
Index

- Aaker, D. A. 121
acceleration 27
access and luxury 29–30
access based services 22
accessibility vs. exclusivity of luxury 30–31
Adage magazine 22
adaptive luxury consumption 79–80
aesthetic principles 178–9
aesthetics 171
 conceptualization 172
 future research on 181–3
 and marketing 177–80
affect-based view 118
Ahrendts, A. 128
Ahuvia, A. C. 84
Alende, C. 288–90, 296
Amaldoss, W. 145, 161
Amaral, N. B. 270
Amazon.com 131
Amazon's Echo (Alexa) 12
Anderson, W. 232
Anik, L. 78
Appadurai, A. 24
Apple Watch 2
Apple's Siri 12
Arnault, A. 306
Arnault, B. 190, 191
Arnould, E. 32, 153, 196, 201, 294
art 171
 conceptualization 173–4
 future research on 180–81
 as luxury cue 176–7
 market 174–6
art infusion theory 176
Artificial Intelligence (AI) digital assistants 2
artistic identity 196
Arvidsson, A. 284
Asian consumers 98
assimilate vs. differentiate group 80–83
association-based view 118
Assouly, O. 25
asymmetrical collaboration 126
attainability 22
Augmented Reality (AR) 260
authenticity 190–91
 dimensions of 192–5
 judgments
 existential cues 192
 iconic cues 191–2
 indexical cues 191
 management of
 existential authenticity levers 202–4
 iconic authenticity levers 200–202
 indexical authenticity levers
 195–200
BagBorroworSteal.com 30
Bagwell, L. S. 144
Baker, J. 166
Baker, P. 150, 151
Bakhtin, M. M. 232
bandwagon effect 8, 81, 98–9
Barasch, A. 261
Bardhi, F. 26, 29
Baudrillard, J. 75
Baumgarten, A. 172
Behavior Perspective Model (BPM)
 approach 142
Belk, R. 6, 8, 9
Belk, R. W. 93, 107, 190, 291
Belk's extended-self model 110
Bellet, C. 76
Bellezza, S. 34, 78, 83, 124
benefits-driven social motives 78–9
Berger, J. 66, 251, 252, 261
Berlyne, D. E. 179
Bernheim, B. D. 144
Bernstein, S. C. 130
Berry, C. J. 24
Beverland, M. 284
Bhattacharyya, A. 13
 “big bang” approach 95
biological signaling theory 46
bling-centric photography 291
Booker, C. 235
Borraz, S. 25–6, 156, 161
Boston Tea Party 76
Bostrom, N. 14
Bourdieu, P. 7, 10, 25, 75
bowers 47
Brakus, J. J. 212

- brand authenticity management, authenticity
 - cues for 196
- brand dilution, avoiding 127
- brand DNA 119
- brand extensions 120–21
 - category extensions 121
 - culture 123–4
 - hedonic potential, role of 122–3
 - line extensions 124
 - owners vs. nonowners 124–5
 - perceived fit, role of 121–2
 - product category 125
- brand heritage 139
- brand intertextuality 232
- “brand sense” model 213
- branded content 255–7
- Brasel, S. A. 180
- Brazilian model 288
- Brown, S. 235
- Brun, A. 28
- Buechel, E. C. 179
- Burberry 216, 248

