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Decoding the Millennial Luxury Consumer

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Abstract

Luxury once was considered to be accessible only for the privileged class as it was handcrafted, time consuming in production, scarce in nature and thus very expensive and exclusive. With changing times, the traditional luxury has been a passé. The new definition of luxury talks about being affordable and accessible to masses. There has also been a great demographical transition in the luxury market. A demographic cohort who are at present falling into the age bracket of 20 to 39 years has a major contribution in the growth in the luxury market. Thus it becomes quite important for the marketers to understand and analyze the definition of luxury from the perspective of millennials. This research paper defines the concept of new luxury, puts in light at the characteristics that represent millennials. Also it highlights the relationship between millennials and luxury.

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Introduction

With the global economy picking up, there tends to be an increase in the sales of luxury goods and experiences. According to the 16th edition of Bain & Company's 'Luxury Goods Worldwide Market Study', there has been a tremendous growth in the global luxury market which is estimated to have grown to almost €1.2 trillion in 2017, a 5% increase from the previous year. Research shows that there is a huge role of millennials in this growth. The constant rise in the millennial population as luxury consumers has reached a significant level. According to Bain's Claudia d'Arpizio, approximately 30% of the luxury buyers belongs to the category of millennial, this number is further expected to rise to approximately 45% by 2025.

The luxury market has transformed in recent decades. Initially Luxury has always been associated with exclusivity and uniqueness. But with changing times, in the era of globalization where technology plays an important role in connecting the world, the barriers to enter into the luxury sectors have been lowered. Now luxury is accessible to all and thus a new term was coined "masstige" which is a blend of mass and prestige. The entire process is termed as "Democratization of Luxury". During this phase luxury goods were accessible to an increase number of consumers. Nowadays, it has relatively become easier for masses to have access to luxury goods and services.

The Millennials,commonly known as Generation Y are playing a crucial role in the paradigm shift in the luxury sector. Generation Y is emerging as technology friendly generation and they are expected to constitute three fourths of the global workforce by 2025.(Deloitte Touche Tohmatsu Limited's (DTTL) 2014 third annual Millennial Survey). Although the characteristics of millennial vary on the basis of regional, social and economic conditions. But still there exist a similarity in this generation which is marked by an increased the generation is generally marked by an increased use and familiarity with technology, digitization, media, and communications.

This generation of millennial are driving the growth of luxury goods and services. As per a report by Deloitte, they are moreover responsible for reshaping the future of this industry. Millennial are born in the era of digitalization and well versed with technology. They do not believe in traditional channels of communication when it comes to interacting with the luxury brands, rather they prefer a range of digital platforms. Millennial also have a different way of perceiving luxury. They see their purchasing decision within the framework of a distinctive set of values and believes. Thus it becomes very crucial for the marketers to analyze the needs and buying habits of millennial and the new and changed meaning of luxury.

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Defining Luxury

The word "luxury" was derived from the Latin word luxuria, which means "extras of life" (Danziger, 2004). According to The Merriam-Webster dictionary, luxury is defined as "a condition or situation of great comfort, ease, and wealth." Although Luxury has a different meaning for different people at different situations in life. The concept of luxury is complex and abstract in nature. There is no particular definition of luxury, as the concept has been changing with time. Various generations perceive it differently. Consequently, it becomes important to know and understand how various researchers and experts have defined luxury and how this definition has been evolving with time.

According to Heine (2012), "Luxury is anything that is desirable and more than necessary and ordinary". Berthon et al.'s (2009) definition of Luxury says "Luxury cannot be reduced to one sphere"Kapferer (1997, p.253), the word luxury "defines beauty, it is an art applied to functional items. Like light, luxury is enlightening. Luxury items provide extra pleasure and flatter all senses at once". According to Hennings and Siebels, 2009; Gupta, 2009; Chevalier and Mazzalovo, 2008; Choi, 2003, there is no universally accepted definition of Luxury. Various researchers have contributed their own definition to the body of study.

