

Title	Critical analysis on Hofstede's cultural dimensions of consumers' purchase intention: a case study of luxury handbags
Author(s)	Yui Yip Lau, Chan Ka Yan, Regina
Issue Date	2016
Issue Number	5
Paper Number	6
Citation	Lau, Y. Y. & Chan, R. (2016). <i>Critical analysis on Hofstede's cultural dimensions of consumers' purchase intention: a case study of luxury handbags</i> (Working Paper Series No. 6, Issue 5, 2016). Hong Kong: The Hong Kong Polytechnic University, College of Professional and Continuing Education, Hong Kong Community College. Retrieved Feb 6, 2017 from <a href="http://weblib.cpce-polyu.edu.hk/apps/wps/assets/pdf/w20160506.pdf">http://weblib.cpce-polyu.edu.hk/apps/wps/assets/pdf/w20160506.pdf</a>
Rights	Copyright for this paper is owned by the author(s).

## **Critical Analysis on Hofstede's Cultural Dimensions of Consumers' Purchase Intention: A Case Study of Luxury Handbags**

**Yui Yip LAU**

Hong Kong Community College  
College of Professional & Continuing Education  
The Hong Kong Polytechnic University  
Kowloon, Hong Kong  
yylau@hkcc-polyu.edu.hk

**CHAN Ka Yan, Regina\***

ckyyyy0118@gmail.com

### **ABSTRACT**

This present study uses Japan (Eastern) and Italy (Western) to analyze the cultural factors and value perceptions towards purchase luxury handbags. The aim of this research is to employ Hofstede's cultural dimension and value perception model as an approach to develop and compare Eastern and Western consumers towards purchase intention. The finding has indicated that Japan and Italy have different characteristics in culture but their value perception somehow similar in some areas. The literature review approach is appropriate for this study since it can give us a conceptual framework for research or project planning on the basis of existing literature. The previous study on the differences of luxury perceptions across the cross-context has inspired and provided us a deeply understanding on this study. This research contributes to international luxury handbag companies, which provide insights of consumer's purchase intention of diverse cultural and implement appropriate marketing strategies.

**KEYWORDS:** Japan, Italy, Luxury handbags, Hofstede's cultural dimension, Value perception model

\* Ms. Chan Ka Yan, Regina is a graduate of Bachelor of Arts (Honours) in Marketing and Public Relations programme with School of Professional Education & Executive Development, The Hong Kong Polytechnic University.

## 1 INTRODUCTION

Luxury has always been the inalienable part of human life. People from different cultural want to belong to the luxury world. Using luxury handbag, people show off, they announce that they have “made it” (Ochkovskaya, 2015). Besides, the luxury handbags have been one of the fastest growing segments of the overall luxury market (The Global Handbags Market Report, 2013) and it will grow sustainability in 2020 (Euromonitor, 2014) (see Figure1).

