



The Impacts of Awareness versus Overexposure in the Luxury Industry

Trabajo de Grado

María Camila Villamil Castro

Francia

2024



The Impacts of Awareness versus Overexposure in the Luxury Industry

Trabajo de Grado

María Camila Villamil Castro

Tutor: Douglas Bryson

Título a obtener: Administrador de Empresas

Francia

2024

Acknowledgements

I extend my deepest gratitude to all those who contributed to the completion of this final project. Their support, guidance, and encouragement have been invaluable throughout the journey.

First and foremost, I would like to express my sincere appreciation to my GP supervisor, Douglass Bryson, for his unwavering guidance and mentorship. I also want to thank the research participants who took the time to share their time, insights, and experiences and finally made the study possible.

I extend my gratitude to my both universities Universidad del Rosario and Rennes School of Business for providing the necessary resources and facilities for this research.

My biggest gratitude to my family and friends for their unwavering support, understanding, and encouragement during the process. Their patience and belief in our abilities were essential in maintaining the focus and keep going.

Finally, this research would not have been possible without the support and encouragement of these individuals and institutions. I remain deeply grateful for their contributions.

Declaración de Originalidad y autonomía

Declaro bajo la gravedad de juramento que he escrito el documento de título “The impacts of awareness versus overexposure in the luxury industry”, en opción de grado doble titulación y que, por lo tanto, su contenido es original.

Declaro que he indicado clara y precisamente todas las fuentes directas e indirectas de información y que este trabajo no ha sido entregado a ninguna otra institución con fines de calificación o publicación, salvo la institución con convenio en el marco de dicha doble titulación.

Maria Camila Villamil Castro

Declaración de exoneración de responsabilidad

Declaro que la responsabilidad intelectual del presente trabajo es exclusivamente de su autor. La Universidad del Rosario no se hace responsable de contenidos, opiniones o ideologías expresadas total o parcialmente en él.

Maria Camila Villamil Castro

Table of Contents

Glossary	11
Resumen	13
Palabras Clave.....	14
Abstract	15
Key Words.....	16
1. INTRODUCTION.....	17
1.1. Research Question.....	19
2. LITERATURE REVIEW	20
2.1. Concept of Luxury	20
2.1.1. Definition of Luxury	21
2.1.2. Awareness in the luxury industry.....	25
2.1.3. Overexposure in the luxury industry.....	27
2.2. Luxury Value perception	28
2.3. Theoretical Framework	31
2.3.1. Consumer Behavior and Perceived Value	32

2.3.1.1.	Influence of awareness and overexposure on consumption behavior	33
2.3.1.1.1.	Strategies to enhance awareness.	34
2.3.1.1.2.	Effects of overexposure on brand’s image and exclusivity.	38
2.3.1.2.	Role of perceived exclusivity in luxury brands.....	39
2.3.2.	Consumer decision-making model.....	41
2.3.2.1.	Impact of awareness on the purchase decision	44
2.3.2.2.	Impact of overexposure on the purchase decision.....	45
2.3.3.	Rarity Principle	48
2.3.3.1.	Examples of success and failure.....	49
2.3.3.1.1.	Successes.	49
2.3.3.1.2.	Failures.	52
3.	METHODOLOGY.....	54
3.1.	Data Collection.....	55
3.2.	Research design.....	56
3.2.1.	Questionnaire design	64
4.	ANALYSIS	65
4.1.	Data preparation.....	66
4.2.	Interviews transcription.....	66

5.	DISCUSSION AND CONCLUSIONS	82
5.1.	Discussion	82
5.2.	Conclusions.....	85
6.	LIMITATIONS AND FUTURE RECOMMENDATIONS.....	86
	REFERENCES.....	88

Table of Figures

Figure 1: Consumer behavior model.....	42
--	----

Table of Tables

Table 1: Questionnaire	58
Table 2: Interview transcripts	67

Glossary

Awareness (Consciencia): The extent to which consumers are familiar with a luxury brand or product, often influenced by marketing efforts, visibility, and brand recognition.

Brand Recognition (Reconocimiento de marca): The level of awareness and familiarity consumers have with a luxury brand, often influenced by marketing, advertising, and brand visibility.

Consumer Behavior (Comportamiento del consumidor): The actions and decision-making processes of individuals or groups when purchasing luxury goods or engaging with luxury brands.

Core Values (Valores fundamentales): The fundamental principles or beliefs that define the identity and purpose of a luxury brand, guiding its actions and decisions.

Craftsmanship (Artesanía): The skill and artistry involved in creating luxury products, often associated with meticulous attention to detail and high-quality materials.

Digital Age (Era digital): The era characterized by widespread use of digital technologies and platforms, shaping consumer behavior, marketing strategies, and brand interactions within the luxury industry.

Exclusivity (Exclusividad): The characteristic of being limited in availability or access, contributing to the perceived value and desirability of luxury products.

Influencer Marketing (Marketing de influenciadores): A marketing strategy involving collaboration with individuals who have a significant following on social media platforms to promote luxury brands or products.

Luxury Industry (Industria de lujo): The sector comprising products and services characterized by exclusivity, high quality, craftsmanship, and aspirational value.

Overexposure (Sobreexposición): The phenomenon wherein luxury brands become excessively visible and accessible, potentially leading to dilution of exclusivity and desirability.

Perceived Value (Valor percibido): The subjective assessment of the worth of a luxury product or brand by consumers, influenced by factors such as quality, rarity, brand image, and price.

Personalized Experiences (Experiencias personalizadas): Tailored interactions or services offered by luxury brands to create unique and memorable experiences for consumers, often emphasizing exclusivity and individuality.

Prestige (Prestigio): The high regard or esteem associated with luxury brands, often derived from factors such as exclusivity, heritage, and perceived quality.

Rarity Principle (Principio de rareza): The concept that scarcity or limited availability enhances the perceived value and desirability of luxury products.

Resumen

La industria del lujo, caracterizada por la exclusividad, la artesanía y el valor aspiracional, ha experimentado importantes transformaciones en los últimos años. Este artículo explora las repercusiones de la concienciación y la sobreexposición en la industria del lujo, centrándose en el comportamiento de los consumidores, el valor percibido y el principio de rareza. El estudio se basa en datos cualitativos obtenidos a partir de entrevistas en profundidad con siete personas relacionadas con la industria del lujo. Sus diversos puntos de vista, desde los conocedores del sector hasta los consumidores, arrojan luz sobre la evolución de la dinámica desde la perspectiva del lujo.

La investigación revela que, si bien la notoriedad puede aumentar el reconocimiento y el prestigio de la marca, una visibilidad excesiva, facilitada por las redes sociales y el marketing de influenciadores, puede diluir la exclusividad y el atractivo de las marcas de lujo. La percepción del lujo por parte de los consumidores se ve influida por la accesibilidad y visibilidad de las marcas, así como por su historia y autenticidad. El estudio analiza las estrategias empleadas por las marcas de lujo para lograr un equilibrio entre el mantenimiento de la deseabilidad y la consecución de un mayor alcance en el mercado. También destaca el papel de las experiencias personalizadas y la artesanía a la hora de preservar los valores fundamentales del lujo. Las conclusiones indican que, aunque la sobreexposición plantea retos, también crea oportunidades para redefinir el lujo en la era moderna.

Este trabajo de investigación contribuye a una comprensión más profunda de la evolución del escenario del lujo, ofreciendo ideas sobre el delicado equilibrio entre crear conciencia de marca y preservar el encanto único y aspiracional del lujo. Ofrece valiosas recomendaciones para las marcas de lujo que quieran navegar por las complejidades de la era digital sin perder sus valores atemporales.

Palabras Clave Industria de lujo, conciencia, sobreexposición, percepción de valor, comportamiento del consumidor, rareza, exclusividad, adaptabilidad, era digital, concepción de lujo.

Abstract

The luxury industry, characterized by exclusivity, craftsmanship, and aspirational value, has been undergoing significant transformations in recent years. This paper explores the impacts of awareness and overexposure on the luxury industry, focusing on consumer behavior, perceived value, and the rarity principle. The study leverages qualitative data gathered from in-depth interviews with seven individuals connected to the luxury industry. Their diverse perspectives, ranging from industry insiders to consumers, shed light on the evolving dynamics within the luxury perspective.

The research uncovers that while awareness can enhance brand recognition and prestige, excessive visibility, facilitated by social media and influencer marketing, can dilute the exclusivity and appeal of luxury brands. Consumers' perceptions of luxury are influenced by the accessibility and visibility of brands, as well as their history and authenticity. The study discusses the strategies employed by luxury brands to strike a balance between maintaining desirability and achieving wider market reach. It also highlights the role of personalized experiences and craftsmanship in preserving the core values of luxury. The findings indicate that while overexposure poses challenges, it also creates opportunities for redefining luxury in the modern era.

This research paper contributes to a deeper understanding of the evolving luxury scenery, offering insights into the delicate equilibrium between building brand awareness and preserving the unique, aspirational allure of luxury. It provides valuable recommendations for luxury brands seeking to navigate the complexities of the digital age while upholding their timeless values.

Key words Luxury Industry, awareness, overexposure, perceived value, consumer behavior, rarity, exclusivity, adaptability, transformation, digital era, luxury conception.

1. Introduction

The luxury industry is based mainly on creating a sense of exclusivity and desirability around the products and services offered, the reason why the concepts of awareness and overexposure can have distinct impacts on the industry.

Awareness is usually a positive reaction for luxury brands in terms that it allows brands to increase their brand recognition and desirability among consumers. By generating noise through marketing campaigns, collaborations, and other promotional activities; luxury brands are capable of creating a sense of excitement and anticipation for their products which ultimately drive sales away.

On the other hand, there is the overexposure that can provoke negative consequences for luxury brands. When a brand becomes too omnipresent, it can lose the sense of exclusivity and uniqueness that represents it. This can lead to a loss in the value perception of the brand that will also lead to a decrease in the demand for this brand's products.

Furthermore, overexposure can weaken the image and identity of the brand. When a brand is incessantly shown, it could lose its attractiveness and mystery becoming another usual commodity in the consumer's eyes, leading the luxury brand to get lost and lose its strong brand identity to make itself different from its competitors.

With all this said, it is important for luxury brands to create a balance between creating awareness by avoiding overexposure. This can be achieved through strategic collaborations,

targeted marketing and cautious brand management to enhance the brand to keep its strong image without unveiling how mystical and unique the brand is.

Therefore, the main question we will try to answer will be which are the impacts of awareness versus overexposure in the luxury industry?

In order to enhance our approach in addressing this research question, we have formulated a series of investigative questions that are classified in three main categories: awareness, overexposure and balance. Additionally, each of these are also classified in various subjects. Awareness is divided into brand awareness, perception of luxury, influence of marketing and Ads; overexposure is divided into perception of exclusivity, brand dilution, brand perception, impact on purchase decisions, social media influence and future of luxury; and finally, the balance is divided into closure and future expectations.

The Best Global Brands 2018 report by Interbrand exposes that luxury brands are the world's best brands in terms of growth and in percentage. As (Kim & Ko, 2012) indicate, this supports the fact that the base of this valued industry is the brand assets.

As time passes, the growth of studies on marketing of luxury products and services is increasing and becoming more and more relevant to this industry. Within, its multiple connotations, both name, logo, symbol and identity, as much as all the tangible and intangible attributes (Prasad & Dev, 2000).

Two components of brand equity are loyalty and awareness as it is mentioned by (Xi & Hamari, 2020). The brand awareness, image and loyalty are dimensions that in great extent had been common denominators in brand equity studies, the engagement that affects it is a relatively a new concept (Farhat et al., 2020). *“Engagement is an individual difference that represents the*

propensity of consumers to include important brands as part of how they see themselves” (Sprott et al., 2009) and is one of the main reasons to relate the engagement to the brand’s value in the luxury sector.

Due to this, this research seeks to provide more information and try to highlight this specific topic both in theory and empirical field.

