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The attitude to luxury amongst young Polish and Portuguese consumers¹

Wioleta Dryl,² Arkadiusz Kozłowski³

Abstract: The aim of this paper is to examine the differences between Polish and Portuguese young consumer attitude to luxury. Studies on the perception of luxury and the consumer attitude to this phenomenon are based on many factors and take into account different sets of variables. The process of changes in this field is very dynamic- and the results obtained are often not compatible with the results of previous studies. Unanimity in this area can be guaranteed only by a comprehensive approach to the problem, based on international, intercultural studies, taking into account factors perceived as being essential for the understanding of consumer attitude to luxury. According to the results of worldwide research carried out so far, the attitude to luxury differs amongst consumers belonging to different cultures, nationalities, religions and regions with different levels of economic development. Many authors emphasize the fact that also psychological variables such as social compliance, desirability and self-monitoring, may play a role in consumer attitude to luxury. The authors of the article conducted a survey amongst young consumer from Poland and Portugal, to test if significant differences occur amongst these two groups' attitude to luxury.

Keywords: luxury, attitude to luxury, luxury product, consumers of luxury products.

JEL codes: M310.

Introduction

The attitude to luxury is a very wide research area. Analysis of the literature in this field clearly indicates the strong interest in the topic. Studies concerning the attitude to luxury comprise mainly the differences between cultures, countries, regions with different economic development, and even religions. Many researchers are aware of the fact that also psychological variables such as so-

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cial compliance, desirability and self-monitoring may play a role in consumer attitude to luxury. It should be noted, however, that the attitude of consumers belonging to the same culture, or who are of the same nationality may be significantly different. This is due to the nature of the concept of luxury products [Pietrzak 2014]. According to K. Heine and T. Sikora [2012] the relationship of the luxury nature of the product has a regional, time, economic, cultural and situational form. The relativity of luxury may also have its source in different demographic, sociological and psychological characteristics of specific consumers groups. All above-mentioned factors create the lack of a clear approach to the phenomenon of a luxury product.

In order to avoid discrepancies in the understanding of the concept of a luxury product, for the purpose of this article, luxury goods are defined as follows: high-quality, expensive goods, which are rare, exclusive, original and prestigious [Tynan, McKechnie, and Chhuon 2010], for which demand is growing through increasing their prices [Leibenstein 1950] and the level of desire by other consumers [Leibenstein 1950], which are purchased in order to achieve a high social status [Bagwell and Bernheim 1996], not influenced by of need, but desire, not in order to eliminate discomfort, but in order to provide pleasure [Berry 1994].

The aim of this paper is to examine the differences between Polish and Portuguese young consumer attitude to luxury. The authors of the article analysed Polish and foreign literature, as well as the results of international research in the field of consumer's attitude to luxury. A questionnaire was also conducted amongst young consumers from Poland and Portugal, to test if significant differences among these two groups' attitude to luxury occur. The sample consists of the group of management students from the Politecnico do Porto and the University of Gdańsk in the range 19–25 years. The questionnaire consists of 32 statements in three dimensions such as knowledge-related themes, affect-related themes and behaviour-related themes, reflecting the attitude to luxury. Taking into account the aim of the paper it is important to examine if there are any differences in the level of knowledge of young consumers from Poland and Portugal in the scope of luxury products, its essence and the tools of management commensurate with their specificity. The level of knowledge shows the interest of consumers in luxury. The results obtained in this part of the study might show if there is a need for of education in the field of luxury products and if a specific approach is needed in the case of Polish and Portuguese consumers. The affect-related themes take into considerations the emotional aspect of consumer's attitude to luxury. Taking into account the very strong emotional/ hedonistic motives of the behaviour of consumers of luxury goods, affect-related and behaviour – related themes seem to be an important phenomenon seen from the perspective of the aim of article. One of the goals of this part of the study is to examine if important differences occur in case of Polish and Portuguese consumer emotions in contact with the world

of luxury. The negative attitude to luxury amongst young consumers should not be ignored by luxury companies which seek to emphasize luxury as a positive expression of one's personality. Consequently positive expressions need to be encouraged, whilst the negative should be reduced by the usage of appropriate marketing tools.

