2001). This need for uniqueness is not limited to the traditional market, it extends to the universe of social networks, where users' exclusivity plays a crucial role in their satisfaction with websites and social networks, as argued by Abosag et al. (2020).

Consumers' search for distinction is intrinsically linked to personality traits that reflect individual characteristics when purchasing and using products, contributing to the definition of an individual's distinctive qualities and personality (Sun et al., 2017). The phenomenon of the desire for exclusivity also manifests itself in the luxury goods segment, where differentiation becomes a means of highlighting each person's identity, as pointed out by Sharma et al. (2018).

Vigneron & Johnson (2004) highlight those symbolic qualities: scarcity and the value attributed by consumers to luxury items combine to give them uniqueness, meeting the demand for exclusivity. In this context, the search for distinctive and individual traits, commonly associated with materialistic self-mastery, represents a way in which consumers seek to satisfy society's desires (Nikhashemi & Delgado-Ballester, 2022).

The need for exclusivity is not just an individual impulse, but is also related to the desire to stand out in society. This is evidenced by the fact that luxury goods can give consumers a sense of individuality, allowing them to stand out from the crowd (Som & Blanckaert, 2015). In a global economy where distinction is vital, luxury goods stand out for their attractive qualities such as adaptable design and style, making them a significant means of influencing society and elevating a person's social status (Shahbee et al., 2023).

Research by Tian & McKenzie (2001) validates the importance of exclusivity for consumers, highlighting the desire to have features and options that differentiate them from the

competition. Thus, the need for exclusivity is not only an individualistic quest, but also a means of achieving a unique and differentiated identity in an increasingly globalized world.

So, it was intended to prove it with the following hypothesis:

**H3.** *Need for Uniqueness has a positive influence in the purchase intention of luxury cosmetics.*

Based on these arguments, this study proposes the following conceptual model:

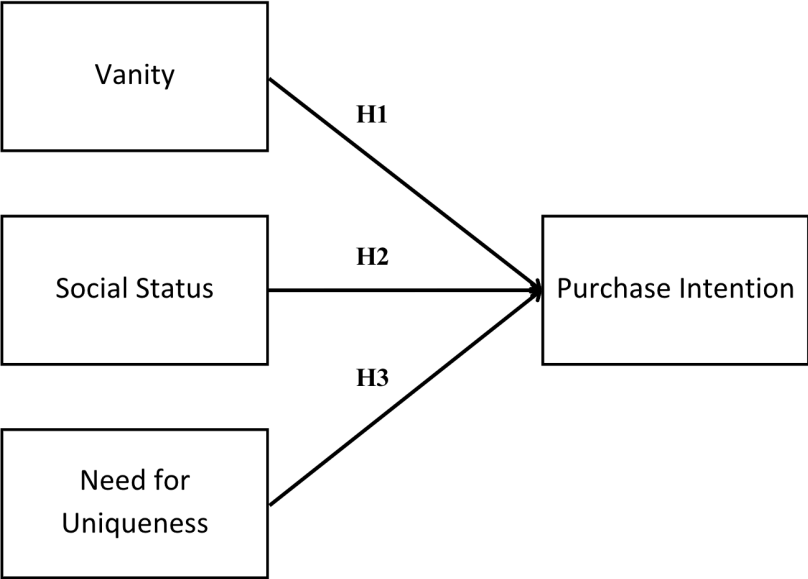


Figure 1 - Conceptual Model (own elaboration)

## **4. METHODOLOGY**

After developing the entire theoretical basis in the previous chapters, this one will explain the methodological approach used in this investigation. Therefore, the aspects presented below include the chosen methodological approach and the questionnaire design.

### **4.1. METHODOLOGICAL APPROACH**

The objective of this research was to understand whether factors such as vanity, social status, and need for uniqueness (independent variables) positively influence the purchase intention of luxury cosmetics (dependent variable). Taking into account the objective mentioned, the research method selected was quantitative research.

Qualitative research and quantitative research represent distinct approaches to scientific investigation, differing in several essential aspects. As outlined by Given (2008), qualitative research focuses on analyzing individual thoughts, interpretations, and feelings, capturing the subjectivity of human experiences. This method involves direct interaction with real people, providing in-depth understanding through personal narratives.

In contrast to this perspective, the methodological literature characterizes positivism, an approach commonly associated with quantitative research, as being guided by operational definitions, objectivity, replicability, and causality, as highlighted by Bryman (1984). In this aspect, the emphasis is on the measurement of variables, the search for causal relationships, and the application of statistical methods to analyze data.

In the specific context of this investigation, the objectives outlined indicate a search for generalizable conclusions for the population under study and valid inferences about the effects of the independent variables on the dependent variable. Given this scenario, the quantitative research approach emerges as the most appropriate, providing a robust structure for statistical analysis and generalization of results.

### **4.2. DATA COLLECTION**

To carry out the quantitative research, an online questionnaire was conducted using the Qualtrics Survey software (see the full survey on Appendix B).

#### **4.2.1. QUESTIONNAIRE DESIGN**

The greatest advantage of the questionnaire, a technical tool that makes it possible to frame questions, lies in its ability to gather information from a significant sample of participants. However, the effectiveness of this method is intrinsically linked to the motivations, sincerity, and attention of the respondents, as highlighted by Gil (2008).

The survey aimed to verify the degree of knowledge of consumers of luxury cosmetics about the concepts “Vanity”, “Social Status”, and “Need for Uniqueness” in the general behavior of their intention to purchase these products.

The design will be divided into 7 sections: introduction and agreement; a statement about luxury cosmetic products; the measure of the purchase intention of luxury products; the influence of Vanity in purchase intention; the influence of Social Status in purchase intention; the influence of Need for Uniqueness in purchase the intention; and, finally, the sociodemographic data, where data like gender, age, and nationality of respondents is collected.

For this, scales were chosen based on existing literature, that had already been established and validated for data collection. These scales were adapted to better suit the study. Appendix A contains a table with the name of the author of each scale, the year, and the adapted scale. The seven-point Likert scale was used to conduct the research variables, using a 1 to 7 rating from strongly disagreeing to strongly agreeing.

#### **4.2.2. PRE-TEST**

Before launching the questionnaire on social media, a pre-test was conducted with 10 participants to identify possible errors or ambiguities in the wording or interpretation of the questionnaire. During the pre-test, participants were personally guided in filling out the questionnaire, allowing clarification of doubts and necessary adjustments. The results only indicated the presence of some spelling errors, which were corrected before publishing the questionnaire on social media.