1.1. Research Question

What is the impact of awareness versus overexposure in the luxury industry?

2. Literature Review

2.1. Concept of Luxury

In this part, we will focus on understanding the origins of luxury over time. Where did the word come from and why does it exist? What are the markers of luxury? How to explain the aspects of what luxury can be?

At this point, understanding the evolution of the concept of luxury over time is essential. Finding the exact and accurate definition of luxury is a complex task; this concept has been changing drastically over time and it is also very different depending on the region and culture we will refer to.

However, this concept can be defined by exploring the timeline and reviewing how the meaning has changed and has been built up throughout history.

2.1.1. Definition of Luxury

As mentioned above, the definition of luxury is not as simple as “*something desirable but costly or hard to get: something adding to pleasure or comfort but not absolutely necessary that involves great expense*” as it is written in the dictionary.(Dictionary, XXXX)

Luxury is a global phenomenon that has various forms and perceptions, including objects and practices that fulfill and complement social and cultural aspects. Luxury goods are usually produced in some parts of the world and consumed in others, adding the exotic, mysterious and luxury qualities.

As (Kapferer, 1997) defines luxury as Beauty and good taste in itself, although the literature is very wide and diverse. (Dubois et al., 2001) identified 6 facets that define and structure it as: excellent quality, high price, exclusivity, aesthetics, personal history and superfluity; (Keller, 2009) acknowledge 10 characteristics that define luxury: the maintenance of a premium image, the creation of intangible brand association, alignment with quality, logos, symbols and packaging as the value of a brand, it also associates links with personalities, events, entities and even countries, controlled distribution, premium prices, brand architecture, define competition and legal protection.

Likewise, (Berthon et al., 2009) expose luxury as a series of characteristics and attributes, based on 3 spheres: first, the objective, it refers to the use of high quality raw materials, high functionality and high performance; second, the subjective, it refers to the personal hedonic value

that a customer gives to the brand; and third the collective, that is how the brand is being understood as a signal to others (1 Material, 2 Individual, and 3 social).

For (Kotler et al., 2022), luxury goods are the purest representations of the role of branding. Brands and its image are the key competitive advantages that create value and wealth. Customers don't buy luxury brands for logical reasons, but for emotional ones (Ismail, 2015).

The social and cultural issues surrounding luxury goods and practices have been often evaluated through history, study them have provided different and new insights into the functioning of global connections. By analyzing the social and cultural contexts, the customer consumption and global connections and social logic can be easily understood.

Luxury has evolved inherently as the society has too, it tends to narrate the story of how people used to live in the last centuries; *“the forms or the dynamics of luxury have remained the same, intrinsically connected to a sense of owing or being unique, an aspirational achievement, a sense of status, of accomplishment”* (FutureLearn, XXXX). Luxury has been leaving pieces of our ancestors and the hierarchies that existed long before we think.

For example, in the ancient times in cultures like Ancient Egypt, the highest elite such as pharaohs and priests were part of the few ones that could have the privilege afterlife rituals which was a symbol of personal achievement back then. In the Middle Ages, luxury was synonym of earthly pleasures and enjoyment that was regarded and perceived as sins. In the renaissance age, the luxury perception shifted to beauty and uniqueness through the craftsmanship and artistic demonstrations; in this era, only the monarchy and aristocracy had access to such exquisite goods, reason why the societal disparity reflected in the social stratification and inequality that has been

a divider for centuries until today. It also expressed individuality and creativity, it was a reflection of refined taste and culture that was associated with art, music, and literature (Breward, 2015).

During the Enlightenment, luxury promoted happiness, pleasure, and well-being, it was a synonym of good life (Foucault & Miskowiec, 1986). With the industrial revolution appeared, luxury goods were no longer a privilege for the very wealthy, due to the increase of productivity caused by new technologies, and because it was easier to ship products across continents, which eventually was seen as a way to improve the living standards. In the post-industrial era, luxury adapted its complex and intrinsic meaning; it became associated with exclusivity and authenticity. It was “*viewed as a way to express personal values and identity*”. (Kapferer & Bastien, 2012)

Nowadays, luxury is everything mentioned in this segment and so much more. In Forbes’s article *The Definition of Luxury is Expanding and Changing*, they posted, “*In the past, the word luxury meant the highest quality products, the highest status and great in-store experiences. That definition is still true and there are many consumers for whom that will always be the only definition of luxury.*” (Kestenbaum, 2021). With this, they are defining the luxury concept in the most minimal way. However, as the article goes on, they also explained that this definition is not quite precise, it’s only a way to explain without entering to details in terms of culture, or preferences of the distinct consumers of luxury goods. The article also mentions that due to the exponential and non-stopping changes happening in today’s society, in terms of consumers, retail, consumption preferences, beliefs and values; some parts of this concept doesn’t match with the definition of the word.

In this article, they also mention an expanded definition of the word luxury made by Jared Weiner in a conference, in which he says “*the "three T's" of luxury now are: Time, Truth and*

Trust”(Kestenbaum, 2021). Time being the scarcest and valuable resource of a luxury consumer, because it helps the consumer to make a shopping decision based on a convenient experience during a specific period of time; for the term Truth, Weiner refers to it as an intrinsic concept, that takes relevance to each customer depending on their interests, beliefs, values and the way they want to show themselves to the world; and Trust, another political and complex concept, but that provide the customer to get what they really want without a trick under the sleeve.

Adding these 3 things to the concept of luxury allows brands to provide their customers with the best products and services adapting to the generational changes, preferences and values; making themselves more relevant without diluting their true nature.

For every brand, awareness is important. This concept is related with how the consumer remembers the brand in its subconscious, it could be for the logo, slogan or even for a specific product or ad. It is also related with the brand recognition and the brand recall. On the other side, we have the overexposure concept, which can provoke a decline due to the mismanaged through bad communication and diluting the previous brand value and equity.

Differentiating these 2 terms is important in Luxury brand to the extent on how they would get to the customers without badgering and miscommunicating what the brand sells and wants to represent in terms of prestige and status.

For luxury brands the marketing and communicating strategy is a very delicate and rigorous task; they have to adapt it to the regional markets, to create more appealing and a closer relationship with its customers to bring positive effects to the brand reputation and preservation of the legacy that the brand carries; this having in mind, that luxury brands have the exclusivity factor; this refereeing that due to their specific type of customers, they can't expose too many marketing

messages because it will be inefficient and could provoke a overusing of the communication leading to an image of necessity to be known

2.1.2. Awareness in the luxury industry

“Brand awareness is defined as the ability of consumers to recognize a brand and link it to a specific product category” (Nueno & Quelch, 1998). This definition highlights the importance of brand awareness associated directly with what the brand’s products are recognized and the need that it generates.

Brand awareness is crucial when we talk about the process of customer purchase decision. A customer’s purchase consideration of luxury goods is often related with the reputation, familiarity and proximity with brands.

Brand awareness is related to customer purchase decision on the luxury industry in the next aspects:

- **Brand recognition:** The consideration of purchasing a luxury product relays in the recognition of the brand name and the positive association that the customer has over the brand. In cases where is a new luxury consumer and has low experience taking this

decision, the brand recognition is an essential aspect that brands must take into account. (Kapferer & Bastien, 2012)

- **Brand reputation:** This is based on the quality and exclusivity, the stronger and unique, the higher the probability that the customer will make the decision. This is because luxury consumers tend to associate brands with prestige and status, and it allows them to be seen as a symbol of wealth and success. (Kapferer & Bastien, 2012)
- **Brand loyalty:** This aspect is the main reason of the decision-making process. This due to the emotional attachment that a customer can create for a brand that is appealing not only to their preferences but to their values, so they would be willing to pay any price just to own a product from that brand. (Aaker & Biel, 2013)

When talking about the impact of the awareness concept in the luxury industry, we realize that it is a critical factor that shapes the consumer perception, attitude, and purchase behavior in terms of luxury goods, *“High brand awareness positively influences the perceived quality of luxury brands, which in turn increases consumers’ willingness to pay a premium price for luxury products.”* (Dubois & Gilles, 1994). Likewise, *“Brand awareness is a key driver of brand loyalty in the luxury industry, and is particularly important for new market entrants seeking to establish a foothold in the market”* (Kapferer & Bastien, 2012); reason why established luxury brands as Louis Vuitton, Chanel, Hermès and Cartier have been able to achieve the higher levels of awareness that allows them to have a higher competitive advantage and that are better position in the market, this due to the attraction and retention of customers due to their products and services in the industry.

2.1.3. Overexposure in the luxury industry

“Overexposure occurs when the brand's visibility and availability exceed a certain threshold, which may harm the brand's exclusivity and thus diminish its perceived luxury status” (Hennings et al., 2013).

Brand overexposure is related with the customer purchase decision in an opposite way compared with awareness. The desirable factor starts to get lost and causes a struggle in terms of attraction and retention of customers; Its related negatively to purchase decision in the luxury industry as it:

- Reduces the exclusivity perception: When a brand becomes too common and widely available, the low perception of exclusive generates a disenchantment and the symbol of luxury value is lost. (Phau & Prendergast, 2000)
- Reduces brand value: Here the term commercialized starts to appear, referring to a reduction in the value of the product and a doubt in the brand. This led customers to seek for higher levels of craftsmanship and uniqueness somewhere else. (Phau & Prendergast, 2000)
- Reduces brand loyalty: As customers become less attracted to the brand, the perception of mystery and exclusiveness runs away from the brand. This causes a difficulty for luxury brands to retain customers in any way. (Phau & Prendergast, 2000)

In terms of impact, overexposure in a luxury brand can lead to a reduction in the exclusivity factor. Increasing the availability of luxury goods through the expansion and growth of grey market, decreases the exclusive perception and appeal those brands had before. (Okonkwo, 2007). It could also mislead customers in terms of core values and characteristics that are no longer aligned with theirs, making it difficult for customer to feel identified with the brand and losing the differentiator factor that will eventually conduct to a reduction in brand loyalty. (Kapferer, 2012)

Finally, overexposure can lead to a decrease in the customer's trust, brand perception will include lack of authenticity and exclusiveness, impacting the reputation of the brand and eroding the brand's value; all this making it more difficult from the brand to attract and retain customers and eventually losing or lowering its position in the luxury market generating a deep damage in the brands reputation and image. (Veloutsou & Moutinho, 2009)

2.2. Luxury Value perception

As the various definitions of the concept luxury have been exposed, and the clarification between the concepts of awareness and overexposure, we will continue with the examinations of the background on what distinguishes high-luxury brands and why people consume them.

In this section, a theoretical framework of luxury brands construct that leads to a specification of the dimensions of luxury will be exposed, along with a consideration of the theoretical implications regarding the symbolic use and consumption of luxury brands.

The consumption of luxury goods has been a common subject in multiple theories and studies in fields like economics, sociology, psychology, and marketing. Understanding the reasons why people are willing to buy and invest enormous amounts of money on luxury goods has intrigued researchers throughout time. Here we will present some theories about the consumption of luxury goods such as the conspicuous consumption, the theory of social comparison, the hedonic adaptation theory, the self-concept theory and the role of branding. These 5 theories underly the motivations and factors driving the consumption of luxury goods, while offering distinct perspectives we are able to make a comprehensive analysis to shape this behavior.

Thorstein Veblen said that people purchase luxury goods to signal their social status and wealth. People use these products to distinguish themselves from the lower class and gain prestige among them. In his book *The theory of the leisure Class* of 1899, Veblen introduces the theory conspicuous consumption; which suggests that people don't buy luxury goods solely for the functional or practical benefits that are acquire with the products, but as a status symbol. He also highlights the role of emulation and social competition in the driving luxury consumption.

The theory of Social comparison is introduced by Leon Festinger. In relation to the previous author, Festinger proposed that people engage in social comparison to evaluate and measure their self-worth. Individuals have the human faculty of comparing themselves to others and measuring their self-worth. In terms of luxury consumption, this theory suggests that most people purchase high-end goods to gain a favorable position in their social environment. The comparing act in

terms of possessions and certain lifestyles among their social circle can be a powerful motivator for luxury consumption. It's not just about the inherent value of the goods they are acquiring but how they affect their status; how they can feel superior or even equal to others within the circle.

