

Role of Emotional Branding in Shaping Consumer Behavior in Luxury Goods Market

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Abstract - This study investigates how emotional branding influences consumer behavior in the market for luxury products. It looks into how luxury firms use emotional branding techniques and how it affects consumer attitudes and perceptions of luxury goods through a mixed-methods study approach. To acquire insights into emotional branding strategies and customer emotional connections with luxury brands, qualitative methodologies are used, such as in-depth interviews with marketing professionals and focus group talks with luxury consumers. Quantitative questionnaires given to a sample of high-end customers look at their opinions on brands, personalities, buy intentions, brand loyalty, and their readiness to pay premium pricing. Regression analysis is one statistical analysis technique used to examine the connections between consumer behavior metrics and emotional branding variables. The study's conclusions deepen our knowledge of how emotions play a part in premium branding and customer decision-making.

Keywords: Emotional branding, Consumer behaviour, Luxury goods, Luxury products, Market, Consumers.

Introduction - Usually, when we hear the word “brand,” we conjure up images of well-known companies, their names, trademarks, or the goods they produce. But human emotions are also concealed beneath favored brands, in addition to goods and businesses. A brand's objective is to improve the credibility and reputation of a company or individual. It is the comprehensive totality (synergy) of all the information about a product or group of items [1].

A brand is an assortment of the intellectual, emotional, visual, and cultural traits that a customer identifies with a company and the product that the brand is associated with. It could be a moniker, brand name, emblem, or different symbol. It sets one manufacturer apart from every other one in the industry.

This way, the outcome of the purchase is known ahead of time. In essence, a brand acts as a user's pre-seller of the good or service.

Older definitions of a brand have an issue since they emphasize the tangible component, or the product, which is an independent entity, whereas a brand is an intangible idea. The product is developed first, and the brand does more than just identify the company that was responsible for its creation. As a result, the idea of emotional branding has become more well-known in sales and is becoming more widely acknowledged by professionals and theorists. For the same reason, psychological jargon is now more frequently utilized in branding and marketing than numerical data. Positive reaction, emotion, and sentiment are more frequently used terms in modern marketing literature than

terms like product, pricing, etc. [2].

The tools and processes needed to create a strong emotional bond between customers and the product are provided by emotional branding. It focuses on the most endearing quality of a person's nature, which is their desire to feel overwhelmed by emotions rather than just satisfy their basic requirements. The impact of the brand on the degree of senses and emotions is a prerequisite for the emotional The fashion industry is more focused than ever on the modern human being and their wardrobe requirements, which have developed into the requirement to convey a personality through attire and dressing style. A completely separate system of brands and products, particularly typical of the world of design, stands in opposition to the widespread distribution of serial manufacture and reasonable pricing. This system is known as luxury.

For a very long time, only the wealthy and aristocratic were considered to be in a state of luxury since it is typically associated with wastefulness and conceit. The 20th century saw the relative and pluralization of luxury, making it accessible to a wide range of people and tailored to their own goals. But in the new millennium, the category of luxury has shifted from being mostly economic to being more emotional. A brand's products must meet specific requirements for material value (quality, price, etc.) and non-material worth (history, distinct difference from others), in addition to requirements regarding distance from the buyer (exclusivity, scarcity).

Quality is usually the main focus of luxury goods. But a top-notch product—like a computer—isn't always a luxury item. It's not always necessary for a product manufactured by a luxury brand to be of excellent quality. Aside from that, luxury goods and luxury brands are not the same thing. For example, caviar and truffles are not associated with any particular brand. Not every premium brand is created equal. The concept of the brand and a cultural anchor, which highlights the brand's legitimacy and authenticity, ostentatiousness and prestige, and resistance to the passage of time in contrast to its market acceptance, define the luxury identity [3].

Background of the Luxury Goods Market: However old as humanity seems to be, extravagance exists. Expositions on the definition and reasons for extravagance in the public arena were first written in old Greece. However, the thought of "extravagance brands" as an unmistakable sort of marking and a social power driving style and an existence of sumptuous utilization is still somewhat new. The extravagance market didn't turn into a united monetary area headed areas of strength for by driven extravagance partnerships until the last part of the 1990s, when it developed from a star grouping of little, craftsman family-claimed organizations that put an accentuation on premium quality and the stylish worth of their merchandise. To create and protect the lavish allure of their brands, these organizations made huge interests in essential administration, item configuration, showcasing, and retail capacities [4].