These kinds of comparison studies are important from the perspective of luxury brand management. The appropriate tools should be created to fulfil the needs of consumers who represent different attitudes to luxury/luxury products. The studies conducted in amongst consumers belonging to different cultures, religions and regions have already shown that significant differences occur in the attitude to luxury amongst representatives of these groups. At the same time it can be seen in the reality of business that different collections of luxury products are available in different countries. One of the best examples is Guess. The brand has different product strategies for clients belonging to western and eastern cultures. Products addressed to eastern consumers are more "flashy" than ones directed to customers in the west. The aim of the article is to examine if such important differences occur in the case of Polish and Portuguese young consumers and if different marketing strategies should be used in the case of these consumers. The hypothetical conclusions of this research can be used for future research projects and might have important marketing implications.

The article is divided into four sections. The literature review is presented in the first section. The second section deals with the methodology used. The results of the study are presented in the third section. The paper is closed by conclusions.

1. The attitude to luxury – a literature review

Knowledge about consumer attitude plays the central role in the understanding of consumer behaviour. Attitude can be defined as a predisposition to respond to a stimulus (something in a person's environment such as an event, thing, place, or another person) in a certain, positive or negative way [Crites, Fabrigar, and Petty 1994].

Changing one's attitude is a difficult process. The extent to which the attitude can be changed depends on aspects /characteristics, such as: direction, intensity, salience, differentiation [Weaver 1987].

The direction of attitude is either favourable, unfavourable or neutral. The intensity of attitude refers to the strength of the component and may range from weak to strong. Salience shows the perceived importance of the attitude. The last characteristic – differentiation, refers to the number of supporting beliefs, values and other attitudes which are the part of consumer attitude to the particular phenomenon. Those attitudes, that are not deeply held and which

are low in differentiation are usually relatively easy to change through an appropriate marketing strategy. When the attitudes are deeply ingrained, and the consumers are hardly aware of them, they are quite difficult to change.

From the perspective of consumer behaviour, attitudes are very important factors influencing particular consumer decisions. A very difficult task confronts the organizations to shape the consumers attitudes to their products and themselves in an appropriate – positive way. An in-depth knowledge of the determinants, components and characteristics of attitudes is crucial in this situation. The central focus of attitude research is on the inter-relationships between knowing, feeling and doing, in other words, on the ABC model of attitudes. According to Hogg and Vaughan [2005] an attitude is „a relatively enduring organization of beliefs, feelings, and behavioural tendencies towards socially significant objects, groups, events or symbols“. The main components of attitude are:

- (C) cognitive component – beliefs and knowledge about and evaluations of the stimulus,
- (A) affective component – feelings, the emotional part of attitude,
- (B) behavioural component – certain way of behaviour, what someone does or intends to do as a response to ones feelings and cognition [Crites, Fabrigar, and Petty 1994].

In the literature it is traditionally assumed that attitudes are learned in fixed sequences, consisting first of, the formation of beliefs (cognitions) regarding an attitude to an object, followed by some evaluations of object (affects) and then actions (behaviours). Taking into account the general rule that to change consumer behaviour, the beliefs and values, that shape attitudes must be changed first [Laschinger et al. 2004]. However it should be pointed, that the link between attitudes and behaviour is tentative. The attitudes lead to an intention to behave in a particular way. This intention may or may not be carried out. It depends on the situation and circumstances. It is important to emphasize that whilst attitudes shape consumer behaviour, behaviour also influences attitudes. According to considerations in the social sciences „one of the most effective ways of changing believes and values is to begin with changes in related behaviours“ [Laschinger et al. 2004]. Taking into account the specificity of luxury goods and their consumer behaviour, it should be assumed that the process of shaping consumer attitude might be also specific and based on different viewpoints and then on traditional market factors. To predict the outcomes of a particular attitude, knowledge about attitude formation is necessary. The different sequences of attitude forming, cause different attitudes. There are three different learning hierarchies:

- 1) Standard learning hierarchy – cognition – affect – behavior (attitude based on cognitive information),
- 2) Low involvement hierarchy – cognition – behaviour – affect (attitude based on behavioural learning),

3) Experiential hierarchy – affect – behaviour – cognition (attitude based on hedonic consumption) [Solomon 1983].

The process of attitude formation based on standard learning hierarchy (attitude based on cognitive information) is purposeful and complex. In the case of low involvement hierarchy, where a minimal amount of knowledge is being assumed, the attitude is formed after the consumption (attitude based on behavioural learning). An attitude based on hedonic consumption assumes affective commitment and confirmatory search.

For the manufacturers of luxury goods it is crucial to know on what basis, particular consumers attitude was shaped. Many studies conducted in this show that the attitude of consumers of luxury goods is very often shaped by hedonic motives. This fact is also stressed in many definitions of luxury goods.

