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Mexican Men's and Women's Emotions in Consumer Behavior Within the Luxury
Market

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Abstract

This study explores the emotions that influence consumer behavior in the luxury market among Mexican men and women, focusing on possible gender differences while working with only two genders, recognizing that today there are more recognized genders. Through the analysis of existing theories and a series of interviews with contemporary consumers, the research investigates how different emotions, such as joy, pride, satisfaction, and fear, impact purchasing decisions for luxury goods. It also examines whether societal changes have influenced the emotional behavior of men and women when purchasing luxury items. By comparing past theories with current interviews, this study contributes to a deeper understanding of the emotional differences between men and women in luxury market consumer behavior.

Keywords: consumer behavior, luxury market, emotions, gender differences, Mexican consumers, purchasing decisions, joy, pride, satisfaction, fear, societal changes, interviews, emotional dynamics.

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1. Introduction

Emotions play a fundamental role in shaping consumer behavior, especially within the luxury market. This study explores the impact of emotions on luxury consumption by examining how emotional reactions influence purchasing decisions in men and women. By understanding these emotional responses, luxury brands can tailor their marketing strategies to create deeper connections with their customers, thereby enhancing brand loyalty and improving sales.

The role of emotions in consumer behavior has been widely discussed in the literature. Studies such as those by Maugars (2020) and Schmitt (2012) show how emotions like joy, pride, and even fear drive luxury purchases. These emotions affect how consumers perceive the value of luxury goods and shape their attitudes towards brands. However, while these emotions have been studied individually, there is a gap in understanding how they specifically differ between genders in the context of the luxury market.

This gap in research is important because, as many studies suggest, men and women often experience and express emotions differently, which can lead to distinct behaviors in the marketplace (Varela et al., 2022). Although there is substantial research on emotional influence in consumer behavior, few studies have explored how gender affects emotional responses specifically in luxury markets, particularly in Mexican consumers.

Additionally, while emotions are essential drivers of behavior in luxury markets, the emotional experiences related to purchasing luxury goods have not been deeply explored, especially within the Mexican context. This study aims to bridge this gap by focusing on the emotional experiences of Mexican consumers, considering how emotions like pride, joy, and fear influence the luxury purchasing decisions of men and women.

Furthermore, the research will examine whether social changes, such as shifts in gender roles, have had an impact on these emotional responses.

Through qualitative methods such as semi-structured interviews, this research aims to provide a comprehensive understanding of how emotions drive the purchasing behavior of both men and women in the luxury market. The findings will not only contribute to academic knowledge but also offer valuable insights for marketers looking to better understand and target the emotional triggers of different consumer segments.

2. Literature Review

2.1 Consumer behavior in the luxury market

To begin to understand about the topic that will be discussed, it is important to first understand the basic definitions of the concepts that will be used. Starting to understand what it is consumer behavior. According to Solomon. Consumer behavior is all about understanding how people decide to spend their time, money, and effort on things they want or need. It looks at what goes through a person's mind when they're thinking about buying something, whether it's a product or a service. (Salomon,2018) This field blends insights from psychology, sociology, anthropology, and economics to get a deeper understanding of why people make the choices they do, what influences their decisions, and how they feel about their purchases. Factors like culture, personal preferences, and social dynamics all play a role in shaping these behaviors. (Salomon, 2018)

To better understand consumer behavior in the luxury market, it's important to first define what "high class" means. The upper class in Mexico represents the primary consumer group of luxury goods, often using these items to signal their social status and economic privilege (Riquelme,2016) (Dhaliwal et al., 2016). In Mexico, this term is associated not only with substantial financial resources but also with access to premium

education, exclusive healthcare, and influential social circles. Economically, households earning over MXN 87,000 monthly are typically classified as part of the high-income segment, placing them among the top 10% of earners nationally (Campos-Vázquez & Medina-Cortina, 2019; INEGI, 2023). For these consumers, luxury goods go beyond material possessions they represent personal achievements and social prestige, often evoking emotions like pride and a desire for recognition (Esposito et al., 2020).

If we talk about luxury market, it is important to know that is defined by its focus on exclusive, high-quality goods and services that convey social status and uniqueness. This market targets consumers who value not only the physical attributes, such as superior quality and aesthetics, but also the symbolic aspects, such as exclusivity and brand prestige (Becker et al., 2018). Products within the luxury market often carry a high price, reflecting their scarcity and cultural significance, which positions them as aspirational items that appeal to consumers' desires for distinction and status (Becker et al., 2018). These qualities contribute to the luxury brand's perceived value, establishing it as a symbol of social identity and personal accomplishment.

Consumer behavior takes on an even more fascinating dimension when it comes to luxury items. Not only do people purchase luxury goods for their functional needs, but they also frequently do so to convey their personality, status, or ambitions (Dhaliwal et al., 2023). Consumers of luxury goods are frequently motivated by feelings, exclusivity and emotions. For luxury brands, this knowledge is essential because it enables them to develop emotions for the clients and influence their positioning within it (Dhaliwal et al., 2023).