In the past, tiny family-run artisan firms that were prized for their fine craftsmanship and superior products made up the market for luxury offerings. However, the luxury sector saw some significant shifts in the late 1990s and early 2000s with the rise of massive global corporations like LVMH and Richemont and the Gucci Group. Specifically, certain companies appealed to the wealthiest customer circles by highlighting their lineage and better product offerings, while others attracted middle-class customers by offering a fair price tag together with a perceived high status. Others expanded into new foreign markets in an effort to grow their clientele. As a result, the market size, product offering, and—most importantly—customer variety of the luxury industry have all grown considerably [5].

Before the phrase "luxury goods" were widely used, these businesses were recognized more for their specialized fields of competence and their well-established international reputation. Chanel and Dior were haute fashion houses that were founded in 1910 and 1946, respectively. Established in 1853, Louis Vuitton gained recognition for its luggage, while Gucci, founded in 1906, became well-known for its shoes. The brands Rolex and Mont Blanc have been well-known for luxury timepieces since 1908, Cartier has been well-known for jewelry since 1847, and Mont Blanc was founded in 1906 and is best recognized for pens.

The renowned luxury brand Hermes was founded in 1837 and has long been associated with leather items. Since 1856, Burberry has been well-known for its trench coats; Baccarat, which was founded in 1764, has been well-known for its crystal, and Christofle, which was founded in 1830, has been well-known for its silver. Due to factors including globalization, the expansion of the retail industry, and brand extension into other sectors, luxury brands have experienced tremendous growth in the previous two to three decades. Louis Vuitton, Gucci, Burberry, and Prada are just a few brands that have branched out into clothing, watches, jewelry, shoes, and eyewear. Mont Blanc now offers office supplies, cufflinks, watches, jewelry, and fragrances in addition to writing equipment. Armani has branched out into luxury real estate, hotels, and cell phones [6].

Evolution of Consumer Behavior in Luxury Consumption:

A portion of the worldwide consumer industry known as the luxury goods market is made up of items and services that are thought to be of the highest caliber, rarity, and prestige and that frequently fetch high prices. Owning luxury goods has historically been seen as a sign of money, position, and cultural capital, and has been linked to privileged social classes, royalty, and aristocracy. The market for luxury products has centuries-old roots, with the artisanal talents and exquisite craftsmanship of ancient civilizations like Egypt, Mesopotamia, and China. But luxury spending really took off in Europe during the Renaissance, thanks to the establishment of upscale trade channels, the support of nobles and monarchy, and the growth of upscale workshops and artists.

The luxury goods business has grown to be a multibillion-dollar sector in the modern age, covering a wide range of product categories such as fine dining, fashion, watches, jewelry, accessories, cars, and hospitality. Renowned companies that have made a name for themselves as emblems of sophistication and luxury include Louis Vuitton, Chanel, Gucci, Rolex, Ferrari, and The Ritz-Carlton. These companies are major players in the luxury market.

The market for luxury products functions within a distinct ecosystem that is defined by elements like emotional resonance, brand prestige, and aspirational consumption. Luxury goods buyers are driven by more than just practical features; they are also influenced by abstract concepts like prestige, individuality, and self-expression. In order to develop aspirational narratives that connect with wealthy consumers on an emotional level and encourage brand loyalty, luxury firms make use of their heritage, craftsmanship, and storytelling skills. Due to the demand for luxury goods from wealthy consumers in a variety of geographical areas, such as North America, Europe, Asia-Pacific, and the Middle East, the luxury goods market is intrinsically international. Rising disposable incomes, urbanization, and a growing middle class with a taste for luxury spending have made emerging nations like China,

India, and Brazil important growth drivers for the luxury sector.

Even with its endurance, the luxury goods sector nevertheless has to contend with issues like shifting socioeconomic conditions, shifting consumer preferences, and changing retail environments. Furthermore, social media and the development of digital technology have changed the landscape of luxury marketing, posing challenges as well as opportunities for luxury companies looking to interact with tech-savvy customers in a more cutthroat market.

