

‘New’ Luxury or Off-Canon Luxury: A Compendium for the Changing Definition of Classical Luxury

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Abstract

This study aims to present a review for understanding the changing definition of luxury consumption. The ‘new’ luxury concept is shaped by democratization, globalization, sustainability, and meeting luxury with non-western societies. Although the first footsteps of new luxury began to be heard in the early 2000s, studies on this subject started to increase after 2010. This review focuses on 129 studies carried out in 2010-2021 to explain new luxury concept. It was concluded that ‘attainable luxury’, ‘creatable luxury’, ‘sustainable luxury’ and ‘rental (shareable) luxury’ can be components of new luxury. Accordingly, a framework was created, and adjacent keywords were presented with references. Finally, a research agenda for this ‘new’ luxury trend was presented. In contrast to the current many literature reviews on luxury treating the issue as a conservative and classical concept, this study focuses on the ‘new luxury’ and its potential horizons.

Keywords: Consumer Behavior, Luxury, Luxury Consumption, Luxury Marketing, New Luxury

‘Yeni’ Lüks veya Kanon-Dışı Lüks: Klasik Lüksün Değişen Tanımı İçin Bir Özet

Öz

Bu çalışmanın amacı değişen lüks tüketimin tanımını anlamak için bir inceleme sunmaktır. ‘Yeni’ lüks kavramı, demokratikleşme, küreselleşme, sürdürülebilirlik ve lüksün batılı olmayan toplumlarla buluşmasıyla şekillenmektedir. Yeni lüksün ilk ayak sesleri 2000’li yılların başında duyulmaya başlasa da bu konudaki çalışmalar 2010’dan sonra artmaya başlamıştır. Bu literatür özeti, yeni lüks kavramını açıklamak için 2010-2021 yıllarında yapılan 129 çalışmaya odaklanmaktadır. Çalışma sonucunda ‘ulaşılabilir lüks’, ‘yaratılabilir lüks’, ‘sürdürülebilir lüks’ ve ‘kiralık (paylaşılabilir) lüksün yeni lüksün bileşenleri olabileceği sonucuna varılmıştır. Buna göre bir çerçeve oluşturulmuş ve ilişkili anahtar kelimeler referanslarla sunulmuştur. Son olarak, söz konusu ‘yeni’ lüks için bir araştırma ajandası sunulmuştur. Konuyu muhafazakâr ve klasik bir kavram olarak ele alan mevcut birçok literatür incelemesinin aksine, bu çalışma ‘yeni lüks’ ve onun potansiyel ufuklarına odaklanmaktadır.



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Anahtar Kelimeler: Tüketici Davranışı, Lüks, Lüks Tüketim, Lüks Pazarlama, Yeni Lüks.

Introduction

When looking luxury consumption's history, Veblen's 'Conspicuous Consumption' and Bourdieu's 'Distinction Theory' emerges as two important pillars (Batat, 2019). Following, Kotler explained consumer behavior with models other than marginal utility, as an output of the social environment (Mason, 1993a). Leibenstein (1950), by addressing conspicuous consumption with consumer demand, defined bandwagon, veblen and snob effects. Vigneron and Johnson (1999) elaborated this issue on brand axis. In time, increase in population and income created a fragmented market for luxury (Mason, 1993b). This also affected the definition and scope of luxury.

The democratization of luxury provided wider access to luxury products (Fiske & Silverstein, 2001). Fiske and Silverstein (2001) described non-traditional definition of luxury as 'new luxury'. The beginning of luxury's democratization process is associated with industrialization, mass production, and new trade techniques (shops, advertisements, free entry, fixed and low prices) (Lipovetsky & Roux, 2015). The democratization of luxury started to be mentioned since the 80s in academic research (Gutsatz & Heine, 2018). The expansion of the luxury market and luxury product groups (Silverstein & Fiske, 2003) cultural and financial changes (Roper et al., 2013) were effective in this trend. The term 'new luxury' (also considered as the democratization of luxury as it means a wider access to luxury (Plażyk, 2015)) makes a consumer-oriented definition by treating affordable products in terms of luxury (Danziger, 2005). New luxury takes experience to the forefront (Cristini et al., 2017) and is seen as a product of modern people's desire for a better life, equality, and freedom (Lipovetsky & Roux, 2015).

Luxury consumption is crucial for understanding the consumption phenomenon as it has liaisons with ethical, economic, and political issues (Hilton, 2004). Inclusion of Chinese and young consumers in the market, online channels, emergence of new retail formats, changing roles of women, increased education level, emotional awareness, luxury's expanding market, counterfeit products, sustainability and globalization were linked to the emergence of this 'new' luxury concept (Aliyev et al., 2019; Chandon et al., 2019; Silverstein & Fiske, 2003). New luxury is also seen as a product of luxury brands expanding outside western societies (Belk, 1999). While France and Italy represent the old luxury with its iconic heritage and tradition, the new luxury is considered of American origin (Turunen, 2015). While the modernization of luxury was associated with its spread outside of France, non-western societies were influential in its democratization process (Lipovetsky & Roux, 2015). Luxury's shift from west to east and the increasing importance of the middle class in the world economy are important for understanding the new luxury (Kharas & Gertz, 2010).

The democratization of luxury lead Japan to be an emerging market for luxury in the 1960s (Fujioka et al., 2018). Kapferer (2014) marked China's position as the pioneer and spreader of innovation throughout history and mentioned this country's potential to transform luxury industry as it transformed Marxism and Buddhism. Luxury consumption in developing countries has also been the subject of various studies in this process (e.g. Jhamb et al., 2020; Kumar & Paul, 2018; Paul & Mas, 2016). Kumar and Paul (2018) revealed that westernization effect is still an important parameter in determining the mass prestige value. With the internationalization of luxury in the 80s and the developments in the 90s and 2000s, maintaining the prestige and appealing to the mass market became important challenges (Lipovetsky & Roux, 2015), balancing the scarcity and rarity principles has become a critical issue (Catry, 2003). Kapferer (2012) coined the

term 'abundant rarity' for this purpose and found that penetration nourishes awareness, although it undermines desirability (Kapferer & Valette-Florence, 2018).