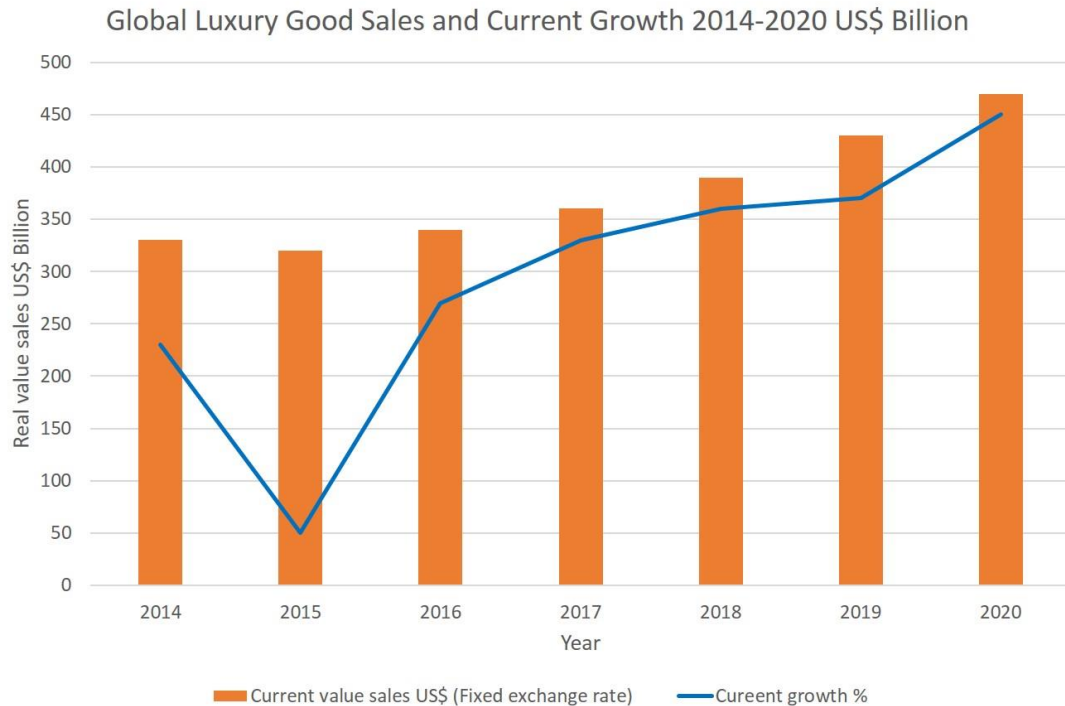


Figure 1: Global luxury good sales and current growth 2014-2020 US\$ billion (2014)

The luxury handbags have more than necessary and ordinary characteristics compared no-luxury handbags, they are a relatively high level of price, quality, aesthetics, rarity, extraordinariness, and symbolic meaning. Using these six dimensions, we can categorize a handbag into four main levels. The highest level is luxury brands which put the effort in creating symbolic meaning, such as LV and Hermès. The second level is masstige brands which are between luxury and non-luxury, they provide prestige to the mass, for example, Coach (Kapferer & Bastien, 2009). The third level is the premium brands, focus on functional aspects like H&M handbag. The lowest level is medium-level brands. In this study, we will focus on the luxury brands which rate the highest in the six dimensions. Also, most of them are designed by famous designers, the most expensive, historical and timeless one.

Japan is the second largest luxury market after the United States in the world (Salsberg, 2014) and it has dominant a large proportion of luxury market in the eastern country (Deloitte, 2014). Its' consumers are among the world's biggest spenders (D'Arpizio, 2009) which generate 17.2 billion revenues in 2013 (Figure 4). Japan is considered as the most concentrated source for the luxury brand in the world, and it is the single largest market for Salvatore Ferragamo, Louis Vuitton, and Burberry. Furthermore, Japan has ranked the world's largest 10-story Chanel store (Dunford, 2011). On the other hand, Italy ranks as the third largest luxury market in the world (D'Arpizio, 2014) (Figure 4). Italy has the world's well-known fashion designers, from Gucci to D&G (Deloitte, 2014 & 2015), the country has

the top talents and worldwide fashion appeal. It also generates 16.1 billion revenues in 2013, which is the first in Western market (Figure 2).



Figure 2: Personal luxury goods, top countries (2014)

Japan and Italy are representative of Eastern and Western countries respectively. Both of them have played an important role in the luxury handbag market and there will be some similarities and differences. This paper fills a gap in the literature by examining the relationships between Hofstede cultural dimensions and luxury handbags, which have not previously been researched for purchase intention among Eastern and Western countries. The paper is structured in the following way. First, we briefly summarize the relevant literature about luxury handbag brands history. Second, we link the relationships between cultural factors and value perception. Finally, the study provides recommendations based on Hofstede's dimension score for adjusting current and future marketing strategies.

## 2 LITERATURE REVIEW

### 2.1 Luxury Handbag Evolution

Dubios & Parternault (1995) defined luxury good as some kind of “impulsive, emotional and extravagant expression for owner”. Eastman (2011) explained that consumers purchase a luxury handbag with premium price not primarily for functional or economic value, but for their psychological values (hedonic and symbolic) as luxury handbag means a meaning a conspicuous and status (Nelissen, 2011).