Some authors like Dhaliwal, Singh and Paul who have already studied the subject and have done studies on the influences on consumer behavior. According to them, there are four critical characteristics that have a substantial impact on customer behavior in the

luxury goods industry in their thorough analysis (Dhaliwal et al., 2023). The first component is **psychological motivation**, which includes the emotions and impulses that come from within and push buyers to look for upscale goods. This covers the need to express one's personality and uniqueness as well as the quest of self-worth and personal success. Luxurious products enable customers to stand out from the crowd and achieve their goals by acting as symbols of achievement and exclusivity. Luxury brands have a strong emotional bond with consumers, and this bond influences their purchasing decisions because these products frequently have deep personal significance in addition to being functionally beneficial (Dhaliwal et al., 2023).

The second factor highlighted is **social influence**, which involves the impact of peers, family, and societal norms on consumer choices. In the luxury market, the opinions and behaviors of others can strongly sway an individual's decision to purchase high-end products. Social status and the desire to be perceived favorably within one's social circles drive consumers to invest in luxury goods that are recognized and admired by others. (Dhaliwal et al., 2023) The emotions of pride and satisfaction from social approval play a powerful role in reinforcing the consumer's choice of luxury items (Dhaliwal et al., 2023)

Cultural factors, which constitute the third aspect, pertain to the wider societal norms and customs that mold the inclinations and perspectives of consumers about luxury (Dhaliwal et al., 2023). Cultural differences in definitions of luxury can have an impact on the kinds of goods that are valued and how they are sold. The cultural appeal of certain luxury items can evoke feelings of identity and personal fulfillment, as consumers seek to align their purchases with their cultural or societal ideals (Dhaliwal et al., 2023).

It is important to note that psychological motivation, social influence, cultural factors are all deeply intertwined with **consumer emotions in the luxury market**. These

factors do not merely shape preferences through rational consideration; they often trigger emotional responses that significantly impact purchase decisions. For example, the prestige associated with luxury brands can evoke feelings of fulfillment and exclusivity, while social influence can create a sense of belonging or elevated social status (Husic & Cicic, 2009). Additionally, luxury brands leverage emotional connections by crafting personalized experiences and tapping into the aspirational desires of their consumers, which builds loyalty and enhances perceived value (SJRLondon, 2023) (Tajeddini, 2014). Together, these elements highlight that emotions are central to consumer engagement and brand loyalty in the luxury sector, driving purchasing behaviors beyond mere utility.

Also, in the luxury market, brand perception shapes consumer behavior by evoking emotions like pride, joy, and trust through exclusivity, status, and craftsmanship (Dhaliwal et al, 2023). Personalization deepens these emotional ties by making consumers feel valued and unique, while experiential luxury creates lasting emotional memories through immersive, one-of-a-kind experiences (Ranjan & Read, 2016) (Hagtvedt & Brasel, 2017). These strategies align with the emotional desires of luxury consumers, reinforcing their connection to the brand.

2.2 The impact of emotions in the consumer behavior of the luxury market

According to Izard psychologist, emotions are complex psychological states that significantly influence human thought, behavior, and interactions. They involve a combination of subjective feelings, physiological responses, and expressive behaviors. Emotions help individuals react to various stimuli in their environment and play a crucial role in decision-making and social relationships (Izard, 2010). An influential framework for understanding emotions is Plutchik's Wheel of Emotions, which classifies eight main emotions: joy, trust, fear, surprise, sadness, disgust, anger, and anticipation. These core emotions are essential because they form the building blocks of more complex emotional

experiences. According to (Plutchik,1980), these primary emotions are not isolated but can be combined in various ways, resulting in more nuanced feelings that help individuals adapt to their environment. For example, the combination of joy and trust can create love, while fear and surprise can combine to create awe. Plutchik's model emphasizes that these fundamental emotions play a crucial role in human survival and decision making, guiding individuals through different situations and helping them overcome challenges, such as those found in consumer behavior (Plutchik,1980). By applying this framework to luxury consumption, we can better understand how emotional responses such as pride, joy, or fear influence individuals' purchasing decisions, particularly when luxury items serve as markers of status or identity (Plutchik,1980).

In the luxury market, are emotions such as **joy** and **pride** are particularly influential because these purchases often signify personal achievement or elevated status. (Richins et al., 1997). When consumers acquire a luxury item, they experience a sense of joy and accomplishment, enhancing the perceived value of the product. This emotional satisfaction not only strengthens their attachment to the brand but also increases brand loyalty (Richins et al., 1997). For instance, buyers of high-end watches or designer clothing frequently view these items as markers of success, finding pride in displaying these possessions to others. In doing so, luxury brands tap into these positive emotions to build long-term, loyal relationships with their consumers (McFerran et al., 2014).