The definition of Luxury varies according to the Luxury experts too. Tom Ford (Luxury Fashion Designer) states "luxury is first of all everything that makes life easy". Giorgio Armani (Head and Founder of Armani Group) further puts that "for our customers the ultimate luxury is defined by exclusivity and customization". Coco Chanel (Fashion Designer) says "luxury is about the absence of vulgarity". Pam Danziger (consultant) puts it as "luxury is what makes life more comfortable, more enjoyable, more fullfiling."

Democratization of Luxury

There has been a lot of development in the concept of luxury over the time period. Luxury was perceived differently based on the socio-economic, political and cultural concept. Luxury was criticized many a times based on morals and ethics.

In the Great civilization of the ancient world Luxury had a negative reference. The word luxury has its roots from the latin word "luxus", according to Oxford Latin Dictionary it means "soft or extravagant living, sumptuousness, opulence". Also the term "luxuria" has connectedness with Luxury which means "excess, lasciviousness, negative self-indulgence" (Dubois et al., 2005).

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In ancient Greek times, indulgence in luxury was seen as a threat as it would shift the focus of the people from community and city to private lives. Luxury was then considered to be a form of excessive pleasure (Castelli, 2013).

In the later centuries luxury was associated with objects that glitters, like gems and jewelry. It was then possessed only by the aristocrat classes like the kings and queens. Quite a few sections of the society had access to luxury and by possessing it they used to distinguish themselves from others. For a long time in history, luxury had a negative connotation, it was seen as worthless and redundant (Chevalier and Gutsatz, 2013)

In Europe, with the growth of bourgeoisie (the social class that owns the maximum means of production) luxury took a different route. It was then associated with something that brings comfort to life, referred to as "sumptuous surroundings". This transformation further led the concept of luxury to be introduced to other social classes. This transformation further led luxury to be allied to interpretations like status symbol, social distinction and personal indulgence (Okonkwo, 2007).

Luxury had a new meaning towards the 18th and 19th century. Because of the industrial revolution, mass production became the norm. The companies were not restricted only to the local market but now started to expand beyond boundaries. This broadened the concept of luxury, leaving behind its negative connotation, it gained its sheen (Scholz, 2014).

As a result of the industrial revolution, luxury which was restricted only for few classes, now became accessible for many social classes. Initially luxury was considered as those goods which were scarce and limited in production as it were all hand made. But now companies were established to produce superior quality goods in volumes catering to the needs of the elites of the society. As these companies could not rely on the limited demand locally had to expand their horizons outside their country of origin to reach out to a larger customer base. This gave impetus to the present day global luxury brands (Antoni et al.2004)

Many possible reasons for this democratization of luxury from non-accessible category to accessible can be identified as globalization, digitalization, extensive array of luxury products and services, increasing purchasing power, growth in distribution networks. A trend of "massification" has transformed this niche and traditional luxury industry into a modern accessible luxury industry (Lallement, 1999; Catry, 2003; Silverstein and Fiske, 2003; Dalton, 2005). As the concept of luxury changes, consequently a new set of consumers also appear. Thus it becomes very important to understand the needs and buying behavior of the changing set of new consumers.

From the above review of literature the definition of luxury appears to be subjective and ambiguous. Moreover it appears that the concept of luxury varies according to period of time, social and cultural ideologies, cohort and economic context. Although there are a certain things that remain common through most of the definitions given by industry experts and researchers.

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These things can be broadly termed into features or characteristics of Luxury products and services. Therefore in spite of defining the term luxury, it is of much more relevance to understand the features that compose of luxury goods and services. (Castelli, 2013)

Characteristics of Luxury Goods and Services

CHARACTERISTIC	AUTHOR	DESCRIPTION
Exclusivity/Uniqueness	Veblen,1899; Quelch, 1987 Phau & Prendergast (2000) O'Cass & Frost(2002), Kapferer(2001) Beverland(2003) Antoni et al. (2004) Vigneron and Johnson (1999) Catry(2003) Hanna,2004 Nueno & Quelch(1998) Lamming et al(2000)	Tradition of craftsmanship, limited edition,
Quality	Phau & Prendergast (2000) Kapferer(2001) Antoni et al. (2004) Hanna,2004 Vigneron and Johnson (1999) Nueno & Quelch(1998) Altagamma(2008)	Quality of Design, refined packaging, craftsmanship
Symbolic Value	Reddy & Terblanche (2005)	Associated Lifestyle
Prestige	Frost(2002),Kapferer(2001)	Niche market
Costly	Ng(1987) Prendergast et al.(2000) Dubois and Czellar (2002) Kapfere,2001 Vigneron and Johnson (1999) Wetlaufer(2001) Antoni et al. (2004)	Highly Priced, Expensive
Technical Features/ Functionality	Reddy & Terblanche (2005) Catry(2003) Hanna(2004)	Special Features, Usability

