

## A BUSINESS TYPOLOGY FOR LUXURY CONSUMPTION IN AN INCONSPICUOUS WAY: A PROPOSED MODEL

Mao Seng Ting , Yen Nee Goh , Salmi Mohd Isa 

*Graduate School of Business, Universiti Sains Malaysia, Malaysia*

*E-mail: [yngoh@usm.my](mailto:yngoh@usm.my)*

Received May 2021; accepted July 2021

### Abstract

To date, luxury consumption-related research has primarily focused on conspicuous consumption and counterfeit consumption behaviour. Investigation into the influence of inconspicuous consumption behaviour is limited. This study explores the factors that influence consumers' purchase intention towards subtle luxury fashion goods or inconspicuous consumption behaviour. This paper examines a Triandis model that clarifies the consumers' purchase intention of subtle luxury fashion goods. A systematic literature review was used to conduct a database search. Articles published from 2010 to 2020 were considered, and 49 studies were key factors influencing consumers' inconspicuous consumption behaviour. This review highlights how consumers' inconspicuous luxury consumption is based on attitudinal, social, and affective factors. Furthermore, two moderators, namely perceived knowledge and habit, were identified. These moderators might close the relationship gap between consumers' purchase intention of subtle luxury fashion products and their actual buying behaviour to these subtle products. This paper may encourage future scholars to study inconspicuous consumption-related studies. Furthermore, this paper may have practical implications that may benefit luxury marketers, luxury owners, and luxury retailers.

### Research paper

**Keywords:** Inconspicuous consumption; Triandis model; Theory of Interpersonal Behaviour; Subtle luxury fashion products; purchase intention

**Reference** to this paper should be made as follows: Ting, M. S., Goh, Y. N., & Isa, S. M. (2021). A Business Typology for Luxury Consumption in an Inconspicuous Way: A Proposed Model. *Journal of Entrepreneurship, Business and Economics*, 9(2), 1–38.

## **Introduction**

A luxury product is an overpriced product that far exceeds the functional value and offers superior quality, exclusive brand design, unique customer service, and sold at exclusive stores (Kapferer, 2010). Meanwhile, luxury fashion products refer to clothing, footwear, accessories, makeup, hairstyle, and body goods in this paper. Luxury fashion products offer a complete package of significant benefits to consumers in three aspects: 1) consumers' life, 2) the social and cultural environment, and 3) the growth of luxury sectors and the global economy (Okonkwo, 2016).

First, luxury fashion goods are a form of identity and expression to others. When an individual decides to wear a dress, shoes, or carry a handbag, it relates to their appearance and grooming. They are making a statement to others about how they want to appear in the public eye. Additionally, modern societies have a high need for status (Jain, 2020) coupled with the need to belong to a particular social group (Eckhardt, Belk & Wilson, 2015), making people choices of clothing that are influenced by fashion (Okonkwo, 2016). Second, from a social point of view, fashion has become so influential in current world affairs. For example, the United Nations and Salvation Army launched a series of fashion shows called 'Catwalk the World - Fashion For Food' to encourage people to donate canned food for African countries (Sarpong, 2016). Hence, fashion has been linked to humanitarian aid. The contribution of fashion to other areas such as film, music, arts, and sports has also been witnessed and is growing (Okonkwo, 2016; Salamzadeh, 2020). Third,

despite the slow economic growth in Europe and some emerging countries such as China, Brazil, and Russia, the luxury fashion market has shown steady growth (D'Arpizio et al., 2020). Hence, the luxury fashion goods industry is vital to the growth of the global economy and boosts the local economy, where it creates jobs for local people (Okonkwo, 2016). However, luxury fashion products, especially those conspicuous luxury fashion brands, have been hit hard by the COVID-19 pandemic and have lost billions in sales (Nagarajan, 2020; Salamzadeh & Dana, 2020). One of the most influential luxury fashion brands, Louis Vuitton, recorded a sales decline of 15% in the first quarter of 2020 compared to last year's same period (LVMH, 2020). Many experts foresee that luxury fashion goods' sales will continue to decline in the remaining quarters of 2020 (Nagarajan, 2020). Therefore, this paper deliberated various ways that luxury fashion marketers, owners, and retailers can drive business, generate more sales, and focus on the likely luxury shoppers' inconspicuous behaviour during this COVID-19 period.

Inconspicuous consumption refers to consumers who prefer buying high-quality luxury goods but are discreetly marked, difficult being noticed by the masses, and valuable in maintaining in-group boundaries (Eckhardt et al., 2015). In contrast, conspicuous consumption means an individual splurge on expensive luxury goods with a very recognisable logo, easily identifies signature print, signals, and communicates meaning to others that belong to the elite group (Veblen, 1899/2003). The term 'luxury' is already losing its shine in the twenty-first century due to the declining needs of status luxury fashion products and signal wealth, especially for wealthy consumers (Zhang,

2019). Wealthy consumers have a low need for status and want to associate with their kind, and willing to pay a premium for quiet products that only their family and friends can recognise (Han, Nunes & Dreze, 2010). This is coupled with the rise of services such as short-term rentals rather than owning luxury fashion items (Belk, 2014) and high-quality counterfeit luxury fashion products (Ting, Goh & Mohd Isa, 2016), causing conspicuous luxury fashion products do not signal exclusivity the way they once did.

Several popular niches, discreet, and subtle luxury fashion brands such as Bottega Veneta and Shang Xia perform better in sales and acceptance from the wealthy group (Eckhardt et al., 2015). Those brands have motivated various conspicuous luxury fashion brands, including Louis Vuitton, to respond to inconspicuous preferences by offering subtle luxury fashion products. For instance, Louis Vuitton introduced the 'subtle V' zip wallet V-line collection (Eckhardt et al., 2015).

A large and growing body of literature has investigated the consumers' conspicuous luxury consumption in various countries (Cheah et al., 2020; Eom, Seock & Hunt-Hurst, 2019; Jain, 2019; 2020; Wang, Pelton & Hsu, 2018; Zhang & Cude, 2018). However, the inconspicuous consumption phenomenon has received less attention from scholars and marketers than conspicuous consumption-related research. Very few empirical studies (Shao, Grace & Ross, 2019; Ting, Goh & Mohd Isa, 2018) have proved that luxury fashion goods' inconspicuous consumption behaviour exists. Hence, this paper may provide a significant opportunity to understand the inconspicuous

luxury consumption phenomenon and encourage future scholars to study inconspicuous consumption-related studies.

**Literature Review**

This systematic literature review explores the determinants that influence consumers’ purchase intention towards subtle luxury fashion goods or inconspicuous consumption behaviour. Table 1 shows the summary of previous studies found which influencing consumers’ purchase intention towards luxury goods.

**Table 1.** Summary of Previous Studies Influencing Purchase Intention towards Luxury Goods

Previous Studies	Attitudinal Factors			Social Factors			Affective Factors		Perceived Knowledge	Habit
	NFU	UV	BSC	DN	SR	SC	CP	CG	PK	HB
Cheah et al. (2020)		/								
Jain (2020)	/									
Kuo & Nagasawa (2020)									/	
Lee et al. (2020)	/									
Wallace et al. (2020)			/			/				
Wang & Chen (2020)			/						/	
Aksoy & Abdulfatai (2019)					/					
Ajitha & Sivakumar (2019)	/									
Ali et al. (2019)	/				/	/	/			
Eom et al. (2019)					/					

Jain (2019)	/	/	/								
Kim et al. (2019)											
Nabi et al. (2019)	/					/			/		
Rowe et al. (2019)								/			
Shao et al. (2019)	/				/	/	/				
Dogan et al. (2018)	/										
Ioana-Daiela et al. (2018)		/	/						/		
Ting et al. (2018)		/							/		
Wang et al. (2018)									/		
Zhang & Cude (2018)	/	/	/								
Zheng et al. (2018)						/					
De Lenne & Vandenbosch (2017)				/		/				/	
Jain et al. (2017)											
Ki et al. (2017)								/	/		
Salehzadeh & Pool (2017)		/									