On the other hand, **fear** plays a nuanced role in luxury consumption (Wilcox, Kim, & Sen, 2009). Given the significant investment involved in luxury purchases, consumers may experience a level of apprehension about the authenticity or quality of the items (Wilcox, Kim, & Sen, 2009). Fear of counterfeits or subpar quality can influence purchasing decisions, driving consumers toward brands that offer assurances, such as authenticity certificates or guarantees (Kapferer & Bastien, 2009).By emphasizing

craftsmanship, transparency, and exclusive features, luxury brands can mitigate these concerns and increase **consumer confidence**, enhancing the appeal of their products (Kapferer & Bastien, 2009)

Lastly, **surprise** is an effective tool luxury brands use to elevate the emotional impact of their offerings. (Lundahl & Skärvad, 2016) Limited-edition releases or exclusive product launches are designed to evoke excitement, creating a memorable, emotionally charged experience. (Jang, Ko, Morris & Chang, 2015) This element of exclusivity not only captures consumer attention but also fosters a sense of urgency and desire. When consumers experience surprise alongside joy and pride, it amplifies their connection to the brand, ensuring they feel a deep-seated attachment and satisfaction with their purchase (Hagtvedt & Patrick, 2009). By strategically engaging emotions like joy, pride, fear, and surprise, luxury brands create an immersive experience that resonates with their audience on a deeply emotional level, fostering brand loyalty and cultivating a devoted customer base.

In summary, emotions are crucial in influencing consumer behavior within the luxury market, where feelings such as pride, joy and exclusivity enhance the attractiveness of high-end products and foster loyalty to the brand. Positive emotions help consumers see luxury purchases as symbols of success and personal identity, creating a deep connection with the brand (Richins, 1997). Furthermore, emotions such as the fear of inauthenticity and the thrill of exclusivity, often intensified by limited edition releases, shape luxury buyers' preferences and increase the perceived value of products. By harnessing these emotional drivers, luxury brands can create memorable experiences that solidify their status and resonate powerfully with consumers (Kapferer & Bastien, 2009; Hagtvedt & Brasel, 2017).

2.3 The different emotions between a man and a woman in the luxury market

Gender encompasses the roles, behaviors, and expectations that societies associate with being male or female, shaped by a blend of biological and cultural factors (Wood & Eagly, 2012). This study will focus on the emotional responses of men and women specifically, reflecting the traditional gender categories often highlighted in consumer research. While we recognize the broader spectrum of gender identities today, focusing on men and women in this context allows us to examine well-documented emotional and behavioral distinctions relevant to luxury consumption (American Psychological Association, 2015) (Wood & Eagly, 2012). By narrowing our scope, we aim to explore how these two groups uniquely engage with and react to luxury brands, without delving into the full diversity of gender expressions.

For women, emotions like joy and pride are central, stemming from the intrinsic pleasure of owning aesthetically pleasing and high-quality items that align with personal identity and self-expression (Hudders et al., 2013). Joy, for women, often relates to the aesthetic and experiential value of luxury goods, which enhances their sense of self-worth. Pride, on the other hand, is tied to personal achievement, where luxury items serve as symbols of success or milestones that they take pleasure in sharing within their social circles (Granot et al., 2013). Women are also more likely to experience emotions of trust and surprise in relation to brand loyalty. Trust is crucial, as it assures them of the authenticity and durability of their purchase, while surprise through exclusive or limited-edition releases adds excitement and strengthens their attachment to the brand (Kapferer & Bastien, 2009).

On the other hand, men's emotional engagement with luxury goods, however, tends to be more externally focused. Pride is equally significant for men, but it often relates more to social validation and the reinforcement of social status. Men frequently purchase luxury items as markers of accomplishment, especially in the context of

business success, which serves as a symbol of their professional achievements (Eastman & Liu, 2012; Vigneron & Johnson, 2004). Furthermore, **the emotion of fear plays a more pronounced role in men's luxury consumption**, where concerns about authenticity and quality drive them toward reputable brands that can guarantee exclusivity and superiority. This fear of making a poor investment or being judged by peers amplifies their preference for brands that convey clear status and prestige (Kapferer & Bastien, 2009).

The key difference between how men and women experience emotions in luxury consumption lies in the source and purpose of those emotions. For many women, emotions connected to luxury purchases come from a deeply personal place. (Murray, 2016) They often see luxury items as expressions of their own identity and taste, leading to feelings of joy and satisfaction simply from owning something beautiful or high-quality. This personal attachment helps build brand loyalty, as women may seek brands that consistently provide a sense of trust and emotional fulfillment, allowing them to feel authentic and fulfilled in their choice (Hudders et al., 2013)(Kapferer & Bastien, 2009). Men, on the other hand, often approach luxury goods with an external focus. (Ko et,2019) (Zhang & Zhao, 2019)They view these items as symbols of status and achievement, which provide pride and social validation. Men's emotions, like pride and occasionally fear, are often linked to how these purchases will be perceived by others. (Eastman & Liu, 2012) (Vigneron & Johnson, 2004) For them, luxury goods serve as markers of success in a competitive world. This external motivation means they tend to prioritize brands that enhance their social standing, offering exclusivity and prestige, which align with their public image (Eastman & Liu, 2012; Vigneron & Johnson, 2004).