Trends influencing luxury brand consumption:

Globalization and social assembly are two instances of the macroenvironmental factors that have impacted the acquisition of extravagance items. the making of new market specialties, a consistent expansion in the quantity of well-off shoppers, media consideration given to extravagance items, the rising acknowledgment of web-based buying, and an expansion in worldwide travel. These patterns not just assist the extravagance with marking market grow rapidly, however they likewise achieve critical changes in the cosmetics of extravagance brand crowds and, specifically, the actual brands. These trends can be broadly categorized into three groups: external to the industry, social, and cultural. We go into more depth about each of these groups below in connection to the consumption of luxury brands [12].

Trends in culture - Depicted as a continuous cycle by which provincial economies, social orders, and societies are turning out to be more coordinated through financial, social, mechanical, political, social, and different trades, globalization is a subtle peculiarity that has gathered a lot of consideration over the most recent twenty years. Globalization and multicultural influences have had a significant impact on the luxury brand sector, with customers in Asia, BRIC, CIVETS, and other developing nations showing a growing admiration for global luxury brands.

Figure 1: Projected growth of luxury brands market over the years



(Source - <https://www.marketresearchfuture.com/reports/luxury-fashion-market-1770>)

The buyer base for extravagance merchandise is developing progressively socially different because of this

pattern, which presents new open doors as well as troubles for extravagance brand chiefs. Global customer preferences for luxury brands appear to be becoming more similar as these brands gain appeal in developing economies. Buyers today often search for high apparent notoriety, stylish worth, and an association with design and a prosperous way of life in extravagance items. Companies that are able to effectively communicate these attributes of luxury to their target audience—such as Rolls Royce in the automotive sector and Louis Vuitton and Gucci in the fashion industry—tend to rise to the top of the global hierarchy of luxury brands. However, it has been observed that recently rising markets are showing distinct patterns of luxury expenditure from more developed ones. It has been noticed that the social customs of Asian countries assume a huge part in the purposes for buyer acquisition of extravagance merchandise. Subsequently, despite the fact that shoppers might purchase the indistinguishable brands all over the place, the implications they join to them might shift [13].

Emotional branding : Building brands that straightforwardly appeal to a shopper's inner self, profound state, wants, and objectives is known as close to home marking. The way that consumers react to marketing initiatives is emotional and has several meanings. A consumer's feelings may change after purchasing a product because they now own a brand or item. A wide range of emotions are portrayed by the many components connected to the purchasing. In an effort to win over customers' hearts, sales professionals these days are also attempting to analyze customer emotions through insights into the consumer black box. Technology breakthroughs have created new opportunities in this field, which is one of the most studied areas of consumer behavior.

Role of Emotional Intelligence in Emotional Branding :

The capacity for intelligent emotion is known as emotional intelligence (EQ or EI). It does not imply feeling anything. Five components make up "Emotional Intelligence," according to Dr. Daniel Goleman:

1. Self-control,
2. Empathy,
3. Social skills,
4. Motivation,
5. Self-awareness,
6. Intelligence is all dependent on cognitive capacities.

Goleman cites studies that demonstrate how different brain regions control emotional intelligence and differentiate it from general intelligence, which includes linguistic, spatial, mathematical, and cognitive reasoning skills. Sales leaders may effectively negotiate the emotions of their customers, identify and regulate their own emotions, and inspire others by recognizing and acknowledging their emotional states when they possess emotional intelligence.

Furthermore, emotional intelligence is a talent that can be developed and improved over time, in contrast to fixed

personality traits or IQ. This is explained by the brain's extraordinary ability to undergo neurogenesis, a process in which newly formed stem cells bind to already-existing cells to modify neural circuitry in reaction to emotional events. As such, those who are looking to raise their emotional intelligence—for example, SaaS clients who want to become more proficient in analytics—can observe similar increases in neural circuitry [14].

The capacity to extract knowledge from the brain's emotional regions and incorporate it in a way that makes sense with reason is essential to having true emotional intelligence. According to Daniel Goleman, emotional intelligence is made up of four main elements: relationship management, self-management, social awareness, and self-awareness.