- Caliandro, A. 284
- Campbell, C. 31, 32
- Canniford, R. 284, 288, 290, 296
- Carbone, L. P. 214
- Cartier, L. 233
- caste-derived notions 7
- Castronova, E. 5
- category extensions 121
- Cervellon, M.-C. 310
- Chadha, R. 7, 99
- Chae, I. 258, 259
- Chandon, P. 80
- charismatic legitimacy 196
- Chinese migrant 95
- classical music 157
- clued-in experience management 214
- coherence 117
- collaborative consumption and sharing
 - economy 311–12
- Collantes, R. 228
- collectivist culture 98
- collectivistic societies 102
- communication, through stories 225–6
 - definition of 226–8
 - story-making 228–32
 - story-reception 235–8
 - storytelling 232–5
- competence 60
- competition-based pricing 141
- conceptual foundations of luxury 23–6
- Confucianism 8
- conspicuous consumption 58
 - as fitness signaling 46
- construct definitions
 - aesthetics conceptualization 172
 - art conceptualization 173–4
 - luxury conceptualization 174
- consumer perspective, luxury from 118
- consumer psychology 78
- consumers
 - desire for luxury goods 80
 - effect on 270–71
- contemporary liquid condition 26
- contemporary luxury brands 208
- continuity 63, 193, 205
- continuous institutional reforms 95
- Coppola, R. 232
- copycat brands 102, 109
- Corneo, G. 145
- corporate social responsibility 276–7
- Coskuner-Balli, G. 31
- cost-plus pricing 140–41
- Coulter, R. 30
- counterfeit brands 102, 109
- counterfeit luxury consumption 265–6
 - corporate social responsibility 276–7
 - counterfeiting of luxury products 266–9
 - effects of 269–71
 - emerging economies 275
 - millennial consumers 276
 - reducing 271–5
 - response to new technologies 277
- counterfeit self 270
- counterfeiting
 - history of 268
 - of luxury products 266–9
- country barons 106–7
- country-specific findings 99–100
- craftsmanship 119
- credibility 193–4
- Critique of Judgement* (Kant) 172
- cultural and temporal differences 7–8
- cultural capital 10
- culture 123–4
- Currid-Halkett, E. 7, 34
- Customer Experience Management (CEM) 214–15
- Customer Relationship Management (CRM) 260
- cyborg modifications 13

- Dahl, D. W. 198
 Dalí, S. 177
 Dall'Olmo Riley, F. 125
 Danziger, P. 201
 D'Arpizio, C. 312
 Darwin, C. R. 45
David (Michelangelo) 176
 Davis, S. 214
 Dawson, S. 8
 De Vries, L. 255, 256
 deceptive counterfeiting 268
 Deleuze, G. 295
 Deloitte 93
 dematerialization 2
 dematerialized world, status in 10–12
 democratizing luxury consumption 107–8
 democritized luxury 22
 Depp, L.-R. 234
 Dhar, R. 63, 200
 Dickey, S. 7
 Diehl, K. 254
 digital channels 85
 digital environments 219
 digital experiences 219
 digital revolution 218
 digital technologies 140, 248
 digital world 2–3
 digitally savvy consumer 130
 digitization 2, 5
 Dinhopf, A. 285
 Dion, D. 25–6, 32, 153, 156, 161, 196, 201, 294
 distinct groups 104
 democratizing luxury consumption 107–8
 event-related justifications for high-ticket purchases 107
 global materialists 105
 Millennials (Generation 2 – China's Blessed Generation) 105–6
 nostalgic compensators 107
 Tu hao consumers (country barons/vulgar tycoons) 106–7
 Dodds, P. S. 258
 dominance effect 126
 Dreze, X. 82
 Dubois, D. 78, 79
 Dumont, A. S. 233

 Eastern European communism 6
 Eckhardt, G. M. 26, 29
 eco-luxury concept 300
 efficacy 60–61

 Ellen MacArthur Foundation 309
 Elliott, R. 310
 emerging economies 93–100, 275
 cultural, psychological and social theories on 100–104
 distinct groups 104–8
 managerial implications 109–12
 market landscape of 95–6
 research implications 108–9
 End User License Agreement (EULA) 4
 environmental responsibility 300–302
 alternative signals of status 310–11
 apparent paradox 303–6
 marketing sustainable luxury 306–9
 sustainability and trends 310
 etic view 226
 EU Intellectual Property Office 265
 European/American consumers 101
 event-related justifications for high-ticket purchases 107
 Evolution of Luxe Model 99, 109
 evolutionary function of luxury consumption 44–5
 fundamental motivations 52–3
 luxury consumption as signals
 men 47–9
 women 49–52
 proximate and ultimate motives 45–6
 evolutionary psychologists 46
 exchange norms 162
 exclusivity 140
 existential authenticity levers 202–4
 existential cues 192
 experience touchpoints 214
 experiential consumption 31, 68
 experiential luxury consumption, social needs and 84–5
 experiential marketing 210
 Customer Experience Management (CEM) 214–15
 experience touchpoints 214
 experiential typology 212
 “materialism vs. experientialism” model 211–12
 sensory marketing 213–14
 experiential purchases 211
 experiential typology 212
 extant research 68
 Extended Transportation-Imagery Model (ETIM) 237
 extrinsic motivations 100
 with past-to-present focus 103–4