Emotional Appeal	Antoni et al. (2004) Catry(2003) Moore et al. (2004) Danziger(2006) Hanna(2004)	Strong Feeling towards a product or brand
Aesthetic Appeal	Antoni et al. (2004) Catry(2003) Moore et al. (2004) Danziger(2006) Hanna(2004)	Desirability towards a product or brand
Country of Origin	Nueno & Quelch(1998) Catry(2003) Okonkwo(2007)	Source of excellence
Brand Image	Quelch, 1987 Phau & Prendergast (2000) Reddy & Terblanche (2005) Hanna,2004 Frost(2002),Kapferer(2001) Antoni et al. (2004) Catry(2003) Moore et al. (2004) Danziger(2006) Nueno & Quelch(1998) O'Cass & Frost(2002)	Strong Brand Name and logo. Brand identity, Prestige, excellence, High Brand Awareness
Perceived Value	Hanna,2004	Quality of design, material and making
Traditional Value	Antoni et al. (2004)	Has a historical attachment
Craftsmanship	Antoni et al. (2004) Hanna,2004 Catry(2003)	Traditional Values, Expertise

According to Twitchell (2003), the term luxury is referred to "things you have that you think you shouldn't have").It was first observed by Veblen (1899)that Luxury goods are demanded not for their **functional use** but to signal wealth and to make an impression on others. This phenomena was termed as Conspicuous Consumption. It has also been observed that Luxury goods have more symbolic value than intrinsic value. Symbolic value has an association with lifestyle rather than functionality, for e.g. Louis Vuitton bag. On the contrary, there are certain luxury goods which possess special technical features, for e.g. the outstanding features and performance of Porsche vehicles (Reddy F&Terblanche, 2005).

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Price is another attribute of luxury. One of the reasons that luxury goods are cherished, is because of the reason that they are relatively expensive than normal goods (Ng, 1987). In contrast, Prendergast et al (2000) puts across that high price is not the only criteria to categorize a product as luxury. Dubois and Czellar (2002) observes that though high price is a necessary but not a sufficient condition for a luxury product or a service. In addition to high price, there are other factors which are of due importance in case of luxury goods such as excellent quality, specialized distribution channel (Kapferer, 2001; Vigneron & Jhonson, 1999). Also the premium price paid by the customers is justified by the quality of goods offered by luxury brands. Paying a higher price for the product or a service also strengthen its social value (Antoni et al., 2004).

Another important feature strongly associated with luxury is **excellent quality** of the product or service (Antoni et al, 2004). Perceived value of luxury commodity is measured through the quality of design, material and make, i.e. the product must speak for itself (Hanna,2004). Quality is also observed through refined packaging and is maintained through the whole supply chain. A heritage of craftsmanship also ensures expertise, which is reflected through premium quality (Nueno & Quelch, 1998; Altagamma, 2008; Kapferer, 2001; Vigneron & Jhonson, 1999).

A very important component of Luxury is uniqueness and **exclusivity**. Kapferer (2001) further associates uniqueness with prestige of the brand. Luxury Brands exist in a very niche market and are also driven by unique marketing techniques (Beverland, 2003). Uniqueness and exclusivity is attained by the use of naturally scarce material. By launching products which are of limited edition and go through restricted production runs and have selective distribution channel (Vigneron & Jhonson, 1999; Phau & Prendergast, 2000; O'cast & Frost, 2002; Catry, 2003; Hanna, 2004).