3. Gap in research

Currently, there is limited research examining the differences in emotional responses between men and women in luxury consumer behavior. Existing studies on gender-based emotional responses in this context are either scarce or outdated, making it unclear whether observed differences still hold today given the societal and economic shifts over the years (Hudders et al, 2013)(Kapferer & Bastien, 2009). Additionally, as more women now participate equally in the workforce, it's possible that motivations and emotional engagements with luxury products have evolved (Granot et al., 2013). This study aims to investigate if distinct emotional patterns between men and women persist in luxury consumer behavior, focusing on updated insights to address this gap in the literature (Dhaliwal Singh & Paul, 2023).

4. Methodology

This study aims to explore whether men and women still experience different emotions when buying luxury products and how these emotions shape their purchasing decisions today. Past research has suggested that women often form deep, personal connections to luxury items, using them as tools for self-expression and finding joy and satisfaction in the process. (Hudders et al., 2013)In contrast, men have historically associated luxury products with status and social recognition, experiencing emotions such as pride or even fear about others' perceptions.(Kapferer & Bastien, 2009)(Eastman & Liu, 2012)(Vigneron & Johnson, 2004). However, given the significant shifts in societal norms, economic conditions, and personal priorities over the years, this study seeks to examine whether these emotional patterns remain consistent or have evolved.

To address this, we focused on upper-class Mexican men and women aged 27 to 40. This demographic was chosen because individuals in this age group are typically at the peak of their professional careers, with financial stability and greater access to luxury goods. (Campos-Vázquez & Medina-Cortina, 2019) Moreover, this life stage often emphasizes

personal achievements, status signaling, and self-expression, which are key drivers of luxury consumption. Their financial independence also makes them more likely to make discretionary purchases, including luxury items. (Campos-Vázquez & Medina-Cortina, 2019)(INEGI, 2023)

While we acknowledge the broad spectrum of gender identities in contemporary society, this study specifically focuses on men and women to enable a direct comparison and to revisit established theories about gender-based emotional differences in luxury consumption.

The research employed semi-structured interviews, offering the flexibility to delve into participants' personal experiences and emotions linked to luxury purchases. A total of 16 interviews were conducted during the last two weeks of November, with an equal representation of men (8) and women (8). Participants were asked about their emotional experiences during and after purchasing luxury items, with a focus on emotions such as joy, pride, satisfaction, and fear. Questions also explored whether these emotions were rooted in personal identity or influenced by perceptions of others.

NVivo software was utilized to facilitate thematic analysis of the interview data. This method enabled to identify recurring emotional patterns and compare them with findings from earlier studies (Hudders et al., 2013)(Kapferer & Bastien, 2009). By doing so, we could assess whether the emotional responses observed in this study align with or deviate from prior research and evaluate how societal changes may have influenced these patterns.

This study's exploratory nature stems from its focus on understanding contemporary emotional dynamics in luxury consumption a topic influenced by rapid societal and economic transformations. By investigating these emotions, the research revisits established gender-based theories and tests their relevance in 2024. The aim is to

determine whether distinct emotional differences between men and women persist or if evolving norms have redefined these patterns.

4.1 People interviewed

Cooperatives	Background
P1	Mexican, age 28. He has his own real estate agency and what he likes to buy the most are luxury shoes.
P2	Mexican, age 40. She has her own agricultural company and what she likes to buy the most are luxury bags.
P3	Mexican, age 28. She works at Monoprix and what she likes to buy the most is luxury jewelry.
P4	Mexican, age 28. He works at the OECD and what he likes to buy most are luxury cycling items.
P5	Mexican, age 28. He works in the Mexican stock market and what he likes to buy most are luxury electronics.
P6	Mexican, age 30. She works in an advertising marketing company. What he likes to buy the most is luxury clothing.
P7	Mexican, age 29. She has her own cycling gym. What she likes to buy the most are luxury bags.
P8	Mexican, age 29. He works in Real Estate as a real estate agent. What he likes to buy the most are luxury shoes.

P9	Mexican, age 40. He has his own construction company and what he likes to buy most are luxury jackets and boots.
P10	Mexican, age 40. She has her own school. What she likes to buy the most is luxury jewelry.
P11	Mexican, age 28. She works for the company CEMEX and is starting a recycling company. What he likes to buy the most are luxury shoes.
P12	Mexican, age 28. She works at a digital marketing company. What he likes to buy the most are luxury glasses.
P13	Mexican, age 30. He works in the family textile business. What he likes to buy the most are luxury shoes.
P14	Mexican, age 28. He Works in a Marketing company. What he likes to buy the most is luxury clothing.
P15	Mexican, age 28. He has his own coffee shops and what he likes to buy most are electronics.
P16	Mexican, age 40. She has her own animal bathing company. What he likes to buy the most are luxury bags.