The hedonic adaptation theory, also known as the *hedonic treadmill*, proposed by Sonja Lyubomirsky et al. proposes that individual adapt rapidly to positive changes and as a result, the pleasure of owning luxury goods decreases as rapidly as people adapt to their new possessions. This means that the initial excitement of acquiring a luxury product, the satisfaction of owning it, fades as the person gets used to their many possessions. Consequently, this might explain the luxury consumption as people tend and seek out to purchase new luxury items to maintain the sense continuous joy and excitement that they once felt.

To continue, researchers have also said that luxury consumption is also driven by its role in shaping the self-concept and the identity of individuals. (Belk, 1988) exposes the relationship between consumer goods and self-concept; where luxury goods entail for expressing someone's aspirations, values and personality. In this theory Belk also emphasizes the emotional and psychological connection between consumers and their luxury purchases, as they tend and aim to represent who they are or who they want to be.

Finally, luxury brands are such more than the quality of the products, they carry an aura that attracts consumers. Here is when the branding theory enters; was explored by (Keller, 1993) highlights the meaning of reputation and brand image in terms of luxury consumption. "*luxury brands represent a certain lifestyle, exclusivity and a promise of superior quality*". People consume luxury goods due to their psychological and emotional connections they have with

specific brands, they not only acquire a product, but they also acquire the brand image and respect by wearing the items.

As we presented these 5 theories, we saw that they are not mutually exclusive, but they tend to overlap. For example, Veblen theory and the theory of social comparison both emphasize the role of social status and prestige that consuming luxury goods generates. The hedonic adaptation and self-concept theory are very interrelated, as are the pursuit of novelty and self-expression. Branding as the matter of, is the unifying element from which all the previous theories are reflected and included.

To conclude, luxury consumption is not an easy or basic task, is a complicated behavior influenced by tons of factors. These 5 theories gave us valuable insights in the motivations and reasons behind this consumption. Which consequently lead us to a preview idea in terms of the impacts of awareness and overexposure in luxury brands.

2.3. Theoretical Framework

As we mentioned above, the luxury industry stands as a unique and intriguing sector. Renowned for its exclusive and premium offerings, this industry has been within the scholars and practitioners due to the intrigue aspects it generates in the interplay of factors that influence consumer behavior and brand perception. Understanding how consumers navigate their choices

within this domain is essential for the luxury brands on terms of maintaining and seeking the brand desirability and exclusivity in a world of increasing global exposure.

To shed a light on this immense and changeable landscape, this study draws upon 3 foundational theories such as consumer behavior and perceived value, the consumer decision-making model and the rarity principle. This theoretical framework provides a comprehensive lens through which we can analyze the impacts of awareness versus overexposure in the luxury industry.

2.3.1. Consumer Behavior and Perceived Value

Consumer behavior is at the heart of every analysis in the luxury industry. The theory of consumer behavior and perceived value, as it is defined by (Zeithaml, 1988) in her article *Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence*, consumers make their choices based on the value perception of the product or service. In the luxury context, this theory suggests that perceived value of luxury goods is beyond the functional attributes of it. It encompasses intangible qualities such as social identity, exclusivity and brand prestige. By understanding how customers perceive and assess the value of luxury goods is crucial in their purchase decisions.

2.3.1.1. Influence of awareness and overexposure on consumption behavior

Today's fast-paced consumer society, and individuals are constantly bombarded with advertisements and information about products and services. This abundance of stimuli is leading to an increased awareness and overexposure among consumers. In this section we will explore the impact of awareness and overexposure on consumption behavior.

Awareness can be as we mention before defined as the extent to which individuals are knowledgeable about a particular product or service. It is important to note that awareness is not limited to simply being aware of the existence of something, but that it also includes understanding of features, benefits and value propositions. according to Zeithaml's article, awareness plays a crucial role in shaping consumers' perceptions and preferences. On the other hand, overexposure refers to the excessive marketing exposure to messages and advertising. With the rise of digital media and the proliferation of advertising channels, consumers are constantly bombarded with them, making it difficult for them to filter out the noise. This overexposure can lead to a state of cognitive overload, where consumers become overwhelmed, and their decision-making process becomes more and more complicated, and it transforms into a challenge to make informed decisions.

The influence of awareness and overexposure on consumption behavior is multifaced. From one-point, increased awareness can have a positive impact on consumption behavior by providing customers with the necessary information to make an informed and "correct" decision.

When consumers are aware of the benefits, value and functionalities of a product or service, they are more likely to engage in the purchase.

On the other point, overexposure can have a negative impact on consumer behavior, due to excessive and constant exposure to the advertising. They might become desensitized to marketing messages and develop a sort of skepticism, which can lead to a decrease in trust and reluctance to engage in consumption.

In conclusion, the influence of awareness and overexposure on consumption behavior is a complex phenomenon. While increased awareness can positively impact consumption behavior, overexposure can lead to cognitive overload and skepticism. Marketers need to adopt strategies that effectively engage consumers while avoiding information overload. By focusing on targeted advertising and leveraging the power of storytelling, marketers can create meaningful connections with consumers and drive consumption behavior in a positive direction.

2.3.1.1.1. Strategies to enhance awareness.

Nowadays, information is rapidly available and accessible to everyone at every time, and it is becoming increasingly important to find effective strategies to enhance awareness. Whether someone is trying to promote a product or service, raise awareness about a social issue, or simply

wants to increase online presence, having a well-thought-out plan is crucial. In this section we will explore some strategies that can improve and enhance awareness.

Content marketing and storytelling: Content marketing and storytelling are powerful strategies that involve creating and distributing valuable, relevant, and consistent content to attract and engage a target audience on a deeper level. By providing informative and valuable content, you can position yourself or your brand as an authority in your field, thereby enhancing awareness.

In here we could consider factors such as brand narrative that will allow luxury brands to craft compelling brand narratives that encompassed the heritage, values and vision of the brand in a consistent way and across all touchpoints. (Kumar & Reinartz, 2016); visual content is another essential factor in the luxury industry, it can help convey the luxury and exclusivity associated with the brand all through photography, videography that take the products to a whole new level; emotional connection is used in storytelling to create emotional connection with the audience, and feel identifies with the brand and its products and services; consistency is the last and crucial in terms of content marketing and storytelling, every luxury brand should have a consistent message and a consistent tone to avoid miscommunication or confusion within the audience in reference to their products or services, it could be whether elegant typography, sophisticated style or even a color palette.

This can be accomplished through various channels such as blog posts, articles, videos, podcasts, and social media.

Social media marketing: Social media platforms today are omnipresent; they have revolutionized the way we communicate and share information and are also getting more and more popular around the world. Leveraging the power of social media can be an effective strategy to raise awareness and advocacy.

When marketing luxury goods, photographs are one of the best ways to evoke the aspirational emotions and connect through experiencing something exclusive. By creating engaging and shareable content, interacting with your audience, and utilizing targeted advertising, you can reach a wider audience and increase brand visibility. It is essential to choose the right platforms that align with your target audience and develop a consistent brand voice across all channels. (Jahn et al., 2013).

According to McKinsey digital now influences at least 45% of all luxury sales. In need to survive and thrive, luxury brands need to adapt to the digital universe.

Influencer marketing: Influencer marketing has gained immense popularity in recent years. Collaborating with influencers who have a significant following and influence in your niche can help you enhance awareness. By leveraging their credibility and reach, you can tap into their audience and promote your brand or message effectively. It is crucial to choose influencers whose values align with your brand and develop authentic partnerships that resonate with their followers.

Influencers often have substantial and dedicated following on social media. Collaborating with influencers can allow the extension to reach a wider and more diverse audience. This exposure helps to increase the brand awareness among customers who might not be typically exposed to the brand through traditional channels. Brand can also benefit from the credibility and trust of their

community, making brand more appealing to potential consumers; this through the embodiment of qualities that reinforce the aspirational nature of the brand. When influencers are seen enjoying and endorsing luxury products, consumers can create a desire among their followers to own those products themselves.

However, it is important to note that for this to be a success, luxury brands need to make a careful selection of its influencers, with ones who align with the brand's image, values and aesthetics, to avoid a negative or shady perception due to unrelated values and misunderstanding of the brand image and reputation.

Public relations: Public relations (PR) is a strategic communication process that aims to build mutually beneficial relationships between organizations and their public. By effectively managing your public image and engaging with the media, you can enhance awareness and shape public perception. This can be achieved through press releases, media interviews, events, and community engagement. Developing strong relationships with journalists and influencers can also help in securing media coverage and increasing visibility.

Through public relations, luxury brands are able to manage the brand's reputation, generate media coverage and build relationships with stakeholders. PR experts craft compelling brand narrative and stories around luxury brands, they work to communicate the brand's history, craftsmanship and values that allows brands to create deeper connections with their audience; PR is also crucial to manage and mitigate potential crisis that could harm the reputation of the brand. Rapid strategic responses to negative events can save the brand image and still maintain the brand awareness.

Likewise, PR presence in exclusive events can generate excitement and buzz that will attract media attention and often facilitates partnerships and collaboration with other luxury brands or influential figures. These efforts contribute to a positive brand image and to the overall success of luxury brands in the competitive industry.

2.3.1.1.2. Effects of overexposure on brand's image and exclusivity.

Luxury brands have always been associated with the concept of exclusivity, rarity and prestige. However, in the recent years, due to the rise of social media and the digital age, the concept overexposure has appeared. In this section we will explore how overexposure impact luxury brands.

Luxury brands rely on their exclusive positioning in the market, as brands become more mainstream and accessible to a wider and less specific audience, this led to a loss of this exclusivity factor. This can be heavily damaging to the brand's reputation in terms of exclusivity and limited availability. When a luxury brands become too common, they lose its appeal to the affluent consumers who seek uniqueness and distinction. It also increases the risk of counterfeit products in the market. As luxury brands gain popularity and visibility, is easier to replicate and falsify the original products. Which undermines the brand's reputation for quality and craftsmanship and for owning a genuine and exclusive luxury product.

Finally, as a luxury experience overexposure, it leads to brand confusion as the brand's identity becomes a blur and inconsistent. Consumers may find difficult to distinguish between a luxury and a non-luxury offerings from the same brand (Kapferer & Bastien, 2012)

2.3.1.2. Role of perceived exclusivity in luxury brands

In the world of luxury brands, perceived exclusivity plays a vital role in shaping consumer behavior and brand loyalty. Luxury brands are known for their high price tags, limited availability, and the promise of exclusivity, which creates a sense of desirability among consumers. In this section we will explore the significance of perceived exclusivity in luxury brands and its impact on consumer perception, brand image, and purchasing decisions (Kapferer & Bastien, 2012).

Perceived exclusivity is a psychological concept that refers to the belief or perception that a product or brand is rare, unique, and limited to a select few. This perception creates a sense of prestige, status, and aspiration among consumers. Luxury brands leverage this perception to attract a specific target audience and cultivate a sense of belonging and superiority among their consumers. The desire for exclusivity is deeply rooted in human psychology. People have an inherent need to feel special. (Silverstein & Fiske, 2003)

Luxury brands have always been associated with exclusivity, catering to a select few who can afford their products. This perception of exclusivity plays a crucial role in the success and

desirability of luxury brands. In this article, we will explore the various aspects of perceived exclusivity and its impact on luxury brands.

Perceived exclusivity refers to the perception that a brand or product is limited in availability or accessibility. It creates a sense of rarity and uniqueness, making the brand more desirable among consumers. Luxury brands often employ various strategies to enhance this perception, such as limited-edition releases, high price points, and selective distribution channels. One of the key functions of perceived exclusivity is to create a sense of aspiration among consumers. Luxury brands position themselves as symbols of status and wealth, appealing to individuals who desire to be part of an elite group. By making their products exclusive, luxury brands tap into the human desire for social recognition and belonging.