**Table 1.** Summary of Previous Studies Influencing Purchase Intention towards Luxury Goods (continue)

Previous Studies	Attitudinal Factors			Social Factors			Affective Factors		Perceived Knowledge	Habit
	NFU	UV	BSC	DN	SR	SC	CP	CG	PK	HB
Choi et al. (2016)		/				/				
Ferguson et al. (2016)			/							
Han et al. (2016)			/				/			
Hwang & Hyun (2016)	/						/			
Kim & Joung (2016)			/							

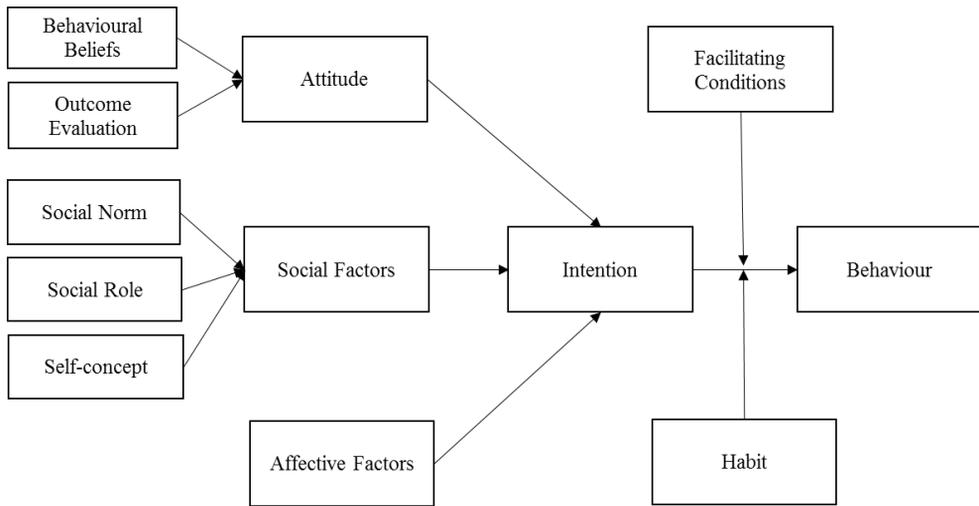
Lee & Watkins (2016)		/			
Lim et al. (2016)	/		/	/	/
Schade et al. (2016)	/			/	
Chan et al. (2015)	/			/	
Hagtvedt & Patrick (2016)					/
Chattalas & Shukla (2015)	/			/	
Esmailpour (2015)	/	/			
Giovannini et al. (2015)			/		
Jeong & Koo (2015)					/
Kastanakis & Balabanis (2014)	/				
Nwankwo et al. (2014)	/	/		/	
Xu et al. (2014)	/			/	
Wang & Griskevicius (2014)			/		
Bian & Forsythe (2012)	/			/	
Chiu et al. (2012)					/
Kim (2012)					/
Riquelme et al. (2012)			/		
Zhan & He (2012)	/				/
Shukla (2011)			/		

Note: Need for uniqueness (NFU), utilitarian value (UV), brand self-congruency (BSC), perceived knowledge (PK), descriptive norm (DN), social role (SR), self-concept (SC), consumer pleasure (CP), consumer guilt (CG), perceived knowledge (PK), and habit (HB).

### ***Underlying Theory - Theory of Interpersonal Behaviour (TIB)***

Harry Triandis, a social psychologist, develops an integrated model of 'interpersonal' behaviour and states that one's attitude, social, and affective factors form behavioural intentions (Triandis, 1977; 1980). The TIB suggests

more sources than theory of reason action (TRA) and theory of planned behaviour (TPB) (Triandis, 1980; Moody & Siponen, 2013). Firstly, the absence of affective aspect influences intention and behaviour and only focusing on the cognitive and social aspects of behaviour in TRA as well as the TPB model. Secondly, the introduction of habit and facilitating conditions construct to fill the gap of intention-behaviour is largely ignored in TRA and TPB model (Moody & Siponen, 2013). Attitude (cognition) consists of beliefs regarding the outcome and expectation value of performing these behaviours. This means that people behave in a certain way when the perceived benefits are high (Moody & Siponen, 2013). The aforementioned social factors include three variables, mainly social norms, social roles, and self-concept. Social norms have particular rules stating what an individual should and should not do. In contrast, social roles refer to behaviours considered appropriate for a person who holds particular positions in a group (Radović-Marković et al., 2019). Self-concept indicates that individuals' will to engage or pursue specific behaviour depends on themselves (Triandis, 1977). Affective is the emotional response to a decision or the performance of the act. These three factors are essential constructs in the general understanding of research concerning human behavioural intention. Besides, Triandis (1980) has introduced three other influencers, namely intention, habit, and contextual factors, with a significance in changing actual human behaviour. Moreover, Triandis (1980) argued that intention-predicted actual behaviour is dictated by the automated response (habit) and facilitating conditions (contextual factor) (Moody & Siponen, 2013). Figure 1 displays the Triandis model.



**Figure 1.** Theory of interpersonal behaviour adapted from Moody & Siponen (2013, p 324) cited from Triandis (1977)

### ***Purchase intention***

Purchase intention refers to an individual's likelihood to buy a certain product or service (Nejati et al., 2011; Cheah et al., 2020). There has been an increasing amount of literature on purchase intention towards luxury products and services in recent years. Several recent studies have investigated the purchase intention of luxury clothing products (Zhang and Cude, 2018), luxury accessories (Pino et al., 2019), counterfeit luxury products (Ting et al., 2016), luxury cruise services (Ioana-Daniela et al., 2018) and first-class airline services (Hwang & Hyun, 2016). For subtle luxury fashion products, many studies have provided some empirical evidence towards understanding the key drivers that influence consumers' purchase intention towards subtle luxury

fashion products (Shao et al., 2019; Ting et al., 2018). Triandis' TIB identifies a broad set of motivational factors such as attitudinal, social, and affective factors that might influence consumers' intentions and, afterward, lead to an object's actual behaviour.

### ***Attitudinal factors***

Past studies have identified various factors that have developed consumers' purchase intention of luxury fashion products under attitudinal factors. The attitudinal factors are the need for uniqueness (Jain, 2020; Nabi et al., 2019), utilitarian value (Jain, 2019; Zhang & Cude, 2018), and brand self-congruency (Giovannini et al., 2015; Zhang & Cude, 2018).

Nabi et al. (2019) define a consumer's need for uniqueness as the characteristic of one's pursuit of difference in buying unique products and services to gain and develop their self-image and social image. Recent studies indicated a strong positive relationship between consumers' need for uniqueness and purchase intention of luxury goods (Dogan et al., 2018; Zhang & Cude, 2018). A vast amount of literature found that Chinese consumers' need for uniqueness significantly influences their purchase intention of luxury branded goods (Chan et al., 2015; Zhan & He, 2012; Salamzadeh & Kawamorita, 2015; Zhang & Cude, 2018). Similarly, the high-end niche but subtle luxury fashion brands allow consumers to communicate and express the uniqueness of individual characters and differentiate them from the general population resulting in the positive purchase intention of these subtle luxury fashion brands (Shao et al., 2019; Lee et al., 2020). Subtle luxury fashion products

such as Goat womenswear and Bottega Veneta leather products have significant subtle and distinct styles that 'fly beneath the radar' (Wilson et al., 2015, p. 2), which provide consumers' uniqueness. Therefore, the need for uniqueness is one of the attitudinal factors that influence an individual's purchase intention towards subtle luxury fashion products.