As mentioned above attitude depends on many factors and influencing and changing the one's attitude is not always easy. The next factors, that should be taken into account according to consumer attitudes are:

- 1) the outcomes of personal experiences (trial – and – error),
- 2) perceptual tendencies and basics,
- 3) observations of another person's responses to a particular situation,
- 4) observation of the outcomes of another person's experiences verbal instruction about appropriate responses to and characteristics of a particular stimulus [Campbell 1963].

In this regard consumption motives and consumer perception of luxury values are influential elements of attitude formation. According to the literature, perception is a process in which present stimuli are being interpreted on the basis of past experience. According to these considerations the attitude is in some way the result of perception. It is obvious that attitude to the product is also being shaped by other factors – not only by its perceived value. This does not change the fact that for luxury goods manufacturers the creation of the appropriate value of the product is crucial in the process of forming consumer attitude.

According to such authors as Wiedmann, Hennigs, and Siebels [2009], the main dimensions of luxury goods value are:

- financial value – monetary aspects, such as price, resale cost, discount and the value of the product;
- functional dimension – core product benefits and basic utilities, such as quality, uniqueness, usability, reliability and durability;
- individual dimension – the customer's personal orientation to luxury consumption and addresses issues, such as materialism, hedonism and self – identity;
- social dimension – the perceived utility that individuals acquire from products or services that are recognized within their own social group (s), such as conspicuousness and prestige value.

All the values mentioned above interact with one another and have various degrees of influence on individual value perception and behaviour. Luxury

value perception influences also consumer attitude to luxury. That is why both phenomena – luxury value perception, as well as the attitude to luxury are very popular subjects of research and theoretical considerations. The studies refer to many aspects of these problems. This article focuses on the attitude to luxury. For better recognition of the problem the analysis in the article also refers to the problem of luxury perceived value.

Amongst theorists as well as practitioners in the field of luxury products, there is a belief that the attitude to and the perceived value of luxury are different amongst consumers representing different cultures. Studies conducted in this area include not only the cultural differences between consumers. Some researchers base their deliberations on the consumer countries of origin. According to the results of these studies consumers from different countries present a different attitude to luxury [Hofstede and Hofstede 2004; Hult, Keillor, and Hightower 2000; Tynan, McKechine, and Chhuon 2010]. Most often such studies are carried out in developed countries such as the United States, Japan, United Kingdom and the emerging markets, including China, Brazil, India, Russia [Dubois, Czellar, and Laurent 2005; Shukla 2010, Wiedmann, Hennings, and Siebels 2009], or Asian and Western societies [Wang and Waller 2006]. Based on studies conducted in different countries, theoretical models of consumer behaviour were created [Hofstede and Hofstede 2004; Hult, Keillor, and Hightower 2000; Tynan, McKechine, and Chhuon 2010].

Interesting insights into the attitude to luxury of the Polish upper class are provided in the results of studies conducted by M. Bombol. The author has divided the Polish upper class into three groups: credit bourgeoisie, ethos intelligentsia, businessocracy which were characterized by a wide range of variables (psychological, sociological and others) [Bombol 2013].

A number of studies take into account both the respondents' country of origin as well as the cultural aspect and characteristics of the market. This type of study, referring to luxury perceived value was carried out in India (emerging, Eastern, collectivist and rapidly growing luxury market) and the UK (developed, Western, individualist and mature luxury market). The study was based on a four-element model, including the financial, individual, social and functional dimension. The results showed both similarities and differences between the luxury perceived value presented by the representatives of India and the UK. In both countries, luxury goods are purchased in order to demonstrate the consumer's high social status (social value dimension). On the other hand, the need to belong to a group of unique people and public acceptance is much higher amongst Indians than the British [Shukla 2011]. At the same time consumers in the UK were found to be strong individualists. Therefore, the opinions of others about a luxury product are less important for them than the origin of the brand (individual value dimension). To sum up, consumers in developed countries pay greater attention to the origin of the product, than those from emerging countries.

At the same time there a strong influence of brand image on decisions of consumers from both countries, where the study was carried out was noted. Consumers desire brands whose image is consistent with their personal image.