#### **4.3. DATA TREATMENT**

Data analysis only considered complete surveys, that is, those with missing data or incorrect answers to the attention question were excluded. To process certain data, SPSS Statistics 29.0.1.1 version was used, a software provided by IBM common in several areas, allowing statistical analysis, data management, and documentation.

The sample of participants reflected the diversity of the population of interest, covering different genders, age groups, education levels, and nationalities. In total, 250 individuals were in the sample, but only 232 answered the attention question correctly.

In this academic study, the software was applied to perform statistical analyses and tests such as Cronbach's Alpha Test, correlation, and multiple linear regression analysis. The corresponding results were considered and discussed in the next chapter.

## **5. RESULTS**

### **5.1. BACKGROUND INFORMATION**

From the analysis carried out on the answers given in the sociodemographic questions block, as can be seen in Appendix C, it was confirmed that the majority of those questioned were female (81.5%).

The results also show that the majority, 48.7%, are between 18 and 26 years old and that the maximum age was 63 years old.

As previously mentioned, the questionnaire was made available online, and therefore responses were received from 16 nationalities, however, Portuguese nationality had greater weight, representing 81.9% of the sample.

In terms of occupation, the majority, 55.2%, are employees.

Regarding the level of education, the majority had a bachelor's degree (43.5%) and a master's degree (36.6%).

It was also asked about each interviewee's monthly income, and it was confirmed that most interviewees receive between 1001 and 2000 euros (41.8%).

To enrich the questionnaire, respondents were asked whether they purchased luxury cosmetic products in the last 6 months and which types of luxury cosmetic products they purchased the most.

With this, it was found that 118 people did not buy luxury cosmetic products in the last 6 months, representing 50.9% of the sample.

As for the type of product most purchased by respondents, the one that represents the greatest weight in the sample is fragrances, 56%.

Finally, some sociodemographic data were crossed to enrich this research. Of the 118 people who did not invest in luxury cosmetics products, the most purchased type of product is fragrances. It makes sense since fragrances are the longest-lasting type of luxury cosmetics product. It was possible to analyze that in the most frequent salary range in this research (between 1001 and 2000 euros), 97 people, most respondents purchased cosmetic products in the last 6 months, 49 people. Also, in Appendix C in tables 8 and 9, it is possible to see all the information in more detail.

### **5.2. SCALES VALIDITY AND RELIABILITY**

To ensure the validity and precision of the constructs presented in the conceptual model, all scales and their items were adapted from previous studies. However, the Cronbach's Alpha test was conducted on the four scales to assess reliability and internal consistency. Prior to

this analysis, one item was removed from the Social Status scale because it referred to the issue of attention.

Cronbach's Alpha reliability coefficient normally ranges from 0 to 1, indicating greater internal consistency of the scale's items the closer they are to 1. Values above 0.7 are generally considered acceptable, while values below this are seen as questionable (Gliem & Gliem, 2003).

As can be seen from Table 2, Cronbach's Alpha of all variables is greater than 0.7, which suggests that the scale items are internally consistent, which means that they consistently measure the concepts. This reliability indicates that these scales are a reliable tool for assessing Purchase Intention, Vanity, Social Status, and Need for Uniqueness in this research.

Table 2 - Reliability Analysis - Cronbach's Alpha Test (own elaboration)

Scale	Number of items	Cronbach's Alpha
Purchase Intention	4	0,819
Vanity	5	0,800
Social Status	5	0,906
Need for Uniqueness	11	0,944

### 5.3. MAIN RESULTS

The scales for each of the four variables under study, which were measured using multi-item scales, were computed by calculating the means of the items.

#### 5.3.1. PEARSON CORRELATION

To examine the direction and intensity of the linear relationship between the variables, the Pearson results demonstration coefficient test was limited, the information for which is presented in Table 3. Although there is consensus among most researchers that a coefficient  $< 0,1$  indicates an insignificant correlation and  $> 0,9$  is a very strong correlation, intermediate values are not unanimously defined. Therefore, the interpretation of gloss coefficients in this study solidifies the categories: Negligible correlation (0.00 – 0.10), weak correlation (0.10 – 0.39), moderate correlation (0.40 – 0.69), strong correlation (0.70 – 0.89), and very strong correlation (0.90 – 1.00) (Schober et al., 2018).

When observing the results in Table 3, it is possible to state that there is a moderate correlation between all variables and statistical significance since the p-value (p) is always  $< 0.001$ .

In relation to vanity and purchase intention, it presents an  $r = 0.455$ . Social status and purchase intention show an  $r = 0.551$ . Finally, the need for uniqueness and purchase intention have an  $r = 0.469$ .

With this, it can be stated that all variables are correlated as  $r \neq 0$ , and always in the same positive direction  $r > 0$ .

Table 3 - Pearson Correlation Coefficient (own elaboration)

	Vanity	Social Status	Need for Uniqueness	Purchase Intention
Vanity	1	-	-	-
Social Status	0,504**	1	-	-
Need for Uniqueness	0,422**	0,650**	1	-
Purchase Intention	0,455**	0,551**	0,469**	1

\*\* Correlation is significant at the 0,01 level (2-tailed).

### 5.3.2. MULTIPLE LINEAR REGRESSION

Before carrying out a multiple linear regression analysis, it is crucial to check the following points: first, ensure that the sample is of an appropriate size, as highlighted by Green (1991). Secondly, the relationship between variables must be expressed linearly. Third, it is important to check whether there is low or no multicollinearity between the variables. Fourth, the residuals must exhibit homoscedasticity. Fifth, it is necessary to check the independence of errors and ensure that the residuals follow a normal distribution, as mentioned by Tranmer et al. (2020).

About sample size, it is recommended that it has a minimum number of observations, generally expressed as  $N > 50 + (8 \times m)$ , where  $m$  represents the number of independent variables. For this study, with 3 independent variables, the minimum sample size would be  $N > 74$ . As 232 valid responses were obtained, it appears that this condition was met.

With graphs 1, 2, and 3 in Appendix D, it is possible to observe a linear relationship between the variables.

Analyzing the data presented in Table 4, we can conclude that there is no multicollinearity. This is shown by the tolerance values, which are all above 0.1, and the fact that the VIF (Variance Inflation Factor) is less than 10.

In Appendix D, through graph 4, it is possible to observe that even with the points dispersed randomly, they approach the rectangular shape, that is, it is confirmed that there is homoscedasticity (residuals are homoscedastic).