According to Deloitte's 2019 report, a growth of 3% to 5% is attended in the luxury industry until 2025. This report showed also that Chinese consumers and young people would gain importance in the market. Also, the HENRY (high-earners-not-rich-yet) and Z generations will become capital for the future luxury market (Deloitte, 2019). Hanna (2004) pointed out the importance of young and fashion-conscious consumers who make 'emotional buy'. However, the growing and diversifying luxury market was shaken like all other industries with the COVID-19 pandemic. The effect of the pandemic on two important countries for luxury (China, which constitutes the majority of its market and Italy, where most luxury brands have headquarter and suppliers) gives a clue about the magnitude of this impact (Bain and Company, 2020). According to the Deloitte 2020 report, with the emergence of the COVID-19, international fashion events, duty-free shops, shops in lock-down countries becoming idle, and the income uncertainty of consumers become crucial issues. 'Woke fashion' (a millennial expression emphasizing ethical and sustainability issues, digitalization, experience and customization) (Deloitte, 2020), adapting to the 'new normal' by focusing on digitalization and sustainability was shown as luxury industry's solutions to survive (McKinsey and Company, 2020).

This study aims to explain the changing structure of luxury consumption as a result of all the factors mentioned above. There are literature reviews about luxury consumption, but these works generally discussed luxury as a conservative and classical concept. Silverstein and Fiske (2003) coined the term 'masstige' for the changing definition of luxury. Kumar et al. (2019) conducted a comprehensive literature review on the Masstige Theory. Unconventional luxury focused on experience and subjectivity (Thomsen et al., 2020) is also important for the theoretical foundations of the new luxury. ('Unconventional marketing' is a term used for marketing activities that go beyond conventional and classical practices (Cova & Saucet, 2014)). The term 'unconventional luxury' was used for describing a consumer-oriented approach that highlights the 'experiential, agentic, ephemeral' (Thomsen et al., 2020) 'hyper-personalized and unique' (Rosenbaum et al., 2019) dimensions of luxury.

This study follows the masstige theory and unconventional luxury approaches in terms of looking at luxury from a different perspective. It intends to address the changing structure of luxury. In this context, firstly how the new luxury differs from the classical, the new luxury consumption forms and what the product is for the new luxury are discussed. Then, the new luxury's representative titles (attainable, creatable, sustainable, shareable (rental)) determined within the scope of the present study are explained in detail. Finally, a research agenda parallel to Paul (2019b) and Chen et al. (2021b)'s approaches is presented and how the new luxury can be handled in terms of "Theory, Context, Characteristics, and Methodology" is elaborated. For this purpose, a domain-based literature review was carried out. Titles thought to be descriptive for the new luxury are identified and explained. Further, a framework concerning the concepts thought to be determinant for each title is visualised with literature references. Finally, a research agenda to present a road map on topics concerning the new luxury is introduced.

Methodology

This study's methodology shaped according to Paul and Criado (2020), Paul and Rosado-Serrano (2019), Rana and Paul (2017), Ertürk et al. (2019), and Riboldazzi et al. (2021)'s literature review approaches. Accordingly, a domain-based literature review was conducted, and the synopsis of the study was created based on Paul and Criado's (2020) work. Hence, a promising new topic (new luxury in this study) is examined.

Methodology section’s titles arranged in line with the suggestions of Paul and Criado (2020).

Figure 1 shows review process:

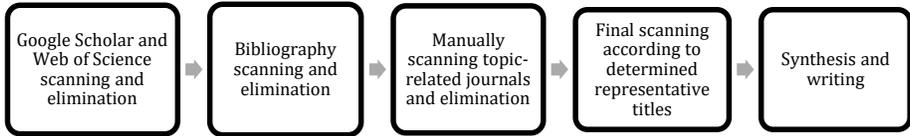


Figure 1. Research process

Topic Selection

Luxury is an old topic. Both academic and industrial studies have been carried out in the field of luxury for many years. However, the perspective based on the definition of “non-traditional”, “unconventional”, “masstige” luxury, which started with Silverstein and Fiske (2003) and developed with the contribution of names such as Kumar et al. (2019) and Cova and Saucet (2014) is relatively new. Based on relatively low number of studies in this area, it was thought to deal luxury from “new luxury” glasses.

For some examplaire literature reviews on luxury see Table. 1.

Author and year	Article name	Topic
Thirumaran et al. (2021)	The Role of Social Media in the Luxury Tourism Business: A Research Review and Trajectory Assessment	Luxury tourism and social media
Dhaliwal et al. (2020)	The consumer behavior of luxury goods: a review and research agenda	Luxury goods, factors related to luxury buying behavior
Kunz et al. (2020)	Sustainable luxury: current status and perspectives for future research	Sustainable luxury
Kumar et al. (2019)	‘Masstige’ marketing: A review, synthesis and research agenda	Mass Prestige (Masstige) marketing
Jain (2019)	Factors Affecting Sustainable Luxury Purchase Behavior: A Conceptual Framework	Sustainable luxury
Athwal et al. (2019)	Sustainable Luxury Marketing: A Synthesis and Research Agenda	Sustainable luxury
Ko et al. (2019)	What is a luxury brand? A new definition and review of the literature	Luxury brand and luxury branding
Aliyev et al. (2019)	A comprehensive look at luxury brand marketing research from 2000 to 2016: a bibliometric study and content analysis	Luxury branding
Arrigo (2018)	Social media marketing in luxury brands. A systematic literature review and implications for management research	Luxury brands and social media
Gurzki and Woisetchläger (2017)	Mapping the luxury research landscape: A bibliometric citation analysis	Luxury research in general
Ghosh and Varshney (2013)	Luxury goods consumption: A conceptual framework based on literature review	Luxury goods consumption

Table 1. Literature reviews about luxury

As seen from the table above, reviews on luxury generally focus on its definition and relatively recent studies deal with luxury in terms of issues such as sustainability and social media. So, a detailed literature review about 'new luxury' would contribute to reveal the direction of luxury consumption. Following the topic selection databases such as Web of Science and Google Scholar were checked to confirm the subject's originality.