Handbag industry evolved from functional to fashionable. Literally, bag served as a pouch to transport life's basic necessities in the 15th century. By the late 17th century, women began carrying small bags, called reticules. It is a silk embroidered drawstring bag for carrying a handkerchief, fan, dance card, or perfume. During the 18th century, bags changed from simply drawstring to a popular flat style. The bags are made in the circular or square shape and were generally heavily decorated with beading and needlework. Start from the 20th century, the branding handbag industry flourished and became important. Louis Vuitton is

*Working Paper Series No. 6, Issue 5, 2016*

recognized as the first “designer label” on a product and more and more handbag designers emerged. Designers like Gucci, Hermès, and Prada are well-known for exclusive handbags and sparked others designers like Yves Saint Laurent and Dolce & Gabbana to gain immense popularity. Today, handbag market still expanding and it will grow continually.

## **2.2 Value Perception Value**

Values have major affect consumer’s behavior and regards as guidelines in the selection or evaluation (Schultz & Zeleny, 1999). It demonstrates the reasons consumer either buys or not to buy for a particular product (Sheth et al, 1991) and diverse values determine consumer’s purchase decision. Vigneron and Johnson (1999 & 2004) combined the existing value perceptions by researchers and proposed five perceived values, labeled perceived conspicuous, perceived uniqueness, perceived extend-self, perceived hedonism, and perceived quality. These values can be categorized as social and personal effect towards purchase intention: the first three values are affected by social effects, and the last two values are influenced by personal effects. An individual behavior is guided by personal effects and closely associated to motivation (Gao, 2009; Park, 2009). Consumers crave to gain these values by purchasing the luxury handbag.

### **2.1.1 Perceived Conspicuousness**

The reference group influence plays a key role in affecting consumer purchasing the luxury handbag. It is the way for them to express their social position and status (Vigneron & Johnson, 2004).

### **2.1.2 Perceived Uniqueness**

It represents consumers express for a uniqueness to enhance self-image, social image and differentiation (Vigneron & Johnson, 2004; Ali, 2016). Consumers whose emphasize uniqueness intend to purchase just launched luxury handbag so as to be the early-adopter (Vigneron & Johnson, 2004).

### **2.1.3 Perceived Quality**

Consumers considered the handbags as useful and perform the desired function (Tynan et al., 2010). For consumers whose weight importance on quality value incline to perceive luxury handbags’ characteristic will be better (Vigneron and Johnson, 2004) and the purchase motivation is increased by the quality of a product (Vel et al., 2011).

### **2.1.4 Perceived Extended-self**

Perceived extended-self refers to motivate consumers to own luxury brands to present their status and success to social groups (Tsai, 2005). They understand that possession shows who they are and what their status or position is in the society (Jain, 2015). Consumers whose are materialistic and easily affected by social effects will more appreciate the possession of luxury brands (Vigneron & Johnson, 2004).




### **2.1.5 Perceived Hedonism**

Hedonist consumers look for personal rewards and fulfilment acquired through buying luxury handbag. They are not susceptible to others and rely their own judgment on the decision. Researchers examined that consume luxury handbags can build self-esteem and individual pleasure (Vigneron and Johnson, 2004).

Proposition 1: The personal effect and social effect are positively correlated to purchase intention.

### 3 HOFSTEDE'S CULTURAL DIMENSION

Hofstede's cultural dimension formulated in 1980 in a worldwide IBM employees study originally, which proposed total six cultural dimensions: Power Distance, Uncertainty Avoidance, Individualism-Collectivism, Masculinity-Femininity, Long-/Short Orientation, and Indulgence-Restraint. The study includes the most relevant items towards consumer behavior in the description of the dimensions. The score of each dimension is explained below and shown in Table 1.

Value dimensions	Sample		
	Japan 	Italy  	Differences
Power Distance	54	50	4
Individualism - Collectivism	46	76	30
Masculinity-Femininity	95	70	25
Uncertainty Avoidance	92	75	17
Long-Term Orientation	88	61	27
Indulgence – Restraint	42	30	12

Source: Hofstede(2016)

Table 1: Comparison of Cultural Values of Japan and Italy

Hofstede dimension has been widely applied in numerous cross-cultural journal studies in the field of psychology, sociology, management studies and also increased the usage in business and marketing studies, especially in comparing the diverse culture between countries (Rinuastuti, 2014). Reisinger (2009) thinks that the dimensions can help researchers compare within national cultures. However, Rinuastuti (2014) cited that the theory may ignore the cultural heterogeneity exist in the country, more consumers from different countries and cultures sharing the same preference (Shah, 2012). In addition, researchers argued that the dimensions only focus on consumer's characteristics instead of the characteristic of countries. (Kongsompong et al., 2009).