Perceived exclusivity is also crucial for luxury brands in order to maintain their brand value and prestige. By limiting the availability of their products, luxury brands ensure that their products are not easily accessible to everyone. This exclusivity creates a perception of higher quality and craftsmanship, reinforcing the brand's reputation as a symbol of luxury. (Kapferer & Bastien, 2012)

Here the term Scarcity enters into the study, it plays a significant role in creating perceived exclusivity. Limited edition releases and limited quantities of products generate a sense of urgency among consumers, driving them to make a purchase before the product becomes unavailable. This scarcity factor adds to the desirability of luxury brands and creates a sense of exclusivity.

However, in today's digital age, luxury brands face new challenges in maintaining perceived exclusivity. The rise of e-commerce and social media has made luxury products more accessible to a wider audience. Luxury brands must carefully strategize their online presence to

maintain a sense of exclusivity while still reaching a broader customer base. (Vigneron & Johnson, 2004)

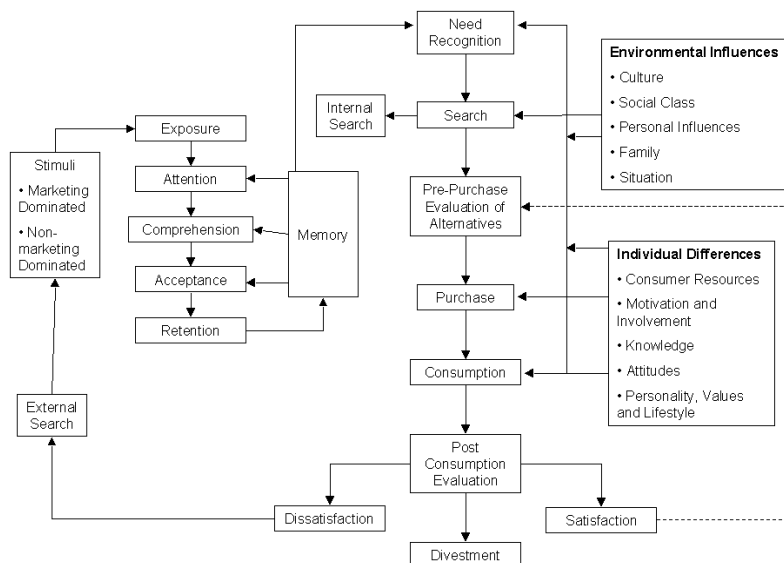
To conclude, Perceived exclusivity plays a vital role in the success and desirability of luxury brands. By creating a sense of aspiration, maintaining brand value and prestige, leveraging scarcity, and understanding the psychology of exclusivity, luxury brands can effectively position themselves as symbols of luxury and exclusivity. In the digital age, luxury brands must adapt their strategies to maintain perceived exclusivity while navigating the challenges posed by increased accessibility.

2.3.2. Consumer decision-making model

In today's consumer-driven society, luxury goods play a significant role in shaping our lifestyles and identities. The decision-making process of luxury goods is influenced by various factors, including awareness and overexposure.

Consumer decision-making is also another complex process that embraces a series of steps that lead to a final decision. Engaging the model of consumer behavior proposed by (Engel et al., 1995), we are able to dissect the stages of the decision-making journey:

FIGURE 1:

Consumer behavior model

Note: Online version of the *The Engel-Blackwell-Miniard Model*, (Blackwell et al., 2018)

<https://www.researchgate.net/publication/337847958/figure/fig1/AS:973671304814595@1609152737368/Consumer-behavior-model.ppm>

1. **problem/need recognition**, which is the first step in the buying process, If there is no need, there is no purchase and here appears a gap between consumer's actual situation and the ideal or desired one. The recognition can be *internal stimuli*, which is a physiological need that they felt, and it could also be an *external stimuli* caused by the exposure of a brand through advertisement.
2. **Information search**. After this need is identified, the consumer seeks for a solution to their "problem". In this search, consumers tend to assist their decision-making process through internal information, which is present in the consumer's memory either form a previous experience with a product or brand or for the idea and opinion they already may have of

the brand or product; it could also come from an external information, which can be obtained from friends, family or even other customers as reviews, comments or advertising from the media.

- 3. Evaluation of alternatives.** Once the consumer has collected a certain amount of information, he is able to evaluate their different alternatives. They will evaluate the most suitable alternative and the one that best solves their problem or need; all this by having in mind the objective characteristics such as features and/or functionality and the subjective characteristics such as perception of the brand/product/service, the perceived value and their reputation.
- 4. Purchase decision.** Once the evaluation and investigation is completed, the consumer is able to choose the alternative that best solves the problem or satisfies the need they had, it will carry out the purchase process. The decision will most likely depend on the previous information and selections they made based on perceived value, product's features, services offered and other essential factor they recognized during the evaluation.
- 5. Consumption**
- 6. Post-purchase evaluation.** Finally, once the product is purchased, the service used or the problem has been solved, the consumer will evaluate the adequacy with the original need. Whether they have made the right decision in carrying out the purchase, they are highly feeling either a sense of satisfaction as the product has completely fulfilled their expectations or, on the contrary, a sense of disappointment as the expectation have fallen short.
- 7. Divestment.** Is a peripheral stage in the process, it acknowledges if the product/service will be disposed of at some point by the consumer.

In the luxury industry each of these stages is influenced by unique luxury attributes, including symbolic meaning, emotional resonance and the role of social and cultural factors. Analyzing this model in the luxury industry, we are able to comprehend the intricate decisions that consumers confront in relation to the awareness or overexposure when choosing to make a purchase of luxury goods.

2.3.2.1. Impact of awareness on the purchase decision

Awareness plays a fundamental role in the often emotionally driven purchase decision process of luxury goods. In the luxury world, where the intrinsic value of a product is often closely tied to its perceived value and exclusivity, creating and maintaining brand awareness is crucial. When consumers are aware of a luxury brand or its products, it has a cascading effect on their entire decision-making process.

Brand Consideration: Luxury brands aspire to be at the forefront of consumers' minds when they start the decision-making process. Having a strong presence in consumers' awareness ensures that the brand is part of their consideration set, which is the initial step in the purchase journey. Luxury brands strive to be among the few considered because it increases the likelihood of being chosen when the final decision is made.

Trust and Aspiration: Luxury consumers, often well-informed and discerning, seek for brands they can trust. They look for authenticity and a track record of delivery quality and exclusivity. Awareness fosters this trust, reassuring consumers that the brand is legitimate and dependable. Furthermore, awareness feeds into the aspirational aspect of luxury. Owning a luxury product is not merely a transaction; it's a symbol of status and success. The awareness of a brand or product fuels this aspiration, making it a desirable choice.

Marketing Strategies: Luxury brands employ various marketing strategies to generate and sustain awareness. These strategies encompass high-profile advertising campaigns, public relations efforts, and strategic celebrity endorsements. For example, a luxury fashion brand may orchestrate a high-profile advertising campaign that features popular celebrities as brand ambassadors. This not only increases brand awareness but also aligns the brand with the aspirational qualities associated with the celebrity figures, raising the brand's desirability.

2.3.2.2. Impact of overexposure on the purchase decision

While awareness is a valuable asset for luxury brands, a delicate balance must be maintained, as overexposure can have detrimental effects. When luxury brands or products become

overexposed, their inherent sense of exclusivity, which is often at the core of their appeal, can diminish significantly. The negative consequences of overexposure manifest in several ways, with significant implications for the purchase decision process.

Diminished Exclusivity: One of the primary consequences of overexposure is the erosion of a brand's exclusivity. Luxury is often synonymous with rarity and uniqueness, and when products or brands become excessively visible, they lose their sense of rarity. The aura of exclusivity dissipates, as the brand is no longer perceived as limited to a select few.

Decreased Perceived Value: The perception of value is intrinsically tied to exclusivity in the world of luxury. When a luxury brand loses its exclusivity due to overexposure, consumers may begin to question the worth of the products. The perceived value diminishes as products are no longer viewed as highly unique or deserving of their premium price points.

Reduced Desirability: Overexposed luxury goods are often seen as less desirable. The desirability of luxury purchases is intricately connected to their scarcity and exclusivity. When luxury items become commonplace, they may no longer elicit the same level of desire from consumers. This, in turn, affects their willingness to make a purchase.

Prestige and Prestige Erosion: Luxury brands thrive on their ability to confer prestige upon their consumers. Overexposure can lead to a decline in the perceived prestige of owning such

goods. When everyone can access and own the same products, the prestige associated with ownership diminishes, reducing the incentive for purchase.

Decline in Purchase Intention: The culmination of these effects results in a decline in the purchase intention of overexposed luxury goods. Consumers, who were once drawn to these products for their exclusivity, may now find them less appealing and no longer a priority in their purchase decisions.

Awareness and overexposure have a significant impact on the decision-making process of luxury goods. While awareness can positively influence consumer behavior, overexposure can diminish the exclusivity and perceived value of luxury brands or products. Luxury brands must carefully manage their marketing strategies to strike a balance between awareness and exclusivity. Additionally, the rise of social media has both benefits and risks in terms of creating awareness and managing overexposure. By understanding and addressing these factors, luxury brands can navigate the complex of consumer decision-making in the luxury goods market.

2.3.3. Rarity Principle

In the fast-paced and ever-evolving industry, maintaining an aura of exclusivity and desirability is a complicated task for luxury brands; they are often defined by their heritage, craftsmanship, and elegance, are continuously seeking innovative strategies to captivate and retain their discerning clientele. One of the most fundamental and time-tested tactics in this pursuit is the application of the rarity principle. This principle revolves around creating a deliberate perception of scarcity and limited availability, strategically shaping the narrative around luxury products and experiences (Vigneron & Johnson, 2004).

The luxury industry has long thrived on the allure of exclusivity and scarcity. The rarity principle leverages psychological triggers that play a pivotal role in consumer behavior. By portraying their offerings as exclusive and difficult to obtain, luxury brands ignite a sense of intrigue, aspiration, and desire among consumers. This not only awakens their interest but also fuels their motivation to acquire these items. Furthermore, the rarity principle establishes a clear distinction between luxury and non-luxury products. It emphasizes that luxury products are unique, far from commonplace, and symbolize an elite status (Dubois & Duquesne, 1993).

In an era marked by information abundance and digital accessibility, the rarity principle takes on an even more significant role. The excessive exposure to luxury products can lead to overfamiliarity and, paradoxically, a decrease in perceived value. Luxury brands must walk the fine line between fostering awareness and safeguarding their aura of exclusivity. Maintaining the

perception of scarcity and limited availability is, therefore, instrumental in combating the negative consequences of overexposure.

The rarity principle is intertwined with the management of brand awareness. Luxury brands must ensure that their products and experiences are known to the right audience without succumbing to the risk of ubiquity. Balancing visibility with exclusivity requires careful planning and execution in marketing strategies (Kapferer & Bastien, 2012)

2.3.3.1. Examples of success and failure

2.3.3.1.1. Successes.

The Hermès Birking Bag stands as an exemplary gem of the rarity principle in terms of application in the world of luxury. Renowned for its unparalleled craftsmanship, timeless design, and limited production, the Birkin bag epitomizes the essence of luxury that transcends mere material possessions. It is a symbol of refinement and sophistication, a statement of taste and status. Hermès has masterfully executed a strategy of deliberate scarcity, which has fostered an aura of exclusivity and ignited the desires of discerning consumers.

Central to the Birkin bag's allure is its intrinsic rarity. Hermès has meticulously controlled the supply of these handcrafted masterpieces. Each bag is meticulously crafted by skilled artisans, and production is intentionally limited. The deliberate restriction of the supply serves to magnify the Birkin's mystique. It communicates to potential buyers that these are not simply handbags; they are rare and exceptional works of art.