Utilitarian value refers to people expecting the benefit of the product or brand by assessing the goods' functional and attributes (Schade et al., 2016). In the luxury consumption field, the utilitarian dimension is derived based on the desired product performance function, such as high quality and durability (Ioana-Daniela et al., 2018; Schade et al., 2016; Ting et al., 2018). Other authors refer to luxury products that possess usability, quality, exclusivity, scarcity, and are easy to maintain and wash for consumers (Chattalas & Shukla, 2015; Esmaeilpour, 2015; Zhang & Cude, 2018). Suppose consumers perceive subtle luxury goods that offer better value and durability goods than non-luxury brands. In that case, the utilitarian value will strongly influence consumers' purchase intention of subtle luxury fashion goods. This relationship is supported by a previous study by Ting et al. (2018). In that case, the utilitarian value will strongly influence consumers' purchase intention towards subtle luxury fashion products.

Brand self-congruency (BSC) is generally understood to mean consumers' desire to seek out luxury fashion products with a solid connection to the particular brand. Also, that brand matches their personality traits, intrinsic beliefs, and values. (Giovannini et al., 2015; Zhang & Cude, 2018). One's beliefs shape the consumption of luxury fashion products. According to the

viewpoint of Giovannini et al. (2015), western consumers tend to encourage their communities to be subtler or low-profile when purchasing luxury products. Subtle luxury fashion goods are considered discreetly marked luxury items. An individual who needs to avoid the public recognise the luxury brands they are wearing may prefer buying subtle luxury goods. Suppose the subtle luxury fashion brands can match the consumers' intrinsic value and belief and convey who they are to others (Berger & Ward, 2010). Thus, people who need to avoid the public recognise the luxury fashion brands they are wearing may prefer buying subtle luxury fashion brands that can match their intrinsic value and belief.

### ***Social factors***

Triandis' (1977) model proposes additional social factors, namely social role and self-concept. A considerably extensive literature has indicated that social factors may influence consumers' purchase intention towards luxury fashion products (Salamzadeh et al., 2013; De Lenne & Vandenbosch, 2017; Kastanakis & Balabanis; 2014; Lim et al., 2016; Zheng, Baskin & Peng, 2018).

Triandis' model of TIB assesses the social norm using the descriptive norm construct (Triandis, 1980). The social aspect may influence one's behaviour, which is under 'self-instruction rather than expectation or pressure from others (Triandis, 1980). The pressure of others may or may not influence a person to perform a behaviour if the planned behaviour does not relate to a

harmful outcome (Triandis, 1980). Therefore, in the TIB model, the descriptive norm is assessed instead of the subjective norm. Previous research found that the descriptive norm has a significant and positive relationship with purchase intention in luxury goods (Lim et al., 2016), sustainable apparel goods (De Lenne & Vandebosch, 2017), counterfeit goods (Riquelme et al., 2012). According to Berger and Ward (2010), individuals exposed to different social norms and values may practice inconspicuous luxury consumption behaviour differently.

Social role refers to the idea of what proper and expected behaviour consider appropriate for an individual to hold in social positions within relevant social groups (Triandis, 1977; Moody & Siponen, 2013; Moghadamzadeh et al., 2020). Social roles based on family, friends, and work could shape an individual's intention to behave (Moody & Siponen, 2013). For instance, the parents may practice buying subtle luxury goods to avoid looking too flashy in front of children. Han et al. (2010) stressed that a person buys subtle luxury fashion goods, hoping that only their parents and family members can recognise them. Furthermore, the role of a friend may potentially influence individual luxury consumption behaviour. According to past studies, a person may engage in luxury consumption practices to attract a potential romantic partner (Wang & Griskevicius, 2014). Aksoy and Abdulfatai (2019) found that their surroundings influence Nigerian people's intention to buy luxury goods. Also, Ali et al. (2019) encountered that people's intention to purchase a green-luxury car is affected by their hanging people. Besides the role of

parents or friends, peers' role at work also plays an essential role in influencing a person's purchase intention of a product (Eom et al., 2019). Nabi et al. (2019) also found that peer influence positively affects luxury branded goods' conspicuous consumption. Furthermore, community influence may also play a vital role in predicting consumers' inconspicuous luxury consumption (Berger & Ward, 2010). Hence, an individual's role within their home, outdoors, and the workplace may significantly influence their purchase intention towards subtle luxury fashion products.

Triandis' (1977) idea of self-concept refers to who the individual self thinks they are. There are many self-concepts in the different socio-cultural context which may influence one's purchase intention and behaviour. For instance, westerners value the importance of individualism and self-assurance, whereas easterners emphasise collectivism and interdependence self-concept (Zheng et al., 2018). Xue (2008) found that self-concept plays a vital role in understanding an individual's intention to buy a luxury product. Individuals with a clear and high self-concept tend to know themselves better than others and might engage in luxury consumption to express themselves (De Lenne & Vandenbosch, 2017). A recent article by Wallace et al. (2020) proposed that if a person has a high self-identity, they may intend to buy luxury goods. Furthermore, Zheng et al. (2018) stressed that individuals who know themselves better tend to engage in conspicuous luxury consumption. Regarding the inconspicuous consumption view, a person who practices inconspicuous consumption may link to an individual with a high self-concept (Berger & Ward, 2010; Shao et al., 2019).

### ***Affective factors***

From the perspective of the TIB model, affective is conceptualised as emotion. It is defined as the subjective feelings and judgments a person has on an object or specific event (Triandis, 1977). Previous studies identify two emotional drivers: pleasure and guilt, which may significantly influence an individual's purchase intention (Ki, Lee & Kim, 2017).

Ki et al. (2017) stated that consumer pleasure is a person's feeling induced by enjoyment, delight, and gratification when they own an object or receive a service. Previous studies discovered that luxury consumption activities and experiences serve as facilitators of fun, excitement, and enjoyment in consumers' minds (Ioana-Daniela et al., 2018; Ki et al., 2017; Schade et al., 2016). From the inconspicuous consumption point of view, Shao et al. (2019) and Ting et al. (2018) found that hedonic value positively influences consumers' purchase intention towards subtle luxury fashion goods. Hence, if consumers perceive that purchasing subtle luxury products instead of conspicuous luxury goods provides greater pleasure, excitement, and enjoyment in their experiences, consumer pleasure will significantly influence their purchase intentions of subtle luxury fashion products.

Also, Ki et al. (2017) define guilt as an unpleasant experience affiliated with disapproval towards their actions, regret not acting, or objection to a particular situation. In the perspective of luxury consumption behaviour, consumers who practice conspicuous consumption may feel guilty about their luxury consumption behaviour when they realise others are having a rough time (Raid, 2011). Consumers trying to buy luxury fashion products may feel

less guilty if they find a justification that allows them to indulge in inconspicuous luxury products (Ki et al., 2017). Furthermore, Hagtvedt & Patrick, 2016, and Jeong and Koo (2015) found that people tend to feel guilt-free about purchasing luxury goods when their purchasing activities can be justified. From the inconspicuous consumption point of view, consumers may feel less guilty if they find the justification to indulge in luxury goods. Therefore, practising inconspicuous consumption or buying subtle luxury goods will be an alternative solution (Eckhardt et al., 2015). Hence, consumers who practice inconspicuous luxury consumption can provide them with guilt-free enjoyment.

### ***Actual buying behaviour***

The concept of inconspicuous consumption is still considered a new phenomenon (Shao et al., 2019). Many consumers may or may not have an experience of actual purchase of subtle luxury fashion products. Therefore, the actual buying behaviour of this paper is treated as an outcome variable. Actual buying behaviour can be defined as the transformation of intention into the execution of behaviour rather than staying in the desire and plan stage (Lim et al., 2016). Previous literature also discovered that consumers' purchase intentions might influence their actual buying behaviour in the consumption of organic food (Wee et al., 2014), online shopping goods (Lim et al., 2016), and luxury tourism products and services (Rezaei et al., 2017).

Based on the corresponding literature, consumers' purchase intention of subtle luxury fashion products might significantly affect their actual buying behaviour.