Journal Selection Criteria, Identification of Streams and Period Coverage

Google Scholar is cited as the most comprehensive data source in terms of social sciences (Martín-Martín et al., 2021) while Web of Science and Scopus are cited as less inclusive resources on Sciences and Humanities (Martín-Martín et al., 2018). Since the new luxury is a relatively new concept, the first literature review was carried out on Google Scholar to deal with the subject extensively. Still, an additional search was realised on Web of Science to ensure that studies in high-quality journals were included. In addition, the bibliographies of the main articles were scanned manually. Throughout the process, studies in reliable and academically competent journal databases such as Springer, SagePub, Wiley, Sciencedirect, and Emerald were taken into consideration.

Articles Search and Inclusion Criteria Using Keywords

It possible to say that luxury has gone beyond the traditional view with Fiske and Silverstein's Boston Consulting Group Report in 2001. Parallel to this, studies to explain the new luxury also cover the last 20 years. The keywords used for searching process were 'luxury', 'new luxury', 'luxury consumers', 'luxury consumption', 'democratization / democratised luxury', 'luxury marketing', 'masstige'. Then, 'luxury literature review' and 'conceptual luxury' expressions were scanned to include important review and conceptual articles on the subject. After defining the representative titles for new luxury according to this initial search process, these representative titles were also scanned. The purpose of this final screening was to determine once again the articles (if any) first raising these concepts.

As each literature review would have specific inclusion and exclusion criteria (Meline, 2006), this study is composed of sources that can contribute to explain the 'new luxury'. For a review article, conceptual studies would contribute to suggestions concerning the field while practical studies would contribute to theoretical suggestions (Paul, 2020). To address this study's relatively new subject extensively, both theoretical and practical studies were included.

Research about the new luxury gained momentum in recent years. The article remarking the footsteps of the new luxury was already a Boston Consulting Group report. For this reason, the inclusion-exclusion criteria was more flexible in terms of publication type. Counterfeit luxury, second-hand luxury, sustainable fashion brands are not discussed in detail. Although these titles have common areas with new luxury, they evaluated as not enough 'new'. In addition, masstige theory in detail, new luxury's relation with brands and digital luxury (as it's mostly a brand-focused subject (e.g. Liu et al., 2019; Okonkwo, 2009;)) were left out of the scope of this study. Our study focuses mostly on experiential and brand-neutral dimension of luxury. Consequently, 129 sources were included.

Identification of Streams and Time Period Review

This study aims to contribute to the Masstige Theory (Kumar et al., 2019; Silverstein & Fiske, 2003) and unconventional luxury (Thomsen et al., 2020) concepts

addressing the changing definition of luxury. While Masstige Theory is a price, prestige and brand oriented approach (Silverstein & Fiske, 2003; Kumar et al., 2019), new luxury elaborated here can also be created independently from brands and without spending any money (e.g. taking time for themselves (Kreuzer et al., 2020). So, it can be said that new luxury elaborated in this review could be positioned as a more distant approach to brands.

Literature Review

In this section, firstly the factors thought to be prominent in the formation of new luxury were discussed under 'non-classical definitions of luxury', 'new forms of luxury consumption', 'product for the new luxury' titles. Secondly, new luxury concept was elaborated.

Non-Classical Definitions of Luxury

Increase in the number of people who can access luxury globally, luxury brands starting to offer low-priced versions of their products (Okonkwo, 2007) or target new consumer groups with more accessible prices (Kapferer & Laurent, 2016) was shown as the main reasons of luxury market's expansion. Today, luxury's homogeneous target market called 'happy few' has become a wider consumer group with many different expectations (Chandon et al., 2016). This new mass market different from the traditional, characterized by experiential and emotional dimensions was entitled 'luxury / populence' (Granot et al., 2013). Luxury consumption of masses was explained by 'bandwagon' luxury consumption (Kastanakis & Balabanis, 2012).

Increase in purchasing power of the middle class (Eng & Bogaert, 2010) and developing country consumers tending towards luxury (Ajitha & Sivakumar, 2017) were cited as reasons for this expansion. Dubois et al. (2005) defined consumers' relationship with luxury with three different segments: 'elitists' (happy few), 'democratics' (new luxury consumers) and 'distant' (who do not have any relation or interest in luxury). As a result of this situation, new expressions emerged to indicate new luxury consumption approaches.

'Modern luxury' was used to signal luxury's changing meaning once directly associated with aristocracy, haute-couture, big fashion houses, and branding (Lipovetsky & Roux, 2015). This affordable luxury associated with bourgeois and 'kitsch' was also expressed with words such as 'faux luxe' and 'demi-luxe' (Lipovetsky & Roux, 2015). 'Deluxe', 'masstige', 'opuluxe', 'premium', and 'real luxury' are other words to indicate luxury's access expansion (Kapferer & Bastien, 2009). On the other hand, 'post-modern' or 'hyper-modern' luxury was used to describe globalised and financialised luxury, together with global brands, broad brand portfolios, and international businesses (Lipovetsky & Roux, 2015).

Table 2 shows the concepts used for the non-classical luxury definitions.