The rarity of the Birkin bag is not merely a marketing ploy; it has manifested in real-world phenomena that further underscore its desirability. Prospective buyers often find themselves on waiting lists, sometimes waiting for years to acquire their coveted Birkin. This extended waiting period adds to the sense of anticipation and desire, intensifying the emotional connection that consumers have with the brand and the product.

Additionally, the rarity of the Birkin bag has an intriguing consequence on its resale market. The limited supply has led to a robust secondary market, where the bags often command prices well above their original retail value. This phenomenon further reinforces the Birkin's desirability, as consumers perceive it as not only a symbol of prestige but also as an investment. (Affluent, 2023)

As another example of a successful application of the rarity principle, we have the Patek Philippe Nautilus watch. Recognizable for its exquisite craftsmanship, enduring design, and deliberately limited production, the Nautilus has become a coveted icon among watch connoisseurs and collectors. The strategic combination of exceptional artistry, timeless aesthetics, and scarcity has propelled this timepiece to soaring heights in terms of both demand and value. (Ultimz, XXXX)

At the heart of the Nautilus's allure lies its intrinsic rarity. Patek Philippe, a brand synonymous with horological excellence, has meticulously curtailed the production of the Nautilus. Each watch is a testament to the brand's commitment to precision and detail, meticulously crafted by master watchmakers. The restricted supply is not a mere marketing tactic but a reflection of Patek Philippe's dedication to producing truly exceptional timepieces.

This scarcity has ignited a fervent demand for the Nautilus, making it a symbol of status, taste, and sophistication. Watch enthusiasts and collectors alike are drawn to the prospect of owning a timepiece that is not just a measure of time but also an embodiment of luxury and rarity. The long waiting lists for the Nautilus are not merely about waiting for a product; they are about becoming part of an exclusive club of discerning individuals who appreciate the finer things in life. (TPT Timepiece Trading, n.d.)

Furthermore, the rarity of the Nautilus has reverberated in the secondary market, where these watches often command prices significantly higher than their original retail value. The phenomenon of substantial price appreciation has reinforced the desirability and investment value of the Nautilus.

2.3.3.1.2. Failures.

As contrast, we have Louis Vuitton monogram canvas line. Originally, this iconic pattern was a symbol of luxury and exclusivity, known for its association with quality craftsmanship and the aristocracy. However, over time, the brand's strategic decision to mass-produce and widely distribute the Monogram Canvas led to its ubiquity in the fashion world.

What was once an exclusive symbol of luxury is now a commonplace, marking a shift from aspiration to accessibility. The overexposure of the Monogram Canvas diluted its perceived value, and it lost its status as a unique and rare luxury product. The ubiquity of the pattern, with imitation and counterfeit versions flooding the market, further contributed to its diminishing appeal among discerning luxury consumers. The Monogram Canvas no longer signified prestige and distinction but rather conformity and conformity, thus failing to capture the attention of the elite clientele that luxury brands often seek to attract.

This case serves as a cautionary tale for luxury brands aiming to balance the delicate equilibrium between generating awareness and preserving rarity. Overexposure, driven by a quest for short-term gains, can have long-lasting consequences on the brand's image and the perceived value of its products. Luxury brands must carefully manage their production and distribution strategies to maintain the aura of exclusivity and desirability that underpins their success.

As another example, we have Gucci's logo T-shirts. For years, Gucci has been a prominent luxury brand, but it suffered the rarity principle's breakdown within the dynamic and changing industry that is luxury fashion.

Gucci underwent a remarkable resurgence in popularity, thanks in large part to its bold embrace of logo-centric designs. While initially a triumph, this strategic shift took a problematic turn when the brand opted to produce an excess quantity of its iconic logo T-shirts. The result was oversaturation – a situation in which the ubiquity of these items permeated the market to an extent that it compromised their exclusivity and ultimately undermined the very essence of the rarity principle.

The consequences of this shift were significant. Gucci's logo T-shirts, once a symbol of luxury and status, saw a decline in their perceived value. What were once coveted pieces now seemed less special. The oversaturation of these logo T-shirts had a diluting effect, making them appear more common and less exceptional in the eyes of consumers. The allure of owning a rare, prestigious piece of Gucci fashion was diluted in the face of their widespread availability.

The oversupply also led to a commoditization of these logo T-shirts, as they became increasingly accessible to a wider range of consumers. As a consequence, the very exclusivity that the rarity principle is designed to create and protect dissipated. The luxury cachet of Gucci's logo T-shirts suffered, as they were no longer seen as unique or particularly elite. (Watson, 2023)

The rarity principle is a crucial strategy employed by luxury brands to maintain their allure and desirability. By creating a perception of scarcity and limited availability, luxury brands can tap into the innate human desire for exclusivity. However, striking a balance between awareness and overexposure is essential to preserve the rarity principle. Through strategic communication

and careful distribution, luxury brands can continue to thrive in an industry where rarity is highly valued.

When effectively implemented, can be a powerful tool for luxury brands to create desirability and exclusivity. The success of the rarity principle can be seen in examples such as the Hermès Birkin bag and the Patek Philippe Nautilus watch. However, the failure of the rarity principle is evident in cases like the Louis Vuitton Monogram Canvas and Gucci logo T-shirts, where overexposure led to diminished perceived value.

Luxury brands must carefully balance awareness and rarity to maintain their appeal and uphold the perception of exclusivity. By understanding the impacts of awareness and overexposure, brands can strategically manage their product offerings and maintain the allure of rarity in the ever-evolving luxury industry.

3. Methodology

In order to analyze the investigatory questions established for this report, a qualitative research design was used, from which we use face-to-face interviews as a collective tool.

In harmony with the research, the interviews were conducted in English to 4 workers of the luxury industry and 4 luxury consumers.

3.1. Data Collection

The data for this study will be collected using structured interviews. The aim is to understand the perception of today's concepts of awareness and overexposure of brands in the luxury industry and what they think is the impact of them. Also, the study will take into account the point of view not only as a consumer of luxury goods but also as employees and members of the luxury industry.

With this, we will be able to discover from 2 points of view (the industry and the consumers) which are the main reasons and hopefully determine the limit line in which a customer is aware of a luxury brand or if this is being overexposed; and how brands might be able to overcome and improve the situation before is too late.

The main object of the interviews is to identify the key aspects and brand factors that attract or repeat customers. With this method, we will focus on making the respondent comfortable and speaking their mind related to previous experiences or close voice-to-voice interactions related to the subject.

The interviews will preferably be face-to-face to catch the reaction of the respondent; however, they also were done through digital platforms in terms of availability and comfort of the parties.

If the respondent is part of the industry (labor sector), the questions will be more focused on how these concepts are reflected and how is the impact in the specific sector and company they are in. It will also have a higher formality format, so that the information given is not taken as a personal aspect but as in terms of the industry.

The interviews were conducted in English, the agreement for each participant was asked before the interview and the permission to generate a written transcript and some additional notes reporting the observed during the interview's development.

3.2. Research design

The purpose of this research is to explore and determine the impacts of awareness versus overexposure in the luxury industry. This study aims to provide a comprehensive understanding of the different sides of the subject and identify what can the luxury brands do to face these challenges, overcome them and even avoid them.

This research design is chosen for its ability to provide both sides of the luxury consumption and its impacts in relation to the awareness and overexposure of luxury brands in the industry.

The collected data will be analyzed in order to divide and relate the responses of both sides (consumers and members), focusing on identifying patterns and themes that can provide insights into the factors that generate the biggest impact.

The main objective of the interview questionnaire is to:

1. Identify the key differences on the concepts of awareness and overexposure in the luxury industry from the point of view of the members of the industry versus the consumers.
2. Understand the main challenges that brands are facing due to awareness and overexposure and how they are addressing them.
3. Identify where is the line in which the perception of awareness and overexposure diverse from the perspective of the industry members versus the consumers.

In the following table, are the questions of the questionnaire divided in 5 categories: the first is demographics; second, we have the introduction, in which the purpose of the questions where to understand and identify the preferences of the interviewees and its previous knowledge about luxury brands. The third and fourth categories are awareness and overexposure respectively, in which the determined subject is addressed in a deeper and more technical manner in order to make concise and accurate discoveries. Finally, we made a closure category in which the interviewee could express its opinion on the subject and its future expectations.

TABLE 1:*Questionnaire*

Demographics	<ol style="list-style-type: none"> 1. Name, age and where are you from please. 2. Can you tell me briefly about you? Lifestyle, job, studies, etc. 3. Are you a luxury consumer, a member of the luxury industry or both? Please explain.
Introduction	<ol style="list-style-type: none"> 1. What is in your opinion the definition of luxury? If possible, exemplify. 2. In your opinion, which are the benefits (tangible or intangible) that a luxury brand brings to its customers? 3. Do you have a top 3 of favorite luxury brands? Please name them and explain why? 4. How often do you see social media posts of these 3 brands? <ol style="list-style-type: none"> a. Rarely – Monthly b. Occasionally - Several times per month c. Sometimes – Weekly d. Very often – Daily

	<p>5. In relation to your previous answer, Do you like the frequency of the advertising? Why? Is it too much or is it too little?</p>
<p>Awareness</p>	<p>Brand awareness:</p> <ol style="list-style-type: none"> 1. Can you name any specific products or services you associate with a luxury brand? 2. Can you describe your 1st experience within the luxury industry? What is that factor/reason that made you want to be a customer or be a part of this industry? 3. When you decide to buy a luxury good, which factors influence this decision? <p>Perception of luxury:</p> <ol style="list-style-type: none"> 4. For you, which of these sentences reflects more the meaning of the term luxury? Why? <ol style="list-style-type: none"> a. <i>“something desirable but costly or hard to get: something adding to pleasure or comfort but not absolutely necessary that involves great expense.”</i> b. <i>“Something intrinsically connected to a sense of owning or being unique, an aspirational achievement, a sense of status, of accomplishment”.</i>

	<p>c. <i>“An environment in which individuals experience a sense of timelessness, a spontaneous act of playfulness, a sense of vitality and of being alive, and a perception of being in a world of one's own making.”</i></p> <p>d. “A field of desires embodied in products, services, and experiences whose price, quality, and uniqueness combine to make them objects of aspiration.”</p> <p>5. Which are essential factors that a brand must have for you to consider it luxury? And why?</p> <p>6. What specific attributes or qualities make a product or service luxurious in your opinion?</p> <p>7. What were the key factors that influenced your decision to purchase from a luxury brand?</p> <p>8. Did the perception of the brand as a luxury brand play a role in your decision?</p> <p>9. Were there any specific features or qualities that stood out to you when making a purchase?</p>
--	--

	<p>10. In which ways do you think people relate with luxury brands?</p> <p>Influence of marketing and Ads:</p> <p>11. Have you engaged with any luxury brand on social media (e.g., liking, sharing, or commenting on posts)? How frequently do you do it?</p> <ul style="list-style-type: none"> a. Occasionally - Once per week b. Sometimes - 1 or 2 times a day c. Often - 5 times a day d. Very often - More than 10 times a day <p>12. Have you seen or interacted with any advertising or marketing campaigns of a luxury brand? Can you explain with a memorable example briefly?</p> <p>13. Did any of those marketing materials influence your decision to explore the products or services of each brand? how?</p> <p>14. Can you recall any specific advertisements or promotions of a luxury brand that caught your attention? Explain</p>
Overexposure	Perception of exclusivity:

1. Do you feel that luxury brands are becoming more accessible and less exclusive?

2. Has the increasing visibility of luxury brands influenced your perception of their exclusivity?

Brand Dilution:

3. Have you noticed an increase in the number of advertisements and marketing efforts from luxury brands?

4. Do you think that luxury brands are losing some of their unique qualities due to overexposure? Please make an example

Consumer Perception:

5. How has the increased visibility of luxury brands affected your perception of their quality and prestige?

6. Do you believe that overexposure has influenced the perception of luxury as a concept?

7. Do you believe luxury brands still offer unique value compared to non-luxury brands?

Impact on Purchase Decisions:

- 8.** Has the overexposure of luxury brands influenced your decision to purchase their products or services?
- 9.** Have you considered alternative, other luxury brands as a result of overexposure? Please explain.