### ***Perceived knowledge as a facilitating condition***

In the Triandis' TIB, the author defines the facilitating condition as the situational or environmental conditions making the act of behaviour easy and successful (Triandis, 1977) and introduces the facilitating condition as one of the moderators to minimise the variance of the intention to behave (Moody & Siponen, 2013; p. 325). In the context of luxury consumption, Zhang and Cude (2018) introduce one perceived luxury product knowledge as one of the facilitating conditions that might influence consumers' intention and, consequently, lead to these luxury products' actual behaviour. Perceived knowledge is defined as a consumer's general knowledge about luxury fashion brands and their products (Zhang & Cude, 2018). Consumers might have limited knowledge regarding discreet features and attributes in the subtle luxury fashion products market compared to easily-identifiable 'loud' luxury brands or products such as Louis Vuitton luxury products. This indicates that more knowledgeable consumers may know about the subtle styles of luxury fashion products and can better identify those subtle features and attributes that match their beliefs and values and facilitate the desired image, leading to behaviour. Hence, they possess higher purchase intentions, which results in actual buying behaviour compared to those who have limited knowledge about subtle luxury fashion products.

## **Habit**

Habit is a routine of behaviour that repeatedly takes place and tends to occur subconsciously (Moody & Siponen, 2013). Triandis (1980) suggested that an individual's habit is a strong moderator of their behavioural intention towards a given object. Moreover, it is the best predictor of consumer behaviour. Prior study has long proven that a person is a conspicuous consumer; they are more likely to purchase luxury branded products (Chiu et al., 2012). However, consumers who have already developed a habit of buying conspicuous luxury goods will not be likely to buy subtle luxury fashion goods (Eckhardt et al., 2015). People practice conspicuous consumption, always seeking status goods, and are categorised as materialistic (Belk, 2011). It is difficult for them to enjoy those subtle luxury fashion items because those goods are flying under the radar (Wilson et al., 2015). Therefore, when a person's frequency of purchasing conspicuous luxury goods (level of habit) is high, that person's intention and actual buying behaviour of subtle luxury fashion goods are low.

## **Methodology**

A systematic literature review design was conducted to successfully obtain the most relevant papers of this area of research. This paper reviewed published articles from January 1, 2010, to December 31, 2020, using the six electronic databases such as Emerald Insight, Google Scholar, JSTOR, ProQuest, SAGE Journals, and Science Direct. The databases were chosen to

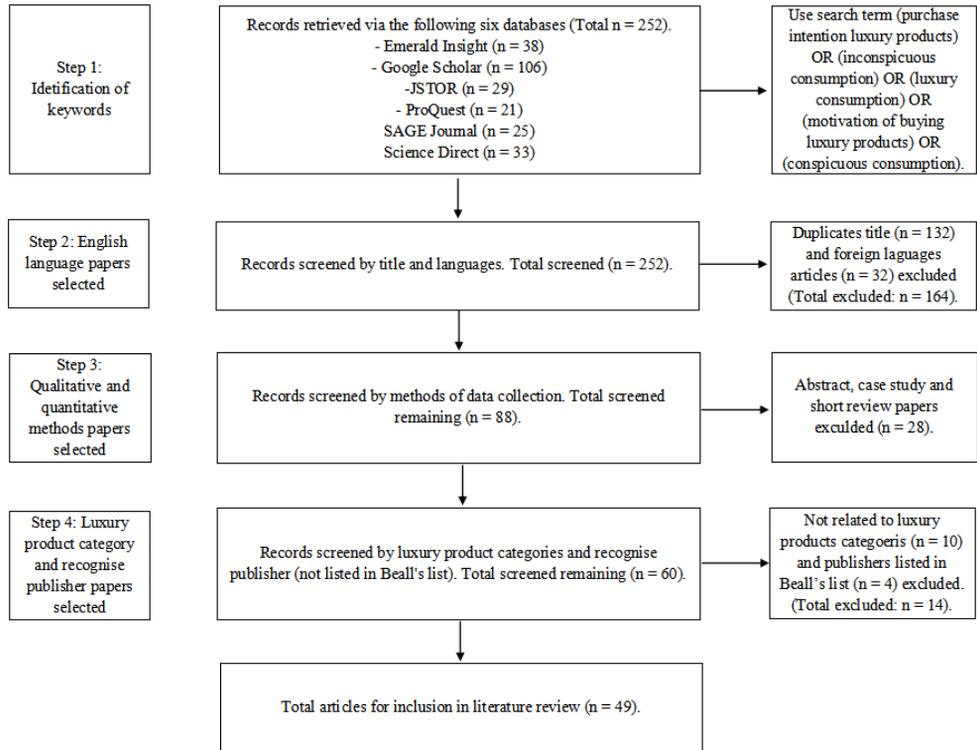
include a broad range of business-related, management-related, and marketing literature. The systematic search of databased is followed by four steps proposed by Yang, Song, and Tong (2017) (see Figure 2).

Firstly, a few key phrases were placed as inputs, such as 'purchase intention luxury products,' 'inconspicuous consumption,' 'luxury consumption,' 'motivation of buying luxury products,' and 'conspicuous consumption' as a search term. Secondly, some articles were included and excluded; the English articles were included in this paper, whereas articles using other languages than English were not reviewed. Thirdly, the resulting articles conducted using qualitative (i.e., interview, focus group) and quantitative (i.e., survey, experiment) methods were eligible for inclusion. However, articles with an abstract only, case studies, and short reports were excluded from this search strategy. Finally, articles related to luxury products consumption perception were included as well, and these articles were not published under Beall's list (Beall's list, 2020).

## **Results**

The search flow is outlined in Figure 2. A total of 255 articles were retrieved from the six databases. After screening, 132 duplicate articles were removed based on the exact title of the study. Then, 32 articles were found using foreign languages such as Spanish, Chinese, Korean, etc., and these articles were removed. Next, we found that 28 articles were conducted neither using qualitative nor quantitative methods based on their data collection

methods. Hence, these articles were excluded. The 63 remaining articles were further screened; 10 articles were not related to luxury products consumption, and 4 articles' publishers were listed in Beall's list. Therefore, these 14 articles were also removed. From this, only 49 articles met all the inclusion criteria.



**Figure 2.** Search Flow Process and Results

***Proposed conceptual framework***

Based on the underlying theory, TIB, consumers' purchase intention is influenced by their attitudinal, social, and affective factors. From the 49 literature reviews, this review identified three attitudinal factors that could