The studies taking into account above mentioned four – dimensional model, were conducted also on a large and diverse sample of 1848 respondents from many countries, such as Brazil, France, Germany, India, Japan, Slovakia, Hungary and also from Poland. The conclusions obtained in the study show a further important criterion, the appearance of similar groups of consumers with a similar attitude to luxury. Researchers have found that the consumer attitude varies depending on their religion. Representatives of the Protestant religion have a more democratic attitude to luxury. Whilst Catholic countries, are closer to the ideology of elitism [Dubois, Laurent, and Czellar 2001; Hennings, Wiedmann, and Klarmann 2012].

Very similar studies were conducted by N. Hennings, K.P. Wiedmann, Ch. Klarmann, S. Strehlau, B. Godey, D. Pederzoli, A. Neulinger, K. Dave, G. Aiello, R. Donvito, K. Taro, J. Taborecka – Petrovicova, C. Rodriguea Santos, J. Jung, H. Oh [2012]. The authors conducted a survey on a sample of consumers from Brazil, France, Germany, Hungary, India, Italy, Japan, Slovakia, Spain, United States and other countries totalling 1275 respondents. As l in the previously described study, authors have tested the luxury perceived value in terms of its financial, functional, individual and social value.

In the case of consumers from Germany and United States, financial aspects do not affect their attitude to luxury. In case of the factors that make up the financial dimension value, there were significant differences between the American and French consumers. According to French consumers, luxury should be available only for selected groups of consumers, and only at certain points of sale whilst Americans believe that luxury products are not in contradiction with mass production.

In the case of the functional value dimension significant differences amongst the surveyed countries were revealed. German consumers pay great attention to quality and performance. According to the luxury brand should primarily represent the highest quality. Whether it is desired by other consumers is no longer crucial. Those consumers put quality over prestige when considering the purchase of a luxury brand.

With respect to the individual dimension focusing on self-pleasure and the materialistic aspects of luxury consumption American consumers followed by India, Brazil and Italy the most important factors are the hedonic, affective and materialistic aspects of luxury consumption. Spanish consumers are the least guided by hedonism when making purchase decisions. At the same time, in the case of the social dimension emphasizing prestige and the opinions of others, Spanish and Italian consumers are not concerned about what others think of them. In the same area, Indian consumers pay great attention to the

opinion of other consumers about luxury brands. The individual dimension is also important for them.

The studies cited clearly showed the significance of cross-cultural differences between the luxury value dimensions as perceived by consumers from different countries. The perceived value of and attitude to luxury are dependent on many factors, which at the same time, have a different level of significance in different countries.

More often however in literature an approach can be found indicating the higher importance of culture than the country of origin of the consumers, in the context of their attitude to luxury goods. Cultural diversity in attitude to luxury, has been established, in the study carried out by Djursaa and Kragh [1998], Grunert, Grunert, and Sørensen [1995], Hofstede, Steenkamp, and Wedel [1999], Kahle, Rose, and Shoham [1999], Lindridge and Dibb [2003], Dubois and Laurent [1994], Tidwell and Dubois [1996].

Culture influences the behaviour of consumers, not just those from different countries, but also customers of the same nationality. The globalization of the market has caused the globalization of needs and preferences of buyers from different countries. In many respects, a greater similarity is found between the values of consumers from different countries than between the values of consumers from one country [Anderson and He 1998]. For this reason, it seems to be more reasonable to take into consideration consumers groups representing different cultures than countries, as a basis for the segmentation of consumers of luxury goods in terms of their attitude to luxury.

Therefore, more and more frequently considerations apply not to different countries, but to specific cultures. The results of the studies in this field indicate significant differences between eastern and western culture [Li and Su 2007; Podoshen, Li, and Zang 2011; Shukla 2010; Tsai 2005]. The results of comparative studies can also be found in the literature. The considerations focusing on Asian and Western countries [Wang and Waller 2006] dominate. Analyses carried out in this area are based mainly on cultural differences existing between the communities of the West and Asia.

Studies on the perception of luxury and the consumer attitude to this phenomenon are based on many factors and take into account different sets of variables. The process of change in this field is very dynamic and the results obtained are often not compatible with the results of previous studies. Conclusive results in this area can be sought only by a comprehensive approach to the problem, based on international, intercultural studies, taking into account factors considered essential for understanding consume attitude to luxury. The author of the article presented a summary and comparison of existing research on consumer attitude to luxury in her previous article "Attitude of young Polish consumers to luxury" [Dryl and Gil 2016].