Considering the result of the Durbin-Watson test (Table 5), which is greater than 2, it is possible to confirm that there is no autocorrelation and therefore independence of errors.

Finally, in Appendix D, observing Graph 5 (P-P plot), as well as 6 (Histogram of Standardized Residuals), it can be seen that the residuals approximately follow a normal distribution with no outliers.

Table 4 - Collinearity Statistics (own elaboration)

	<b>Tolerance</b>	<b>VFI</b>
<b>Vanity</b>	0,731	1,368
<b>Social Status</b>	0,513	1,948
<b>Need for Uniqueness</b>	0,566	1,768

Table 5 - Durbin-Watson Test (own elaboration)

<b>Durbin-Watson</b>
2,068

After checking the prerequisites for multiple linear regression analysis, attention was directed to the ANOVA results, coefficients, and model summary. These results, obtained through SPSS, allow us to examine not only the impact of each independent variable on the intention to purchase luxury cosmetic products, but also the global contribution of the variables to the model. A more detailed analysis of these results can be found in Appendix E.

Regarding the individual significance of the variables for the model, it is possible to verify a positive impact of vanity on purchase intention ( $\beta = 0.217$ ). The unstandardized coefficient (B) for vanity is 0.245. This indicates that, when vanity increases by one unit, the intention to purchase luxury cosmetic products increases by 0.245 units, keeping the other variables in the model constant. It can also be stated that the independent variable is statistically significant, as  $p < 0.001$  and  $t = 3.504$ , which allows Hypothesis 1 to be accepted.

For the Social Status variable, it is possible to verify a positive impact on purchase intention ( $\beta = 0.340$ ). The unstandardized coefficient (B) for social status is 0.346. This implies that, by increasing one unit in social status, the intention to purchase luxury cosmetic products increases by 0.346 units, keeping the other variables in the model constant. It can also be stated that the variable is statistically significant since  $p < 0.001$  and  $t = 4.600$ , which allows Hypothesis 2 to be supported.

Finally, the need for a uniqueness variable positively impacts purchase intention ( $\beta = 0.156$ ). The unstandardized coefficient (B) for the need for uniqueness is 0.165. This means that, by

increasing the need for uniqueness by one unit, the intention to purchase luxury cosmetic products increases by 0.165 units, keeping the other variables in the model constant. Once again it is possible to state that this variable is statistically significant since  $p = 0.028$  and  $t = 2.216$  ( $0.05 < p < 0.10$ ), thus supporting Hypothesis 3 (table 6).

When we evaluate the model set and how the independent variables influence the dependent variable, we focus on the F Test. Based on the result ( $F(3) = 42.658$ ;  $p < 0.001$ ), we observed statistical significance, indicating that the independent variables have predictive power on purchase intention.

The linear regression results revealed a correlation coefficient (R) of 0.600, indicating a moderate positive correlation between the independent variables (vanity, social status, and need for uniqueness) and the dependent variable (purchase intention).

The coefficient of determination ( $R^2$ ) was 0.360, suggesting that 36% of the variation in purchase intention can be explained by the independent variables included in the model. This demonstrates that the model has moderate explanatory power, allowing a significant understanding of the factors that influence the purchase intention of luxury cosmetic products.

The coefficient of determination (adjusted  $R^2 = 0.351$ ) shows a considerable value, which implies that the independent variables explain around 35.1% of the variation in purchase intention, which is the dependent variable.

These results confirm the importance of vanity, social status, and need for uniqueness as influential factors in the intention to purchase luxury cosmetic products.

Table 6 - Hypotheses Results (own elaboration)

Hypotheses	Result
<b>H1:</b> Vanity has a positive influence in the purchase intention of luxury cosmetics.	Supported
<b>H2:</b> Social Status has a positive influence in the purchase intention of luxury cosmetics.	Supported
<b>H3:</b> Need for Uniqueness has a positive influence in the purchase intention of luxury cosmetics.	Supported

#### 5.4. DISCUSSION OF RESULTS

The results of the present study on the purchasing behavior of luxury cosmetic products can be discussed considering existing literature, providing a deeper understanding of the motivations underlying luxury consumption.

The relationship between vanity and intention to purchase luxury products has been widely discussed in the literature. For example, Heine (2012) points out that vanity, as a component of personal identity, plays a crucial role in the choice of luxury products, as these products are often used to project a desired image. According to Solomon (1985), vanity is closely linked to self-image and the perception of status, which drives consumers to purchase products that improve their appearance and social prestige. This study reinforces the thesis of Belk (1988), which suggests that the possession of luxury goods is a reflection of identity and the search for personal distinction. Vanity, as a psychological construct, can be interpreted as an important mediator between self-perception and purchasing behavior, where luxury products are seen as extensions of the ego and vehicles of self-expression.

The desire to display social status through luxury consumption has been corroborated by several recent studies. Vigneron & Johnson (1999) argue that luxury consumption is often associated with the desire to demonstrate social status and power. They propose that luxury consumers are not just purchasing products, but also a symbol of status and social recognition. This perspective is complemented by the work of Eastman et al. (1999), who identify notable consumption as a way for individuals to position themselves socially. Truong & McColl (2011) suggest that social status is a strong motivator for the purchase of luxury products, with consumers seeking to affirm their social position and differentiate themselves from others. These findings broaden the understanding of luxury consumption by showing that social status influences not only the purchasing decision but also the perception of value and brand loyalty.

The need for uniqueness continues to be a determining factor in the purchasing behavior of luxury products. According to Shaikh et al. (2020), luxury consumers look for exclusive products that allow them to stand out and express their individuality. Snyder & Fromkn (1980) introduced the concept of the need for uniqueness, highlighting that consumers seek products that allow them to stand out from the crowd and assert their individuality. Tian et al. (2001) expand on this concept, suggesting that the need for uniqueness significantly influence luxury purchasing behavior, as exclusive products are perceived as a way of expressing personal uniqueness. This study confirms that the need for uniqueness is not only present in luxury consumers, but is a determining factor in the choice of specific brands and products, reinforcing the idea that exclusivity is an essential component of the appeal of luxury products.

More recent studies, such as Wiedmann & Hennigs (2007) and Wiedmann et al. (2009), have expanded the theoretical models on the value of luxury, incorporating new dimensions such as sustainability and corporate social responsibility. These authors suggest that luxury consumers are increasingly paying attention to ethical and sustainable values, in addition to the traditional values of exclusivity and quality. This study contributes to this discussion by showing that luxury consumers not only value the intrinsic quality of products, but also the symbolic and emotional values associated with luxury.