Apart from features like excellent performance, exclusive craftsmanship luxury is associated with a strong **brand** name and logo (Quelch, 1987). The exclusivity in luxury comes from the strong brand, i.e. the luxury products have a well-known brand identity, enjoy high brand awareness (Phau & Prendergast, 2000).Continued excellence over time allows the brand to acquire a strong reputation and maintain a first class position. To achieve luxury status, brands need to have a strong, legitimate and identifiable aura (Antoni et al., 2004). Luxury brand also ensures an emotional appeal by providing customers with an enhanced shopping experience, an appealing product display (Catry, 2003; Moore et al., 2004; Danziger, 2006)

Some of the further significant features in association with luxury are **emotional connect**, i.e. apart from the tangible features customers also connect to the product emotionally due to the product appeal and design (Catry, 2003; Hanna, 2004). Luxury brands also create and maintain desirability through a high degree of**aesthetic appeal** that is contemporary but related to customary values (Antoni et al., 2004). Particularly in case of luxury fashion goods emotional appeal in terms of style and design is of much importance (Reddy & Terblanche, 2005; Burn et al., 2006). Also a few luxury productshas a strong association with a **country of origin**which is

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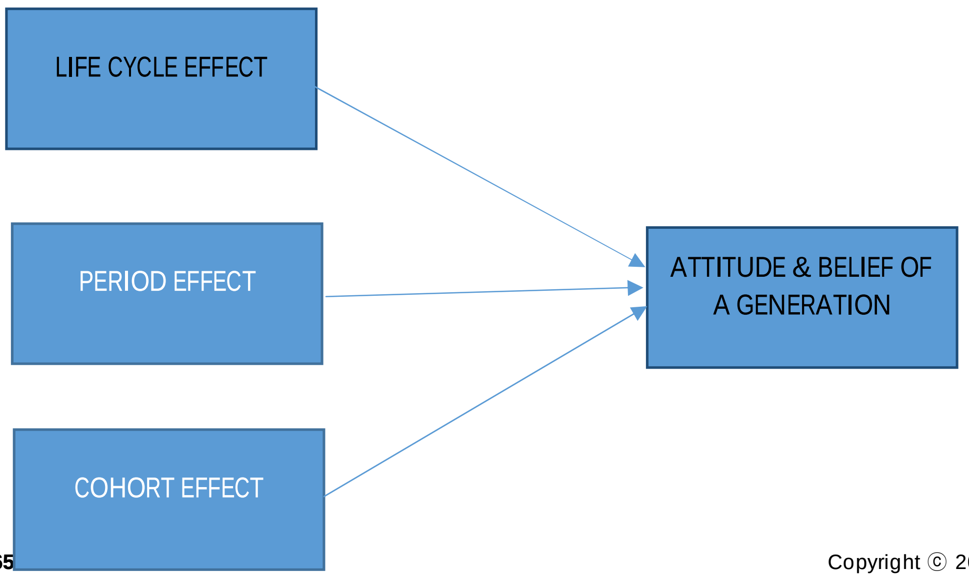
renowned as a source of excellence fora certain category of products like Swiss chocolates from Switzerland, Japanese technology etc. (Nueno & Quelch, 1998; Catry, 2003; Okonkwo, 2007).

Millennial

Every generation have something common in them in terms of values, characteristics, needs, attitudes, views, etc. Millennial is also one such generation which reached young adulthood in the early 21st century. Before dwelling deeper into the characteristics and needs of this generation as consumers it is important to know the definition of generation.

This concept of generation evolved from sociology of the population. Generation is one subset of the population who have lived at the same time, who lies under the same age bracket (Brillet et al., 2012). People of the same generation share commonalities like similar needs, expectations and attitudes.

Every author has a different classification of age to determine millennial generation. But according to the dictionary definition, millennial generation is described as individuals who reached adulthood in the bringing of the 21st century. For convenience many researchers have taken an average age proposed by different authors, which demarcates millennials as the demographic cohort born between 1980 & 1999. These people were aged between 17 to 36 years in the year 2016. Although age is not the only criteria enough to define a generation (Casper & Briones, 2014). There are other parameters also like similar habits and experiences, similar sociological, economic and political circumstances in which the people have been brought in that characterizes a generation.