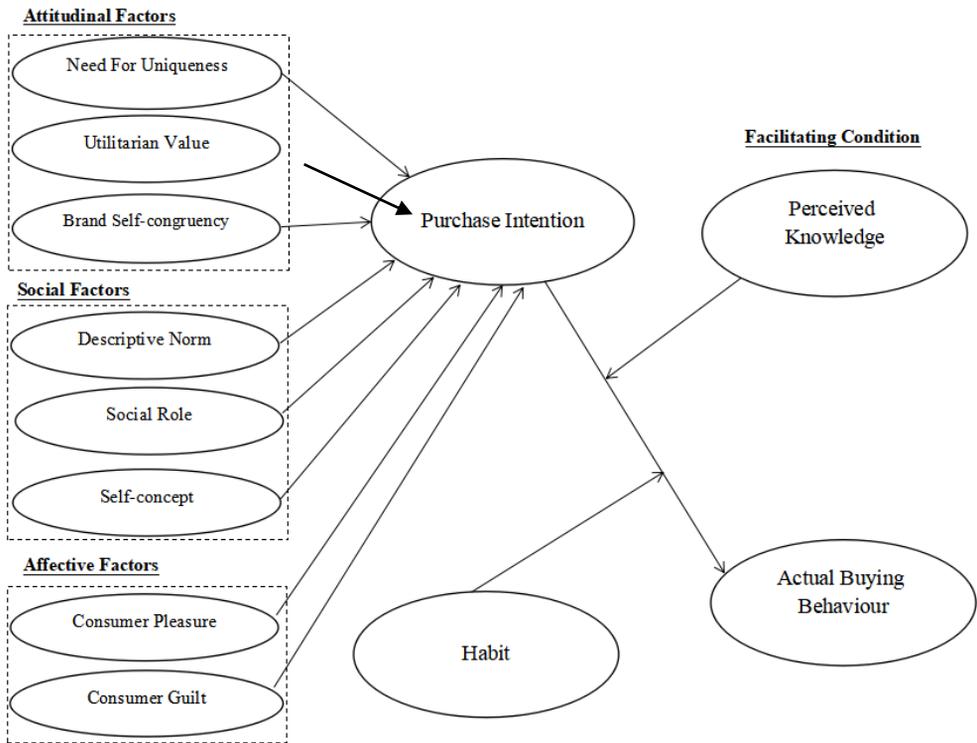
develop consumers' purchase intention of subtle luxury fashion goods, namely, need for uniqueness, utilitarian value, and brand self-congruency. Based on the findings (see also Table 1), 11 papers tested the relationships between the consumers' need for uniqueness and their purchase intention, 12 papers investigated whether utilitarian value affects consumers' purchase intention, and 10 papers examined on brand self-congruency may or may not influence consumers' purchase intention. Besides, the paper also identified three social factors, namely descriptive norm, social role, and self-concept, which may influence consumers' purchase intention of subtle luxury fashion goods. From the literature review, the author managed to find 4 papers that investigated the relationship between descriptive norm and customers' purchase intention, 5 papers examined whether social role affects consumers' purchase intention, and 7 papers proposed that self-concept may or may not influence consumers' purchase intention. Furthermore, luxury consumption activities may facilitate positive or negative emotions and experiences in the consumer's mind. This systematic literature review found two variables: consumer pleasure (14 papers) and consumer guilt (4 papers) under the affective factors that may influence consumers' purchase intention of subtle luxury fashion goods.

From TIB, the intention-behaviour gap exists when consumers intend to buy a product; they may not buy that product due to some constraints prohibiting them from buying it (Sutton, 1998). Harris and Hagger (2007) suggested that it is crucial to apply a moderator on the intention-behaviour gap study. Therefore, this study introduced two moderators, namely perceived

knowledge and habit, whether these two moderators affect the relationship between purchase intention and actual buying of subtle luxury fashion goods. From the literature review, 7 papers claimed that perceived knowledge may influence consumers' purchase intention, whereas only 1 paper examined the relationships between habits and consumers' purchase intention.

Based on the review of existing literature, the conceptual framework (see Figure 3) following the underlying theory of interpersonal behaviour comprises of three major research questions:

- (1) To examine three motivation factors, namely attitudinal (i.e., need for uniqueness, utilitarian value, and brand self-congruency), social (i.e., descriptive norm, social role, and self-concept), and affective (i.e., consumer pleasure and consumer guilt), influence consumers' purchase intention towards subtle luxury fashion products.
- (2) To uncover the relationship between the consumers' purchase intention and their actual buying behaviour of subtle luxury fashion products.
- (3) To study two moderators, namely perceived knowledge and habit, may or may not close the gap regarding their purchase intention and actual buying behaviour of subtle luxury fashion products.



**Figures 3.** A proposed conceptual model (**Source:** Author’s contribution)

## **Discussion and Implication**

This systematic literature review aims to determine the factors influencing consumers’ purchase intention towards subtle luxury fashion goods. The first research question investigates the positive relationship between three determinants of attitudinal factors, namely, need for uniqueness, utilitarian value, brand self-congruency, and consumers’ purchase intention of subtle luxury fashion products. The first research question also examines the

positive relationship between three social factors: descriptive norm, social role, self-concept, and consumers' purchase intention of subtle luxury fashion products. Besides, the first question also determines the positive relationship between affective factors, namely, consumer pleasure and consumer guilt, and consumers' purchase intention of subtle luxury fashion products.

From the literature review of attitudinal factors, there are mixed results of need for uniqueness influencing consumers' purchase intention towards luxury fashion goods. The finding of Nabi et al. (2019), Jain et al. (2019), and Zhang and Cude (2018) found no significant direct relationship. Still, it contradicted the findings of Ali et al. (2019), Jain (2020), and Shao et al. (2019), where they found a significant positive relationship of need for uniqueness on consumers' purchase intention of luxury goods. The possible explanation for this inconsistent finding is that consumers heavily rely on social relationships (bandwagon effect) rather than emphasising self-uniqueness (snob effect). Asian societies have more considerable pressure for conformity; hence, Asian consumers tend to prevail over the bandwagon effect (Jain, 2019). Besides, the need for uniqueness is high in developed markets like the USA (Shukla, 2011) and Europe (Roux et al., 2017), whereas low in emerging markets like India (Jain, 2019) and China (Zhang & Cude, 2018). The utilitarian value was found to show a significant positive relationship with consumers' purchase intention of luxury fashion goods based on the previous findings (Chattalas & Shukla, 2015; Jain, 2019; Salehzadeh & Pool, 2017; Ting et al., 2018). The result showed that the perceived utilitarian value such as superior quality, durability, authentic designs, and sustainable luxury

goods plays an essential role in their purchase criteria. Hence, subtle luxury fashion goods should also have these practical values couple with the added value of being subtle. Past studies supported the significant positive relationship between brand self-congruency and consumers' purchase intention of luxury fashion goods (Giovannini et al., 2015; Wallace et al., 2020; Zhang & Cude, 2018). However, Kim et al. (2019) found an insignificant relationship between brand name image and luxury purchase intention. The mixed results may be due to consumers perceiving those luxury fashion branded goods, including subtle goods associated with Western brands, which do not align with their culture and value (Kim et al., 2019). The world's Top 10 well-known luxury brands originally came from France, Italy, United States, and Great Britain (Interbrand, 2020) and were managed by Western talents. Therefore, some consumers may think that those luxury fashion branded items' design, material, component, and colour choices do not fit into their luxurious taste (Mamat et al., 2016).

From the literature review of social factors, Riquelme et al. (2012) found a significant positive relationship between the descriptive norm and intention to purchase luxury counterfeit products from the literature review of social factors. Similarly, Aksoy et al. (2019) also found a culture of owning luxury products in Nigeria, influencing Nigerian consumers' purchase intention towards these luxury products. A significant result was expected as influential reference groups often provide some information to others on the proper behaviour to act and consider a norm in the society (Lim et al., 2016). The result indicated that consumers might engage and practice inconspicuous

consumption when buying subtle luxury fashion goods becomes a norm. From the past research, social roles based on family (Han et al., 2010), friends (Eom et al., 2019; Wang & Griskevicius, 2014), and work (Berger & Ward, 2010) could shape an individual intention to behave towards luxury fashion goods. This result was expected as consumers' subtle luxury fashion tastes are influenced by their family members, co-workers, and friends. That means parents who practice inconspicuous consumption behaviour may influence their son and daughter to engage in buying subtle luxury fashion goods. Also, consumers may consider a discreet choice of fashion style in the workplace or outdoor activities to avoid appearing too flashy in front of their co-workers and friends (Ting et al., 2018). Besides, celebrities or public figures also influence consumers' luxury fashion tastes (Mat et al., 2016). Thus, celebrities or public figures engaging in inconspicuous consumption behaviour may influence followers to follow their luxury fashion taste. Individuals with a clear and high self-concept tend to know themselves better than others and might engage in luxury consumption to express themselves (De Lenne & Vandebosch, 2017). This result was consistent with Zheng et al. (2018) and Xue (2008), who found high self-concept consumers tend to engage in purchasing luxury products. However, this review found against Morrison and Johnson's (2011) result, who encountered that individuals who have a low self-concept tend to rely heavily on luxury branded goods to express themselves. The possible explanation for these inconsistent findings is that some cultures value more collectivism rather than individualism. That means some consumers'

subtle luxury consumption behaviour is based on valuing their culture's stand overexpressing the individual self.