2. Methodology

The studies presented in this paper were conducted in Poland and Portugal amongst young respondents aged 19–25 years. The survey was conducted in the Porto at Politecnico do Porto in May 2015 on a sample of 161 respondents (including 103 women, 58 men) and at the University of Gdańsk, Faculty of Management amongst 171 students (including 116 women, 55 men) in September 2015.

The sample of management students were surveyed for specific reasons. First of all the students are a relatively homogeneous groups in terms of demographics, socioeconomic background, and education [Peterson 2001]. Thanks to such sampling, the problems associated with the language barrier could be avoided. It was no problem for management students to answer the questions in English. Apart from the above-mentioned technical issues, management students are likely to be actual or potential customers for luxury goods [Kapferer 1998: 44–49].

The sample consists of young consumers. This group is very special. On the one hand they are internally homogeneous (young people want to be in a close relationship with their group of friends) but on the other they create their own individual identity [Gulland 2006].

Young consumers spend money primarily on brands used by their peers. The only way to fit into the group is very often to have the “right brand”, which is acceptable to the others. Young people shape their identities this way [Moses 2000].

Until recently this group was not considered as an important consumer segment. Thus still not much is known about their spending motivation [LaFerle, Edwards, and Lee 2000]. One important issue in this discussion is that young consumers usually have more disposable income than adults. Most of them do not have such expenses as rent, health insurance, bills, the cost of owning the car, house [Zollo 1999]. Consequently behaviour young consumers has gained importance as a research topic.

It should be noted that the differences between consumers from Poland and Portugal are inconclusive. The criteria, indicated in the previous part of this article, on the basis of which consumers representing different attitudes to luxury were identified, included country of origin, culture, religion and the economic development of the region. In the case of Polish and Portuguese consumers the country of origin is the obvious criterion differentiating these two groups. Catholicism dominates in both countries. If, however one wants to compare the culture and the level of economic development it would require a far deeper analysis. In the article only differences in the attitude to luxury were identified. The results of the study can be a basis for further studies in this area. The method examining the attitude to luxury applied in this article was created by Dubois and Laurent in 1994 and then successfully validated by the authors in their studies of 2001 and 2005.

Dubois and Laurent's [1994] metric is the best-known measurement of attitudes to luxury and was used in studies by Tidwell and Dubois [1996], Dubois, Czellar, and Laurent [2005], Dubois, Laurent, and Czellar [2001], and Kim, Baik, and Kwon [2002], Gil, Kwon, Good, and Johnson [2012], Gil, Michael, and Johnson [2016]. The authors of the article are aware of the fact that other, newer scales examining the phenomenon of attitude to luxury exist. The choice of this particular scale was dictated by consultations with other researchers with a wide experience in this field and by the aims of this article.

The scale consists of 32 factors that determine respondents' attitude to luxury. All items are measured using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). In the analysis of the results of the study, a scale of 1 to 7 was reduced to three categories: I do not agree (assessment 1–3), I do not have an opinion (score 4), I agree (assessment 5–7). Items subjected to evaluation reflect the attitude to luxury based on knowledge-related themes (16 factors), affect-related themes (7 factors) and behaviour-related themes (9 factors). For each factor the chi-square test for independence was carried out. The test is intended to verify whether the distribution of the answers are significantly different among Polish and Portuguese respondents.

3. Results and discussion

The first group of factors showing the respondents' attitude to luxury was based on their knowledge about luxury products. The results of the study in the field of knowledge-related themes are presented in Table 1. The last two columns contain chi-squared statistics for the test for independence along with p-values. Each test was based on a 3×2 contingency table, thus the statistics have 2 degrees of freedom. The p-value lesser than 0,05 indicates that Polish and Portuguese students have a significantly different opinion on the matter.

According to the results of the first part of the survey (Table 1), double the number of Portuguese than Poles admit to a lack of knowledge about luxury goods (respectively 40.3%, 22.2%). However it is a subjective assessment of the respondents. The next questions helped to learn the true state of the respondents' knowledge. Although the remainder of the study gave similar results it should be noted that the actual state of the Polish students knowledge is slightly higher than the group from Portugal. $\frac{3}{4}$ of Polish students acknowledge that, only a thorough knowledge about a luxury product, allows an appreciation of it (76% of respondents). In the case of the Portuguese this opinion is shared by 41.6% of respondents (Table 1).