The findings are in line with Kapferer & Bastien (2009) and Kapferer & Valette-Florence (2018), who highlight the importance of marketing strategies that emphasize the exclusivity and

status conferred by luxury products, as well as personalizing the shopping experience to meet consumers' need for uniqueness. This includes creating campaigns that highlight the exclusivity and status conferred by luxury products, as well as personalizing the shopping experience to meet consumers' need for uniqueness.

The literature also points to some common limitations in studies on luxury consumption. For example, Dubois & Duquesne (1992) highlight the difficulty in measuring social influence on luxury purchasing behavior due to the subjective and multidimensional nature of the concept of luxury. Future research could explore new methodologies to capture these nuances, as well as expand the analysis to different cultural contexts, as suggested by Hennigs et al. (2012) and Stępień (2021).

By contextualizing the results of this study with existing literature, it is clear that the consumption of luxury cosmetic products is influenced by a combination of psychological and social factors. Vanity, social status, and the need for uniqueness emerge as key motivators, as discussed by several authors. These findings provide a solid foundation for developing more effective marketing strategies and for future investigations into luxury consumer behavior. The current study adds to the body of knowledge by showing that these factors not only influence purchase intention, but also satisfaction and loyalty, offering a holistic view of luxury consumer behavior.

## 6. CONCLUSIONS AND FUTURE RESEARCH

The luxury goods sector, covering key categories such as watches, jewelry, fashion, and cosmetics, has experienced continued growth, and this growth is expected to persist in the coming years, even amid a challenging and uncertain economic environment. This reflects the increased relevance of this market, with a growing number of consumers interested in this type of product.

After data collection and analysis, the positive impact of vanity, social status, and the need for uniqueness on purchase intention was confirmed, thus validating the three established hypotheses. Consequently, the main objective of the study was achieved by demonstrating that these motivators have an influence on the purchase intention of luxury cosmetic products.

With the results obtained, it is possible to respond positively to the main question of this study. Factors such as vanity, social status, and the need for uniqueness positively influence the intention to purchase luxury cosmetic products.

In the following sections, the theoretical benefits of the results are discussed, as well as the managerial implications, limitations, and suggestions for future research.

### 6.1. THEORETICAL IMPLICATIONS

The main objective of this study was to carry out a comprehensive analysis of the motivations that can influence consumer purchasing intentions toward luxury products. A detailed review of the literature revealed significant insights into these factors. The structured analysis conducted in this study filled a gap in the literature by providing a more refined understanding of concepts such as vanity, social status, and need for uniqueness, and how they affect consumer purchase intention.

From a theoretical point of view, this study adds to the large library of knowledge about the motivations that influence the intention to purchase luxury cosmetics products (Sun et al., 2017). It validates and expands on previous research, offering concrete evidence of the connections between these motivations and purchase intent.

This study uses measurement scales developed by the authors themselves (Netemeyer et al., 1995), which reinforces the notion that these scales can be applied in contexts beyond those for which they were originally designed. By focusing specifically on the impact of these motivations on purchase intention and considering the luxury products market in its entirety, it is believed that this study fills a gap in research, as these motivations have not yet been sufficiently explored in the context of luxury cosmetics.

The results of this study are consistent with existing literature, highlighting the importance of vanity, social status, and the need for uniqueness in forming purchase intentions for luxury products. These findings not only confirm previous theories on luxury consumer behavior, but

also provide an empirical basis for targeted marketing strategies, helping luxury brands better understand and address their consumers' motivations.

## **6.2. PRACTICAL IMPLICATIONS**

The results of this dissertation provide valuable insights that can be highly beneficial to brand managers of luxury cosmetic products. The discovery that vanity, social status and the need for uniqueness positively influence purchase intention provides a solid basis for formulating more effective and targeted marketing strategies.

Firstly, these insights can guide the development of personalized marketing strategies that highlight consumers' attributes of vanity, social status, and uniqueness. Advertising campaigns can be designed to highlight how luxury cosmetic products improve appearance, elevate social status, and provide a feeling of exclusivity.

Market segmentation and brand positioning can also be refined based on these motivational factors. Identifying and segmenting consumers who value vanity, social status, and uniqueness allows brands to develop more specific and effective marketing messages for each segment.

Furthermore, creating exclusive products and limited editions can significantly increase the perceived exclusivity and attractiveness of products. Offering limited editions not only satisfies consumers' need for uniqueness, but also creates a sense of urgency that can drive sales. At the same time, personalized shopping experiences that reinforce the values of vanity, status, and uniqueness can improve consumer satisfaction and overall brand perception.

Loyalty and exclusivity programs can be developed to reward consumers and encourage brand loyalty. Such programs can offer rewards and VIP experiences, reinforcing the sense of status and exclusivity that consumers seek.

In summary, the results of this dissertation offer a wealth of practical insights that can be applied to strengthen the position of luxury cosmetics brands in the market. By understanding and exploring consumers' motivations in terms of vanity, social status, and need for uniqueness, brand managers can develop more effective marketing strategies, refine brand positioning, and create personalized shopping experiences that meet consumers' expectations.

## **6.3. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

During this academic study, some limitations were found, opening paths for future studies. One of these limitations lies in the sample size. Subsequent studies were able to encompass a broader sample to ensure a more comprehensive representation of participant responses and characteristics, thus increasing the validity of the study.

Furthermore, as this study mainly focuses on luxury cosmetic products, the results cannot be generalized to the entire range of luxury products, a more targeted study about this could offer a more accurate understanding of how factors such as vanity, social status, and the need for uniqueness influence the intention to purchase luxury products.

The study was conducted in a specific geographic area, which may not reflect consumer trends and behaviors in different regions or cultures. Luxury consumer behavior can vary significantly between different countries and cultures due to social, economic, and cultural differences. So future research can be carried out in a specific culture and/or country.

In addition to the directly tested variables, this study suggests the importance of future researchers considering integrating other factors such as sustainability into the analysis of purchase intention for luxury cosmetic products.

Lastly, the exclusive use of a quantitative methodology may have provided valuable information that allowed for a deeper understanding of the study. The inclusion of qualitative methods, such as interviews or focus groups, could provide more detailed insights into the factors that influence purchase intention for luxury cosmetic products.