- with present/future focus 101–2
- Facebook 2, 4, 6, 10
- fast fashion model 32
- Fear of Missing Out (FOMO) 11
- Feldman, C. F. 229
- Fernandes, D. 83
- Festinger, L. 9
- Fiske, N. 82
- Fitbit 2
- fitness signaling, conspicuous consumption 46
- Fog, K. 232
- free-market system 96
- French criminal court system 271
- “frivolous luxuries” 58
- Frontier Economics 265
- Fuchs, C. 204
- fundamental motivations 52–3
- Fundamental Motives Framework 52
- Furubotn, E. G. 4
- Galak, J. 250
- Galliano, J. 153
- Gao, H. 80
- Gates, B. 13
- general aesthetic appeal 177–8
- Generational Cohort theory 105
- Gentile, C. 210
- Ger, G. 6, 9
- Geraci, R. 14
- Gerrig, R. J. 237
- gestalt 234–5
- Giesler, M. 296
- Gilly, M. C. 294
- Gilovich, T. 211
- Gino, F. 82
- global market for counterfeit luxury goods 265
- global materialists 105
- Godes, D. 250, 258
- Godey, B. 93
- Gómez-Cruz, E. 286
- Google 4
- Google Home 12
- Goor, D. 203
- Gottschall, J. 225
- Green, M. C. 240
- Gretzel, U. 285
- Grewal, L. 254, 255, 261
- Griskevicius, V. 50, 51, 79, 82, 310
- Guattari, F. 295
- Hagtvedt, H. 120, 122, 127, 174, 176, 180
- Hamelink, C. 11
- Han, Y. J. 67, 174
- Hawking, S. 13
- Hayles, N. 14
- hedonic potential, role of 122–3
- Hermès 201
- high-ticket purchases, event-related justifications for 107
- Hinz, O. 253
- Hirschman, E. C. 221
- Holbrook, M. B. 221
- Holt, D. B. 7, 228
- Hudders, L. 24
- Hung, K. 105
- Husband, P. 7, 99
- Husemann, K. 27, 33, 34
- iconic authenticity levers 200–202
- iconic cues 191–2
- idealism 4
- identity motives 59
 - continuity 63
 - distinctiveness and belonging 63–4
 - efficacy 60–61
 - meaning 62
 - self-esteem 61–2
- identity signaling 65–6
- IKEA effect 61
- image-related utility 252
- inconspicuous consumption 34–5
- indexical authenticity levers 195–200
- indexical cues 191
- “Indie” Businesses 217–18
- influencer marketing 257–9
- Inglehart, R. 8
- innovations 309
 - in pursuit of growth 129–32
- Instagram 6
- intangible goods, tangible vs. 7
- intangible value, brand equity based on 140
- integrity 194
- Intellectual Property (IP) rights of companies 271
- intellectual property rights violations 96
- internet 2, 5
- intrinsic motivations 100
 - with past-to-present focus 103
 - with present/future focus 101
- Ireland, N. J. 144
- Ismail, A. R. 282
- It’s a Man’s World* 229