Concept-word	Source
1. ‘Traditional luxury’ 2. ‘Modern luxury’ 3. ‘Faux-luxe’ / ‘demi-luxe’ (democratization of luxury) 4. ‘Post-modern’ or ‘hyper-modern luxury’ 5. ‘Luxe emotionnelle’	Lipovetsky and Roux (2015)
‘masstige’	Silverstein and Fiske (2003), Kumar et al. (2021), Paul (2018, 2019a), Kumar and Paul (2018), Truong et al. (2009)
‘deluxe’, ‘masstige’, ‘opuluxe’, ‘premium’, ‘real luxury’.	Kapferer and Bastien (2009)

Table 2. The concepts used in the literature when discussing the process of democratization of luxury

New Forms of Luxury Consumption

For new luxury consumption, experiencing rather than having has become important (Cristini et al., 2017). There is a transition from concrete, status signaling luxury product consumption to customer experience (Dion & Borraz, 2017). While in conspicuous luxury functional dimensions like quality, situational dimensions like accessibility, socio-cultural dimensions like status was coming to the fore (Batat, 2019) in experiential luxury symbolic, emotional, hedonic, personalised and familiar elements gain more importance (Batat, 2019; Sudbury-Riley et al., 2020). Although generally accepted luxury products are designer bags or traveling abroad, people can also regard driving compared to walking or cycling as luxury (Sloman et al., 2018). Experience has advantages such as only belonging to the individual, creating social capital, and preparing the ground for the best stories (Madan, 2018).

Belk’s (1999) ‘little luxuries’ concept can be seen as the early footsteps of the shift towards experience in luxury. The author cited chocolate as an example of ‘little luxury’ as it is not rare or expensive, but still preserves its ‘special’ perception by being a guilty pleasure and identified with celebrations. ‘Everyday luxury’ (Banister et al., 2020), ‘luxury moments’ (Wallpach et al., 2019), ‘my little luxury’ (Bauer et al., 2011), ‘self-gifting luxury’ (Dhaliwal et al., 2020) are other reflections of this approach. Kauppinen-Räsänen et al. (2019) defined luxury with well-being, meaning loading, subjective perceptions, and context. As can be seen, new luxury became associated with making and feeling more than having (Madan, 2018). Consumption for the new luxury can be explained by non-consumption as well as classical and new theories (Dubois et al., 2021).

Luxury consumption continues to diversify and gain new layers. Inconspicuous consumption appears as a subtitle of new luxury consumption (Berger & Ward, 2010; Wu et al., 2017). The inconspicuous consumers see luxury as a tool to live their lives more comfortably and to realise themselves (Makkar & Yap, 2018). The implicit, more polite, and less aggressive manner of conspicuous consumption was named as ‘low key conspicuous behavior’ (e.g. sharing a photo with a branded luxury item on social media, where the brand appears vaguely, with a caption unrelated to the brand) (Chen et al., 2021a). That depicts the situation of a person denying to consume prestigious brands near their superiors (‘boss ceiling effect’) is another example of the changing definition of conspicuous luxury consumption (Jia et al., 2019).

New luxury’s prominent experience dimension could be handled in a wide range from having a nice meal outside or drinking a nice bottle of wine, to traveling luxurious

exotic locations or owning a luxury boat (Madan, 2018). Yeoman and McMahon-Beattie (2018) used the term 'space tourism' in two meanings as it both expresses reality and gives a clue about the limits of change in the meaning. It is expected that inexpensive activities based on human interaction with nature will continue to attract attention, and options based on exotic, risky, and expensive experiences will fade away (Flatters & Willmott, 2009).

Product for the New Luxury

Luxury is a concept associated with uniqueness and scarcity, but since the 18th century, not very expensive or unique products can also be considered luxury (Carnevali, 2007). Old luxury products were associated with concepts such as 'price, quality, aesthetics, rarity, extraordinariness and symbolism' (Heine & Phan, 2011). But more generally, defining a product as a luxury is a fluid evaluation as luxury is socially constructed in a specific time and place (Belk, 1999).

Affordable luxury concept brings a new dimension to the definition of luxury products. Zhao and Jin (2017) defined affordable luxury as more reachable and abundant products having a quality and design similar to classic luxury products. New luxury creates demand by bringing a new breath and interpretation to an existing category by stimulating emotional and experiential dimensions (Silverstein et al., 2005). In terms of new luxury, product categories are quite wide, from coffee to electronics, from chocolate to pet food, from food to oral care (Fiske & Silverstein, 2001). Besides, Chadha and Husband (2006) emphasised the Asian influence in the prominence of digital luxury products (e.g. 'one person' technologies such as smartphones and laptops opening new areas for luxury).

For new luxury products, consumer perception is an important parameter. For instance, Mundel et al. (2017) discussed that millennial consumers have a similar perception of quality but different definitions concerning luxury and affordable luxury. Authors also highlighted that products such as film, music, holiday, and sneakers can be labeled as a necessity or affordable luxury. (They also draw attention to the importance of marketing activities in shaping this perception.)

New Luxury: Attainable, Creatable, Sustainable, Rental (Shareable)

According to our literature review attainable luxury, creatable luxury, sustainable luxury and rental luxury were identified as representative titles of the new luxury. In this section, these titles are discussed in detail.

Figure 2 shows representative titles of the new luxury.

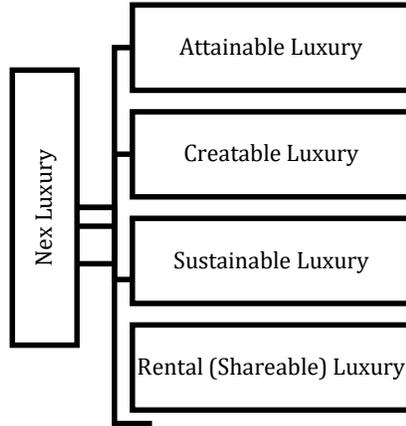


Figure 2. Representative titles of new luxury

Attainable Luxury

As far as we knew, ‘attainable luxury’ was first conceptualised by Tennant (1994) as a luxury independent from brands. In affordable luxury marginal benefit is fed through abstract value proposition presented with individual and collective meanings (Charitatos & Christodoulou, 2015). It is a result of meeting luxury with middle-class and experience-oriented approaches (Yeoman & McMahon-Beattie, 2011). Although experience is a determining factor in terms of the ‘new luxury’ (Batat, 2019; Cristini et al., 2017; Dion & Borraz, 2017) we evaluated that this concept is more prominent under the ‘attainable luxury’ title.