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## APPENDIX A: SURVEY MEASUREMENT

Table 7 - Original and measurement items (own elaboration)

Constructs	Original items	Measurement items	Source
Q1 Purchase Intention	<ul style="list-style-type: none"> <li>• I would think about a luxury counterfeit as a choice when buying something.</li> <li>• I will buy counterfeit luxury products.</li> <li>• I will recommend that my friends and relatives purchase counterfeit luxury products.</li> <li>• I would always say positive things about counterfeit luxury products.</li> </ul>	<ul style="list-style-type: none"> <li>• I would think about a luxury cosmetic products as a choice when buying something.</li> <li>• I will buy luxury cosmetics products.</li> <li>• I will recommend that my friends and relatives purchase luxury cosmetic products.</li> <li>• I would always say positive things about luxury cosmetic products.</li> </ul>	Jean et al., 2019
Q2 Social Status	<ul style="list-style-type: none"> <li>• Using luxury cosmetic brand makes a good impression on others.</li> <li>• It is important that others have a high opinion of how I look.</li> <li>• Using luxury cosmetic brand enhances my social relationships.</li> <li>• Social standing is an important motivator for my consumption.</li> <li>• Using luxury cosmetic products improves the way I am perceived.</li> </ul>	<ul style="list-style-type: none"> <li>• Using luxury cosmetic products makes a good impression on others.</li> <li>• It is important that others have a high opinion of how I look when I use luxury cosmetic products.</li> <li>• Using luxury cosmetic products enhances my social relationships.</li> <li>• Social standing is an important motivator for my consumption.</li> <li>• Using luxury cosmetics products improves the way I am perceived.</li> </ul>	Ajitha & Sivakumar 2017
Q3 Need for Uniqueness	Creative choice counter-conformity:	Creative choice counter-conformity:	Tian et al., 2001

- 
- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• I collect unusual products as a way of telling people I'm different.</li><li>• I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image.</li><li>• I often look for one-of-a-kind products or brands so that I create a style that is all my own.</li><li>• Often when buying merchandise, an important goal is to find something that communicates my uniqueness.</li><li>• I often combine possessions in such a way that I create a personal image for myself that can't be duplicated.</li><li>• I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.</li><li>• I actively seek to develop my personal uniqueness by buying special products or brands.</li><li>• Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.</li><li>• The products and brands that I like</li></ul> | <ul style="list-style-type: none"><li>• I collect unusual luxury cosmetic products as a way of telling people I'm different.</li><li>• I have sometimes purchased unusual luxury cosmetic products as a way to create a more distinctive personal image.</li><li>• I often look for one-of-a-kind luxury cosmetic products so that I create a style that is all my own.</li><li>• Often when buying merchandise, an important goal is to find something that communicates my uniqueness.</li><li>• I often combine possessions in such a way that I create a personal image for myself that can't be duplicated.</li><li>• I often try to find a more interesting version of run-of-the-mill luxury cosmetic products because I enjoy being original.</li><li>• I actively seek to develop my personal uniqueness by buying special luxury cosmetic products.</li><li>• Having an eye for luxury cosmetic products that are interesting and unusual assists me in establishing a distinctive image.</li></ul> |
|---|---|
-

	<p>best are the ones that express my individuality.</p> <ul style="list-style-type: none"> <li>• I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image.</li> <li>• I'm often on the lookout for new products or brands that will add to my personal uniqueness.</li> </ul>	<ul style="list-style-type: none"> <li>• The luxury cosmetic products that I like best are the ones that express my individuality.</li> <li>• I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image.</li> <li>• I'm often on the lookout for new luxury cosmetic products that will add to my personal uniqueness.</li> </ul>	
Q4 Vanity	<p>Physical-Concern Items:</p> <ul style="list-style-type: none"> <li>• The way I look is extremely important to me.</li> <li>• I am very concerned about my appearance.</li> <li>• I would feel embarrassed if I was around people and did not look my best.</li> <li>• Looking my best is worth the effort.</li> <li>• It is important that I always look good when I use luxury cosmetic products.</li> </ul>	<p>Physical-Concern Items:</p> <ul style="list-style-type: none"> <li>• The way I look is extremely important to me.</li> <li>• I am very concerned about my appearance.</li> <li>• I would feel embarrassed if I was around people and did not look my best.</li> <li>• Looking my best is worth the effort.</li> <li>• It is important that I always look good when I use luxury cosmetic products.</li> </ul>	Netemeyer et al., 1995

## APPENDIX B: SURVEY

Dear participant,

As part of the Data-Driven Marketing Master's degree with a specialization in Marketing Intelligence at NOVA IMS, I am developing a study on the factors that influence the purchase intention of luxury cosmetics.

There is no right or wrong answer and there is no risk involved in answering any of the following questions. Remember that your participation in this research is voluntary, which means you are free to participate or not, and to withdraw at any time. However, your answers are very important, completely anonymous, and will only be used for academic purposes.

This survey will take less than 5 minutes to complete.

If you would like any clarification about this study, please contact researcher Inês Sá Silva by email at 20220091@novaims.unl.pt

**Informed consent:** I declare that I am 18 years old or over and agree to participate in this research. I declare that I have been informed that my participation in this study is voluntary and that I can withdraw from this survey at any time without any penalty, and that all data is confidential. I understand that I will evaluate the responses and that this study does not offer serious risks.

- Yes, I agree to participate.
- No, I do not agree to participate.

If “No, I do not agree to participate” end of survey.

### Statement

The perception of a brand as luxurious varies among consumers, some consider it as a true luxury brand, while others see it only as a large brand. Consider brands like these: Hermès Beauty, Chanel, Gucci, Dior, Saint-Laurent/YSL, Prada, Armani, Carolina Herrera, Valentino and so on to answer this survey.

Luxury cosmetics are not just products, they are refined experiences, made with premium quality organic ingredients. They consist mainly of fragrances, makeup products, or skincare.

### **Purchase intention**

Q1. For the following questions, select the most appropriate answer considering the purchase intention of luxury cosmetic products. Using a scale of 1 (Strongly Disagree) to 7 (Strongly Agree), please rate the following statements.

1. I would think about luxury cosmetics products as a choice when buying something.
2. I will buy luxury cosmetics products.
3. I will recommend that my friends and relatives purchase luxury cosmetic products.
4. I would always say positive things about luxury cosmetic products.

### **Vanity**

Q2. For the following questions, select the most appropriate answer considering the purchase of luxury cosmetic products. Using a scale of 1 (Strongly Disagree) to 7 (Strongly Agree), please rate the following statements.