- Jacobs, M. 153
 Jaeger-LeCoultre 193
 Jain, S. 145, 161
 Jameson, F. 295
 Jeanne, O. 145
 Johnson, L. W. 97, 98, 174
- Kant, I. 172, 182
 Kapferer, J. N. 117, 304, 309
 Kasser, T. 8
 Kastanakis, M. N. 24
 Kedzior, R. 13
 Keinan, A. 34, 124
 Keller, K. L. 121
 Khalid, A. 9
 Khamis, S. 292, 296
 Kidman, N. 232
 Kim, A. J. 157, 158
 Kim, J. 77
 Kinkade, T. 175
 Kirmani, A. 124, 128
 Kivetz, R. 34
 Knightley, K. 229
 Ko, E. 157, 158
 Kozinets, R. V. 294, 295
 Krishna, A. 180, 213
 Kristeva, J. 232
 Kurniawan, R. 267
- Labrecque, L. I. 157
 Lagerfeld, K. 153
 Lair, D. J. 292
 Lambertson, C. 260
 Larsen, J. 285
 Lasén, A. 286
 Lashgari, M. 126
 leapfrog 14, 80
 leaping luxuries 5
 Leary, M. R. 62
 Lee, D. 256
 Lee, H. -C. 181
 Lee, S. 77
Legend of Shalimar, The 230
 Lehdonvirta, V. 5
 Lehmann, D. R. 253
 Leibenstein, H. 76, 80
 Lens, I. 49
 Levy, S. J. 236
 liberalized Indian economy 7
 Lim, K. 290–92, 294–6
 line extensions 124
 Linux 4
- liquid consumption 22
 liquid luxury 22–3
 access and luxury 29–30
 accessibility vs. exclusivity 30–31
 conceptual foundations of 23–6
 implications of 35–7
 inconspicuous consumption 34–5
 liquid modernity 26–8
 shifting value of 31–3
 time and 33–4
 liquid modernity 26–8, 32
 liquidification of luxury 28
 access and 29–30
 accessibility vs. exclusivity of 30–31
 implications of 35–7
 inconspicuous consumption 34–5
 shifting value of 31–3
 time and 33–4
- Liu, Z. J. 145–7
 Loken, B. 270
 Longoria, T. 214
 L'Oréal 248, 257, 261
 Louis Vuitton 64, 192, 198, 201, 216, 230, 284
 Ludwig Mies van der Rohe 11
 Luhrmann, B. 232
 luxury and sustainability, contradictions
 between 304
 luxury brands 152–6
 luxury conceptualization 174
 luxury consumer behavior 85
 luxury consumption 7, 57
 in emerging economies 93–100
 cultural, psychological and social
 theories on 100–104
 distinct groups 104–8
 managerial implications 109–12
 market landscape of 95–6
 research implications 108–9
 evolutionary function of 44–5
 fundamental motivations 52–3
 luxury consumption as signals 47–52
 proximate and ultimate motives 45–6
 identity motives 59
 continuity 63
 distinctiveness and belonging 63–4
 efficacy 60–61
 meaning 62
 self-esteem 61–2
 identity signaling 65–6
 research opportunities 66–9
 and self-concept 57–9
 as signals

- men 47–9
- women 49–52
- social needs through 75–7
 - adaptive luxury consumption 79–80
 - assimilate vs. differentiate 80–83
 - benefits-driven social motives 78–9
 - gift-giving 83–4
 - social status 77–8
- luxury cue 176–7
- luxury, definition of 57–8
- luxury experiences 311
- luxury gaze 285
- luxury goods 31, 58, 69
- luxury growth strategies 120–21
 - alliances and acquisitions 125–7
 - category extensions 121
 - culture 123–4
 - hedonic potential, role of 122–3
 - line extensions 124
 - owners vs. nonowners 124–5
 - perceived fit, role of 121–2
 - product category 125
- luxury in digital world, social needs for 85–6
- luxury logos 44
- luxury products 60, 61
- luxury selfies, and selfie consumer culture 285–93

- Madzharov, A. V. 79
- Magnoni, F. 126
- male sex hormone 48
- managerial implications 109–12
- managerial perspective, luxury from 119
- Mandel, N. 82, 153
- Mandeville, B. 75
- market landscape, in emerging economies 95–6
- marketing, aesthetics and 177–80
- marketing stresses functionality 208
- marketing sustainable luxury 306–9
- Marwick, A. E. 35, 290, 295
- Maslow, A. H. 93
- Mason, R. S. 6
- mate retention 50
- material purchases 211
- materialism 8
 - vs. experientialism model 211–12
- materialistic individuals 61
- Mayzlin, D. 250, 258
- Maza, S. 283
- McKinsey study 107
- McQueen, A. 197

- meaning 62
- men, luxury consumption as signals 47–9
- Meta-Luxury* (Ricca and Robins) 119
- “meta-luxury” brands 117
- meta-luxury lens 122
- Michaut-Denizeau, A. 309
- Microsoft Cortana 12
- Millennial consumers 276
- Millennials (Generation 2 – China’s Blessed Generation) 105, 106, 130, 217–18, 312
- Miller, D. 283
- Miller, G. F. 53
- Milne, G. I. 157
- Mona Lisa* (Leonardo) 176
- moralized luxury consumer 294
- Morhart, F. 63, 192, 193, 195, 197, 200, 306
- Moulin Rouge* (Luhmann) 232
- Murakami, T. 177
- Musk, E. 13