As already mentioned, it was use it a semi-structured questionnaire to explore the emotional connections people have with luxury consumption. This format allowed participants to express themselves freely, going beyond the predefined questions to share personal stories and perspectives. The questions touched on topics like emotions tied to

luxury goods, differences between men and women, loyalty to brands, and how societal changes might have influenced their feelings. By encouraging open conversations, gained deeper insights into emotions like joy, pride, hesitation, or trust, and how these feelings shape their relationship with luxury goods in unique and meaningful ways. At the bottom there are the type of questions that were asked, all the questions were asked in the Spanish language so that the cooperator could express himself in an open way.

4.2 Type of questions (the interview was semi-structured so each interview varied in questions and answers this questions are just examples of some of them)

Emotional Engagement and Triggers

- When you think about luxury goods, what emotions come to mind? For example, do you feel joy, pride, excitement, or even hesitation? Why do you think those emotions matter to you?
- How do you feel when purchasing a luxury item? Do you experience satisfaction, confidence, or perhaps fear or doubt? Can you share an example?

Emotional Differences and Motivations

- Do you feel your emotions when buying luxury goods are influenced more by personal satisfaction or how others perceive you? Why?

Brand Loyalty and Emotional Impact

- What role do emotions like trust, excitement, or pride play in your loyalty to specific luxury brands? Can you give an example?
- Have you ever felt fear or hesitation when considering a luxury purchase, such as concerns about quality or social perceptions? How did you handle it?

Societal Changes

- Do you think your emotions toward luxury goods have changed over time? For example, have societal changes or personal experiences shifted how you feel about luxury purchases?

Future and Identity

- Do you see emotions like joy, pride, or trust continuing to influence your luxury buying decisions in the future? Why or why not?
- Do your emotional responses to luxury goods reflect your identity or values? For instance, do they enhance your confidence or symbolize personal achievements?

5. Analysis Results

After conducting interviews with 16 participants 8 men and 8 women the data were carefully analyzed and organized using NVIVO software. By categorizing the data, there was analyzed how these emotions varied between men and women, revealing insights into their unique experiences and perceptions. The analysis presented in this chapter highlights these emotional dynamics and how they shape the way people interact with luxury products.

The findings of the analysis reveal nuanced emotional differences between men and women in the luxury market, shedding light on how these emotions influence purchasing behavior. While the emotional responses of both genders align in some areas, such as pride and joy, there are also discrepancies, particularly in how emotions like personal reward and fear of bad investment manifest.

Joy emerged as a significant positive emotion in the interviews, particularly among women, who mentioned it five times compared to just once for men. This finding aligns with the work of Hudders and Murray who suggest that women often enjoy luxury shopping by identifying with their personal identity. (Hudders, 2013)(Murray, 2016) However, a closer look at the interviews revealed that both genders associate identity with

their purchasing decisions. Three women and three men expressed that identity played a role in their luxury purchases, suggesting that this emotional connection is not unique to women.

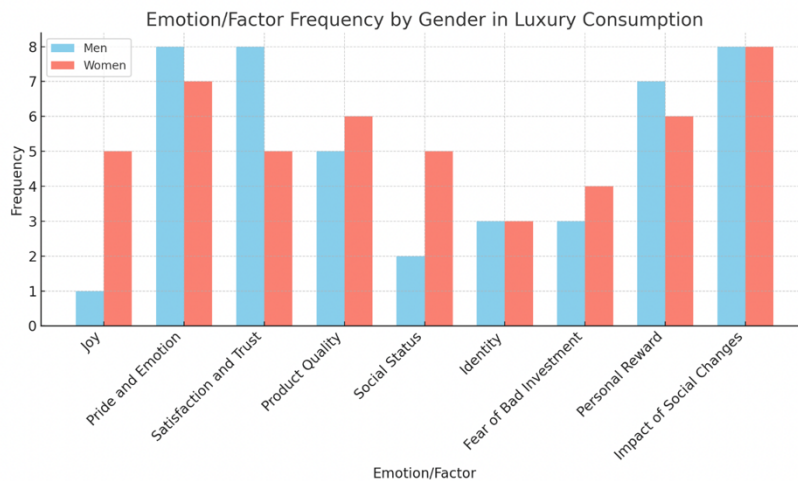
Although the connection with identity is present in both genders, it was women who most prominently associated their joy with these purchases. This reinforces the idea that joy, as an emotional response to luxury consumption, stands out more among women, since it seems to be linked to personal identity but also to other relationships as a personal reward. (Hudders, 2013)(Murray, 2016)

In contrast, both men and women mentioned pride as a key emotion in their luxury consumption, with men bringing it up 8 times and women 7. While pride is often tied to luxury purchases, the reasons behind it seem to differ between genders. Research by Eastman and Liu (2012) and Vigneron and Johnson (2004) suggests that men tend to connect pride with social validation and reinforcing their social status. (Eastman and Liu, 2012)(Vigneron and Johnson,2004) However, the interviews tell a different story: 5 women said that reinforcing social status was important to them, compared to only 2 men. This flips the script on traditional theories, pointing to the possibility that women in this group place even more importance on status signaling through luxury items than men.