When choosing emotionally charged things, in particular, consumers can make better selections about what to buy if they embrace emotional intelligence. These items support their immediate needs while also fostering self-awareness, social competence, self-regulation, and productive relationship management, all of which contribute to personal growth.

On the other hand, a person with low emotional intelligence could come across as conceited, haughty, or unyielding, which would hinder their ability to make decisions. As a result, developing emotional intelligence is crucial for both personal and professional decision-making, as well as for meaningful relationships that are advantageous for personal growth.

Objectives of the study:

1. To investigate the extent to which emotional branding strategies are employed by luxury brands to create strong emotional connections with consumers.
2. To examine the impact of emotional branding on consumer perceptions of luxury brands, including brand image, brand personality, and brand associations.
3. To explore the influence of emotional branding on consumer attitudes towards luxury goods, including purchase intentions, brand loyalty, and willingness to pay premium prices.
4. To identify the key emotional drivers that drive consumer engagement and loyalty towards luxury brands, such as aspiration, exclusivity, authenticity, and self-expression.

Literature Review

Godey et al. (2016) Social media marketing's effects on brand equity and customer sentiment have been lightly studied. This study inspects these linkages utilizing five spearheading extravagance brands — Burberry, Dior, Gucci, Hermès, and Louis Vuitton. This study covers holes in virtual entertainment marking writing by building a primary condition model in light of an overview of 845 Chinese, French, Indian, and Italian extravagance brand clients who follow the five brands under request via online entertainment. The exploration shows that web-based

entertainment promoting influences brand inclination, devotion, and cost premium. The study examines brand social media marketing across five dimensions: engagement, trendiness, entertainment, personalization, and word of mouth. The study also shows that SMMEs improve brand equity, awareness, and image.

Hudders et al. (2013) The ever-changing nature of luxury makes it hard to define luxury brands. This paper explores consumer interpretation of premium brands to add to the literature. This article examines how people associate different traits with premium brands. An extensive study in Flemish Belgium found three dimensions to luxury brands: expressive, which refers to their uniqueness; impressive-functional, which indicates high-quality products; and impressive-emotional, which indicates exceptional visual qualities. Based on their relative weight of these criteria, this study divides luxury brand meaning-seekers into three groups: impressive, expressive, and mixed. Luxury brands are related with practical and emotional impressiveness in the impressive sector, but expressiveness rather than impressiveness in the expressive category. Thirdly, the mixed group believes that a luxury brand must be expressive and outstanding. The new study expands on previous segmentations by providing a complete segment profile. The results show that opinions fluctuate in connection to individual differences and other well-being factors including negative affect and self-esteem.

Duma et al. (2016) Luxury has always fascinated humans, and it appears to continue. Luxury changes with people's tastes and priorities in both developed and emerging nations. The consumer base, which has historically been homogenous, is now very diverse, including both the long-standing, faithful, wealthy Western consumer and the younger, more aspiring consumer who is less concerned with owning things and more interested in using them occasionally for special occasions. The unique needs of luxury enterprises and the changing marketing landscape have not yet led to revised ideas, techniques, or analytics. This report critiques luxury goods behavioral branding components and proposes future research. Addressing the lack of applicable theory, the writers use current theory, worldwide market patterns, and industry official interviews. The authors apply the social psychology-based 'brand behaviour funnel' to luxury branding to manage and analyse brand-consistent employee conduct. The concept suggests meeting three interrelated requirements for brand consistency.

Pourazad et al. (2019) to examine if brand attribute associations and emotional consumer-brand relationship (E-CBR) predict brand extension intention better with perceived fit as a moderator. Luxury brands are expressive and hedonic, thus these factors are considered. This study uses survey data from Iranian customers and covariance-based structural equation modeling to show that E-CBR increases the urge to buy a luxury brand extension. The

study also shows that E-CBR mediates the relationship between brand qualities and the propensity to buy a luxury brand extension. This study seeks to understand how E-CBR and cognitive (brand attribute associations) factors affect premium brand expansions. Perceived fit moderates the connection of brand features and the inclination to acquire a luxury brand extension, the study found. These findings illuminate crucial mechanisms that link intellectual and emotional variables, which influence buyers' intents and how they perceive premium brand expansions.