#### 3.1 Power Distance

It refers to which power is unequally distributed in society (Hofstede, 1980). Countries with a large power distance put great importance on prestige, wealth, respect and social classes. They display their status through visible symbols of prosperity (IRMA, 2014). Large power distance consumers aware their wealth, power and higher levels of materialism (Hofstede, 2001; De Mooij, 2011). In contrast, low power distance consumers perceive to be their equals and thus are sensitive to comparisons with others they perceive as superior.

P2a: The personal effect is significantly affected strong power distance consumers towards purchase luxury handbag.

P2b: The social effect is significantly affected weak power distance consumers towards purchase luxury handbag.

### **3.2 Individualism/ Collectivism**

Hofstede (1980), defines as the interdependence of individual among its members in society. It emphasizes the “I” consciousness and has a strong individual initiative. Park (2010) has criticized that individualism characterized as self-reliance and hedonism, their purchase decisions depend on their independent and rational judgment about the products (Yoo, 2005). They regard luxury goods are motivated by sociality and self-express and pursue inner experience through luxury consumption. In contrast, collectivism emphasizes the “We” consciousness and emphasize on groups and visible possession, they tend to establish a long-lasting relationship (Brewer & Chen, 2007). They purchase luxury handbag to express their social status. Researchers examined that Eastern consumers emphasize on relationships with members (Donelson, 2010; Neelankavil, 2000) while Western consumers emphasize personal goals and values (Huang, 2009). Individualistic consumers want to get to the point fast, whereas collectivistic consumers need to first build relationship and trust between consumers in the sales process (De Mooij, 2011).

P3a: The personal effect is significantly affected individualistic consumers towards purchase luxury handbag.

P3b: The social effect is significantly affected collectivistic consumers towards purchase luxury handbag.

### **3.3 Masculinity/ Femininity**

The Masculinity/ Femininity dimension represents the degree to which society has a clear gender role. Men are supposed to have achievement, heroism, assertiveness and material rewards for success while women should be interested in human relations and the quality of life (Hofstede, 2001). Consumers of femininity are able to take a balance between positive and negative opinions. They jump to conclusion until the argument is balanced with a counterargument (Yoo, 2005).

P4a: The personal effect is significantly affected Masculinity consumers towards purchase luxury handbag.

P4b: The social effect is significantly affected Femininity consumers towards purchase luxury handbag.

### **3.4 Uncertainty Avoidance**

It represents whether the members feel uncomfortable with uncertainty future in a society or not. Consumers with a strong uncertainty of avoidance are relatively less open to change, innovate (De Mooij, 2011) and influenced by the others’ opinion (Grange, 2015). In contrast, consumers in a weaker uncertainty of uncertainty avoidance are willing to take the risk of trying new products and do not need much detail information in the purchase (Yoo, 2005).

P5a: The personal effect is significantly affected weaker uncertainty of avoidance consumers towards purchase luxury handbag.

P5b: The social effect is significantly affected strong uncertainty of avoidance consumers towards purchase luxury handbag.

### **3.5 Long-/Short Term Orientation**

It refers to which a society have a long-term or short-term point of view (Hofstede, 2001). Yoo (2005) examined that long versus short-term orientation can be recognized as Eastern and Western countries. Long term orientation includes values of perseverance, ordering relationships by status while short-term orientation includes personal steadiness and the pursuit of happiness.

P6a: The personal effect is significantly affected short-term orientation consumers towards purchase luxury handbag.

P6b: The social effect is significantly affected long-term orientation consumers towards purchase luxury handbag.

### 3.6 Indulgence/Restraint

Indulgence refers to allow comparatively free gratification of basic and natural human drives related to enjoying life and having fun in society. Restraint refers to repress gratification of needs and monitors by mean of strict social norms in society. This dimension describes consumer's hedonic behavior. Low score refers to restraints, which mean gratification are repressed and monitored. People expect material reward should equal to efforts. Also, social status objects are importance and crave brand name products. A high score represents indulgence, which people cannot be easily motivated with material rewards and they do not compare themselves with others for material possessions (IRMA, 2014).