This might reflect some big societal shifts. Women today are more present in the workforce and have greater financial independence, which could make luxury goods a way to assert their success both professionally and personally (Granot et al., 2013). At the same time, changing gender roles and blurred lines in consumer behavior could mean that men and women are becoming more similar in how they approach luxury. In professional settings especially, luxury items seem to act as a shared language a way for both genders to signal achievement and confidence.

Personal reward was one of the most common emotions mentioned by both men and women in the interviews: men mentioned it 7 times and women 6. This shows that luxury purchases are seen as a form of personal reward for both sexes, although perhaps for slightly different reasons. According to Murray (2016), men often associate personal reward with achieving their goals and enjoying the results of their hard work. (Murray, 2026) For women, it is more about personal satisfaction and the joy of owning something beautiful (Hudders et al, 2013).

Figure 1.



(Graph, according to the analysis of the responses and software NVIVO)

However, when the responses were analyzed, it was discovered that women, like men, also related personal reward to personal or work achievements. They even gave examples of their own goals. And when asked how they felt after making the purchase, 8 men said they felt satisfied compared to 5 women. This suggests that men seemed to place more value on the feeling of satisfaction. So, in this case, Hudders (Hudders et al, 2013), theory doesn't quite match up, as both men and women seemed to feel the satisfaction of personal reward similarly, but men seemed to have a stronger emotional bond with it. So, in this case there could still be a social change over the years in terms of behavior between genders.

Regarding negative emotions, the fear of making a bad investment was mentioned more prominently by some women, who expressed their concern 4 times compared to 3 times in the case of men. This finding aligns with the analysis of Kapferer and Bastien(2009), which suggests that fear of counterfeits or poor quality can influence purchasing decisions in the luxury market.(Kapferer and Bastien, 2009) However, they argued that men tend to express more concern about the authenticity, social validation, and quality of the product when making a bad investment. (Kapferer and Bastien, 2009) In this case, women triggered greater fear of making a bad investment.

Likewise, the interviews revealed a slightly different pattern regarding product quality. Six women highlighted the importance of product quality, compared to five men. This suggests that women, in this case, may be more focused on ensuring the quality and exclusivity of their luxury purchases. While the difference in mentions was relatively small, it indicates that the fear of a bad investment (and the associated desire for high quality) was more prominent among women.

Overall, the data points to a similarity in how both genders experience fear when purchasing luxury products, with only a slight difference in emphasis. This suggests that, while there may be minor gender differences in how fear manifests, the emotional response to luxury purchases is quite similar between men and women.

Regarding age, no significant differences in emotional responses were observed between younger and older participants, so this issue is not emphasized. Emotions such as satisfaction, pride and fear of a bad investment were similar in both age groups, suggesting that the motivations behind luxury purchases are not strongly influenced by age in this case. This could indicate that, regardless of life stage, emotions associated with luxury consumption are shared similarly across different age ranges. A brief reminder

that this study focuses more on behavior between men and women and not on different behaviors of ages or generations.

During the analysis, it was striking that all interviewees were asked if they believed that social changes over time had influenced consumer behavior in the luxury market, specifically regarding emotional differences between men and women. All participants indicated that they believe such changes have occurred, particularly due to the increasing participation of women in the workforce compared to previous years. This shift, they suggested, has led to changes in the way women engage with luxury consumption, as they are now more financially independent and engage in different ways of behaving. This aligns with previous findings by Wood and Eagly (2012), who discussed the influence of social changes on gender roles and consumer behavior.

In summary, according to the results of the analysis of interview data both genders shared and distinct emotional responses between men and women in luxury consumption. While both genders experience emotions like pride, joy, and personal reward, women tend to associate joy more strongly with personal identity and status, whereas men emphasize satisfaction. Fear of a bad investment was more prominently expressed by women, reflecting a heightened concern for product quality and authenticity. Despite some gender differences, the emotional dynamics of luxury consumption show a growing similarity between men and women, suggesting that societal shifts and evolving gender roles are influencing purchasing behavior in the luxury market (Hudders, Pandelaere, & Vyncke, 2013).

6. Conclusions

This study set out to understand the emotional experiences of Mexican men and women when engaging with luxury goods. Through in-depth interviews, it became clear that emotions play a powerful and sometimes surprising role in shaping how people

connect with luxury products. The findings revealed both familiar patterns and new perspectives, challenging some traditional theories while supporting others, and ultimately showing that luxury consumption is deeply tied to personal identity, social shifts, and emotional motivations.

One of the most significant insights was the role of joy in women's luxury purchases, as highlighted by (Hudders et al.,2016), and (Murray,2016). Women associated joy not only with the aesthetic and personal value of luxury items but also with the way these purchases reflected their achievements and identity. While men also expressed joy, it was mentioned less frequently and was often linked to external achievements, underscoring subtle differences in emotional triggers between genders.

