Different dimensions of conspicuous consumption in the emerging market of Bangladesh

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Abstract
Purpose: This study wishes to explore the level of understanding of how consumers in the market perceive conspicuous consumption.

Research methodology: A qualitative research process was applied for collecting and evaluating the information, and the data is collected using the Ethnographic and Netnographic approaches to conduct this study.

Results: Customers buy luxury things based on aesthetic value, originality, social standing, desired states, and money use. For social standing, people purchase premium products. The desire to consume luxury items and services also encourage their conspicuous purchase, according to the research. People use luxury things to maximize their fortune.

Limitations: This research is conducted within Bangladesh. If it is broader research and there is available time, the study can be performed in different regions of the country. Core data can be obtained if observing each respondent for a long time is possible.

Contribution: According to this study, Bangladeshi consumers redefine luxury through their product attitudes. This research has managerial and academic uses. This research teaches about conspicuous consumption. This study suggests luxury brand owners modify items to diverse countries so cultural differences don't affect conspicuous purchasing. As counterfeit items may be dangerous to health, particularly electronics, marketing managers can raise awareness by researching this research.

Keywords: *Luxury, conspicuous consumption, counterfeit, Bangladesh, theories*

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1. Introduction

Why do some consumers purchase counterfeit products? In this case, consumers are two types, one is elites, and another is seekers. Elites want to differentiate themselves from others by using luxurious products as they crave status. And seekers want to get the status by purchasing the same products. As luxury product means expensive, they cannot afford them, so they choose counterfeit ones. Conspicuous consumption is a kind of motivational process by which people try to show themselves as having a superior social status and image (Yeoh, 2018). Tunçel (2022) argued that some people

desire to show off higher social status but do not have sufficient income and prefer counterfeit products rather than actual luxurious products.

This chapter describes the concept of conspicuous consumption and the area of interest. Besides, the background is presented (Tanha et al., 2022). It is seen that sometimes people use counterfeit products that look like original luxury products of the desire for status and to show others that they are using luxurious products. A counterfeit brand means a fake or copied brand of a product made or sold under a brand's identity without the brand owner's authorization (Eton, Fabian, & Eliab, 2023). These products are generally of inferior quality. Counterfeit products take fake company logos, trademarks, patents, etc. Pathak, Velasco, and Calvert (2019) defined that, the products having a trademark that is indistinguishable or identical from another trademark that another party owns, thus breaching the trademark holder's right are counterfeit."

According to Sharma and Chan (2017), luxury has existed since the beginning of humanity, and it strongly influences human life. People see the luxury brand as symbolic goods that make the user different and unique from others in the group (Ibid). Since the mid-1990s, the luxury industry extending its markets to middle-class people (Kapferer, 2014). In Britain, the luxury products purchasing rate increased by 50% between 1994 and 2004. Still, in the same period, non-luxury products were purchased very low, which increased by only 7%004, while non-luxuries only increased by 7% (McMillan & Keane, 1996). Besides, France is the fourth biggest revenue generator of luxury brands (Okonkwo, 2016). To display social status, low-affluent people can purchase luxury products.

Nowadays, people are shifting to be more status-seeking, trying to represent themselves to society to show their high living standards. According to Gani, Alam, Chowdhury, and Faruq (2019), middle-class people in Bangladesh are becoming more aware of their living standards and logo-based consumption and they assume that using luxury goods will make them attractive and unique. The instigation of purchasing luxury products to the Upper-Upper-class as well as upper-middle-class leads to the growth of the Luxury market. In Western countries, logo-based consumption is typical, but in Bangladesh, people are focusing on logo-based consumption nowadays as Asia is the emerging market of rising wealth that is related to the global expansion of luxury brands (Jashim, Singh, & Yin-Fah, 2020). So conspicuous consumption is held more and more in Asia.

Regardless of their class ranking, consumers want to purchase and use products representing higher social class (Xi & Cheng, 2017), so they buy counterfeit luxury brands. Conspicuous consumption provokes the consumers' desire to achieve status even consumers purchase look-alike products at low prices to gain that esteem (Veblen, 1957) According to (Mayasari, Haryanto, Wiadi, Wijanarko, & Abdillah, 2022), luxury products are sold at an excessive price that is not within reach of all consumers, so consumers resort to counterfeits to satisfy their status-seeking needs. People are fond of status but take lower-cost approaches to fulfill their social status-seeking needs.