Jhamb et al. (2020) Many use expensive products to show off their wealth and accomplishment. The West is stereotypically the exclusive buyer of luxury goods. There are many studies on pre- and post-purchase behavior, but few high-quality studies on luxury brand post-purchase behavior, especially among young customers in developing markets. After a purchase, consumers' activities may reveal their brand impressions. A terrible post-purchase experience can produce post-purchase dissonance, which can damage brand perception and marketing messages. This study examines young Indian luxury goods customers' perceptions and experiences.

Research Methodology

Research design: To decide what profound marking means for extravagance merchandise purchasers' activities, this study will utilize a blended strategies research methodology that consolidates subjective and quantitative procedures.

Data collection methods: Qualitative approaches will reveal luxury firms' emotional branding strategies and major emotional drivers of consumer engagement and loyalty. To assess the efficacy of emotional branding methods, marketing executives and brand managers from selected luxury brands will be interviewed in-depth. Luxury shoppers will also participate in focus groups to explore their emotional connections to luxury brands and reasons. Emotional branding's impact on luxury goods perceptions and attitudes will be measured quantitatively. A sample of luxury consumers will be surveyed on brand image, personality, associations, purchasing intentions, brand loyalty, and readiness to pay premium pricing. Regression analysis will be used to investigate emotional branding variables and consumer behavior indicators.

Data collection tools: Merging and triangulating qualitative and quantitative data will help understand the research phenomenon. Quantitative data statistically rigor and generalize qualitative insights, whereas qualitative discoveries contextualize and explain quantitative conclusions. Data triangulation improves study validity and reliability.

Sampling strategy Qualitative research will sample luxury branding experts and customers with different demographics and purchase habits. For quantitative research, convenience sampling will gather luxury customers from diverse places to guarantee a representative sample size.

Sample size: This study will recruit qualitative luxury branding specialists via purposive sampling. Luxury brand marketers, brand managers, and industry specialists will be interviewed in-depth. To guarantee a diverse sample, luxury goods sector role and expertise will be used to choose.

Data Analysis

Table 1: Demographic data of participants

Role	Brand	Gender	Age	Region
Marketing Executive	Luxury fashion brand	Male	35	India
Brand Manager	Luxury car brand	Female	42	India
Industry Expert	Luxury jewelry brand	Non-binary	58	India
Marketing Executive	Luxury cosmetics brand	Male	30	India
Brand Manager	Luxury watch brand	Female	38	India
Industry Expert	Luxury travel brand	Non-binary	55	India
Marketing Executive	Luxury homeware brand	Male	40	India
Brand Manager	Luxury food & beverage brand	Female	45	India
Industry Expert	Luxury technology brand	Non-binary	62	India
Marketing Executive	Luxury hospitality brand	Male	32	India

Table 2: Descriptive Statistics of Brand Experience of the Respondents

Brand Name	2019 Sample (%)	2023 Sample (%)	Total (%)	Total Frequency
Mercedes	15.9	17.8	16.8	65
BMW	11.2	13.4	12.3	49
Audi	5.8	4.4	4.10	20
Chanel	11.7	12.2	11.9	47
Christian Dior	9.11	11.3	10.7	42
Gucci	10.2	9.2	9.7	38
Burberry	11.5	9.4	10.3	40
Calvin Klein	6.10	8.5	7.7	31
Hugo Boss	7.11	5.3	6.7	27
Armani	4.7	5.4	4.10	20
Ray Ban	3.6	2.3	2.9	12
Moet et Chandon	1.3	2.3	1.8	8
Ralph Lauren	2.5	1.2	1.8	8
Total	100	100	100	381

Figure 2 (see in last page)

Results: Brand choices from the 2019 and 2023 samples reveal luxury goods customer behavior's changing nature. Mercedes and BMW's long-term appeal and brand equity

are shown by their popularity. These brands' minor gain in preference implies a favorable trend in brand recognition and consumer loyalty, maybe driven by successful marketing efforts, product developments, and a perceived connection with consumer preferences and goals.