Pride was a common emotion for both sexes, but their underlying motivations differed. Research by Eastman and Liu (2012) and Vigneron and Johnson (2004) previously emphasized men's connection between pride and social status. However, this study found that women also linked pride to their social position and professional success, often with equal or greater intensity. These finding challenges traditional assumptions and highlights the changing dynamics of gender roles in luxury consumption.

Satisfaction, closely related to the concept of personal reward, was another key theme, the most notable in this work. While previous studies suggested that men derive satisfaction from achieving tangible goals and women from emotional satisfaction (Hudders et al.,2016), the interviews revealed overlaps. Both genders associated luxury purchases with the celebration of professional or personal goals, although men seemed to emphasize satisfaction more, the responses were very similar. Which indicates that the majority of both genders obtain satisfaction from purchasing a luxury product as a reward. personal or professional. This demonstrates a social change over time, because women have changed their way of thinking to be more involved in the professional world.

Fear of making a bad investment was a more pronounced concern among women, in contrast to Kapferer and Bastien's (2009) findings that men focus more on quality and authenticity and usually had greater investment fear when purchasing a luxury product. Now, this has changed because the women in this study demonstrated a greater fear of making a bad investment and greater awareness of product quality and exclusivity, reflecting their careful approach to ensuring the value of their purchases. However, the results did not have high differences, so it can be said that there was similar behavior in both genders in terms of fear of bad investment and satisfaction.

A recurring theme in all the interviews was the recognition of the social changes that influence luxury consumption. Participants acknowledged that evolving gender roles, particularly the increased presence of women in the workforce, have reshaped their engagement with luxury goods. This shift has led to changes in the way women interact with and assign meaning to luxury products, with a greater focus on independence and career success.

Interestingly, the study revealed minimal emotional differences between the age groups. Participants consistently expressed joy, pride, and fear, regardless of their age, suggesting that shared cultural and social contexts play a larger role in shaping emotional responses than generational factors within the demographic group studied. But as already mentioned, this study is more focused on the distinction between the behavior of men and women, not age.

In conclusion, this research highlights the evolving emotional dynamics in luxury consumption among Mexican men and women. While emotions like pride, joy, satisfaction, and fear remain central to their purchasing behaviors, societal changes have reshaped how these emotions manifest across genders. According to this study women's increased presence in the workforce and greater financial independence have shifted their

motivations, leading to a stronger association with status signaling and personal achievements, traditionally attributed to men (Eastman & Liu, 2012; Hudders et al., 2016). At the same time, men now share emotions like joy and personal reward, blurring previously rigid gender distinctions (Hudders & Murray, 2013, 2016).

These findings reveal that while earlier studies accurately captured the emotional motivations of their time, they no longer fully reflect today's context. Emotions such as fear of poor investment and satisfaction now carry shared significance across genders, although with subtle differences in intensity and focus (Kapferer & Bastien, 2009). This convergence of emotional responses underscores the influence of shifting cultural and economic roles, signaling a need for updated theories that account for these nuanced behaviors.

Ultimately, the study demonstrates that luxury consumption is deeply tied to emotions, identity, and social context, making it a mirror of broader societal changes (Hudders & Murray, 2013, 2016; Eastman & Liu, 2012; Kapferer & Bastien, 2009). Understanding these shifts not only enriches the field of consumer behavior but also highlights the importance of continuous research to stay attuned to evolving market realities.

7. Suggestions for the future

Future research could expand the scope of this study by including a broader range of genders. While this thesis focuses on the emotional responses of men and women, it is crucial to acknowledge that gender is a spectrum, and there are multiple identities beyond the binary. By including diverse gender identities, future studies could gain a deeper understanding of how luxury consumption is shaped by a variety of emotional experiences. (American Psychological Association, 2015). As society becomes more inclusive, it is important for consumer behavior research to reflect these changes and offer

insights that resonate with a wider population. This could provide valuable data for luxury brands to better cater to a more inclusive audience and tailor their marketing strategies to reflect the diverse emotional connections consumers have with luxury goods. (Kapferer & Bastien, 2009).

Furthermore, future investigations could examine the intersection of emotions with other socio-cultural factors, such as cultural backgrounds, education levels, or even regional influences. By exploring these aspects, researchers could gain a more comprehensive understanding of how various elements interact with emotions in driving consumer decisions. (Esposito, Hernández-Méndez, & Tzannis, 2020) For instance, exploring the emotional drivers of luxury consumption in different geographic locations or among different social classes could offer valuable insights into how these factors shape purchasing behavior (Campos-Vázquez & Medina-Cortina, 2019; Riquelme & Juan, 2016). This would not only contribute to the academic field of consumer behavior but could also aid luxury brands in developing more nuanced and targeted approaches to their offerings (Husic & Cicic, 2009). Additionally, understanding the role of digital spaces, such as social media, in influencing emotions and consumer behavior could also be an important avenue for future studies (Dhaliwal, Singh, & Paul, 2023). Particularly as brands seek to connect with consumers in the increasingly digital world of luxury. Insights into how these platforms evoke emotions and shape decisions could prove invaluable. Platforms like Instagram have been found to heighten emotional engagement, which directly impacts consumer attachment and loyalty (Jang, Ko, Morris, & Chang, 2015).