P7a: The personal effect is significantly affected indulgence consumers towards purchase luxury handbag.

P7b: The social effect is significantly affected restraint consumers towards purchase luxury handbag.

## 4 CULTURE AND LUXURY CONSUMPTION BEHAVIOR

Culture is a dynamic force and it affects the cognition processes of human beings. It has an inseparable relationship with value because value is the core element of culture (Hofstede, 2001) and culture significantly affects consumer value perceptions and beliefs (Moore, 2014). Therefore, the value perceptions is a key predictor of purchase and the overall luxury value perceptions played a strong role in luxury purchase intentions (Smith and Colgate,2007; Wiedmann, 2009; Tynan et al., 2010)(Figure 3)

Luxury perception is, more than any other field's perception, influenced by culture. Each culture has its own value scale, which determines what is precious, important, luxurious and put forward differently depending on the cultures. As luxury consumption is motivated by some of these values (Grange, 2015), authors thereby agree that the cultural context has a huge impact on the differentiated perception of luxury value (Vigneron and Jonhson 1999; Wiedmann, Hennigs & Siebels, 2007; Kapferer and Bastien 2009; Shukla and Purani 2011).

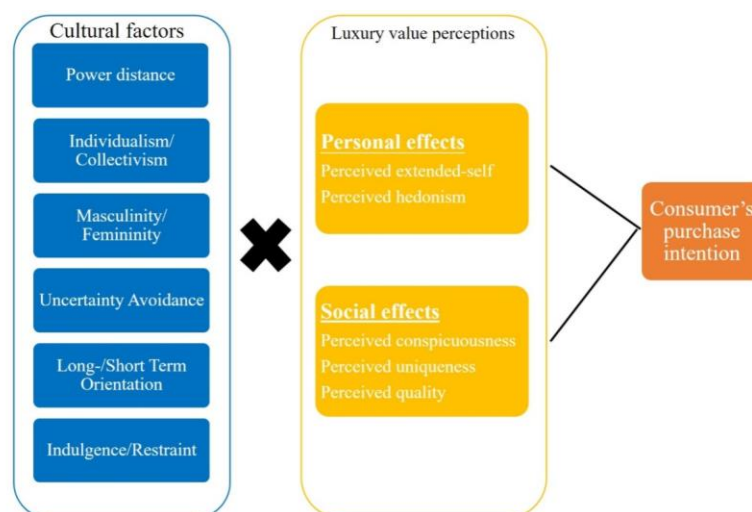


Figure 3: Conceptual Model



Based on the literature review and propositions, we can use Japan and Italy, which are the representative countries of Eastern and Western, to interpret the relationship on how culture and value perceptions affect consumers' purchase intention towards luxury handbags. The Hofstede's cultural dimensions and its' score are regarded as one of the most influential culture theories in research which can explain the difference consumption and consumer behavior between consumers from different countries. According to on the Hofstede score, we find that Japan and Italy have different cultural characteristic and the differences can be categorized into three different levels. The power distance is a small difference, which is 0-10; the indulgence-restraint and uncertainty avoidance are the middle difference, which is 11-20; the masculinity-femininity, long-term orientation and individualism-collectivism belong to the large difference, which is 21-30.

For the Power distance, the difference of Japan (54>50) and Italy (50=50) is small, which is 4. Japan and Italy are slightly strong in power distance. Consumers tend to choose exclusive brands or limited luxury handbags to build their social status and respect. They also believe that luxury handbag will be more durable and have a higher quality. Therefore, P2b is proved. For international luxury handbag marketers, they can adopt the same marketing strategy for Eastern and Western countries. It is suggested to use advertising by associating with a superstar to appeal to their social status needs.

For the indulgence-restraint, the difference of Japan (42<50) and Italy (30<50) is middle, which is 12. Both Japan and Italy represented restraint. Consumers with this orientation perceived important on social status and crave brand name product. They are likely to gain social status through purchasing luxury handbag. So P7B is proved. For marketers, they can use similar marketing strategies in Eastern and Western countries by advertising campaigns. As social status is importance in these countries, it strongly associates the luxury handbags with the superior social status, and then convince customers' purchase.