With new luxury, product groups have also diversified. Elaboration in economic power and taste level created a demand for better products and led new product groups (Silverstein & Fiske, 2003). This new luxury in question (also called ‘masstige’) could even be a sandwich prepared with seasonal ingredients, with a high but affordable price (‘accessible super premium’) (Silverstein & Fiske, 2003). Likewise, Palka and Newerli-Guz (2018) elaborated ice cream as a luxury product. Luxury food products are an important research area in understanding the traditional and new motivations of luxury consumption (Hartmann et al., 2016). American consumers preferring fast-casual restaurants that offer quality and sophisticated food at affordable prices is another example of this situation (Silverstein et al., 2005).

Affordable and attainable luxury is also a prominent research subject for tourism industry (Lo & Yeung, 2019) as luxury consumption has become directly related to experience and uncountable elements like well-being (Yeoman & McMahon-Beattie, 2011). In fact, shifting from material objects to experience offers important opportunities for the sharing economy in many industries from retail to hospitality (Andjelic, 2010).

Creatable Luxury

This approach is closely related to Belk’s (1999) work. A new quest emerging with luxury consumption shifting from product logic to experience is described as ‘moments of luxury’ and elaborated with elements such as hedonism, escape, and transience (Holmqvist et al., 2019). For new luxury, everything is not money. With all its subjective,

relative, contextual, cognitive, and emotional dimensions taking time for themselves can be defined as a luxury (Kauppinen-Räisänen et al., 2019). For instance, Kreuzer et al. (2020) elaborated human relationships as luxury. This new definition (which is less about concrete features) can easily be associated with non-commercial elements such as 'moments of silence', 'weekday luxury' (Kauppinen-Räisänen et al., 2019) or freedom (Llamas, 2016). Llamas (2016) emphasised that freedom may be a crucial source for understanding consumer behavior in areas such as rebellious consumer behavior and volunteering.

Sustainable Luxury

The first meeting of luxury with sustainability took place with vintage products and slow fashion trend (Brun et al., 2015). In consumer mind, some words related to sustainability, such as recycling, are considered to be incompatible with luxury (Achabou & Dekhili, 2013). Consumer's point of view on the interaction between luxury and sustainability reveals contradictory thoughts (Beckham & Voyer, 2014). Successful people may want to signal their concerns about environmental and social issues (Bendell & Kleanthous, 2007). The degree of contrast perceived between sustainability and luxury is related to how luxury is defined by consumer, and consumers who associate luxury with a special quality associate sustainability with luxury more easily (Kapferer & Michaut, 2015).

Consumers' attitudes for sustainability differ according to parameters such as generation (Pencarelli et al., 2020) and culture (Henninger et al., 2017; Karatzas et al., 2019). Generation Z, which represents an important consumer group for the future, stands out with its sensitivity on sustainability (Kautish & Sharma, 2019) and differs in their attitudes towards luxury (Shin et al., 2021). Consumers generally don't act with ethical impulses in luxury purchases compared to commoditised products (Davies et al., 2012). Kapferer and Michaut-Denizeau (2020), who suggested the word 'disengagement' instead of insensitivity on sustainability, found that millennials did not differ from other generations in this regard.

Although the coexistence of the words sustainability and luxury is an oxymoron for many people, an increasing number of managers in the luxury industry started to pay attention to environmental and working conditions (Kahn, 2009). Sustainable development's nature prioritizing social and economic cohesion is seen as the reason for this perception of conflict (Kapferer & Michaut-Denizeau, 2014). Luxury and sustainability is also a promising application and research field in gastronomy (Batat, 2020) and eco-tourism (Ryan & Stewart, 2009). Batat (2021) drew attention to the importance of the gastronomy sector in creating destination attractiveness. The green clover symbol (Lee, 2020) can be considered as an indicator of the trend towards sustainability in luxury gastronomy field. Also, the combination of luxury and sustainability could be considered as a disruptive innovation (Bendell & Thomas, 2013).

Rental (Shareable) Luxury

Rental luxury concept started to be studied mostly in fashion field and in the last 2-3 years. (e.g. Jain & Mishra, 2020; Mishra et al., 2021). Although it is considered together with vintage and second-hand consumption (e.g. Battle et al., 2018; Hu et al., 2019;), as stated previously, these issues are beyond the scope of this study. This section builds upon the relationship between rental luxury and new luxury. Yeoman (2011) associated luxury with 'mercurial consumption'. Mercurial consumption is a concept developed by Flatters and Willmott (2009) to explain consumer behavior in stagnant economic periods and

crisis psychology. This form of consumption is an output of the free shopping environment without brand loyalty, created by technological developments, social networks, eco-awareness, ethics, and healthy life concerns (Yeoman, 2011). Rental luxury was elaborated as one of the outcomes of this situation (Yeoman, 2011) and Internet was shown as an important means for this renting process from consumer to consumer (Chandon et al., 2017).

Luxury industry offers important opportunities for rental and sharing economies (Chandon et al., 2017). The most prominent common point of new luxury and sharing economy is experience (Madan, 2018). Sun et al. (2021) found that consumers would buy multiple products at the same price rather than buying a single durable luxury product and emphasised the sharing economy's potential to create win-win situations. Also, second-hand and rental luxury paved the way to the commoditization of luxury (Batat, 2019). On the other hand, consumption practices based on renting and sharing contribute to sustainability by increasing the use of luxury products (Osburg et al., 2020). Pantano and Stylos (2020) named 'cinderella moment' the rental consumption that combines sustainability with the opportunities offered by online platforms. Also, Guzzetti et al. (2021) found that anti-consumption and recreational motives come to the fore in renting vintage and second-hand luxury.

Discussion

This study aims to present a domain-based literature review concerning the new luxury concept. Accordingly, we concluded that four titles would be important in future research and activities on luxury. These titles are 'attainable luxury', 'creatable luxury', 'sustainable luxury' and 'rental luxury'. Based on this review a framework for new luxury is created. Figure 3 shows representative titles of the new luxury in detail with its subtitles and literature references.