In the remainder of the study Polish respondents coped with identifying the characteristics that indicate the luxurious nature of the product, slightly better than their Portuguese colleagues. With the statement that luxury products are very expensive, agrees 87.7% of Polish respondents and 75.8% of respondents

Table 1. Knowledge – related themes

Statement	Disagree		No opinion		Agree		χ^2	<i>p</i>
	PL ^a (%)	PR (%)	PL (%)	PR (%)	PL (%)	PR (%)		
I don't know much about the luxury world	52.6	32.9	25.1	24.2	22.2	40.3	18.47	0.00 ^b
In general, luxury products are better quality products	14.0	16.8	17.0	13.7	69.0	69.6	0.99	0.61
A fine replica of a luxury brand is just as good	60.2	46.0	12.3	26.7	27.5	27.3	12.12	0.00 ^b
Luxury products are inevitably very expensive	2.3	6.8	10.0	17.4	87.7	75.8	8.54	0.01 ^b
In my opinion, luxury is too expensive for what it is	11.7	17.4	15.2	22.4	73.1	60.2	6.18	0.05 ^b
Few people own a truly luxury product	15.2	14.9	14.0	31.1	70.8	54.0	14.48	0.00 ^b
Truly luxury goods cannot be mass produced	11.7	19.2	8.8	20.5	79.5	60.2	15.36	0.00 ^b
A luxury product cannot be sold in supermarkets	15.8	28.0	7.6	17.4	76.6	54.7	18.15	0.00 ^b
A real luxury brand does not advertise its products	56.1	47.2	15.8	22.4	28.1	30.4	3.32	0.19
In my opinion luxury is pleasant	5.3	30.4	19.9	26.7	74.9	42.9	46.05	0.00 ^b
Some education is needed for the appreciation of luxury products	9.4	28.6	15.2	29.8	75.4	41.6	40.40	0.00 ^b
In my opinion luxury is really useless	57.3	41.6	23.4	22.4	19.3	36.0	12.61	0.00 ^b
A product must be somewhat useless to be a luxury product	45.6	42.9	20.5	18.0	33.9	22.4	7.28	0.03 ^b
In my opinion luxury is old fashioned	87.1	49.1	6.4	30.4	6.4	20.5	56.31	0.00 ^b
In my opinion luxury is flashy	35.1	33.5	12.9	25.5	52.0	41.0	9.17	0.01 ^b
In my opinion luxury is good taste	37.4	37.3	25.7	27.3	36.8	35.4	0.13	0.94

^a PL – Poland, PR – Portugal, ^b Chi-squared statistics are significant at the level of 0.05.

from Portugal were in agreement (Table 1). According to the theoretical determinants of the luxurious nature of a product it can not be mass produced and its distribution should be limited. Knowledge of the respondents in this field is slightly different in the case of the Polish and Portuguese students. According to 79.5% of respondents from Portugal and 60.2% from Poland, luxury goods

can not be mass produced. Every second student from Portugal found that luxury products should not be sold in supermarkets (54.7% of respondents). In the case of Polish respondents, the group agreeing with this statement is more numerous and amounts to 76.6%. A fact that few consumers can have luxury products is a consequence of the limited availability of luxury goods. Polish respondents demonstrate a higher awareness of this fact than those from Portugal (respectively 70.8%; 54%).

The fact that every fourth respondent both from Poland and from Portugal (respectively 27.5%, 27.3%) believes that a fine replica of a luxury brand is just as good as its original version (Table 1) is interesting. At the same time a higher percentage of Poles than Portuguese did not agree with this statement (60.2%, 46%), which leads to a significant difference between the distribution of the answers to this statement. According to most respondents, both from Poland and from Portugal, luxury products are of better quality than those mass produced (nearly 70% of respondents, no significant differences). Although respondents consider luxury goods to be very high quality products they also feel that luxury is too expensive for what it is (73% of Polish respondents, 60.2% of respondents from Portugal). Such an approach confirms definitions of the luxury product based on the ratio of the quality and the usability to the price, according to which the ratio of the quality and the usability of the luxury product to its price is very low. Polish respondents recognize the high hedonistic value of luxury goods. According to 75% of them luxury is associated with pleasure. The percentage of Portuguese students who share the same opinion is much lower at 42.9%. In many definitions, derived mainly from the psychological sciences, a luxury product meets not the needs but the desires of the consumer and its fundamental value is based precisely on delivering pleasure.

A further part of the study related to affect-related themes, determining the consumer attitude to luxury products. The results obtained in this part of the study are presented in Table 2. Most of the Polish respondents (71.9%) admit that they like luxury. In the case of students from Portugal, this is much lower at less than 40%.