For the uncertainty avoidance, the difference of Japan (92>50) and Italy (75>50) is middle which is 17. Both of the countries are the strong uncertainty of avoidance, especially Japan has scored the highest in this dimension. These consumers are conservation in new arrival handbags and heavily rely on reference group's opinions in the purchase. So P5b is proved. For marketers, they can adopt similar marketing strategies for Eastern and Western countries by using word-of-mouth to spread the message to persuade consumers' purchase.

For the masculinity-femininity, the difference of Japan (95>50) and Italy (70>50) are large, which is 25. Japan and Italy are both masculinity countries. They emphasize on achievement and success. Consumers tend to purchase luxury handbags to acquire status symbols. Besides, consumers have their own adjustment on the purchasing process. So P4a is proved. For marketers, they can adopt relatively difference marketing strategies in Eastern and Western countries. In Eastern countries, associated status value is tightly with a luxury handbag and highlight consumer's desire to gain prestige in the acquisition. In Western countries, it can provide a direct and detail product information to consumers on the official website to attract those consumers.

For the long/short term orientation, Japan (88>50) and Italy (61>50) is a large difference, which is 27. Both of them are the long-term orientation, which means consumers are more thrift and have a long-term investment. They tend to perceive the quality as a long-term investment in purchase luxury handbag. So that P6b is proved. For marketers, they can adopt similar marketing strategies in Eastern and Western countries. It can release some stores of value handbags, which can keep the price in a long period. Therefore, we can attract those customers whose consider the long-term value in the purchase.

For the individualism-collectivism, the difference of Japan (46<50) and Italy (76>50) is large, which is 30. Japan is a collectivist country while Italy is an individualist country. Japan cares about family and relationship, so they heavily rely on reference groups' opinions and likely to build trust in purchase luxury handbag. Also, it is the most common and significant characteristic in the Eastern countries. On the other hand, Italy emphasizes on personal satisfaction and wants to get the fastest point in the sales process. So P3a and P3b are proved. For marketers target Eastern and Western, it is suggested to adopt different marketing strategies. For Eastern countries, it can train the staffs to be more talkative in store and then increase the interaction with consumers during purchase process. It is believed that it can increase the sales of the luxury handbag. Besides, the firms can adopt word-of-mouth strategies to target those potential customers. For Western countries, it can show more evidence such as claim the brand as one of the luxurious handbags in the advertisements to persuade customers to purchase the luxury handbag.

Additionally, the social effects of value perception have increased. Consumers not only purchase luxury handbag to express their social class and build self-esteem but also concern about the quality, sometimes affected by the reference group and wish to express more uniqueness through purchasing an exclusive handbag.

## 5 CONCLUSION

To summarize, the study explains the relationship between the Hofstede's cultural dimension and luxury value perceptions, as well as how they affect consumer's purchase intention. Japan and Italy are selected as the research countries as they are the most representative of Eastern and Western markets. The overall finding explains that consumers with different culture characteristic will perform different perceptions towards consumption of luxury handbag. The research assists luxury handbag marketers to have better insights on consumer's perceptions and implement appropriate marketing strategies.

## BIOGRAPHICAL NOTE

Ms Chan Ka Yan, Regina graduated from School of Professional Education & Executive Development, The Hong Kong Polytechnic University and received Bachelor of Arts (Honours) in Marketing and Public Relations. She is now working at Cathay Pacific Airways. Her research interest is corporate marketing.

Mr Lau Yui Yip has published over 70 research papers in international journals and professional magazines, and contributed book chapters and presented numerous papers in international conferences. He collaborates with scholars from more than 20 countries and regions spreading over five continents on research projects. In addition, he has participated in different consultancy projects with various (inter-)governmental organisations, academic institutions and industrial associations, e.g. Trade and Industry Department, China Communications & Transport Association (CCTA), The Chartered Institute of Logistics and Transport (CILT), the Institute of Seatrtransport, Hong Kong Sea Transport and Logistics Association (HKSTLA), and The Hong Kong Polytechnic University. His research interests are Transport History, Maritime Transport, Air Transport, Port Planning, Supply Chain Management, Textile and Clothing, Green Transport, Maritime Law, Public Transport, Maritime Education and Human Geography.