1. The way I look when I use luxury cosmetic products is extremely important to me.
2. I am very concerned about my appearance.
3. I would feel embarrassed if I was around people and did not look my best.
4. Looking my best is worth the effort.
5. It is important that I always look good.

### **Social status**

Q3. For the following questions, select the most appropriate answer considering the purchase of luxury cosmetic products. Using a scale of 1 (Strongly Disagree) to 7 (Strongly Agree), please rate the following statements.

1. Using luxury cosmetic products makes a good impression on others.
2. It is important that others have a high opinion of how I look when I use luxury cosmetic products.
3. Using luxury cosmetic products enhances my social relationships.
4. Social standing is an important motivator for my consumption.
5. Using luxury cosmetics products improves the way I am perceived.
6. This is an attention question, please select option 7.

### **Need for Uniqueness**

Q4. For the following questions, select the most appropriate answer considering the purchase of luxury cosmetic products. Using a scale of 1 (Strongly Disagree) to 7 (Strongly Agree), please rate the following statements.

1. I collect unusual luxury cosmetic products as a way of telling people I'm different.
2. I have sometimes purchased unusual luxury cosmetic products as a way to create a more distinctive personal image.

3. I often look for one-of-a-kind luxury cosmetic products so that I create a style that is all my own.
4. Often when buying merchandise, an important goal is to find something that communicates my uniqueness.
5. I often combine possessions in such a way that I create a personal image for myself that can't be duplicated.
6. I often try to find a more interesting version of run-of-the-mill luxury cosmetic products because I enjoy being original.
7. I actively seek to develop my personal uniqueness by buying special luxury cosmetic products.
8. Having an eye for luxury cosmetic products that are interesting and unusual assists me in establishing a distinctive image.
9. The luxury cosmetic products that I like best are the ones that express my individuality.
10. I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image.
11. I'm often on the lookout for new luxury cosmetic products that will add to my personal uniqueness.

### **Sociodemographic data**

Q5. Have you purchased any luxury cosmetics in the last 6 months?

- Yes
- No

Q6. What luxury cosmetics do you buy most often?

- Fragrances
- Skincare
- Makeup
- Hair care

Q7. Please indicate your gender.

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q8. Please indicate your age (numerical values only).

Q9. Please indicate your nationality.

- Portuguese
- Other

Q10. Please indicate your occupation.

- Student

- Working student
- Employee
- Self-employed
- Unemployed
- Retired

Q11. Please indicate your education level.

- Primary school
- High school
- Professional education
- Bachelor's degree
- Master's degree
- Doctorate

Q12. Please indicate your monthly income.

- I don't have any income
- Less than 500 euros
- Between 501 and 1000 euros
- Between 1001 and 2000 euros
- Between 2001 and 3000 euros
- More than 3000 euros
- Prefer not to answer

## APPENDIX C: SOCIODEMOGRAPHIC DATA

Table 8 - Have you purchased any luxury cosmetics in the last 6 months versus What luxury cosmetics do you buy most often? (own elaboration)

Have you purchased any luxury cosmetics in the last 6 months?		What luxury cosmetics do you buy most often?			
		Fragrances	Skincare	Makeup	Hair care
Yes		56	25	31	2
No		74	24	8	12

Table 9 - Please indicate your monthly income Vs Have you purchased any luxury cosmetics in the last 6 months? (own elaboration)

Please indicate your monthly income		Have you purchased any luxury cosmetics in the last 6 months?	
		Yes	No
I don't have any income		9	23
Less than 500 euros		6	6
Between 501 and 1000 euros		17	16
Between 1001 and 2000 euros		49	48
Between 2001 and 3000 euros		12	15
More than 3000 euros		10	3
Prefer not to answer		11	7

Table 10 - Sociodemographic Distribution

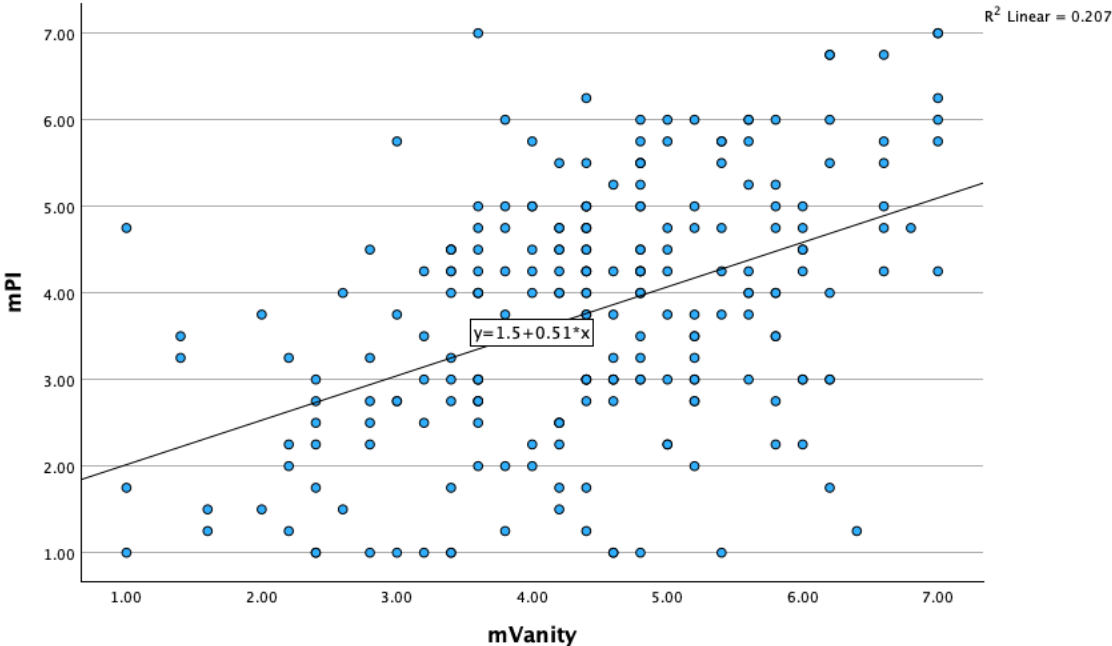
Sociodemographic Variable	Option	Frequency	Results (%)
Gender	Female	189	81,5%
	Male	41	17,7%
	Non-binary / third gender	1	0,4%
	Prefer not to say	1	0,4%
Age	18 – 26	113	48,5%
	27 – 35	58	25%