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The Concept of Generation

There are three effects that combine to define a generation, i.e. life cycle effect, period effect and cohort effect (Pew Research Centre, 2015a). While talking about the **life cycle effect**, we differentiate between people on the basis of their position in the life cycle. The main point of difference come here between the younger and older people. Individuals behavior and attitude changes with the age or as they grow old. The opinion of a 10year old might differ from that of a 30 year old, but as this 10 year old ages his behavior would tend to bear a resemblance to that of 30 year old (Casper & Briones,2014; Pew Research Center,2009).

There are certain events in the history that make a strong impact on the individuals who witnessed it. This is known as **period effects**. Wars and social movements generally have a similar lasting impact on the entire generation. These major events however impact all age groups of the population (Casper & Briones, 2014; Pew Research Center, 2009).

Then there is **cohort effect**. The generation gap comes from the exclusivehistorical events and circumstances that members of an age cohort witness during adolescence and young adulthood. These events leave imprints on every successive age cohort, creating differences that persists even as a cohort ages through the life cycle.

Millennial generation varies from country to country because of the cultural, economic differences but globally they behave in a more similar pattern than any of the previous generation because of the effect of globalization. They are all connected through a common platform of technology and social media (Time Magazine, 2013).

Millennial constitute of a generation which is very diverse, each individual is different from the other in terms of their beliefs, attitude and ideology. But on the other hand they are more or less alike in terms of their habits related to food, technology, media and consumption. In fact they are the first cohort to witness and adapt to technology driven activities such as texting, tweeting, accessing to websites like, You-tube, Instagram, Facebook, Google. Technology is very much a normal part of their daily routines and is not considered any new innovation as like the previous generation (Pew Research Centre, 2009).

To conclude, “Millennial” is described as the generation consisting of the people who are born between the year 1980 and 1999(Crampton & Hodge, 2009). These are the people whose attitude and beliefs are shaped by the combination of three different effects, i.e. life cycle, period and cohort effects. This is a generation that has grown together and witnessed similar events in their lifetime, in terms of globalization, cultural environment, economic environment, technological environment. Millennial grew up in the time period where they witnessed various phases of the economy like steady economic growth followed by a global financial crisis in the year 2008. They witnessed the times where technological developments and innovations were at boom. They also experienced a few major terror attacks like the 9/11 wherein the world economy was shaken by the fear created from terror attacks (Lyons, 2016a; Yarrow & O'Donnell, 2009: 11; Ellwood & Shekar, 2008: 91; Parment, 2012: 5).

Characteristics of Millennials

CHARACTERISTICS	AUTHOR	DESCRIPTION
Tech-Savy	Martin & Tulgan, 2001 Boston Consulting Group, 2013; Barton et al.,2012b; Yarrow & O'Donnell, 2009: 7 Parment,2012: 25	• They had access to technology since childhood
Optimistic & Confident	Lancaster & Stillman, 2002 Yarrow & O'Donnell, 2009: 6 Lyons, 2016a	• They have been raised by the idealistic set of parents, i.e. the baby boomers who have been actively involved in upbringing their children unlike any other generation before
Information Driven	Yarrow & O'Donnell, 2009: 8 Boston Consulting Group, 2014; Baron, 2015; Barton et al., 2013	• They have access to information from an early age because of the widespread use of internet and social media platforms • They use internet to search a lot of information

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		• Their purchase decisions are usually made by referring to the information available online, making comparisons, collecting feedback
Social and Connected	Barton et al., 2012b; Yarrow & O'Donnell, 2009: 9; Parment,2012: 92 Ellwood & Shekar, 2008: 94	• This generation of millennial believe in networking and generally are connected with their friends, family, colleagues and other like-minded people on virtual platform or in real. • They love to share their knowledge, life experiences & events, feedback and any other information related to themselves or the world on social platforms like Facebook, instagram, twitter, etc.
Selfish and Lazy	Boston Consulting Group, 2013; Lyons,2016b	• Millennial tag their generation rather negatively in comparison to their previous generations

Millennial as Consumers

Millennials as a generation is very unique and different as compared to the previous generations. Few of the major characteristics identified of this generation are confident,diverse, tech savvy, optimistic ,independent, open to change, , (Barton et al., 2013; Gustafson, 2015; Lyons, 2016b; Young & Hinesly, 2012:147;Ellwood &Shekar, 2008: 91). However previous generations have referred to millennials as lazy and selfish too (Boston Consulting Group, 2013;

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Lyons, 2016b). These characteristics further influence their consumer behavior (Boston Consulting Group, 2013; Yarrow & O'Donnell, 2009: 2).