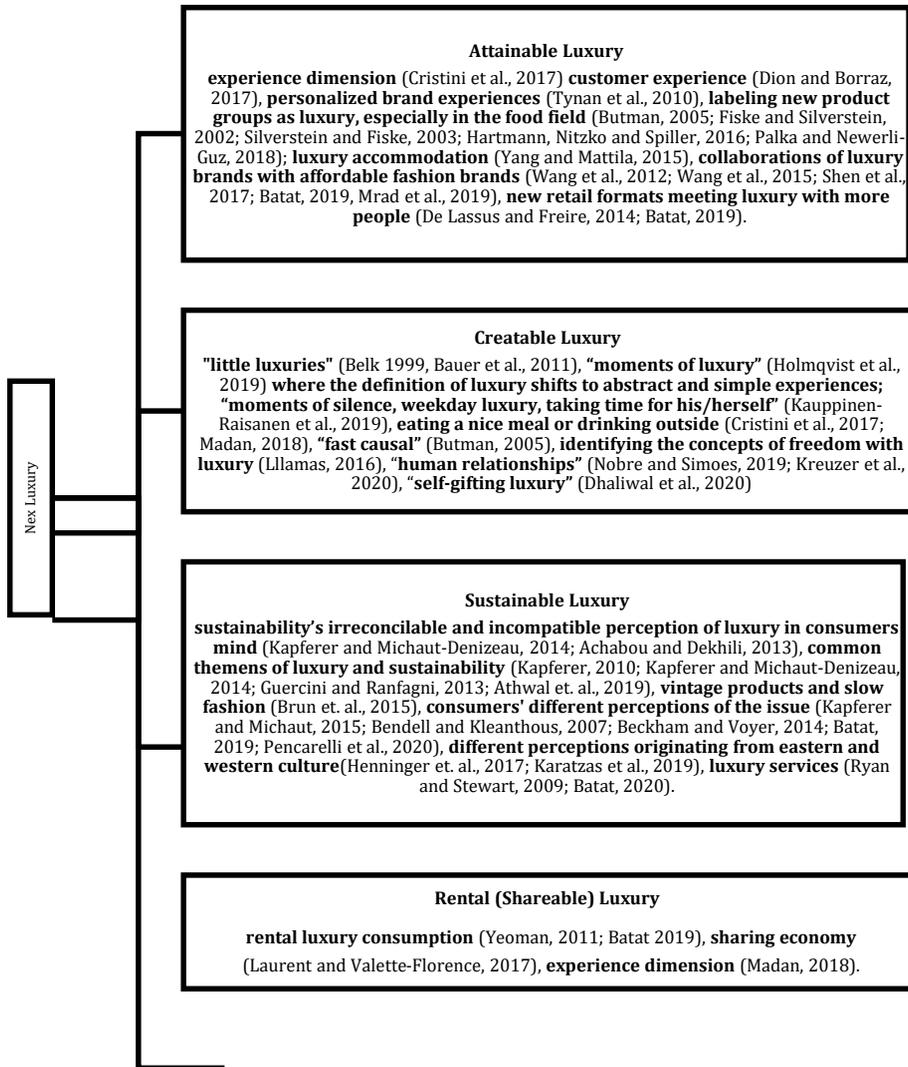


Figure 3. Representative titles of the new luxury in detail

Research Agenda

This study deals with new luxury concept whose theoretical foundations are created by masstige theory (Kumar et al., 2019; Silverstein & Fiske, 2003) and unconventional luxury (Thomsen et al., 2020). It provides a literature analysis and classification for new luxury. Based on the approaches of Paul (2019b), Chen et al.

(2021b), we present a research agenda on the axis of "Theory, Context, Characteristics, and Methodology".

Theory

As mentioned in the introduction part, the concept of luxury is an old subject with a solid theoretical background. Veblen's 'Theory of Leisure Class' and Bourdieu's 'Distinction Theory' constitute the basic studies of old luxury (Batat, 2019). Besides this, as pointed out by Kotler, explaining the relationship of consumer with luxury in the social context (e.g. 'Veblenian Social Psychological Model') with theories other than marginal utility provided important opportunities in understanding the relationship between luxury and consumer (Mason, 1993a). However, these concepts are not yet researched within the scope of new luxury. For this reason, studies discussing the compatibility and connection of old and new luxury theories can provide outstanding contributions.

As mentioned earlier, it is also possible to talk about new luxury-specific theoretical structures. The first of these is 'Masstige Theory' conceptualised by Silverstein and Fiske (2003) and developed by names such as Kumar et al. (2021), Paul (2015, 2018, 2019a), Kumar and Paul (2018), Truong et al. (2009), Kastanakis and Balabanis (2012, 2014), Cristini et al. (2017), Nobre and Simões (2019). The second is unconventional luxury (Cova & Saucet, 2014; Thomsen et al., 2020). These approaches can be the source of theoretical, qualitative and quantitative studies on the new luxury. Also, liquid consumption (Bardhi & Eckhardt, 2017; Bardhi et al., 2020) has the potential to be another theoretical foundation for the new luxury.

Context

New luxury is a concept that has begun to develop when countries such as America, China, and Japan have started to have a say in the luxury market, apart from continental Europe (Belk, 1999; Fujioka et al., 2018; Kapferer, 2014; Lipovetsky & Roux, 2015). The importance of China in the luxury market is revealed both in industrial reports and academic studies (e.g. Bain and Company, 2020; Kapferer, 2014). Accordingly, luxury consumer behavior research has been the subject of numerous single or comparative quantitative studies in Europe, America, and developing countries. On the other hand, the works here are mostly on old luxury. Qualitative and quantitative studies focused on new luxury can make significant contributions both to the theory and industry. Besides, how the new luxury, which is not of western origin, is evaluated in different cultures can be considered comparatively. Especially, western consumer's views about the emergence of new luxury independently from their societies may yield interesting results.