Mr Lau has been active in scholarly activities. For example, he is an editorial board member of *Seaview*, a reviewer of *Journal of Shipping and Ocean Engineering*, *Management Studies*, *Maritime Policy & Management*, *Journal of Transport Geography* and leading international conferences. Recently, he has been awarded Certificate of Appreciate in

*Working Paper Series No. 6, Issue 5, 2016*

recognition of Outstanding Performance on research (Institute of Seatransport) and Best Paper Award in international leading conference. In 2016, he has been appointed as Associate, University of Manitoba, Transport Institute, Winnipeg, Manitoba, Canada.

## REFERENCES

- Ashmun, L. (2012). *Identity and Branding: Consumer Behaviour and The Shaping of the Self --- A Cross-cultural Analysis of East Asian and American Luxury Consumers*. Dartmouth College.
- Bezzaouia, M., & Joanta, A. R. (2016). The Relationships between Cultural Values and Consumer Motivations for Purchasing Luxury Brands. *Ecoforum Journal*, 5(1).
- D'Arpizio, C., Levato, F., Zito, D., & de Montgolfier, J. (2014). Luxury Goods Worldwide Market Study, Fall-Winter 2014: The Rise of the Borderless Consumer. *Bain & Company, Inc.*
- De Mooij, M., & Hofstede, G. (2011). Cross-cultural consumer behaviour: A review of research findings. *Journal of International Consumer Marketing*, 23(3-4), 181-192.
- Deloitte (2014). Global Powers of Luxury Goods 2014 In the hands of the consumer. Retrieved March 3, 2016 from [http://www2.deloitte.com/content/dam/Deloitte/it/Documents/about-deloitte/GP\\_Luxury\\_2014.pdf](http://www2.deloitte.com/content/dam/Deloitte/it/Documents/about-deloitte/GP_Luxury_2014.pdf)
- Dunford (2011). Designer Luxury You'll Find Only in Japan. In Four seasons magazines. Retrieved March 3, 2016 from <http://magazine.fourseasons.com/travel-food-style/shopping-style/trends-shopping/designer-luxury-you%E2%80%99ll-find-only-in-japan>
- Eastman, J. K., & Eastman, K. L. (2011). Perceptions of status consumption and the economy. *Journal of Business & Economics Research*, 9(7), 9.
- Fich, N. (2009). Brand Management of Luxury Goods: Mercedes and BMW.
- Forsyth, D. R. (2006). Group dynamics, Wadsworth Cengage Learning. *Belmont, CA*.
- Gao, L. (2009). *Understanding consumer purchasing behaviour regarding luxury fashion-related goods in China* (Doctoral dissertation, The Hong Kong Polytechnic University).
- Goldsmith, R., Flynn, L., & Clark, R. (2012). Materialistic, brand engaged and status consuming consumers and clothing behaviours. *Journal of Fashion Marketing and Management: An International Journal*, 16(1) pp., 102 – 119.
- Han, H. T. (2005). *Taiwanese Consumers' Perceptions of Luxury Handbags: The Country-of-origin Effect* (Doctoral dissertation, Lynn University).
- Heine, K. (2012). Concept Of Luxury. Retrieved April 5, 2016 from <http://www.conceptofluxurybrands.com/concept-of-luxury-brands/distinguishing-luxury-products-brands-from-similar-concepts>
- Hidayat, A., & Diwasasri, A. H. A. (2013). Factors influencing attitudes and intention to purchase counterfeit luxury brands among Indonesian consumers. *International Journal of Marketing Studies*, 5(4), 143.
- Information Resources Management Association. (2015). Marketing and Consumer Behaviour: Concepts, Methodologies, Tools, and Applications (4 Volumes) (pp. 1-2215). Hershey.

Jain, S., Khan, M. N., & Mishra, S. (2015). Factors affecting luxury purchase intention: A conceptual framework based on an extension of the theory of planned behaviour. *South Asian Journal of Management*, 22(4), 136-163.

Koncept Analytics (2013). Global Handbags Market Report - 2013 Edition.

Lin, Y. T., & Hung, Y. C. (2015). The Impact of Green Products' Price and Appearance on Cross-Cultural Consumer Purchase Intention. *Xing Xiao Ping Lun*, 12(3), 289.