In Bangladesh, most people want to show off their luxurious products. Luxurious products are not for need fulfillment; they are for pleasure (Fahim, Al Mamun, Hossain, Chakma, & Hassan, 2022). People can use any branded laptop to do their tasks, then why are they using MacBook Air? It can be they are status-seeking (Fahim & Tasnim, 2020). A few decades ago, consumers focused on quality, comfortability, and other functional attributes. In recent decades, they have not only considered functional attributes but are also becoming crazy about logos. In this study, it can be known how logo-based consumption influence consumer decision. More than 80% of consumers in Bangladesh are highly loyal to brands, but they also consider (Munir, 2015). They consider brands a top factor, and the price is the second priority in their buying decision. Generally, four factors influence the customer's buying behavior in Bangladesh, and they are cultural, social, personal, and psychological factors (Gani et al., 2019).

Broadly, the primary aim of the research is to investigate the preferences for conspicuous consumption in Bangladesh. Specifically, the objective is to find the effect of conspicuous

consumption on the development of counterfeit brands. The study can help understand the consumers' perception of using luxurious products. The results of this research have important implications for the management of luxury brands and scholarly works. Managers of luxury brands confront several challenges due to the impact of counterfeit products on consumers' perceptions of such companies (Song, Meng, Chang, Li, & Tan, 2021). These managers will benefit from this research. This research may help firms develop high-end goods that are readily distinguishable from counterfeits by providing guidelines on differentiating between the two types of products. Managers in the field of marketing can also utilize this study to raise awareness about the dangers of buying counterfeit products.

2. Literature Review

In this chapter, Sombart's theory, Appadurai's theory, Berry's theory, the Veblen effect, the Snob effect, and the Hedonic effect are discussed. Besides, Asian appetite for luxury and new luxury perceptions are also presented to know the consumers' attitudes in Bangladesh. In this research, the researcher wants to explain the definition of luxury and extend the frame of conceptualizing luxury to investigate the consumption and management of today's luxury. The center of the research is the present scene of luxury. Researchers have explained luxury based on the "new luxury" perspective and related factors of Asia, as Asia is the world's most significant market for luxury (Dokku, Rajesh, & Lakshmi, 2022).

The idea that consumers make explicit comparisons to others when they consume to represent both their real and desired positions is the basic principle behind the concept known as "conspicuous consumption." The idea of "distinction" lessens the significance placed on direct comparisons; consumer decisions are considered as being predicated on indirectly accepted, self-generated standards of good taste. However, these concepts have been subjected to a substantial amount of criticism, particularly when they have been implemented in contexts that were not initially intended for their development.

It is stated that concerns regarding one's status and prestige play a considerable role in shopping choices for products. These are items that, despite the fact that they appear to have a direct function, serve solely as a means of demonstrating one's wealth and purchasing power. It examines the relevant literature on the topic with a focus on the prominent consumer, someone for whom the price of an item is the only thing that is of any real significance, and not the item itself. According to the current body of research, this finding suggests that consumer behavior and the demand for prestigious goods and services require additional exploration.

In social science, policy, and public discussion about counterfeiting, people who buy fake goods are often portrayed as members of the technological elite or as people who buy them because they are generally pro- or pro-government.