It is also worth noting that one third of Portuguese respondents (30.4%) disagree with this statement (Table 2). At the same time almost 35% of the Portuguese participating in the study admit that they are not interested in luxury. In the case of students from Poland, every fifth respondent declares a lack of interest in the topic of luxury.

More than a half of respondents have pleasant associations with the concept of luxury (Table 2). According to 54% of Polish students and every third student from Portugal, luxury products make life more beautiful whereas nearly a half of the Portuguese do not agree with this statement. 58% of Polish respondents agree with the statement "luxury products makes me dream". Portuguese respondents have a somewhat different view. Every third one of them does not agree with this statement.

Table 2. Affect – related themes

Statement	Disagree		No opinion		Agree		χ^2	p
	PL ^a (%)	PR (%)	PL (%)	PR (%)	PL (%)	PR (%)		
All things considered I rather like luxury	11.7	30.4	16.4	30.4	71.9	39.1	37.00	0.00 ^b
I'm not interested in luxury	62.6	42.9	17.0	22.4	20.5	34.8	13.52	0.00 ^b
Luxury makes me dream	18.1	30.4	23.4	24.8	58.5	44.7	8.31	0.02 ^b
Luxury products make life more beautiful	24.0	43.5	21.6	21.1	54.4	35.4	16.06	0.00 ^b
I could talk about luxury for hours	74.9	73.3	11.7	13.0	13.5	13.7	0.15	0.93
I would not feel at ease in a luxury shop	45.0	43.5	10.5	29.8	44.4	26.7	22.84	0.00 ^b
When I wear a luxury item I feel a bit like I'm disguising myself	63.2	47.8	18.7	35.4	18.1	16.8	12.20	0.00 ^b

^a PL – Poland, PR – Portugal, ^b Chi-squared statistics are significant at the level of 0.05.

But there are not many people in both the Polish and Portuguese respondents groups, who willingly devote a lot of time talking about luxury. With the statement “I can talk for hours about luxury”, only 13% of respondents agreed (Table 2).

The attitude of respondents to the statement “I would not feel at ease in a luxury shop” seems to be interesting (Table 2). Almost every second Polish respondent recognizes, that being in a shop offering luxury products causes some discomfort. The same percentage of respondents feels at ease in such places. In the case of the Portuguese respondents, this issue is not that clear. 43.5% of respondents disagree with this statement but only every fifth one actually feels uncomfortable being in stores offering luxury products.

The last of the affect – related themes concerns compliance of respondents' identity with the image of luxury products (Table 2). For almost every fifth respondent (18%), wearing a luxury product would feel “a bit like he was disguising himself”. Nearly two thirds of respondents do not have such feelings. In the case of the Portuguese respondents, the results look a bit different. 16.8% of respondents feel “disguised” by wearing a luxury product, however less than a half do not have such feelings. The last part of the study included behaviour – related themes (Table 3).

In this part of the study, the results are particularly ambiguous. On the one hand, the majority of respondents do not agree with the statements “one needs to be a bit of a snob to buy luxury products” (69% of respondents), “the luxury products bought reveal a little bit of who we are” (62% respondents) and “peo-

Table 3. Behaviour – related themes

Statement	Disagree		No opinion		Agree		χ^2	p
	PL ^a (%)	PR (%)	PL (%)	PR (%)	PL (%)	PR (%)		
I almost never buy luxury products	46.2	28.0	17.0	18.0	36.8	54.0	12.87	0.00 ^b
One buys luxury goods primarily for one's pleasure	26.3	22.4	22.2	26.7	51.5	51.0	1.22	0.54
For the most part luxury goods are to be offered as gifts	28.1	36.0	28.1	24.2	43.9	39.7	2.45	0.29
One needs to be a bit of a snob to buy luxury products	69.0	41.6	15.2	26.1	15.8	32.3	25.46	0.00 ^b
The luxury products we buy reveal a little bit of who we are	62.0	25.5	10.5	31.0	27.5	43.5	48.06	0.00 ^b
Today everyone should have access to luxury goods	56.7	52.8	18.7	19.2	24.6	28.0	0.61	0.74
People who buy luxury products seek to imitate the rich	55.0	36.0	17.5	18.6	27.5	45.3	13.87	0.00 ^b
People who buy luxury products try to differentiate themselves from others	21.6	22.4	14.0	25.5	64.3	52.2	7.65	0.02 ^b
Those who buy luxury products are refined people	33.3	42.9	28.1	25.5	38.6	31.7	3.32	0.19

^a PL – Poland, PR – Portugal, ^b Chi-squared statistics are significant at the level of 0.05.

ple who buy luxury products seek to imitate the rich” (55% of respondents). On the other hand, according to 64% respondents, “people who buy luxury products try to differentiate themselves from others” (Table 3). On the one hand respondents do not belong to those who prefer conspicuous consumption, on the other through the consumption of luxury products they want to demonstrate their personality.