From the literature review of affective factors, consumer pleasure or hedonic value influences consumers' purchase intention towards luxury goods (Ioana-Daniela et al., 2018; Ki et al., 2017; Schade et al., 2016; Wang et al., 2018; Yoo & Park, 2016). That means luxury consumption activities will bring joy and gratification to consumers. Similarly, buying subtle luxury fashion goods may also offer greater pleasure, excitement, and gratification than non-luxury goods. In addition, Ki et al. (2017) also found that consumers feel guiltier in purchasing luxury goods. Jeong and Koo's (2005) study argued that consumers feel less guilty when purchasing luxury goods can be justified. That means consumers may feel guilty about engaging in conspicuous luxury consumption. One way to justify this is practicing inconspicuous consumption, which may reduce consumer guilt when consuming subtle luxury fashion goods (Eckhardt et al., 2015).

The second research question proposed in this study investigates the positive relationship between consumer's purchase intention and their actual buying behaviour of subtle luxury fashion products. Previous studies' findings found that the significant positive effect of purchase intention and actual buying behaviour of luxury products and services (Lim et al., 2016; Rezaei et al., 2017).

The third research question is developed to test the moderation effect of facilitating conditions (i.e., perceived knowledge) and habits. This paper is interested in examining whether perceived knowledge moderates the positive

relationship between consumers' purchase intention and their actual buying behaviour of subtle luxury fashion products. Previous studies found a significant direct relationship between perceived knowledge and consumers' purchase intention of luxury fashion goods (Kim, 2012; Kim et al., 2019; Lim et al., 2016; Zhan & He, 2012), which could lead to their actual buying behaviour. The second moderator, habits, is examined whether habit moderates the negative relationship between consumers' purchase intention and their actual buying behaviour of the subtle luxury fashion products. Past studies encountered that a high level of buying conspicuous luxury products has a significant effect on the consumers' purchase intention and then leads to their buying behaviour of these goods (Chiu et al., 2012; Ibrahim et al., 2018). That means the higher the level of a habit of buying conspicuous luxury fashion goods, the lower the effectiveness would be the practice of inconspicuous consumption and actual buying subtle luxury fashion products behaviour.

By far, Makkar and Yap (2018) and Zhang (2019) encountered that not many previous studies have been done in the context of inconspicuous consumption and the factors that influence the purchase decision. Let alone a study of inconspicuous consumption that applies TIB. This research specifically on the TIB contributes to the theoretical body of work in consumer behaviour using the systematic literature review method. This research contributes to the luxury consumption domain with a new proposed model. This research thoroughly focuses on inconspicuous consumption settings and pinpoints a set of constructs from different determinants like attitudinal, social, and affective factors.

This paper may also have practical implications that may benefit luxury marketers, luxury owners, and luxury retailers. Luxury marketers could develop logo-driven marketing strategies for aspirer types of consumers. For example, the Ralph Lauren pony logo is getting bigger in many Asian countries to capture aspirational buyers (Jain, 2020). This aspirer group is more materialistic with a deep desire to buy luxury branded fashion goods primarily to “show-off” (Jain, 2020). In contrast, another consumer who buys luxury fashion goods requires subtle design and a quiet brand (Shao et al., 2019). This group of luxury consumers is called connoisseur consumers. For connoisseur consumer who buys luxury items usually has no intention to show-off. They choose luxury branded goods; only their family and friend may recognise them but not the general population (Han et al., 2010). Besides, luxury marketers could apply a limited-edition strategy to enhance the exclusivity of the subtle luxury products (Shin et al., 2017). Subtle luxury brand owners and marketers also should focus their attention on improving consumers’ awareness of the subtle luxury fashion items and communicating with potential consumers to increase their knowledge of these subtle luxury fashion goods. Furthermore, luxury retailers could encourage consumers to engage in inconspicuous consumption by analysing and profiling their shopping history and collecting customer information (Ki et al., 2017). Luxury retailers also should create heightened store atmospherics for inconspicuous consumers, leading them to sense delightful emotions from their subtle luxury consumption experiences (Makkar and Yap, 2018). Consumers feel greater enjoyment when their luxury consumption actions can be justified (Ki et al., 29

2017). Therefore, subtle luxury fashion brands should frequently communicate their various corporate social responsibility campaigns through social media such as Facebook, Twitter, Instagram, and Youtube channels. In doing so, subtle luxury brands can promote positive word of mouth among consumers.

### **Limitations and future research**

There were several limitations that may be improved in future research. Firstly, this paper is a conceptual model using a systematic literature review method without providing empirical results. Hence, future studies are highly recommended for conducting an empirical inconspicuous consumption-related study, perhaps in different product categories such as subtle luxury vehicles using the proposed model. Additionally, this paper only introduced two moderators that may close the gap regarding the intention to behave. Future researchers can consider identifying other moderators that might influence the relationship between purchase intention and the actual buying behaviour of subtle luxury fashion products.

### **Conclusion**

To conclude, this paper has identified three main factors: attitudinal, social, and affective factors that may influence consumers' purchase intention towards subtle luxury fashion products. This research has also proposed the relationship between consumers' purchase intention of subtle luxury fashion

products and their actual buying behaviour through the moderation effect of facilitating conditions (i.e., perceived knowledge) and habit. This paper contributes to scholars and practitioners by identifying determinants that affect inconspicuous luxury consumption. Although this review may have limitations, it facilitates discussing the importance of understanding the determinants influencing consumers' purchase intention towards subtle luxury fashion products for future research.

### **Acknowledgements and funding**

Universiti Sains Malaysia supported this work under Bridging Grant [304.PPAMC.6316300].

### **References**

1. Aksoy, H., & Abdulfatai, O. Y. (2019). Exploring the impact of religiousness and culture on luxury fashion goods purchasing intention. *Journal of Islamic Marketing*, 10(3), 768-789.
2. Ali, A., Xiaoling, G., Ali, A., Sherwani, M., & Muneeb, F. M. (2019). Customer motivations for sustainable consumption: Investigating the drivers of purchase behavior for a green-luxury car. *Business Strategy and the Environment*, 28(5), 833-846.
3. Beallist, (2020, December 19). Beall's List of Predatory Journals and Publishers: Potential predatory scholarly open-access publishers. Retrieved 3rd July, 2020 from <https://beallist.weebly.com/>
4. Belk, R. (2011). Benign envy. *Academy of Marketing Science Review*, 1(3-4), 117-134.
5. Belk, R. W. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595-1600.
6. Berger, J., & Ward, M. (2010). Subtle signals of inconspicuous consumption. *Journal of Consumer Research*, 37(4), 555-569.

7. Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
8. Chan, W. Y., To, C. K., & Chu, W. C. (2015). Materialistic consumers, who seek unique products: How does their need for status and their affective response facilitate the repurchase intention of luxury goods? *Journal of Retailing and Consumer Services*, 27, 1-10.
9. Chattlas, M., & Shukla, P. (2015). Impact of value perceptions on luxury purchase intentions: a developed market comparison. *Luxury Research Journal*, 1(1), 40-57.
10. Cheah, J. H., Waller, D., Thaichon, P., Ting, H., & Lim, X. J. (2020). Price image and the snob effect on luxury retail purchase intention. *Journal of Retailing and Consumer Services*, 57, 102188.
11. Chiu, C. M., Hsu, M. H., Lai, H., & Chang, C. M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835-845.
12. Choi, E., Ko, E., & Kim, A. J. (2016). Explaining and predicting purchase intentions following luxury-fashion brand value co-creation encounters. *Journal of Business Research*, 69(12), 5827-5832.
13. D'Arpizio, C., Levato, F., Prete, F., Gault, C. & de Motgolfier, J. (2020). *Bian & Company: Eight Themes That Are Rewriting the Future of Luxury Goods*. Retrieved 3 July 2020 from <https://www.bain.com/insights/eight-themes-that-are-rewriting-the-future-of-luxury-goods/>
14. De Lenne, O., & Vandenbosch, L. (2017). Media and sustainable apparel buying intention. *Journal of Fashion Marketing and Management: An International Journal*, 21(4), 483-498.
15. Dogan, V., Ozkara, B. Y., & Dogan, M. (2018). Luxury consumption tendency: conceptualisation, scale development, and validation. *Current Psychology*, 1-19.
16. Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807-826.
17. Eom, H. J., Seock, Y. K., & Hunt-Hurst, P. (2019). Purchase Intention toward Luxury Brands among Young Adult Consumers from Social Comparison Perspective. *Journal of Marketing Management and Consumer Behavior*, 2(4), 1-16.
18. Esmaeilpour, F. (2015). The role of functional and symbolic brand associations on brand loyalty: A study on luxury brands. *Journal of Fashion Marketing and Management: An International Journal*, 19(4), 467-484.

