

Perception of the Relationship Between the Phenomenon of Indulgent and Luxury Goods Consumption*

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Abstract

Luxury is a subjective concept, interpreted through the prism of many, often very personal variables. Luxury products satisfy higher needs, their acquisition is motivated by the desire to manifest high social status, to provide pleasure, not to eliminate discomfort as is often the case with mass products. One of the reasons for acquiring luxury goods is consumers' desire to indulge themselves.

The aim of the article is to assess the extent to which luxury and luxury products are associated with the phenomenon of indulgence, what motivates both behaviors, and what is consumers' attitude towards them.

To achieve this goal, an analysis of the literature on luxury consumption and indulgent behaviors, as well as research findings on these phenomena, was conducted. A study using Focus Group Interviews was also carried out. The research was conducted among Polish respondents, but it is a preliminary step to further, in-depth studies in an international team.

Keywords: Indulgence, luxury, indulgent behavior, luxury product