

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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**Understanding luxury consumption from an alternative lens**

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## Understanding luxury consumption from an alternative lens

### **Abstract:**

In the current study, in addition to reviewing extant Marketing literature, we draw on disciplines such as Economics and Sociology that explore the concept of luxury consumption. In doing so, a commentary is provided by synthesizing the literature from a variety of disciplines. At the outset, we infer that through the possession and consumption of certain brands, individuals “construct and maintain” the self. Not only do they create an image about themselves among others, but they also let others know what they expect of them. Based on the literature review, two aspects of luxury consumption have been identified as particularly interesting and warrant further examination. What constitutes ‘luxury consumption’ and how far is branded luxury instrumental in determining whether something is labelled as a luxury or not? Future research should examine how different brands carry distinct symbolic values for their users and how they provide a tangible form to otherwise intangible aspirations through brand associations.



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