Secondly, as mentioned in detail during the review, the product range of luxury has been diversified with new luxury. This situation is in harmony with Belk (1999) 's fluid, socially constructed according to space and time luxury product definition. The 'new' luxury goods can consist of many different products (Silverstein & Fiske, 2003). Studies aimed at understanding consumer perceptions and attitudes in terms of luxury products can reveal important findings. Food products (e.g. Hartmann et al., 2016; Palka & Newerli-Guz, 2018; Silverstein et al. 2005) stand out in this area. Another area that posing a potential for new luxury research is tourism industry that offers affordable luxury (Lo & Yeung, 2019; Yeoman & McMahon-Beattie, 2011). The luxury gastronomy field (Batat, 2020), eco-tourism's relationship with the new luxury (Ryan & Stewart, 2009) offer yet undiscovered research areas.

It is also important to have a deep understanding of the new luxury consumers, which are prominent in the changing market of luxury in both industry reports and

literature (e.g. Batat, 2019; Deloitte, 2019; Kapferer, 2014, 2017; Leban & Plennert, 2018;). Generation Z who differs from previous generations in terms of their attitudes towards luxury consumption is also an under-studied subject (Shin et al., 2021).

Digitalization and sustainability are other important areas of study for luxury. Both subjects have been studied more than other areas in terms of new luxury. The contradictory views consumer about the relationship between luxury and sustainability (Beckham & Voyer, 2014) can be discussed in-depth with qualitative research. Also, although rental luxury and sharing economy was studied previously (e.g. Chandon et al., 2017; Madan, 2018; Yeoman, 2011), it still offers potential (investigating its in-depth relationship with consumer characteristics.)

Characteristics

Since the new luxury brings different consumption styles, it offers a very rich range of consumer research. 'Little Luxuries' (Bauer et al., 2011; Belk, 1999; Dhaliwal et al., 2020; Holmqvist et al., 2019; Kauppinen-Räsänen et al., 2019; Kreuzer et al., 2020) still provides a niche area for understanding the subjective and experiential dimension of new luxury. In parallel with the above perspective, Llamas (2016) emphasised that freedom can also be seen as a kind of luxury and encouraged its exploration with rebellious consumer behavior and volunteering. Consumerism and consumer cynicism are other topics related to this view.

One of the most important concepts in terms of the new luxury is experience (Batat, 2019; Cristini et al., 2017; Dion & Borraz, 2017; Flatters & Willmott, 2009; Sloman et al., 2018; Sudbury-Riley et al., 2020; Wallpach et al., 2019) and these experiences do not have to be extreme, expensive, or material. Bauer, von Wallpach and Hemetsberger (2011) drew attention to the importance of the experience factor in new studies on luxury. In this respect, the relationship between new luxury and experience should continue to be explored in today's market environment, where experience is already very prominent (Cristini et al., 2017; Thomsen et al., 2020).

Charitatos and Christodoulou (2015) talked about the importance of individual and collective meanings for affordable luxury. Addressing the issue in different cultures within the scope of new luxury can present important findings. 'Mercurial consumption's' relationship with new luxury (Flatters & Willmott, 2009; Yeoman, 2011) has not been discussed in depth.

Developing a new luxury scale that is not product or brand oriented in line with the changing definition of luxury can offer significant returns for understanding consumer's relationship with luxury. Nobre and Simões's (2019) study explaining the relationship between consumers and new luxury brands can be considered as one of the first examples of its kind. However, a new scale that is not brand-focused would be highly useful. COVID has affected the luxury market like all industries (Bain and Company, 2020; Deloitte, 2020; McKinsey and Company, 2020), and the new luxury industry, which attaches importance to issues such as human relationship (e.g. Belk, 1999; Kreuzer et al., 2020) and human interaction with nature (e.g. Flatters & Willmott, 2009), may be the key to exit this situation.

New luxury offers many new and different perspectives for introducing new consumption styles, new consumer-product relationship formats, new products, and so on. So, the approaches may not be limited to the above suggestions.

Methodology

Qualitative and quantitative studies will contribute significantly to understand perceptions and attitudes towards new luxury. There is a need to research consumer-oriented (rather than business-oriented) definitions of luxury in terms of consumer tastes and fashion (Roper et al., 2013). In this respect, understanding how consumers define new luxury constitutes an important field of study. These studies can also contribute to the 'luxe emotionelle' approach of Lipovetsky and Roux (2015) that highlights the personal, emotional dimensions and the demand side of luxury. On the other hand, due to its novelty the new luxury may require adopting some unusual applications for businesses. Looking at new luxury from the supply side (business, brands and, designers) through qualitative studies may reveal important findings since it is also possible to interpret new luxury as a kind of disruptive factor (Bendell & Thomas, 2013) for the industry.

For luxury services, the Gap Model conceptualised by Parasuraman et al. (1985) becomes thoroughly ambiguous, as new luxury is a very subjective concept. So addressing this situation with qualitative studies both business and consumer sides may contribute important results. Like the classic gap model approach, studies to understand consumer's new luxury perception and the knowledge of managers about consumer views on new luxury can be investigated with qualitative studies. The result can help defining the service gap in terms of new luxury and provide important data to service businesses. Addressing new luxury with service dominant logic putting 'intangibility, exchange process and relationships' at the center (Vargo & Lusch, 2004) can contribute to the development of both new luxury and service literatures.

As the definitions of luxury products and services change according to time, place, and context (Belk, 1999) the process of transition from old to new luxury can be addressed with longitudinal studies. Qualitative studies might help to gain an in-depth understanding of how consumers define and evaluate the new luxury. New luxury still includes the possibility of introducing additional consumption types and consumer typologies to the existing ones.

Although luxury's study area has shifted from sociological to managerial and applied fields over time (Gurzki & Woisetschläger, 2017), luxury theory is closely related to fields such as sociology and anthropology (Batat, 2019). So, as interpretative and philosophical aspects are predominant for new luxury, interdisciplinary (psychology, philosophy, sociology) studies may reveal important findings.