Social Media Influence:

- 10.** Do you think that social media and influencers have played a role in overexposing luxury brands?
- 11.** Have you felt pressure to keep up with trends or display luxury products because of social media exposure?

Future of Luxury:

- 12.** What changes do you anticipate in the luxury industry due to overexposure?
- 13.** How can luxury brands adapt to the challenges posed by increased visibility while preserving their essence?

Closure	<ol style="list-style-type: none"> 1. In your opinion, how can a luxury brand strike the right balance between awareness and overexposure? 2. What steps do you think luxury brands could take to enhance its exclusivity while maintaining a strong presence in the market? <p>Future Expectations:</p> <ol style="list-style-type: none"> 3. How do you see the future of our luxury brand in terms of awareness and overexposure? 4. What are your expectations regarding luxury brand's ability to maintain desirability and exclusivity in the long term?
----------------	--

Note: Questionnaire designed to extract insights to get a better understanding of the study in process.

3.2.1. Questionnaire design

The questionnaire was designed to collect limited and specific information and to be able to compare the both sides of the coin in terms of perception about the impacts of awareness and overexposure in the luxury industry. The responses were specifically 3 members and current workers of the luxury industry, 3 regular consumers of luxury brands and finally 1 intern that is a current consumer of luxury brands and is a recent worker of the industry.

The sample of interviewees was chosen selectively and on purpose. All this in order to ensure the authenticity and quality of the answers.

The interview was done in a digital format as a word document in order to maintain the structure of the questions. The interviews were developed face-to-face interviews as the exception of 2 cases that due to time availability I sent the questionnaire to the interviewees and their response was through audio via WhatsApp.

4. Analysis

In this section of the research, the research analysis delves into the intricate dynamic between awareness and overexposure in the luxury industry. Through a series of in-depth interviews with members and workers of the industry and consumers of luxury goods, we seek to unravel the impacts of this contrasting forces.

We will discuss the results generated by the data collected and discover how luxury brands balance the imperatives of maintaining their tradition, desirability and exclusivity.

This is a qualitative and descriptive research analysis. The purpose of the data collected is to investigate and answer the research question by having in mind the both perspectives within the industry; consumers and members.

4.1. Data preparation

The first step was to listen to the recordings and compare them with the notes taken the day of the interview in order to generate a more accurate transcription that contained all the information about the response.

After the transcription was made, we remove the irrelevant or redundant info from the transcripts, such as filler words, non-verbal cues and off-topic discussions that didn't contribute to the research objective and to assure the transcription errors to ensure accuracy of the text. After that we identify the patterns, concepts and ideas to be able to form a structure of the analyzed data and make it more manageable.

4.2. Interviews transcription

Before we continue to the transcription of the interview, it must be stated that 3 out of 7 interviewees in verbal consent did not allow to record the interview, however, the transcription and information can be used solely for the academic purposes of this study. The 3rd interviewee

did allow to recording of the interview however she stated via WhatsApp that the voice recording could only be used as a support for the transcription.

The 3 interviewees didn't allow the use of their name in any form. Reason why they are enumerated in the following table

TABLE 2:

Interview transcripts

Interviewee's Name	Transcript
Interviewee #1	A 45-year-old Italian woman, who moved to London to study fashion and now resides in France, shared her perspective on luxury. She began her career as a visual merchandiser at Louis Vuitton and currently works with Marc Jacobs in the same role. As someone deeply entrenched in the luxury industry, she doesn't see herself as a luxury consumer, as she receives products for free and doesn't feel inclined to make full-price purchases. Luxury, to her, is a concept in constant evolution, centered around expressing one's personality. She particularly resonates with Yves Saint Laurent and Church, appreciating their clear brand identities. She doesn't

engage with social media and considers luxury more of a service than a product, emphasizing the importance of after-purchase service, selling ceremonies, and storytelling. Her roots and a penchant for quality matter to her, and she values environmental consciousness in products, raw materials, and craftsmanship. While luxury is not an essential factor for her when making a purchase, she prioritizes style, personality, and high quality. Her identity relates to the brands she works for, but she rarely interacts with luxury brands on social media. She acknowledges that luxury brands are seeking to maximize ROI and access a broader audience, but she feels that excessive availability makes them less desirable. She observes that luxury brands are losing some of their unique qualities due to overexposure, with numerous collaborations and a lack of client-focused attention. The abundance of information diminishes the prestige of luxury, and the industry seems to have lost some of its appeal. She believes the remaining offering is quality and expensive materials, while influencer content dilutes the luxury message. She doesn't feel pressured by trends and suggests that luxury brands should stop mass consumption, consider the environmental perspective, and return to their core values. In her view, the luxury industry has already lost some of its essence, and the path to balance involves maintaining core values while embracing ethical modernity.

<p>Interviewee</p> <p>#2</p>	<p>28-year-old from New York, defines luxury as a realm of exclusivity and top-tier quality. She resonates with luxury brands for their impeccable craftsmanship and unique design, with favorites including Chanel, Rolex, and Gucci. She appreciates their occasional social media presence, finding the frequency just right to keep her informed without overwhelming her. When choosing luxury goods, She considers design, brand reputation, material quality, and the balance between price and exclusivity. For her, luxury signifies a sense of owning something unique and a marker of personal accomplishment. It's about attention to detail, premium materials, exclusivity, and timelessness. She's drawn to luxury brands that excel in craftsmanship and trendsetting, and she occasionally engages with them on social media. While she acknowledges that luxury brands have become more accessible, it has somewhat influenced her perception of their exclusivity. The increasing visibility of luxury brands has made her more discerning, with some brands compromising their uniqueness due to overexposure. However, established luxury brands maintain their value in her eyes, offering unparalleled quality and an exceptional experience. Overexposure has altered the concept of luxury, shifting it from an exclusive, refined realm to something more mainstream. Nonetheless, luxury brands still deliver unique value compared to non-luxury counterparts, emphasizing craftsmanship, quality, and an elevated experience. She remains open to alternative luxury brands that prioritize quality and exclusivity, driven by a desire for excellence overabundance.</p>
--	--

	<p>Social media and influencers have played a substantial role in the overexposure of luxury brands, making them more accessible to a wider audience.</p>
<p>Interviewee #3</p>	<p>41-year-old, Franco-American woman. Worked in fashion sales for Marc Jacobs and Carolina Herrera as a sales director for 15 years and now she has started her own company. She doesn't consider herself a luxury consumer. Is an ex-member of the luxury industry</p> <p>The research participants were questioned about their associations with luxury brands and their first experiences within the luxury industry. They described the factors that drew them into the industry and discussed the impact of specific attributes, such as craftsmanship and exclusive materials, on their perception of luxury. The interviewees shared their thoughts on luxury brands' accessibility and overexposure, emphasizing how the mass marketing and use of influencers have led to a loss of exclusivity. The increased visibility of luxury brands in advertising and social media has affected their perceived quality and prestige, leading some to consider smaller, artisanal brands as alternatives. Social media and influencers were seen as significant contributors to overexposure, but not necessarily to personal pressure. Participants anticipated that the luxury industry would continue to prioritize mass-produced, affordable products over genuine exclusivity, leading to a divide between real luxury and marketing-driven profitability. The key to striking a balance between</p>

	<p>awareness and overexposure, they believed, lay in preserving the authenticity of craftsmanship and avoiding mass market products. In the long term, the sustainability of luxury brands' desirability and exclusivity hinged on staying true to their craft and not diluting their brand.</p>
<p>Maria</p>	<p>Maria, a 21-year-old master's student in luxury marketing and brand management, currently working as a sales assistant intern at Cartier, shared her perspective on luxury and overexposure in the industry.</p> <p>Maria defines luxury as items whose value is driven by intangible factors like brand history, conspicuousness, and status, rather than their functionality. She sees herself as both a luxury consumer and a member of the luxury industry, emphasizing her work at Cartier within the Richemont group.</p> <p>Her top three favorite luxury brands are Yves Saint Laurent, Dior, and Alexander McQueen, appreciating each brand for their empowerment of women, world-building, and theatricality.</p> <p>She encounters social media posts from these brands occasionally and appreciates the frequency of advertising, mainly when it comes from reliable sources like fashion historians rather than influencers.</p> <p>In the first part, Maria associate's luxury brands with products like handbags, ready-to-wear, and couture collections. Her first experience in the luxury industry was at Cartier, where she learned about customer</p>

behavior and expectations. The history and ethos of luxury brands, and the inspiration behind their items, attracted her to both consuming and working in the industry.

When deciding to buy luxury goods, Maria considers how they fit into her life and if they make sense for her lifestyle. She believes that luxury goes beyond mere functionality, and her purchases are motivated by the brand's ethos and intentions.

For Maria, the definition of luxury is closely reflected in the idea of "a field of desires." She values a brand's history, know-how, and a vision that transcends profit-making to consider it as luxury.

She considers great, personalized customer care by her sales associate as a crucial attribute that makes a product or service luxurious.

The perception of the brand as a luxury brand plays a role in her purchase decisions, helping her justify the price tag. She looks for brands that align with her values and the creative director's vision.

Maria occasionally engages with luxury brands on social media, primarily for valuable information sharing. She has been influenced by Jacquemus' campaigns and finds them helpful in keeping the brand in her mind.

Regarding overexposure, she believes luxury brands have become somewhat more accessible but hasn't significantly impacted her perception of exclusivity or the quality of their products.

Maria thinks that overexposure has slightly influenced the perception of luxury as a concept. She still believes luxury brands offer unique value compared to non-luxury brands, but it's essential to look for the right brands.

Overexposure hasn't significantly influenced her purchase decisions, but she noted an example with Louis Vuitton's checker print feeling too widespread.

She has considered alternative luxury brands, especially those offering luxury quality at a lower price point or pieces from local designers to maintain a unique sense of style.

Maria believes that social media and influencers have played a role in overexposing luxury brands, potentially influencing some to keep up with trends.

She anticipates that the luxury industry may need to scale back its marketing efforts in the future to preserve its essence.

Maria recommends that luxury brands market to the right people, not the masses, create educational content, and focus on quality and history to enhance their exclusivity. She believes the luxury industry may return to a more traditional marketing model to maintain desirability and exclusivity by upholding quality and innovation.

Jessy	<p>Jessy, a 23-year-old master's student studying International Luxury Marketing and Brand Management and currently interning with a cosmetic and skincare brand, offers valuable insights into the luxury industry and its challenges.</p> <p>She defines luxury as exclusivity, rarity, and craftsmanship, exemplifying it with products like the Hermes Kelly bag. In her view, luxury brings benefits beyond functionality, such as social status, investment value, and emotional connections. Her top three favorite luxury brands are Dior, Jacquemus, and Celine, chosen for their unique styles and appeal to younger generations.</p> <p>Jessy engages very frequently with social media posts from these brands, appreciating the high frequency of advertising as it enhances brand awareness and recognition.</p> <p>She shares how emotional connections and the in-store or online experience influence her luxury purchase decisions. Jessy highlights that strong brand heritage and exclusivity are essential factors for a brand to be considered luxury.</p> <p>Regarding overexposure in the luxury industry, Jessy believes that luxury brands are still managing to maintain their exclusivity while expanding their reach through digital marketing. Excessive visibility hasn't significantly influenced her perception of quality and prestige, and she considers luxury brands to still offer unique value.</p>
--------------	--

Social media and influencers have played a role in overexposing luxury brands, leading Jessy to explore alternative brands when she can't make luxury purchases. She occasionally feels pressure to keep up with trends and display luxury products due to social media exposure.

Jessy anticipates that luxury brands will focus on unique and limited-edition offerings to maintain exclusivity, becoming more selective about collaborations and endorsements, and investing in personalized customer experiences.

To strike the right balance between awareness and overexposure, Jessy suggests luxury brands should focus on quality content, limit social media exposure, and target specific audiences while offering exclusive experiences.