As consumers millennial has this uniqueness where they communicate with brands and companies over social media platforms like Facebook, instagram (Boston Consulting Group, 2014; Baron, 2015; Barton et al., 2013 ;Barton et al., 2012b; Cardamenis, 2015; Yarrow & O'Donnell, 2009:52). Initially the communication was only one sided, i.e. the brands interacting with the consumers. But with this generation they are equally communicating with the brands through sharing information and feedback on social networking sites (Barton et al., 2012; Yarrow &O'Donnell, 2009: 12).

Another important feature of millennial consumers is that they are less loyal to brands in comparison to the previous generations (Giovanni et al., 2015: 23; Jay, 2012; Parment, 2012: 89). With the wide spread range of Luxury brands available to millennials, they are picky shoppers. They prefer to buy products of those luxury brands that represent and reflect who they are and what they stand for (Boston Consulting Group, 2014; Barton et al., 2012b)

Millennial and Luxury Consumption Behavior

Millennials as luxury consumers are quite different from the previous generations, they have peculiar tastes and interest in terms of luxury consumption.

According to one of the study conducted by the Luxury Institute, almost two-third i.e. 60% of the millennial generation read and follow the user generated reviews while shopping for luxury goods. Around 55% of the millennial population collect the information about the product from the store itself but prefer to buy it online. And around 18% of them also recommend their peer group about buying of luxury goods through their social networking platforms.

Some of the important things millennial focus on while considering luxury consumption are:

1. **Experiences**

The older generations like the baby boomers used to indulge in purchase of luxury as it was high priced and because it was high priced, it was considered as luxury (Rowe, 2015). For them buying of luxury came with no questions, it only meant spending of money on luxury products that come with designer logos. Whereas for millennials, they do not buy material goods to portray themselves different or do not consider luxury as rewards (Rowe, 2015). In fact great achievements in life of millennials do not come from purchase s, rather more rewarding and satisfying are events like winning in a sport, advancing in their carrier (Danziger, 2013).

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In contrast to the previous generation, millennials focus on experiences rather than material belongings. This generation surely has more material comfort than the previous generations, so there has been a steady shift towards experiences in regard to their consumption needs are concerned. For them the mark of worthiness is an exclusive experience that would create memories (Rowe, 2015). Moreover they are always on a lookout to share their experiences and desirable stories on social media. It is in fact called the new social currency (Rowe, 2015).

In this context it can be discussed that luxury has become more about experiences and an authentic character, than about the cost (Yeoman & Mc Mahon-Beattie, 2010). Several authors talk about the feminization of luxury, it means that luxury is dropping its tags of masculine trophies and status image and shifting towards a wider concept ofgratification and experiences (Danziger, 2005; Israel, 2003; Gambler, 1997).

So there has been observed a significant change in the luxury buying behavior of the millennial where they are trading off material belongings and exclusive goods towards lifestyle, services and experiences (Univision, 2015).

2. Luxury Renting

The millennial generation is of the view point that “access is the new ownership”. This generation is more tempted to rent rather than to buy luxury goods. They do not believe in being pretentious or showing off their wealth by possessing luxury. They are moving against wasteful consumption (Yeoman, 2011). In this context, in the past few years we have seen the emergence of companies selling this concept of renting designer luxury products. According to one of the research conducted by Future Foundation (2020), it has been found that80% of the consumer believe that renting has some real benefits over buying (Rowe, 2015).