8. Appendix

Figure 2. Emotion factor frequency by gender

Category	Emotion/Factor	Gender	Sources	References
Positive Emotions	Joy	Men	1	1
Positive Emotions	Joy	Women	5	5
Positive Emotions	Pride and Emotion	Men	8	8
Positive Emotions	Pride and Emotion	Women	7	7
Positive Emotions	Satisfaction and Trust	Men	8	8
Positive Emotions	Satisfaction and Trust	Women	5	6
Rational Factors	Product Quality	Men	5	6
Rational Factors	Product Quality	Women	6	6
Rational Factors	Social Status	Men	2	2
Rational Factors	Social Status	Women	5	6
Rational Factors	Identity	Men	3	3
Rational Factors	Identity	Women	3	3
Negative Emotions	Fear of Bad Investment	Men	3	3
Negative Emotions	Fear of Bad Investment	Women	4	4
Mixed Emotions	Personal Reward	Men	7	7
Mixed Emotions	Personal Reward	Women	6	6
Social Influences	It is believed that social changes have made an impact	Men	8	6
Social Influences	It is believed that social changes have made an impact	Women	8	5

Figure 3. Results codes NVIVO

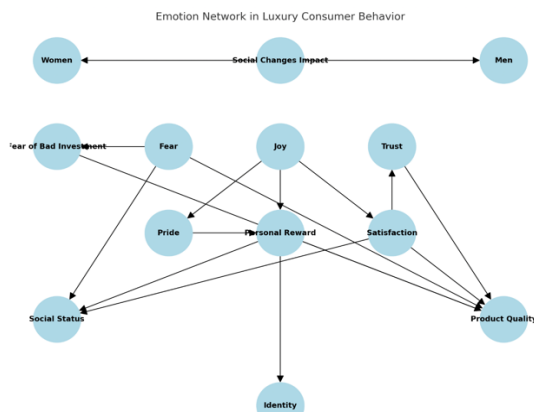


Figure 4. Gender information

ID	PARTICIPANTES ID	EDAD AGE	GÉNERO GE...	OFICIO JOB	NATIONALITY
1	P1	28	Hombre / Male	Real Estate	Mexicano
2	P2	40	Mujer / Female	Agricultura	Mexicana
3	P3	28	Mujer / Female	Trabaja en MONOPRIX	Mexicana
4	P4	28	Hombre / Male	OCDE	Mexicano
5	P5	28	Hombre / Male	Abogado en la bolsa	Mexicano
6	P6	30	Mujer / Female	Marketing	Mexicana
7	P7	29	Mujer / Female	Emprendedora	Mexicana
8	P8	29	Hombre / Male	Real Estate	Mexicano
9	P9	40	Hombre / Male	Empresa de construcción	Mexicano
10	P10	40	Mujer / Female	Propietaria de escuela	Mexicana
11	P11	28	Mujer / Female	Trabaja en CEMEX	Mexicana
12	P12	28	Mujer / Female	Marketing	Mexicana
13	P13	30	Hombre / Male	Empresa de textiles	Mexicano
14	P14	28	Hombre / Male	Marketing	Mexicano
15	P15	28	Hombre / Male	Empresa de café	Mexicano
16	P16	40	Mujer / Female	Empresa de baño mascotas	Mexicana

Figure 5. Emotions Codes

<input type="radio"/> Mujeres	8
<input type="radio"/> Alegría	1
<input type="radio"/> Calidad del producto	5
<input type="radio"/> Cambios sociales in...	5
<input type="radio"/> Confianza	5
<input type="radio"/> Estatus social	2
<input type="radio"/> Identidad	3
<input type="radio"/> Inversión	3
<input type="radio"/> Miedo a mala invers...	3
<input type="radio"/> Nostalgia	1
<input checked="" type="radio"/> Orgullo y emoción	9
<input type="radio"/> Recompensa perso...	7
<input type="radio"/> Satisfacción y confi...	8
<input type="radio"/> Mujeres	8
<input type="radio"/> Alegría	5
<input type="radio"/> Calidad del producto	6
<input type="radio"/> Cambios sociales in...	5
<input type="radio"/> Confianza	6
<input type="radio"/> Estatus social	5
<input type="radio"/> Identidad	3
<input type="radio"/> Inversión	1
<input type="radio"/> Miedo a mala invers...	4
<input type="radio"/> Orgullo y emoción	7
<input type="radio"/> Recompensa perso...	6
<input type="radio"/> Satisfacción y confi...	5

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