Maintaining exclusivity while having a strong market presence can be achieved through limited production releases, selective social media sharing, and exclusive campaigns or events.

The future of luxury brands' awareness and overexposure will depend on their ability to adapt to changing consumer preferences and technological advancements.

Overall, Jessy's expectations for luxury brands' ability to maintain desirability and exclusivity in the long term depend on their commitment to core values, craftsmanship, and meaningful customer experiences.

Ana Sofia	<p>Ana Sofia, a master's student in luxury marketing, currently interning at Givaudan in Paris, shared her insights on the luxury industry and overexposure.</p> <p>Ana Sofia views luxury as a means to gain status and position within a certain community, emphasizing that it's not just about quality but also branding and exclusivity. Her favorite luxury brands include Jacquemus, Hermes, and Guerlain, appreciated for their unique brand identity and ability to create distinctive universes.</p> <p>She occasionally sees social media posts from these brands, and her enjoyment of advertising frequency depends on the creativity and uniqueness of the ads.</p> <p>She associates luxury with products like the Ritz Hotel, Diptique, Guerlain, Chanel, Hermes, Gucci, and Tiffany & Co. Her first luxury experience was receiving a Coach bag, which instilled a sense of quality and sophistication. When deciding to purchase luxury goods, Ana Sofia is influenced by design and the reputation of the brand.</p> <p>She defines luxury as something desirable but costly, closely connected to owning something unique, creating an aspirational sense of status and</p>

accomplishment. For a brand to be considered luxury, she emphasizes brand positioning, reputation, price, and quality.

Luxury products, in Ana Sofia's view, stand out through their use of materials, techniques, and the uniqueness of the experience they offer.

The brand's perception as a luxury brand plays a significant role in her purchase decisions, and she looks for good values and brands with her preferred design style.

She engages with luxury brands on social media occasionally and appreciates creative and well-done content. Ana Sofia recalled how Jacquemus's Chou Chou collection campaign influenced her to explore their products more thoroughly.

Regarding overexposure in the luxury industry, Ana Sofia believes that luxury brands have become more accessible, especially in ready-to-wear segments. Some luxury brands' attempts to adapt to new markets have influenced her perception of their exclusivity.

She hasn't noticed a significant increase in advertisements from luxury brands, but some have lost their unique qualities due to overexposure. The increased visibility hasn't significantly affected her perception of quality and prestige.

She thinks that overexposure has influenced the perception of luxury as a concept. Luxury brands still offer unique value compared to non-luxury brands, mainly for the status they provide. While overexposure has

	<p>influenced her perception of some brands, it hasn't directly impacted her purchase decisions.</p> <p>Ana Sofia mentioned she bought a Sezanne bag recently as an alternative to traditional luxury brands, appreciating its quality and uniqueness.</p> <p>Social media and influencers have played a role in overexposing luxury brands, but Ana Sofia hasn't felt pressure to keep up with trends or display luxury products because she maintains her simple and casual style.</p> <p>She anticipates that the luxury industry will divide into segments based on consumers seeking tradition, heritage, and quality, and those desiring uniqueness, status, and accessibility.</p> <p>Luxury brands should diversify their product lines and strategies to adapt to these markets, avoiding overwhelming digital advertising and focusing on innovation in their products.</p> <p>In the future, Ana Sofia believes that traditional luxury brands will remain present in the market but should be careful in how they adapt to new consumer preferences. She expects that indie and new luxury brands, like Jacquemus, with more honest and transparent images will become stronger in the market.</p>
<p>Amayrani</p>	<p>Amayrani Franco, a 22-year-old student from Mexico, shared her insights into the world of luxury and its evolving landscape.</p>

Amayrani describes herself as someone focused on her personal growth and preparedness for life's challenges. She is currently pursuing a master's degree in Europe while working for a company that enhances her learning. Her interests include exploring new places, spirituality, quality products (especially accessories), and personal growth.

She identifies as a luxury consumer, particularly on special occasions.

In the introductory section, Amayrani defines luxury as exclusive products or experiences that provide satisfaction, emphasizing excellent quality and durability. She highlights benefits such as quality materials, satisfaction from retail therapy, the opportunity to stand out, and unique experiences.

Her top three favorite luxury brands are Yves Saint Laurent, Cartier, and Chanel. She admires Yves Saint Laurent for its simple yet sophisticated design, Cartier for its timeless pieces, especially watches, and Chanel for its quality materials and iconic products.

Amayrani occasionally sees social media posts of these brands and appreciates the frequency of advertising, finding it balanced.

In the first section, Amayrani associate's luxury brands with products like purses and jewelry. Her first experience with the luxury industry was through Christian Louboutin shoes, which gave her a taste of the satisfaction that comes with luxury purchases.

When deciding to buy luxury goods, factors influencing her decisions include design, uniqueness, quality materials, and price in relation to the brand's reputation and the intended use.

Amayrani resonates most with the definition of luxury as something intrinsically connected to owning or being unique and an aspirational achievement. Luxury, for her, represents personal progress.

For a brand to be considered luxury, it must offer great quality products with exquisite designs, be exclusive, timeless, and provide luxurious experiences.

In her view, specific attributes that make a product or service luxurious include carefully selected materials, timeless designs, and products that can be passed down through generations.

The perception of a brand as a luxury brand plays a role in her purchase decisions as it adds value to the product. When making a purchase, she focuses on the design and how the product looks when worn.

Amayrani relates to luxury brands in terms of achievement, uniqueness, and timelessness.

She occasionally engages with luxury brands on social media, usually once a week. While she has seen advertising and marketing campaigns, none have left a significant mark on her.

Overexposure in the luxury industry concerns her. She feels that some brands acquire the title of luxury without truly offering luxury experiences.

In her opinion, some brands are focusing on overexposure rather than serving those looking for unique, less accessible products. However, she will still consider buying a product if it aligns with her preferences.

Amayrani believes social media and influencers play a role in overexposing luxury brands, and she has felt some pressure to keep up with trends due to social media exposure.

Regarding the changes anticipated in the luxury industry due to overexposure, she foresees the emergence of brands that promote high prices but may not offer real luxury.

To adapt to the challenges posed by overexposure, Amayrani suggests that luxury brands should maintain a clear sense of purpose and stay true to their unique offerings.

In the closing section, she emphasizes the importance of luxury brands knowing their purpose, the market, and maintaining a strong presence in a way that doesn't compromise their exclusivity. She expresses concerns that, if brands continue their current path, overexposure may diminish their luxury status over time. Nonetheless, she hopes that brands will remain creative and develop special programs and events to attract those genuinely interested in the luxury experience.

Note: Due to confidentiality, I have made the table above with the transcriptions of the interviews made.

5. Discussion and Conclusions

In this section we will discuss the findings based on the transcripts of the questionnaire presented above. We will talk about the insights discovered through the different opinions.

5.1. Discussion

In our research on the impacts of awareness versus overexposure in the luxury industry, we engaged with a group of individuals, each offered unique insights into their perspectives on luxury and how it has been affected by increased visibility and accessibility.

The interviewees that are/were part of the industry, place a significant emphasis on functionality and practicality when it comes to luxury. They see luxury as a way to enhance their daily lives and value the functionality of luxury products. They also consider the quality and

durability of the products. Price is a factor in their purchasing decisions, as they believe luxury items should be priced higher than non-luxury brands due to the associated quality and exclusivity.

In contrast, the consumers of luxury goods define luxury as going beyond functionality and emphasize exclusivity, craftsmanship, history, and emotional connections. They associate luxury with the brand's ethos, heritage, and the overall experience that comes with owning a luxury product. They focus on the design, reputation, and alignment with personal values when considering the purchase of luxury items. These individuals are less concerned about price and more interested in the exclusivity and unique qualities of luxury brands.

While both groups share some common views, such as the importance of quality and craftsmanship, their emphasis and priorities differ. The first group leans towards functionality and practicality, considering price as a significant factor, while the second group places more emphasis on exclusivity, emotional connections, and the overall luxury experience, without being as concerned about price.

We discover that in the analysis of these perspectives, several common themes and points of view. All participants highlighted the impact of overexposure on luxury brands, with concerns about the loss of exclusivity, uniqueness, and perceived quality. They value craftsmanship, quality, and personalized experiences, emphasizing the importance of preserving core values and authenticity in the luxury industry.

The participants' perspectives also show a shift in consumer behavior driven by increased accessibility through social media and influencer marketing. While some participants appreciate occasional social media presence, they also acknowledge the negative effects of overexposure.

This has led some participants to seek alternative luxury brands or consider smaller, artisanal brands that prioritize quality and exclusivity.

Overall, the participants recognized the need for the luxury industry to find a balance between awareness and overexposure. They suggest that luxury brands consider the environmental perspective, reduce mass consumption, and focus on maintaining core values, quality, and innovation to regain desirability and exclusivity.

The luxury industry is at a crossroads, with traditional luxury brands coexisting with newer, more transparent brands. The role of social media and influencers in influencing perceptions and purchase decisions is acknowledged but not seen as overwhelming. The future of the luxury industry will depend on its ability to adapt to changing consumer preferences while upholding its commitment to quality, innovation, and meaningful customer experiences.

In conclusion, our research emphasizes the delicate balance luxury brands must strike between maintaining their authenticity, exclusivity, and brand heritage while adapting to the daily changes in preferences, trends, and technology. The study suggests that the future of the industry may involve a division between brands with its main focus on tradition, heritage, and quality and brands with a focus on trend, uniqueness, and accessibility.

Brands must diversify their strategies in order to curate their digital presence and maintain the exclusivity and limited factors.

5.2. Conclusions

The results also indicate that while luxury faces overexposure challenges, brands can sustain their desirability and exclusivity by preserving their core values, remain innovative, become sustainable aware and target selected and specific audiences. Luxury brands aren't supposed to be expensive and accessible for everyone. They are supposed to be an exclusive and limited good, one that everyone wants but not everyone can get.

This study highlights that awareness of luxury brands play an essential role in enhancing perception of value. Consumers are more likely to attribute high value to luxury products when they are aware of the brand's core, such as values, heritage, craftsmanship and exclusivity. The rarity principle aligns with this, as the uniqueness and scarcity of the luxury goods influence the value perception.

In terms of overexposure, it can have a dual impact on consumer behavior. It helps to expand and reach a wider audience and increase brand visibility; but it could also put in risk the exclusivity and uniqueness that luxury consumers seek. As overexposure blurs the line between luxury and no luxury, consumers become more and more discerning and cautious within their decision-making process.

Another challenge is striking the balance between both concepts. Thought the study we have implied that luxury brands should preserved their authenticity, exclusivity, and commitment to

quality as an essential factor in order to maintain the desirability feeling among consumers. Brands must remain true to their essence and core values and embrace ethical aspects to appeal the evolving preferences and market trends.

The rarity principle is a critical and crucial factor in the consumer decision-making process in the luxury industry. Customers are drawn to unique and rare objects that are also exclusive and limited.

In the study, participants associate luxury with quality materials, unique, meaningful and impeccable craftsmanship, which is related to a strong brand image. In terms of luxuriousness, this attributes are considered essential, and they reinforce the link between awareness, exclusivity and consumer behavior.

A careful management of awareness and overexposure is a major element. Brands must leverage awareness to enhance its perceived value while avoiding overexposure that dilutes the sense of exclusivity.

6. Limitations and future recommendations

The limitations of the study are primarily in terms of sampling. As I mentioned before, the sampling for the study was carefully selected in order to avoid overwhelming amount of

information that could occasionally lead to a misunderstanding of the purpose of the study that was recognize the impacts of awareness versus overexposure from 2 different perspectives. The sample is not exactly representative of a broader population. Future research should aim for a larger and diverse sample to enhance the study's generalizability; but taking into account the fact that the information cannot be for everyone; as it is luxury it should be exclusively for people that is familiarized with the subject or the industry. As a suggestion, the future research could strive for a more extensive and diverse participant pool, including individuals from various age groups, regions, and roles within the luxury industry. This will help capture a broader range of perspectives and provide a more comprehensive understanding of the topic.