19. Ferguson, G., Lau, K. C., & Phau, I. (2016). Brand personality as a direct cause of brand extension success: does self-monitoring matter?. *Journal of Consumer Marketing*, 33(5), 343-353.
20. Giovannini, S., Xu, Y., & Thomas, J. (2015). Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations. *Journal of Fashion Marketing and Management: An International Journal*, 19(1), 22-40.
21. Hagtvedt, H., & Patrick, V. M. (2016). Gilt and guilt: Should luxury and charity partner at the point of sale?. *Journal of Retailing*, 92(1), 56-64.
22. Han, H., Hwang, J., & Lee, M. J. (2016). Antecedents of travellers' repurchase behaviour for luxury cruise product. *Current Issues in Tourism*, 21(7), 821-841.
23. Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15-30.
24. Harris, J., & Hagger, M. S. (2007). Do basic psychological needs moderate relationships within the theory of planned behavior? *Journal of Applied Biobehavioral Research*, 12(1), 43-64.
25. Hwang, J., & Hyun, S. S. (2016). First-class airline travelers' tendency to seek uniqueness: how does it influence their purchase of expensive tickets?. *Journal of Travel & Tourism Marketing*, 34(7), 935-947.
26. Ibrahim, A., Knox, K., Rundle-Thiele, S., & Arli, D. (2018). Segmenting a water use market: theory of interpersonal behavior insights. *Social Marketing Quarterly*, 24(1), 3-17.
27. Interbrand (2020). Ranking. Retrieved 5 December 2020 from <http://interbrand.com/best-brands/best-global-brands/2019/ranking/>
28. Ioana-Daniela, S., Lee, K. H., Kim, I., Kang, S., & Hyun, S. S. (2018). Attitude toward luxury cruise, fantasy, and willingness to pay a price premium. *Asia Pacific Journal of Tourism Research*, 1-19.
29. Jain, S. (2019). Exploring relationship between value perception and luxury purchase intention. *Journal of Fashion Marketing and Management*, 23(4), 414-439.
30. Jain, S. (2020). Role of conspicuous value in luxury purchase intention. *Marketing Intelligence & Planning*. DOI: 10.1108/MIP-03-2020-0102
31. Jain, S., Khan, M. N., & Mishra, S. (2017). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies*, 11(1), 4-21.
32. Jeong, H. J., & Koo, D. M. (2015). Volunteering as a mechanism to reduce guilt over purchasing luxury items. *Journal of Product & Brand Management*, 24(7), 758-769.

33. Kapferer, J. N. (2010). Luxury after the crisis: Pro logo or no logo. *The European Business Review*, September-October, 42-46.
34. Kastanakis, M. N., & Balabanis, G. (2014). Explaining variation in conspicuous luxury consumption: An individual differences' perspective. *Journal of Business Research*, 67(10), 2147-2154.
35. Ki, C., Lee, K., & Kim, Y. K. (2017). Pleasure and guilt: how do they interplay in luxury consumption?. *European Journal of Marketing*, 51(4), 722-747.
36. Kim, H. D. (2012). The Study on Purchase Intention of Luxury Brand about Price Raising: Focus on Difference according to Consumer Characteristics of Consumption Value, Prior Knowledge, and Perceived Risk. *Journal of Digital Convergence*, 10(11), 295-306.
37. Kim, J., & Joung, H. M. (2016). Psychological underpinnings of luxury brand goods repurchase intentions: Brand–self congruity, emotional attachment, and perceived level of investment made. *Journal of Global Scholars of Marketing Science*, 26(3), 284-299.
38. Kim, S., Luk, K.Y., Xia, B., Xu, N., & Yin, X. (2019). Brand name and ethnicity of endorser in luxury goods: does a glocalisation strategy work in China?. *International Journal of Advertising*, 1-19.
39. Kuo, C. H., & Nagasawa, S. (2020). Deciphering Luxury Consumption Behavior from Knowledge Perspectives. *Journal of Business & Management*, 26(1), March, 1-21.
40. Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.
41. Lee, M., Bae, J., & Koo, D. M. (2020). The effect of materialism on conspicuous vs inconspicuous luxury consumption: focused on need for uniqueness, self-monitoring and self-construal. *Asia Pacific Journal of Marketing and Logistics*.
42. Lim, C. H., Kim, K., & Cheong, Y. (2016). Factors affecting sportswear buying behavior: A comparative analysis of luxury sportswear. *Journal of Business Research*, 69(12), 5793-5800.
43. LVMH (2020, April 16). LVMH shows good resilience in the first quarter of 2020. <https://www.lvmh.com/news-documents/press-releases/lvmh-shows-good-resilience-in-the-first-quarter-of-2020/>
44. Makkar, M., & Yap, S. F. (2018). Emotional experiences behind the pursuit of inconspicuous luxury. *Journal of Retailing and Consumer Services*, 44, 222-234.
45. Mamat, M. N., Noor, N. M., & Noor, N. M. (2016). Purchase intentions of foreign luxury brand handbags among consumers in Kuala Lumpur, Malaysia. *Procedia Economics and Finance*, 35, 206-215.

46. Mat, Z. A., Kori, N. L., Bahry, N. S., Rahman, S. A. (2016). Conspicuous Consumption Behavior: A Case Study of Luxury Fashion Consumers at Selected Malls in Kuala Lumpur, Malaysia. *Australian Journal of Basic and Applied Sciences*, 10(11), 193-198.
47. Moghadamzadeh, A., Ebrahimi, P., Radfard, S., Salamzadeh, A., & Khajeheian, D. (2020). Investigating the role of customer co-creation behavior on social media platforms in rendering innovative services. *Sustainability*, 12(17), 6926.
48. Moody, G. D., & Siponen, M. (2013). Using the theory of interpersonal behavior to explain non-work-related personal use of the Internet at work. *Information & Management*, 50(6), 322-335.
49. Morrison, K. R., & Johnson, C. S. (2011). When what you have is who you are: Self-uncertainty leads individualists to see themselves in their possessions. *Personality and Social Psychology Bulletin*, 37(5), 639-651.
50. Nabi, N., O'Cass, A., & Siahtiri, V. (2019). Status consumption in newly emerging countries: The influence of personality traits and the mediating role of motivation to consume conspicuously. *Journal of Retailing and Consumer Services*, 46, 173-178.
51. Nagarajan, S. (2020, April 19). Luxury fashion brands have been aiding the fight against the global pandemic – here's what comes next to them. *The Business Insider Malaysia*. <https://www.businessinsider.my/what-comes-next-for-global-luxury-retail-world-bernstein-2020-4?r=US&IR=T>
52. Nejati, M., Salamzadeh, Y., & Salamzadeh, A. (2011). Ecological purchase behaviour: insights from a Middle Eastern country. *International Journal of Environment and Sustainable Development*, 10(4), 417-432.
53. Nwankwo, S., Hamelin, N., & Khaled, M. (2014). Consumer values, motivation and purchase intention for luxury goods. *Journal of Retailing and Consumer Services*, 21(5), 735-744.
54. Okonkwo, U. (2016). *Luxury fashion branding: trends, tactics, techniques*. New York, USA: Springer.
55. Pino, G., Amatulli, C., Peluso, A. M., Natarajan, R., & Guido, G. (2019). Brand prominence and social status in luxury consumption: A comparison of emerging and mature markets. *Journal of Retailing and Consumer Services*, 46(1), 163-172.
56. Radović-Marković, M., Salamzadeh, A., & Vujičić, S. (2019). Selection of organisation models and creation of competences of the employed people for the sake of competitiveness growth in global business environment. *International Review*, (1-2), 64-71.

