

Volume 33, Issue 8, 2025

ISSN: 0965-254X

JOURNAL OF STRATEGIC MARKETING

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Generation Y attitudes towards luxury products and consumer-led changes in luxury consumption

To many consumers, luxury products is a privilege to use and something hard to access. In the past, luxury was associated with products or services that could only be obtained by a small number of people (Nueno & Quelceh, 1998). Such goods are commonly linked to wealth, power, and exclusivity (Brun & Castelli, 2013). More broadly, luxury can be understood as a state of great comfort or elegance, often involving significant expense (Liang, 2018). Across these perspectives, price emerges as a central defining characteristic; items that are highly expensive are frequently perceived as luxury (Ko et al., 2019; Mrad, 2026).

According to Wiedman, et al. (2007), luxury goods are not affordable by everyone. When something is not afforded or owned by the majority of people, then it is likely to be rated as luxury (Quach & Thaichon, 2017; Quach et al., 2022). As Generation Y represents a key driver behind the shift toward more inclusive luxury consumption, the increasing accessibility of luxury products is highly relevant to them (Kapferer, 2012). Compared to previous generations of consumers, Generation Y is more price-conscious but still aspires to engage with luxury brands, making them particularly responsive to affordable luxury (Pappas, 2016). With luxury goods becoming more accessible, this generation is able to participate in luxury consumption without the need for extreme wealth, aligning their desire for both status and value (Jayawardena et al., 2023).

In recent decades, Generation Y, born between 1980 and 1990, has emerged as one of the largest and most influential consumer segments, driven by both its growing size and increasing purchasing power (Alalwan et al., 2017; Chung et al., 2020). Understanding the motivations and attitudes of this cohort is essential for the development of effective luxury offerings. Notably, Generation Y consumers often exhibit more value-conscious and sustainability-oriented behaviours. For example, rather than buying new items, Generation Y consumers may choose to purchase a pre-owned product such as a Louis Vuitton handbag through resale platforms, reflecting a shift in consumption values and priorities (Jayawardena et al., 2024; Quach & Thaichon, 2017).

Despite growing interest, there remain important gaps in the literature concerning the attitude of Generation Y towards luxury products and the development of luxury branding strategies (Yazici, 2016). Existing research has largely focused on how luxury brands can adapt their communication approaches, such as through storytelling and digital engagement, to appeal to Generation Y consumers (Srivastava et al., 2020; Chen et al., 2025). It is not clear, how these branding strategies will translate into long-term changes in consumer behavior, particularly in loyalty, identity formation, and value perception (Djafarova & Rushworth, 2017; Jayawardena et al., 2024). In this context, traditional conceptualisations of brand loyalty, often defined as repetitive purchasing behaviour, are increasingly insufficient. For Generation Y, loyalty is shaped by a broader set of factors, including personal values, digital interactions, and cultural influences (Hollebeek and Macky, 2019; Wallace et al., 2020; Vander Schee et al., 2020). Also, it is necessary to better understand how Generation Y consumers react to luxury consumption such as resale markets and experience-based consumption, which challenge traditional notions of exclusivity (Djafarova & Rushworth, 2017; Jayawardena et al., 2024). To address these complexities, contemporary research has begun to incorporate psychological, social, and behavioural perspectives to develop a more holistic understanding of consumer decision-making (Pérez-Curiel et al., 2021; Yazici, 2016). Building on this foundation, further research is needed to examine how Generation Y is actively reshaping the luxury

market. Accordingly, this Special Issue will accept both empirical (qualitative and quantitative) and conceptual papers that advance understanding of the relationship between Generation Y attitudes towards luxury products and transformations in luxury consumption.

Topics of submission can include, but are not limited to:

Aspirational vs. real luxury consumption among the Generation Y consumers

The changing consumption of luxury by the Generation Y consumers

Affordable luxury and market expansion among the Generation Y consumers

Luxury branding and communication strategies suitable for Generation Y consumers

Experiential vs. material luxury consumption among the Generation y consumers

Luxury consumer trust, authenticity and brand transparency

Emerging demands among the Generation Y consumers

New resale and second-hand luxury market trend among the Generation Y consumers

Democratization of luxury and its impact on exclusivity

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Submission Instructions

Manuscript submission deadline

31 August 2026

Submission Instructions

Manuscripts should not exceed 8,000 words (all inclusive). This Special Issue welcomes both empirical papers (qualitative and quantitative) and conceptual papers.

Select 'Generation Y attitudes towards luxury products and consumer-led changes in luxury consumption' when submitting your paper on the submission portal.

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