While qualitative data provides valuable insights in terms of subjective opinions and experiences, another aspect to have in mind is the quantitative method to ensure the measurement of the impact of the main subjects in a more objective way. Combining qualitative and quantitative data can provide complementary data to validate and quantify in a more specific and accurate way the impacts of awareness versus overexposure.

Also, the study was limited by the duration of the interviews and the participant's availability. In-depth exploration of each participant's perspectives was restricted, and some valuable insight may have been left unexplored. A suggestion could be having multiple interview sessions per participant to discover and generate deeper insights.

By addressing these limitations and implementing these recommendations, future research on the impacts of awareness versus overexposure in the luxury industry can provide a more meaningful and meticulous understanding of this dynamic and evolving field.

References

- Aaker, David. A., & Biel, A. L. (2013). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. <https://doi.org/10.4324/9781315799537>
- Achille, A., & Zipser, D. (2020, April 1). *A perspective for the luxury-goods industry during—And after—Coronavirus*. McKinsey & Company. <http://ceros.mckinsey.com/coronavirus-promo>
- Affluent, C. E. O. (2023). *The Hermes Birkin Bag: A Timeless Icon of Craftsmanship, Rarity, and Investment Value*. <https://www.affluentceo.com/the-hermes-birkin-bag-a-timeless-icon-of-craftsmanship-rarity-and-investment-value/>
- Belk, Russell. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139–168. <https://doi.org/10.1086/209154>
- Berthon, P., Pitt, L., Parent, M., & Berthon, J.-P. (2009). *Aesthetics and ephemerality: Observing and preserving the luxury brand*. 52(1), 45–66. <https://doi.org/10.1525/cmr.2009.52.1.45>
- Blackwell, Roger. D., Engel, James. F., Rahman, Z., & Miniard, Paul. W. (2018). *Consumer behavior model* (10th ed.). Cengage. <https://www.researchgate.net/publication/337847958/figure/fig1/AS:973671304814595@1609152737368/Consumer-behavior-model.ppm>
- Breward, C. (2015). *The culture of fashion: A new history of fashionable dress*. Manchester University Press.

- Connell, R. (2021, April 23). *The Luxury Consumer, Sustainability and Social Responsibility: It's Complicated*. Sustainable Brands. <https://sustainablebrands.com/read/walking-the-talk/the-luxury-consumer-sustainability-and-social-responsibility-it-s-complicated>
- DeAcetis, J. (2020, October 24). *The Perfect Balance: How Luxury Brands Can Maintain Exclusivity And Still Be Relatable Online*. Forbes. <https://www.forbes.com/sites/josephdeacetis/2020/10/24/the-perfect-balance-how-luxury-brands-can-maintain-exclusivity-and-still-be-relatable-online/>
- Dictionary, C. (XXXX). *Meaning of Luxury in english*. <https://www.forbes.com/sites/richardkestenbaum/2021/12/16/the-definition-of-luxury-is-expanding-and-changing/?sh=4371e5b56a13>
- Dubois, B., & Duquesne, P. (1993). The Market for Luxury Goods: Income versus Culture. *European Journal of Marketing*, 35–44. <https://doi.org/10.1108/03090569310024530>
- Dubois, B., & Gilles, L. (1994). Attitudes Towards the Concept of Luxury: An Exploratory Analysis. *Asia Pacific Advances in Consumer Research*, 1, 273–278.
- Dubois, B., Gilles, L., & Czellar, S. (2001). *Consumer Rapport to Luxury: Analyzing Complex and Ambivalent Attitudes*. Consumer Research.
- Engel, James. F., Miniard, Paul. W., & Blackwell, Roger. D. (1995). Consumer Behavior. In *Consumer behavior*. The Dryden Press.
- euronews. (2017, September 18). *A brief history of luxury*. Euronews. <https://www.euronews.com/green/2017/09/18/a-brief-history-of-luxury>

- Evans, M. (2019, March 4). *The risks of over-exposure: How ad bombardment promotes consumer mistrust* / WARC. WARC. <http://www.warc.com/newsandopinion/opinion/the-risks-of-over-exposure-how-ad-bombardment-promotes-consumer-mistrust/en-gb/2998>
- Farhat, K., Mokhtar, S. S. M., & Salleh, S. B. Md. (2020). Linking brand engagement to customer-based brand equity and role of brand experience, brand personality, and brand affect: A case of automobile market of Pakistan. *Management Science Letters*, 2237–2248. <https://doi.org/10.5267/j.msl.2020.3.012>
- Fippard, D. (2015, March 30). *Quick spot: Brand overexposure?* Your Projector. <https://www.yourprojector.com/quick-spot-brand-overexposure/>
- Foucault, M., & Miskowiec, J. (1986). Of other spaces. *Diacritics*, 16(1), 22–27.
- FutureLearn. (XXXX). *A History of Luxury*. <https://www.futurelearn.com/info/courses/luxury-industry-customers-experiences/0/steps/302423>
- Hennings, N., Wiedmann, K.-P., Behrens, S., & Klarmann, C. (2013). Unleashing the power of luxury: Antecedents of luxury brand perception and effects on luxury brand strength. *Journal of Brand Management*, 20(8), 705–715. <https://doi.org/10.1057/BM.2013.11>
- Hennings, N., Wiedmann, K.-P., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625–651. <https://doi.org/10.1002/MAR.20292>
- Hofmeester, K., & Grewe, B.-S. (Eds.). (2016). *Luxury in global perspective: Objects and practices, 1600-2000*. Cambridge University Press.

- Ismail, A. (2015). Leveraging the potential of word of mouth: The role of love, excitement and image of fashion brands. *Journal of Global Fashion Marketing*, 6, 87–102. <https://doi.org/10.1080/20932685.2014.999013>
- Jahn, B., Kunz, W. . H., & Mayer, A. (2013). The Role of Social Media for Luxury-Brands – Motives for Consumer Engagement and Opportunities for Businesses. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2307106>
- joshua2. (n.d.). *Insight into the consumer buying decision process | Ashton Manufacturing*. Retrieved April 9, 2024, from <https://ashtonmanufacturing.com.au/insight-into-the-consumer-buying-decision-process/>
- Kapferer, J.-N. (1997). Managing Luxury Brands. *Journal of Brand Management*, 251–260. https://doi.org/10.1007/978-3-319-51127-6_11
- Kapferer, J.-N. (2012). *The New strategic Brand Management: Advanced insights and strategic thinking*.
- Kapferer, J.-N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands*.
- Kapferer, J.-N., & Valette-Florence, P. (2018). The impact of brand penetration and awareness on luxury brand desirability: A cross country analysis of the relevance of the rarity principle. *Journal of Business Research*, 83, 38–50. <https://doi.org/10.1016/J.JBUSRES.2017.09.025>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (2009). Managing the Growth Tradeoff: Challenges and Opportunities in Luxury Branding. *Journal of Brand Management*. https://doi.org/10.1007/978-3-319-51127-6_9

- Kestenbaum, R. (2021). *The definition of luxury is expanding and changing*.
<https://www.forbes.com/sites/richardkestenbaum/2021/12/16/the-definition-of-luxury-is-expanding-and-changing/?sh=4371e5b56a13>
- Kim, A., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
<https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education Inc.
- Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36–68. <https://doi.org/10.1509/jm.15.0414>
- Luxury Marketing: A Deep Dive into High-End Branding. (n.d.). *Sotheby's Institute of Art*. Retrieved April 9, 2024, from <https://www.sothebysinstitute.com/how-to-series/luxury-marketing>
- Luxus +. (2021, February 16). A brief history of French luxury. *Luxus Magazine*.
<https://magazine.luxus-plus.com/en/the-history-of-french-luxury/>
- Madichie, N. O. (2009). Consumer Behavior: Buying, Having, and Being (8th ed.). *Management Decision*, 47(5), 845–848. <https://doi.org/10.1108/00251740910960169>
- Myatt, M. (2011, January 17). *Brand Exposure on Social Media*. N2Growth.
<https://www.n2growth.com/brand-exposure/>
- Notman, D. (2021, June 4). *Changing Trends – The History of Luxury | Luxury Lifestyle | Tribe of Luxury* [Blog]. Tribe of Luxury. <https://www.tribeofluxury.com/blog-01/changing-trends-history-luxury>

Nueno, J. L., & Quelch, J. A. (1998). The mass marketing of luxury. *Business Horizons*, 61–68.
[https://doi.org/10.1016/s0007-6813\(98\)90023-4](https://doi.org/10.1016/s0007-6813(98)90023-4)

Okonkwo, U. (2007). *Luxury fashion branding: Trends, tactics, techniques*. Palgrave Macmillan.

Phau, I., & Prendergast, G. (2000). Consuming luxury brands: The relevance of the ‘Rarity Principle.’ *Journal of Brand Management*, 122–138.

Prasad, K., & Dev, C. S. (2000). Managing Hotel Brand Equity: A Customer-centric Framework for Assessing Performance. *Cornell Hotel and Restaurant Administration Quarterly*, 41(3), 22–31. <https://doi.org/10.1177/001088040004100314>

Shukla, P. (2011). Impact of interpersonal influences, Brand Origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. *Journal of World Business*, 242–250.
<https://doi.org/10.1016/j.jwb.2010.11.002>

Silverstein, M. J., & Fiske, N. (2003). Luxury for the Masses. *Harvard Business Review*, 48–57.

Sprott, D., Czellar, S., & Spangenberg, E. (2009). The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale. *Journal of Marketing Research*, 46(1), 92–104. <https://doi.org/10.1509/jmkr.46.1.92>

The Hermes Birkin Bag: A Timeless Icon of Craftsmanship, Rarity, and Investment Value. (2023, June 11). AFFLUENT CEO. <https://www.affluentceo.com/the-hermes-birkin-bag-a-timeless-icon-of-craftsmanship-rarity-and-investment-value/>

The luxury industry during—And after—Coronavirus / McKinsey. (n.d.). Retrieved April 9, 2024, from <https://www.mckinsey.com/industries/retail/our-insights/a-perspective-for-the-luxury-goods-industry-during-and-after-coronavirus>

- TPT Timepiece Trading. (n.d.). *Patek Philippe Nautilus 5711: What Makes It So Coveted?* TPT Timepiece Trading. Retrieved April 9, 2024, from <https://timepiecetradingle.com/blogs/news/patek-philippe-nautilus-5711-what-makes-it-so-coveted>
- Ultimz. (XXXX). *The Patek Philippe Nautilus: A Masterpiece of Luxury and Elegance.* <https://ultimz.com/journal/the-patek-philippe-nautilus-a-masterpiece-of-luxury-and-elegance/>
- Veloutsou, C., & Moutinho, L. (2009). Brand relationships through brand reputation and brand tribalism. *Journal of Business Research*, 314–322. <https://doi.org/10.1016/j.jbusres.2008.05.010>
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of luxury brands. *Journal of Brand Management*, 484–506.
- Watson, E. (2023, May 23). The Art of Designer Brand Patterns. *Urban Splatter.* <https://www.urbansplatter.com/2023/05/the-art-of-designer-brand-patterns/>
- What makes Patek Philippe's Nautilus so special? (2023, May 25). *Watch Collecting.* https://watchcollecting.com/articles/what-makes-patek-philippes-nautilus-so-special?utm_source=website&utm_medium=share
- Xi, N., & Hamari, J. (2020). Does gamification affect brand engagement and equity? A study in online brand communities. *Journal of Business Research*, 109, 449–460. <https://doi.org/10.1016/j.jbusres.2019.11.058>
- Yang, W., & Mattila, A. S. (2014). Do affluent customers care when luxury brands go mass?: The role of product type and status seeking on luxury brand attitude. *International Journal of*

Contemporary Hospitality Management, 26(4), 526–543. <https://doi.org/10.1108/IJCHM-03-2013-0124>

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.2307/1251446>