- Napoli, J. 193
- Napster 4
- narrative transportation, effects of 237–8
- Nave, G. 79
- Negroponte, N. 218
- neoliberal morality 296
- neophilia in consumer research 31
- netnographic study 13
- “New luxury” 30
- Newman, G. E. 63, 200
- Nieto, Diana Verde 308
- Nitta, F. 84
- non-conformity 78
- non-deceptive counterfeiting 268
- non-functional motivations 98
- Non-Governmental Organizations (NGO) 307
- nonowners, owners vs. 124–5
- non-ownership 3–4
- nostalgia marketing 103
- nostalgic compensators 107
- notion of authenticity 190
- notions of luxury 26
- novel distribution venues 131
- Nueno, J. L. 174
- Nunes, J. C. 82

- Oetker Collection 195
- One that I Want, The campaign* (Chanel N°5) 234
- online gaming 5
- online Word Of Mouth (WOM) 248, 249
- marketing outcomes 250–51

- transmit online WOM 251–5
- “onwards and upwards” mantra 117
- optimization algorithms 138
- Ordabayeva, N. 80, 83
- Organisation for Economic Co-operation and Development 265
- organized crime 265
- organizing framework 151
- Original Equipment Manufacturer (OEM) products 98
- other-signaling function 58, 67
- owners vs. nonowners 124–5
- Oxford Dictionary of Philosophy* 172
- Paris Agreement 300
- Park, C. 121, 122, 125
- Parrott, G. 293
- partner brands 126
- Patek Philippe 63, 83, 84, 193, 238
- Patrick, V. M. 120–22, 127, 128, 174, 176
- Patterson, A. 235
- Pejovich, S. 4
- perceived fit, role of 121–2
- perceptual attributes 179–80
- performance-related attributes 98
- Picasso, P. 177
- Pinatex 199
- Plentitude: The Economics of True Wealth* (Schor) 312
- Pohl, F. 11, 12
- poorer consumers 5
- Porsche 194
- portable technology 31
- post-material age 8–10
- postmodern theory 26
- Potter, A. 7
- Power Distance Belief (PDB) 80
- Pozharliev, R. 79
- practitioners’ perspective 139–40, 143
- pricing luxury goods 138–9
 - practitioners’ perspective 139–40
 - competition-based pricing 141
 - consumer-based, value-oriented pricing 141–3
 - cost-plus pricing 140–41
 - price displays and promotions, managing 143
 - scholars’ perspective 143–7
- product category 125
- Prokopec, S. 121, 128
- provocative view 7
- proximate and ultimate motives 45–6
- pseudo-sharing of short-term rental 3
- purchase motives 98–9
- Pushelberg, G. 130
- Qadeer, F. 9
- Quelch, J. A. 174
- Raphael, R. 36
- Reddy, M. 127
- rental brands 33
- research implications 108–9
- research opportunities 66–9
- retail atmosphere, visual elements in 156–8
- retail brand 151
- retail channels, implications for 150–52
 - social environment 158–65
 - visual elements in retail atmosphere 156–8
- Ricca, M. 117
- Rich Kids of Instagram (RKOI) 295
- Richins, M. 8
- “Robin Hood” effect 272, 276
- Robins, R. 117
- robust economic growth 95
- Rokka, J. 284, 288, 290, 296
- Rota, O. 228
- Roux, E. 126
- Rupert, J. 313
- Russian Academy of Science 99
- Russian consumers 99
- Saad, G. 48
- Salvatore Ferragamo 265
- Sandiki, Ö 31
- Sattler, H. 123
- Say, J. B. 75
- Schau, H. J. 294
- scholars’ perspective, pricing luxury goods 143–7
- Scott, M. L. 162
- self-concept 58–9
 - luxury consumption and 57–9
- self-esteem 61–2
- self-expression 274
- self-signaling function 58, 66
- selfie consumer culture, luxury selfies and 285–93
- selfie culture 285
- selfies 2
- Sengupta, J. 180
- Sennett, R. 32
- sensory marketing 179–80, 213–14