Litvin, S. W., Crotts, J. C., & Hefner, F. L. (2004). Cross-cultural tourist behaviour: A replication and extension involving Hofstede's uncertainty avoidance dimension. *International Journal of Tourism Research*, 6(1), 29-37.

McCort, D. J., & Malhotra, N. K. (1993). Culture and consumer behaviour: toward an understanding of cross-cultural consumer behavior in international marketing. *Journal of International Consumer Marketing*, 6(2), 91-127.

Meng, F. (2010). Individualism/collectivism and group travel behaviour: a cross-cultural perspective. *International Journal of Culture, Tourism and Hospitality Research*, 4(4), 340-351.

Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, product type, and price influences on consumer purchase intention to buy personalized products online. *Journal of Business Research*, 61(1), 31-39.

Moran, R. T., Abramson, N. R., & Moran, S. V. (2014). *Managing cultural differences*. Routledge.

Nelissen, R. M., & Meijers, M. H. (2011). Social benefits of luxury brands as costly signals of wealth and status. *Evolution and Human Behaviour*, 32(5), 343-355.

Ochkovskaya, M. (2015). Perception and Consumption of Global Luxury Brands in Russia and Romania: Comparative Cross-Cultural Aspects. *Management Dynamics in the Knowledge Economy*.

Ogden, H., & Shen, C. (2011). Cultural dimensions and materialism: Comparing Canada and China. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 431-447.

Park, J. R. (Ed.). (2010). *Interpersonal Relations and Social Patterns in Communication Technologies: Discourse Norms, Language Structures and Cultural Variables: Discourse Norms, Language Structures and Cultural Variables*. IGI Global.

Richins, M. L. (1994b) 'Special possessions and the expression of material values', *Journal of Consumer Research*, Vol. 21, December, pp. 522-533.

Rinuastuti, H., Hadiwidjojo, D., Rohman, F., & Khusniyah, N. (2014). Measuring Hofstede's five cultural dimensions at individual level and its application to researchers in tourists' behaviors. *International Business Research*, 7(12), 143.

Salsberg, B. S. (2009). Japan's luxury shoppers move on. *McKinsey Quarterly*, August.

Sánchez-Fernández, R., & Iñiesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing theory*, 7(4), 427-451.

- Shah, A. (2012). Uncertainty avoidance index and its cultural/country implications relating to consumer behavior. *Journal of International Business Research*, 11(1), 119.
- Shukla, P., & Purani, K. (2012). Comparing the importance of luxury value perceptions in cross-national contexts. *Journal of Business Research*, 65(10), 1417-1424.
- Szmigin, I., & Piacentini, M. (2014). *Consumer behaviour*. Oxford University Press, USA.
- Tsai S. 2005. Impact of personal orientation on luxury brand purchase value. *International Journal of Market Research*, 47(4): 429-454.
- Tynan et al., 2010 C. Tynan, S. McKechnie, C. Chhuon. Co-creating value for luxury brands *Journal of Business Research*, 63 (11) (2010), pp. 1156–1163
- Vel, K. P., Captain, A., Al-Abbas, R., & Al Hashemi, B. (2011). Luxury buying in the United Arab Emirates.
- Venaik, S., & Brewer, P. (2010). Avoiding uncertainty in Hofstede and GLOBE. *Journal of International Business Studies*, 41(8), 1294-1315.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: a cross-cultural framework. *Academy of Marketing Science Review*, 7(7), 333-361.
- Yoo, B., & Donthu, N. (2005). The effect of personal cultural orientation on consumer ethnocentrism: Evaluations and behaviours of US consumers toward Japanese products. *Journal of International Consumer Marketing*, 18(1-2), 7-44.
- Yung-Ming, H. (2009). *The Effects of Unethical Beliefs and Counterfeit Attitudes on Purchase Intention of Non-deceptive Counterfeit Luxury Brands: A Cross-culture Comparison Between United States and Taiwan* (Doctoral dissertation, Alliant International University).
- Zhang, Y., & Neelankavil, J. P. (1997). The influence of culture on advertising effectiveness in China and the USA: A cross-cultural study. *European Journal of Marketing*, 31(2), 134-149.