In the case of Portuguese respondents, the results are a bit more unambiguous. Respondents present a specific opinion on buyers of luxury goods. According to them, ostentatious consumption is the dominant motive for the purchase of luxury goods (Table 3). More than half of the respondents (52.2%) agree with the statement that people who buy luxury products try to differentiate themselves from others, nearly half however recognizes that “people who buy luxury products seek to imitate the rich (45.3%), or “the luxury products people buy reveal a little bit of who they are” (43.5%). At the same time 41.6% of Portuguese respondents do not consider buyers of luxury goods to be snobs. Amongst the behaviour-related themes affecting consumer attitude to luxury

the mere fact of purchasing this category of goods deserves special attention. According to the survey one in three respondents from Poland almost never buy luxury products. In the case of Portuguese respondents, the percentage is much higher and amounts 54%.

More than a half of both Polish and Portuguese respondents (51%) when buying luxury products do it for pleasure. About 40% of respondents consider, however, that the luxury goods are suitable as gifts (Table 3). It confirms the hedonistic reasons for purchasing luxury products, which are indicated in the literature as the dominant motive of the behaviour of consumers of luxury products.

Conclusions

A very important conclusion drawn from both the previous studies carried out by researchers from around the world, as well as those conducted for the purposes of this article, is the fact that the country of origin of the consumer, should not be regarded as a unequivocal indicator of consumer attitude to luxury. It should be noted that the country of origin is associated with religion, level of economic development, culture and many other factors, which as evidenced by previous research, directly affect the attitude of consumers to luxury.

According to the results of research carried out so far, religion influences consumer attitude to luxury. Representatives of the Protestant religion have a more democratic attitude to luxury, whilst Catholic countries, are closer to the ideology of elitism [Dubois, Laurent, and Czellar 2001; Hennings, Wiedmann, and Klarmann 2012]. Given the fact that both Poland and Portugal are Catholic countries, the attitude to luxury represented by the representatives of these countries should be similar. More than a half of the Portuguese students and 70% of Polish respondents surveyed believed that few people own a truly luxury product. Every second respondent from both countries also believes that luxury products should not be available to everyone. This approach is consistent with the idea of the elitism of luxury products, as well as the opinion of the French respondents participating in the studies described in section 1 of the article. According to the French, luxury should be available only for selected groups of consumers, and only at certain points of sale.

In the case of Polish and Portugal respondents, significant differences in attitude to luxury were noted. According to knowledge-related themes, Portuguese students both declare and present a somewhat lower knowledge about luxury products than their Polish colleagues.

In the case of affect-related themes, one can notice the largest differences in attitude of Polish and Portuguese consumers to luxury. Portuguese young consumers demonstrate less sympathy to luxury and do not feel at ease in

luxurious surroundings as a group of Polish respondents. At the same time smaller percentage of Portuguese than Poles considers luxury in the category of dreams.

In the case of behaviour-related themes the opinions of Polish and Portuguese respondents are most similar. For roughly half of the statement the distributions of answers proved not to be significantly different. Respondents from both Poland and Portugal purchase luxury products for pleasure and also think that luxury goods are as gifts. The compatibility of the respondents in this matter is particularly important. It confirms the hedonistic reasons for purchasing luxury products which are indicated in the literature as the dominant motive of luxury products consumer behaviour.

Respondents participating in the survey have the same education, belong to the same age group, grew up in predominantly Catholic countries and their income also can be considered similar. Although in their attitude to luxury one can notice some inconsistencies in order to draw definite conclusions it would be necessary to collect detailed data about not only sociocultural variables (e.g., religion, education, income) but also psychological variables (e.g., social compliance, desirability, self-monitoring), which may play a role in consumer attitudes to luxury. Such research could lead to a better understanding of the roles of individual differences, social norms and social expectations in the dynamics of attitude formation to luxury. The authors of the article also carry out research in this field.

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