- sensuality and experience
 - experience platforms 215–17
 - experiential marketing 210
 - Customer Experience Management (CEM) 214–15
 - experience touchpoints 214
 - experiential typology 212
 - “materialism vs. experientialism” model 211–12
 - sensory marketing 213–14
 - future of luxury experience 217–20
 - nature of 209–10
 - role of 208
- service encounters 161
- Shalimar* 234
- Shammas, L. 310
- sharing economy 3–5, 23
 - collaborative consumption and 311–12
- Shen, H. 180
- She's Not There* 229
- shifting value of luxury 31–3
- short-term rental, true sharing and
 - pseudo-sharing of 3
- signaling, luxury consumption and 58
- signaling view 118
- signals, effectiveness of 48–9, 51
- Silverstein, M. J. 82
- Silvia, P. J. 179
- Simmel, G. 23, 33, 82
- Simons, R. 28
- Simpson, W. 233
- single personality brand 126
- Skorski, A. 130
- sleepers effect 237
- Smith, A. 75
- Snob effect 8, 81, 98–9
- social capital, luxury and 83–4
- social content 255
 - branded content 255–7
 - influencer marketing 257–9
- social enterprises, engaging in 130–31
- social environment 158–65
- social media 248–9
 - online Word Of Mouth (WOM) 249
 - marketing outcomes 250–51
 - transmit online WOM 251–5
 - social content 255–9
- social media-based online WOM
 - communications 250
- social media marketing 156
- social media profiles 2
- social needs 161
 - and experiential luxury consumption 84–5
 - for luxury in digital world 85–6
 - social power 274–5
 - social status 77–8, 84
 - society 26
 - socio-historical context of liquid consumption 28
 - socio-institutional forces 94
 - sociology 23
 - source of dilution
 - brand extensions as 127–8
 - retail expansions and licensing as 128
- Sozzani, F. 301
- Spiggle, S. 197
- status products 60
- status signaling 24, 273
- Stein, N. L. 226
- Stella McCartney brand 192, 199, 304–5
- Stephen, A. T. 250, 252, 253, 256, 260
- steroid hormone 48
- stimulus-based conceptualization 173
- story-receivers' characteristics 233–4
- storytelling 225
- structuralism 228, 229
- studying consumer psychology 45
- Sundie, J. M. 48
- Swiss luxury watch industry 193
- symbolism 193, 194–5
- symmetrical collaboration 126

- tangible vs. intangible goods 7
- techno-utopia 14
- Terblanche, N. 127
- theory of liquidity 26
- The Theory of the Leisure Class: An Economic Study of Institutions* (Veblen) 57, 138, 144
- The Therapy* (Prada) 234
- Thomas, P. 117
- Thompson, C. J. 230
- Thoumrunroje, A. 282
- time and luxury 33–4
- Topps 3
- Torelli, C. J. 204
- Tory Burch Foundation 130
- Toubia, O. 252
- Townsend, C. 179
- traditional legitimacy 196
- traditional luxuries 26
- traditional marketing 208
- transhumanism 14
- transmit online WOM

- consequences of 253–5
 motivations to 251–3
 transportability 233
 Transportation-Imagery Model (TIM) 237
 transported story-receivers 237
 “trickle-down” theory of fashion 82
 tripartite model of luxury brand
 storytelling 227
 true sharing of short-term rental 3
 Trusov, M. 250
 Tse, D. K. 97
Tuhao consumers (country barons/vulgar
 tycoons) 106–7
 Turunen, L. 23
 typical brand growth strategies 117

 Uggla, H. 126
 United Nations Climate Summit 300
 Urry, J. 285

 van Dijk, J. 11
 Van Laer, T. 227, 229, 235, 236, 239
 Veblen effect 8, 81
 Veblen, T. B. 6, 23–4, 44, 75, 144, 239, 282
 “Veblenesque” argument 283
 Veresiu, E. 296
 Verhoef, P. C. 150, 151, 166
 Vigneron, F. 97, 98, 174
 Vignoles, V. L. 59
 Virtual Reality (VR) 260
 virtue-based communication strategy 201

 visual elements in retail atmosphere 151,
 156–8
 visual representations on social media 85
 Völckner, F. 123
 Volosinov, V. N. 232
 Vongas, J. G. 48
 vulgar tycoons 106–7

 Wainwright, J. 190
 Walasek, L. 80
 Wang, Y. 50, 51
 Ward, M. 66
 Ward, M. K. 198
 Watts, D. J. 258
 WeChat 2
 Weinswig, D. 131
 Western consumption culture 190
 Western contemporary culture 44
 WhatsApp 2
 Wikipedia 4
 women, luxury consumption as signals 49–52
 Wong, N. Y. 84

 Xiaomi 110

 Yabu, G. 130
 Yildirim, P. 145–7
 YouTube 3, 10

 Zhang, Z. J. 145–7