The fluctuating preferences for Hugo Boss, Ray Ban, Moët et Chandon, and Ralph Lauren show the problems luxury companies have in staying relevant and competitive in a changing market. Consumer tastes, cultural changes, and new competitors offering innovative products or services may cause these variations. Hugo Boss's 2.8 percentage point drop in preference from 2019 to 2023 may imply that the company has to rethink its positioning and marketing to appeal to modern premium buyers. The stable percentages for Audi, Gucci, and Burberry demonstrate that customers still find them appealing and relevant despite market fluctuations. To maintain stability and even develop, these businesses must stay watchful and adapt to new trends to meet changing consumer expectations.

Conclusion : Customers associate distinct personal, cultural, and social connotations with luxury brands. "Implicitly convey their own culture and way of life: hence Saint Laurent is not Chanel," asserts Kapferer, referring to various interpretations. They are more than just items; they are a benchmark for aesthetic excellence. Brands that are associated with opulence in their respective industries tend to come up in conversations about the well-to-do. Rolex watches, Louis Vuitton handbags, and Tiffany & Co. jewellery are a few of the most famous examples of this phenomenon. Many external, societal, and cultural factors have influenced the meanings of luxury brands throughout the years, prompting scholars and industry professionals to reevaluate the luxury branding paradigm centered on the consumer. As a whole, this paradigm demands that we stop trying to comprehend what luxury brands mean in the context of postmodern consumer society by looking at the brands themselves and start focusing on phenomenological experiences and socio-cultural impacts.

The changing nature of customer behavior in the luxury goods sector can be better understood by comparing brand preferences across the 2019 and 2023 samples. The long-term success of well-known brands like Mercedes-Benz and BMW is a testament to their timeless allure and solid brand equity, which are most likely driven by innovative marketing campaigns. In contrast, the difficulties encountered by luxury companies in being competitive and relevant are demonstrated by the ups and downs in consumer choice for brands such as Hugo Boss, Ralph Lauren, Moët et Chandon, and Ray Ban. Emotions play a significant part in customers' decision-making processes, and the need of appealing to their emotions in order to build brand loyalty and engagement has been highlighted in discussions on emotional branding [15]. The ability to identify, comprehend, and control one's emotions—in interpersonal relationships as well as interactions with

customers—is crucial for thriving in these emotional environments.

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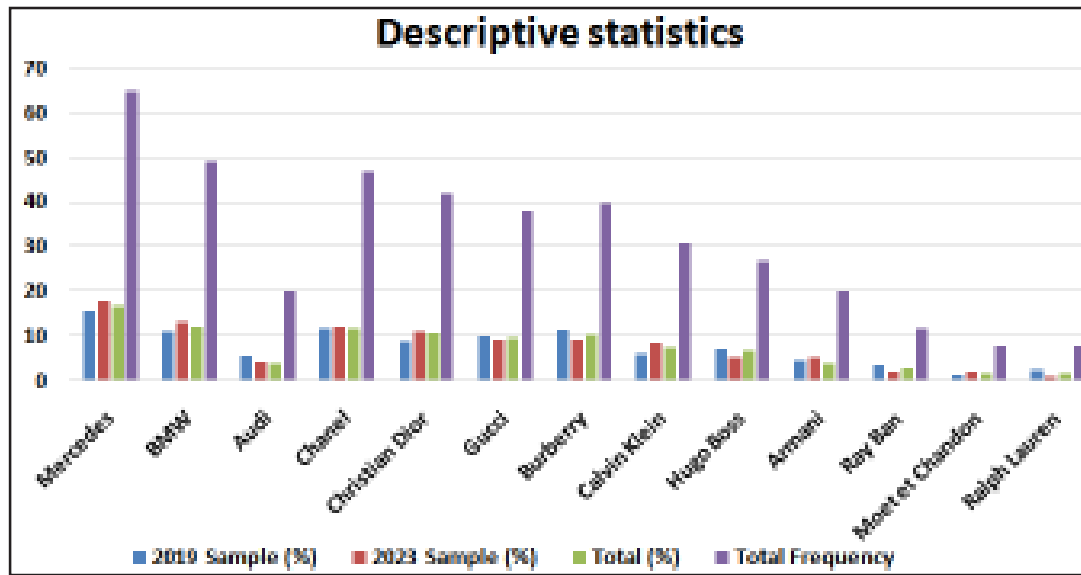


Figure 2: Graphical representation of descriptive statistics