57. Rezaei, S., Mazaheri, E., & Azadavar, R. (2017). Determinants of experienced tourists' satisfaction and actual spending behavior: a PLS path modelling approach. *International Journal of Culture, Tourism and Hospitality Research*, 11(2), 157-181.
58. Riquelme, H. E., Abbas, E. M. S., & Rios, R. E. (2012). Intention to purchase fake products in an Islamic country. *Education, Business and Society: Contemporary Middle Eastern Issues*, 5(1), 6-22.
59. Roux, E., Tafani, E., & Vigneron, F. (2017). Values associated with luxury brand consumption and the role of gender. *Journal of Business Research*, 71, 102-113.
60. Rowe, Z. O., Wilson, H. N., Dimitriu, R., Charney, F. J., & Lastrucci, G. (2019). Pride in my past: Influencing sustainable choices through behavioral recall. *Psychology & Marketing*, 36(4), 276-286.
61. Salamzadeh, A. (2020). What Constitutes A Theoretical Contribution?. *Journal of Organizational Culture, Communications and Conflict*, 24(1), 1-2.
62. Salamzadeh, A., & Dana, L. P. (2020). The coronavirus (COVID-19) pandemic: challenges among Iranian startups. *Journal of Small Business & Entrepreneurship*, 1-24.
63. Salamzadeh, A., Azimi, M. A., & Kirby, D. A. (2013). Social entrepreneurship education in higher education: insights from a developing country. *International Journal of Entrepreneurship and Small Business*, 20(1), 17-34.
64. Salamzadeh, A., Kawamorita Kesim, H. (2015). Startup Companies: Lifecycle and Challenges. *Proceedings of the 4th International Conference on Employment, Education and Entrepreneurship (EEE)*, Belgrade, Serbia.
65. Sarpong, J. (2016). Fashion For Food. Retrieved 20 July 2020 from <http://www.africanecho.co.uk/entertainment1-jan19.html>
66. Schade, M., Hegner, S., Horstmann, F., & Brinkmann, N. (2016). The impact of attitude functions on luxury brand consumption: An age-based group comparison. *Journal of Business Research*, 69(1), 314-322.
67. Shao, W., Grace, D., & Ross, M. (2019). Consumer motivation and luxury consumption: Testing moderating effects. *Journal of Retailing and Consumer Services*, 46(1), 33-44.
68. Shin, H., Eastman, J. K., & Mothersbaugh, D. (2017). The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand. *Journal of Retailing and Consumer Services*, 38, 59-70.

69. 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, 46*(2), 242-252.
70. Sutton, S. (1998). Predicting and explaining intentions and behavior: How well are we doing?. *Journal of Applied Social Psychology, 28*(15), 1317-1338.
71. Ting, M. S., Goh, Y. N., & Isa, S. M. (2016). Determining consumer purchase intentions toward counterfeit luxury goods in Malaysia. *Asia Pacific Management Review, 21*(4), 219-230.
72. Ting, M. S., Goh, Y. N., & Isa, S. M. (2018). Inconspicuous Consumption of Luxury Fashion Goods among Malaysian Adults: An Investigation. *Global Business & Management Research, 10*, 313-330.
73. Triandis, H. (1977). *Interpersonal behaviour*. Monterey, CA: Brooks/Cole Publishing Company.
74. Triandis, H. (1980). Values, attitudes, and interpersonal behaviour. In University of Nebraska Press (Ed.), *Nebraska Symposium On Motivation, 27*, 195-259, US: Lincoln.
75. Veblen, T. (1899/2003). *The theory of the leisure class*. Pennsylvania, Penn: A Penn State Electronic Classics Series Publication.
76. Wallace, E., Buil, I., & Catalán, S. (2020). Facebook and luxury fashion brands: self-congruent posts and purchase intentions. *Journal of Fashion Marketing and Management: An International Journal*.
77. Wang, S. W., Pelton, L. E., & Hsu, M. K. (2018). Analysis of consumers' attitudinal and emotional factors on luxury apparel brand purchase intentions. *The Service Industries Journal, 39*(11-12), 836-854.
78. Wang, Y., & Chen, H. (2020). Self-presentation and interactivity: luxury branding on social media. *Journal of Product & Brand Management*.
79. Wang, Y., & Griskevicius, V. (2014). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research, 40*(5), 834-854.
80. Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research, 3*(2), 378.
81. Wilson, J., Eckhardt, G., & Belk, R. (2015). Luxury branding below the radar. *Harvard Business Review, 26*-27.

*Ting, M. S., Goh, Y. N., & Isa, S. M. 2021. A Business Typology for Luxury Consumption in an Inconspicuous Way: A Proposed Model*

82. Xu, Y., Chen, Y., Burman, R., & Zhao, H. (2014). Second-hand clothing consumption: a cross-cultural comparison between American and Chinese young consumers. *International Journal of Consumer Studies*, 38(6), 670-677.
83. Xue, F. (2008). The moderating effects of product involvement on situational brand choice. *Journal of Consumer Marketing*, 25(2), 85-94.
84. Yang, S., Song, Y., & Tong, S. (2017). Sustainable retailing in the fashion industry: A systematic literature review. *Sustainability*, 9(7), 1-19.
85. Yoo, J., & Park, M. (2016). The effects of e-mass customisation on consumer perceived value, satisfaction, and loyalty toward luxury brands. *Journal of Business Research*, 69(12), 5775-5784.
86. Zhan, L., & He, Y. (2012). Understanding luxury consumption in China: Consumer perceptions of best-known brands. *Journal of Business Research*, 65(10), 1452-1460.
87. Zhang, L., & Cude, B. J. (2018). Chinese Consumers' Purchase Intentions for Luxury Clothing: A Comparison between Luxury Consumers and Non-Luxury Consumers. *Journal of International Consumer Marketing*, 30(5), 336-349.
88. Zhang, W. (2019). Politicising fashion: Inconspicuous consumption and anti-intellectualism during the Cultural Revolution in China. *Journal of Consumer Culture*, 0(0), 1-17.
89. Zheng, X., Baskin, E., & Peng, S. (2018). Feeling inferior, showing off: The effect of nonmaterial social comparisons on conspicuous consumption. *Journal of Business Research*, 90, 196-205.

**Mao Seng Ting** is a PhD student in the Graduate School of Business (GSB), Universiti Sains Malaysia. His research interests include consumer behaviour, which focuses on the luxury consumption field. His research addresses quantitative study, conspicuous and inconspicuous luxury consumption phenomena, as well as counterfeit luxury consumption. He has published several articles in Indexed Journals and proceedings.

**Goh Yen Nee** is a Senior Lecturer in the Graduate School of Business (GSB), Universiti Sains Malaysia. She received her Doctoral degree in Business Administration from GSB, Universiti Sains Malaysia. Her current research interests include consumer behaviour, green marketing, tourism marketing, and medical tourism. She has published several articles in Indexed Journals and proceedings.

**Salmi Mohd. Isa** is a Deputy Dean in the Graduate School of Business (GSB), Universiti Sains Malaysia. She received her Doctoral degree at the University of Hull, United Kingdom. She teaches Master Business Administration (MBA) and Master of Cognitive Neurosciences programmes and specialises in research on marketing. She has published several articles in Indexed Journals and proceedings.