	36 – 45	44	19%
	46 – 55	15	6,5%
	56 – 65	2	0,9%
Nationality	American	3	1,3%
	American of African descent	1	0,4%
	Austrian	6	2,6%
	Brazilian	5	2,2%
	Canadian	1	0,4%
	Croatian	1	0,4%
	English	2	0,9%
	French	1	0,4%
	Greek	1	0,4%
	Haitian	1	0,4%
	Indian	2	0,9%
	Indonesian	1	0,4%
	Israel	1	0,4%
	Portuguese	190	81,9%
	Southeast Indian	1	0,4%
Spanish	1	0,4%	
Swiss	3	1,3%	
Occupation	Employee	128	55,2%
	Retired	2	0,9%
	Self-employed	17	7,3%
	Student	38	16,4%
	Unemployed	5	2,2%
	Working student	42	18,1%
Level of Education	Bachelor degree	101	43,5%
	Doctorate	8	3,4%
	High school	19	8,2%
	Master degree	85	36,6%
	Professional Education	19	8,2%
Monthly income	I don't have any income	32	13,8%
	Less than 500 euros	12	5,2%
	Between 501 and 1000 euros	33	14,2%

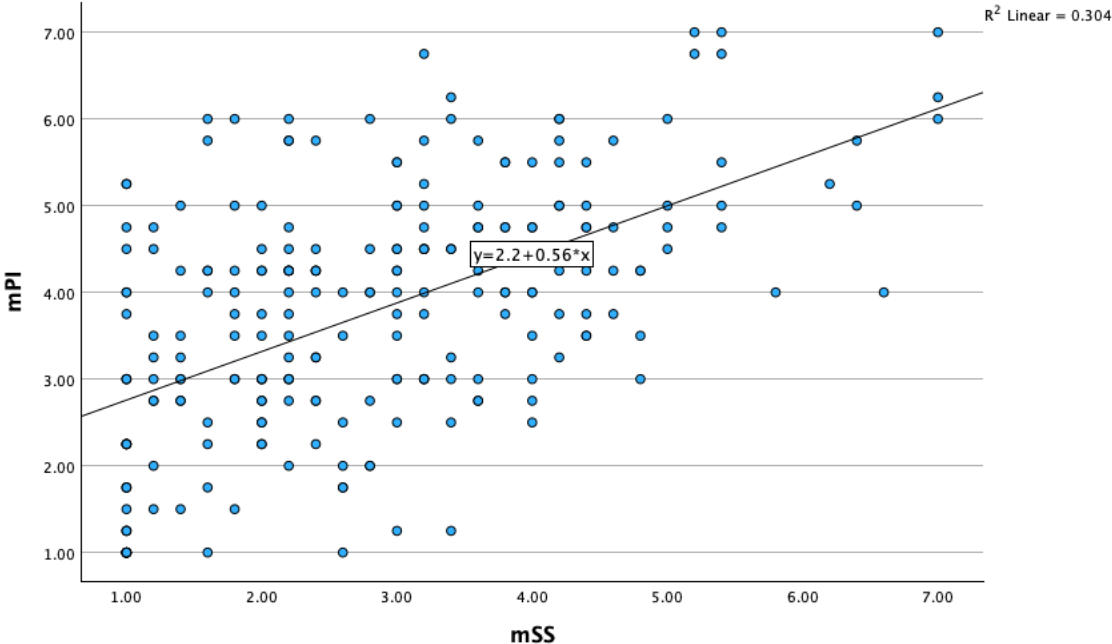
	Between 1001 and 2000 euros	97	41,8%
	Between 2001 and 3000 euros	27	11,6%
	More than 3000 euros	13	5,6%
	Prefer not to answer	18	7,8%
luxury cosmetics purchased in the last 6 months	Yes	114	49,1%
	No	118	50,9%
Most bought luxury cosmetics	Fragrances	130	56%
	Skincare	49	21,1%
	Makeup	39	16,8%
	Hair care	14	6%

# APPENDIX D: MAIN RESULTS GRAPHICS

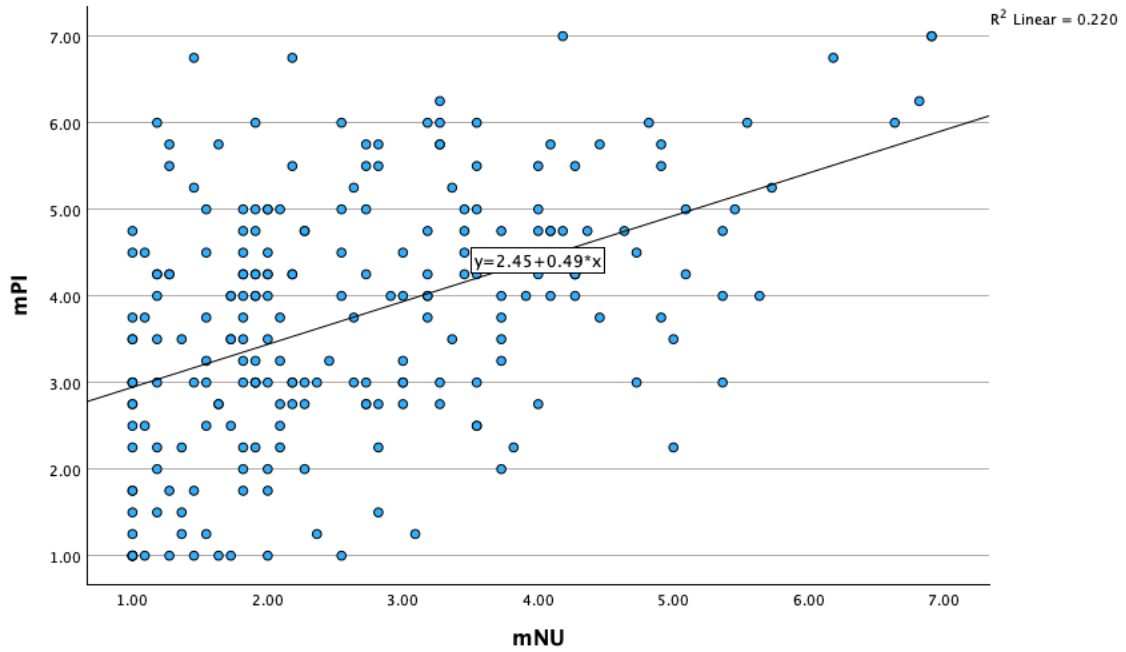
## Graphic 1 - Linear Analysis Vanity & PI