Conclusion

This study offers a review on the definition of luxury that started to change during 2000s. It differs from the previous reviews in terms of presenting a detailed literature review, classification, and analysis of the 'new' luxury concept. MacInnis (2011) emphasised the importance of 'beginners mind' in founding creative and useful ideas for both industry and researches. Instead of looking at luxury as a rooted and cumbersome industry, this 'beginners mind' is a critical factor for understanding the new luxury. As it can be seen from this study, the future of luxury should be handled together with experience (Batat, 2019; Cristini et al., 2017; Dion & Borraz, 2017; Flatters & Willmott, 2009; Sloman et al., 2018; Sudbury-Riley et al., 2020; Thomsen et al. 2020; Wallpach et al., 2019), subjectivity (Thomsen et al., 2020; Kauppinen-Räsänen et al., 2019), customization (Deloitte, 2020), digitalization (Chandon et al., 2016; Deloitte, 2020; Kapferer, 2017; McKinsey and Company, 2020) and sustainability (Deloitte, 2020;

Kapferer & Michaut-Denizeau, 2014; Koivisto & Mattila, 2012; McKinsey and Company, 2020).

As a result of our study, we concluded that new luxury can be classified under 'attainable, creatable, sustainable, shareable (rental)' titles. These titles represent important research areas. Further, if luxury brands want to survive, they should understand the new luxury consumption behavior and target their products and communication activities accordingly (Kapferer, 2017). The new luxury concept can present new horizons for the luxury industry.

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Özet

Günümüzde lüksün geleneksel tanımının dışında yorumlanıp algılanmaya başlamasının bir sonucu olarak lüks tüketimin de şekil ve kabuk değiştirdiğini söylemek mümkündür. Bu çalışmanın konusu lüksün değişen tanımıdır. Çalışmanın amacı değişen lüks tüketimini anlamak için bir inceleme sunmaktır. Çalışmada detaylı olarak ele alındığı üzere günümüzde lüksün tanımı gelenekselden uzaklaşmakta, bu tanım içinde geleneksel lüks için oldukça farklı ve cesur sayılabilecek yeni kırılımlar ortaya çıkmaktadır. Literatürde bu durum küreselleşme, gelişmekte olan ülkelerin pazara girişi, sürdürülebilirlik kaygılarının ön plana çıkması, lüksün Batılı toplumlar dışında yayılması ve demokratikleşmesi gibi unsurlarla açıklanmaktadır. 'Yeni' lüks ilk olarak 2000'li yılların başında telaffuz edilen bir sözcük haline gelse de literatür incelendiğinde bu konudaki çalışmaların 2010'dan sonra arttığı görülebilir. Bu çalışmada da söz konusu değişen tanıma ilişkin detaylı bir literatür özeti sunulması amaçlanmaktadır. Literatürde yer alan literatür çalışmaları genellikle konuyu geleneksel lüks bağlamında ve daha muhafazakâr bir bakış açısıyla ele almıştır. Yeni lükse ilişkin çalışmalar son 1-2 yılda ön plana çıkmıştır.

Bu çalışmada da yeni lükse ilişkin kapsamlı bir inceleme sunulması amacıyla bir literatür taraması süreci gerçekleştirilmiş, araştırmanın amacına uygun, 2010-2021 yıllarında yayımlanmış 129 makale çalışmaya dahil edilmiştir. Söz konusu makalelere Google Scholar ve Web of Sciences veri tabanlarından, seçilen makalelerin kaynakçalarının ve akademik yetkinliği olan veri tabanlarında yer alıp lüks konusunda en çok yayın yapan dergilerin taranmasıyla ulaşılmıştır. Bu kapsamda öncelikle yeni lüksün tanımı yapılmış, bu tanıma kapsayan ürünler ve tüketim formları açıklanmaya çalışılmıştır. Çalışma kapsamında literatürde önceden belirlenmiş bir yaklaşım ve konu başlıkları ile bir "domain-based" literature review gerçekleştirilmiş, araştırma süreci metodoloji bölümünde ayrıntılı olarak sunulmuştur.

Bu kapsamda çalışmada yeni lükse giden yol öncelikle 'lüksün klasik olmayan tanımları', 'lüks tüketimin yeni şekilleri' ve 'yeni lüks için ürün' başlıkları ile açıklanmış, ardından gerçekleştirilen literatür taraması sonucunda yeni lüksü temsil edebileceği değerlendirilen başlıklara geçilmiştir. Bu başlıklar ise 'ulaşılabilir lüks', 'yaratılabilir lüks', 'sürdürülebilir lüks', ve 'paylaşılabilir (ya da kiralık) lüks'tür. Bu başlıkların belirlenmesinin ardından söz konusu başlıklara ilişkin literatürde yer alan açıklama ve çalışmalardan bir özet sunulmuştur. Ardından çalışmanın tartışma bölümünde yeni lüks için belirlenen başlıklar ile ilişkili alt boyutlar, ilgili literatür referanslarıyla birlikte sunulmuştur.

Son olarak çalışmanın üzerine kurulduğu çerçevede gelecekte gerçekleştirilebilecek çalışmalar için bir araştırma ajandası sunulmuş, yeni lüksün birlikte ele alınabileceği teorik çerçeve ve metodolojiler konusunda bir özete yer verilmiştir. Çalışmanın lüksün değişen tanımı konusundaki geleneksel bakış açısına alternatif sunan yaklaşımlara, yeni lüks literatürüne ve bu sektördeki büyük ve küçük işletmelere değişen lüksü anlama noktasında bir bakış açısı sunması amaçlanmaktadır. Lüksün klasik tanımından farklı olarak ele alınmasının hem akademik çalışmalara yeni ufuklar açma hem de işletmelere yepyeni ürün ve pazarlama alternatifleri sunma potansiyelinin çalışmanın önemini pekiştirdiği değerlendirilmiştir.