This generation while making a purchase focuses a lot on ethical values is also concerned about the ethical values while making a purchase, such as social or environmental values which are reflected more in renting rather than buying (Danziger,2013). They are more attentive about the eco-sensitivity, howsoever they will indulge in luxury every now and then for pleasure (The Future Foundation, 2010)

3. Luxury is just a tag

Millennials are no longer convinced with the luxury label. They are an educated segment of consumers who are aware that luxury is a term used by the marketers to push them to buy those goods. As such there is nothing exclusive or substantial about that product or service (Danziger, 2013). Millennials would like to indulge into those luxury goods or service that has a functional value and make their life easier to justify the expenditure (Rowe, 2015). They are not interested in traditional luxury, in fact they prefer those goods that bring them closer to the life they want to live.

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Millennials is an educated generation and are conscious consumers, they very well understand that the marketing strategies adopted by luxury marketers are all superficial (Lenhart, 2016). They are very skeptical about the term 'luxury', they know this term is used by the marketers to justify the increase in price. This does not bring them closer to the brand, in fact it pushes them away.

4. Quality

According to Rowe, (2015) millennials value quality as the important parameter for luxury consumption. Most of them even believe that quality would qualify to the loyalty towards a brand (Krautremer, 2016). Even they believe that quality is of utmost importance, even important than price or customer service.

5. Loyalty

There seems to be a mixed review when it comes to loyalty. Few of them belonging to millennial generation lacks brand loyalty. With the availability of choices and multiple brands, it is difficult for them to stick to a particular brand (CNBC, 2015).

However, a recent study revealed that 89% of millennials remain loyal towards those luxury brands where they have a good buying experience. Also they are loyal to those brands where the brand represents the values they believe in (Fahrenheit 212, 2016).

CONCLUSION

The luxury market is large and growing, but the rules of the game are changing rapidly. There is a fundamental shift in the buying behavior of the luxury consumer. To quite an extent millennials are responsible for this change. They form a major segment of consumers in the luxury market. This generation has some peculiar characteristics which translates into their buying behavior.

From the literature review it has been observed that this generation is technologically driven. They had access to technology from a very young age. Most of their purchase is through an online platform. They even share a lot of information about their purchase on social sites like Facebook, instagram. For other millennials it becomes easy to read the feedback shared by their peers thus making their purchase decision easier.

As it is this generation is quick decision maker in terms of their purchase decision as compared to their previous generations. Millennials have access to lot of information. Most of the information shared by their peer group regarding the feedback of luxury product is authentic. So the electronic word of mouth spreads faster and it is more genuine.

The buying behavior is continually rebuilding. Millennials as a generation is quite responsive to the various changes happening in the environment in terms of cultural, political, social or economic changes. Their purchase is based on what others think about the goods and services they have bought. They give due importance to the opinion and approval of their peer group members while buying of goods. This generation doesn't seem to be loyal to brands in comparison to the previous generation.

Keeping in mind the changing market scenario, the luxury players need to be quick in order to stay competitive. Millennials are of much significance for the luxury industry. They are an attractive segment as they form a large population group worldwide. Currently generation Y might not be the most lucrative group, but they are the future consumers of the luxury market.

After making an in-depth analysis about the changing consumer behavior of millennials and also understanding the importance of studying their buying behavior, it is important to know what strategies the marketers should adopt.

According to Rahman (2015), marketers should make an effort to understand the digital ecological system of their target market. They must establish a channel for two way communication with the consumer in order to collaborate and establish a relationship. Luxury Brand will have to comprehend the values that this generation associates with luxury and tries to position their brand according to those values as soon as possible. Present marketing strategies might not be the most persuasive method to communicate and promote luxury to the potential new luxury consumers.

Marketing techniques for millennials should be different as compared to the previous generations. Luxury's definition has changed over time from price tag, label or design to relevance, ease of use and accessibility (AdAge Insights, 2012). This generation can be persuaded easily, but the style has to be unique enough to meet their expectations.

Thus, it is important for the marketers to understand these key points because it is obvious that millennial generation will dominate luxury market for the next few decades. Their desires, needs and expectations are different from other generations. And those luxury brands who are able to take benefit of this opportunity would get rewarded for years to come.

It is very important to comprehend the buying behavior of millennials and know the motivations behind buying. Accordingly the marketers can reevaluate the marketing strategies to meet the millennials expectations and have a better understanding about their consumer behavior.

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