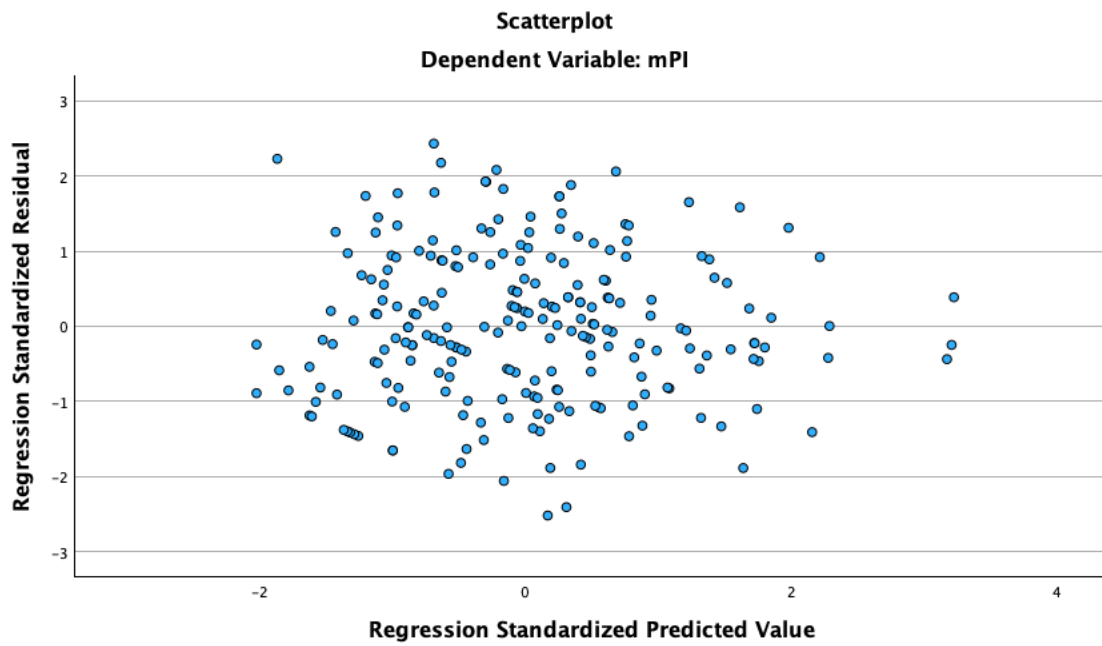
## Graphic 2 - Linear Analysis SS & PI



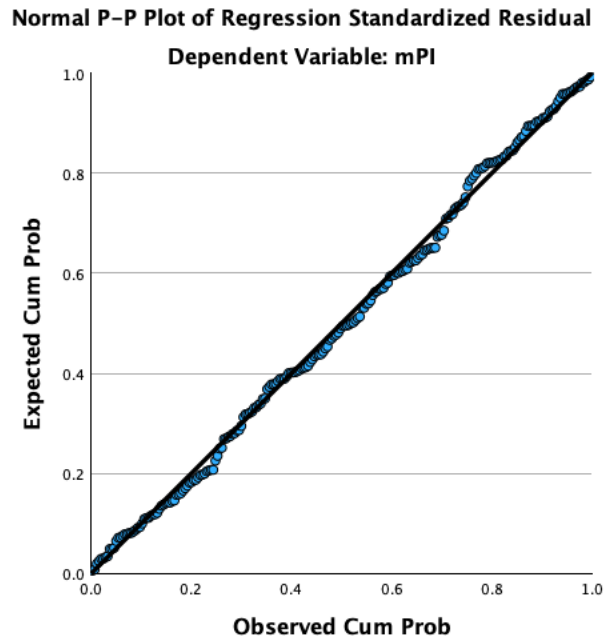
Graphic 3 - Linear Analysis NU & PI



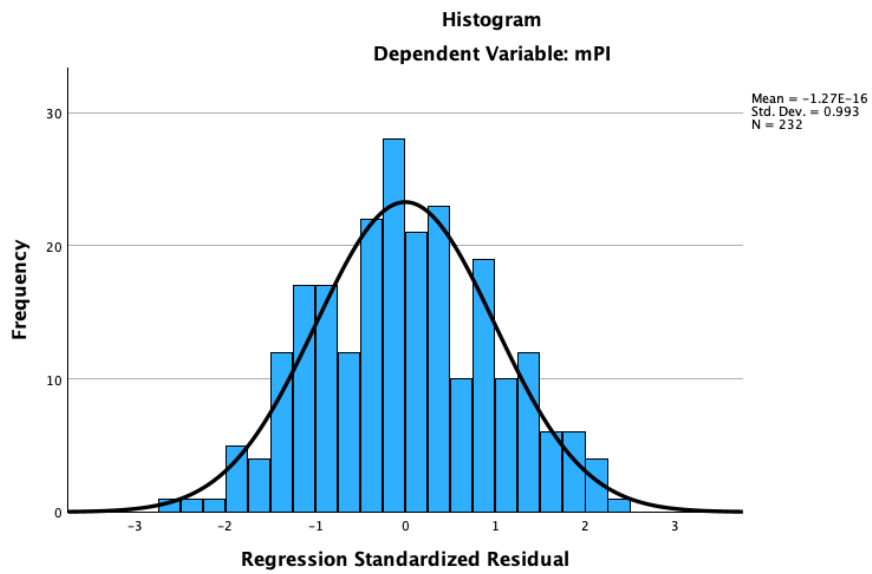
Graphic 4 - Homoscedasticity Analysis



Graphic 5 - P-P Plot



Graphic 6 - Histogram of Standardized Residuals



## APPENDIX E: ANOVA, COEFFICIENTS AND MODEL SUMMARY

Table 11 - ANOVA (SPSS)

	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	171,617	3	57,206	42,658	<,001 <sup>b</sup>
<b>Residual</b>	305,753	228	1,341		
<b>Total</b>	477,370	231			

a. Dependent Variable: mPI

b. Predictors: (Constant), mNU, mVanity, mSS

Table 12 - Coefficients (SPSS)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
<b>(Constant)</b>	1,275	0,279		4,576	<,001
<b>Vanity</b>	0,245	0,070	0,217	3,504	<,001
<b>Social Status</b>	0,346	0,075	0,340	4,600	<,001
<b>Need for Uniqueness</b>	0,165	0,074	0,156	2,216	0,028

a. Dependent Variable: mPI

Table 13 - Model Summary (SPSS)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,600 <sup>a</sup>	0,360	0,351	1,15802

a. Predictors: (Constant), mNU, mVanity, mSS

b. Dependent Variable: mPI



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