2.1. Influence of Sombart's theory on conspicuous consumptions

Sombart defined luxury as anything more than necessity (Sombart, 1937). He also distinguishes two terms to clarify the concept of luxury. They are an altruistic or idealistic luxury and egoistic or materialistic luxury. Idealistic or altruistic luxury refers to spending money on fine products for ecclesiastical or public purposes. And materialistic or egoistic refers to the expenditure on fine goods for personal pleasure expressed by one's sense of touch, palate, nose, eye, and ear. So, through conscious or unconscious sentiments, the desire for luxury development can be identified. Sombart argues that personal luxury enhances an individual's life based on egoistic motivations (Ishida & Slater, 2012). As most initial capitalist economists considered luxury a beneficial factor for economic progress, Sombart's idea that luxury had a role in the evolution of capitalism continues a crucial contribution to (Franchetti, 2013). In India, Jaikumar, Singh, and Sarin (2018) found that a rise in the amount of conspicuous expenditure could lead to people in family members experiencing an improvement in their perception of their financial status.
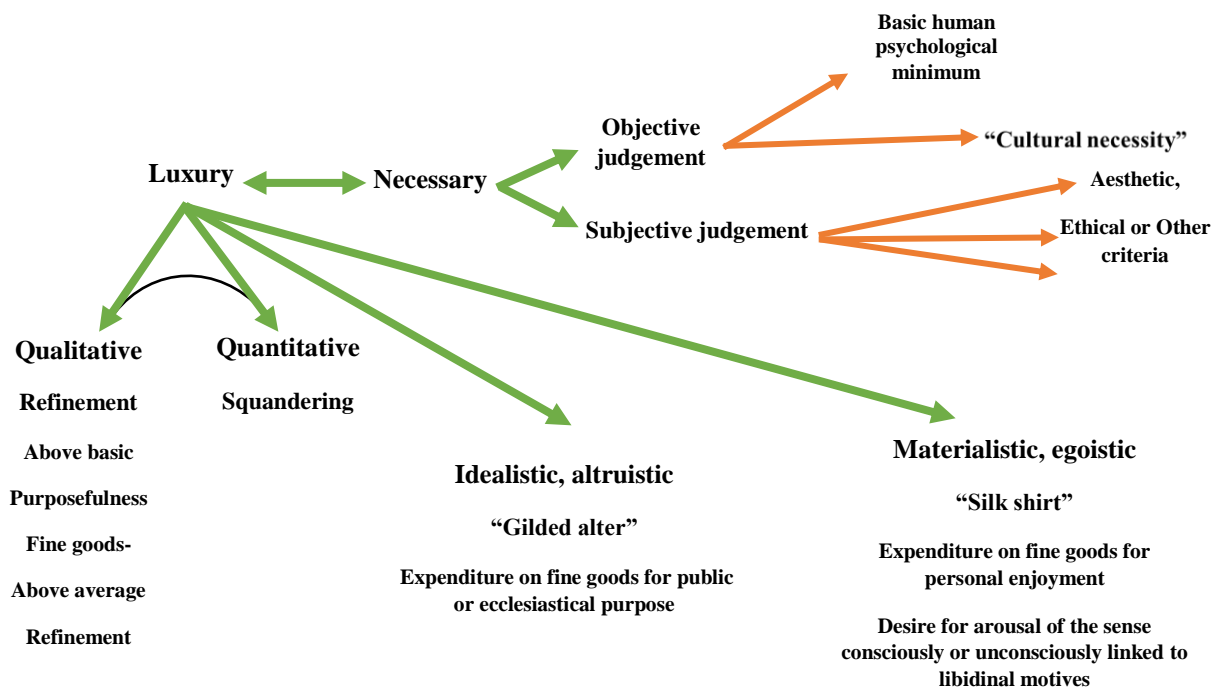
Figure 1. Sombart's concept of Luxury
Source: Self-made

2.2. Influence of Appadurai's theory on conspicuous consumptions

Arjun Appadurai argued that the concept of luxury concisely provides strong approval of Sombart's approach, which is focused on demand and consumption as a substitute for popular Marxist and Weberian views mainly from the production side. Appadurai also argued against Sombart's luxury concept related to the necessity (Moussa & Bans-Akutey, 2022). Following Mandeville's concept, he finds that "needs" goods does not provide natural human requirement, whereas luxury products should be seen as "incarnated signs" that provides rhetorical and social function. He argued that any good could be a luxury containing five characteristics (Kamil, Wiliasih, & Irfany, 2022).

1. Reserved for elites by price or law
2. Semiotic virtuosity
3. Hard to acquire- – which might not show actual "scarcity."
4. Norms for "proper" utilization requiring specialized comprehension
5. Large degree of connection of their utilization to personality, person and body

Van et al. (2018) explained that foods can be considered conspicuous consumption using Appadurai's theory. Across cultures, foods that provide a more refined texture, flavor, fat content, or other attributes are featured as luxury. Incorporating insights from Appadurai's theory, Richardson (2021) developed a framework that can be applied to the global fashion industry's network, allowing students to understand better their own and other people's roles in the business.
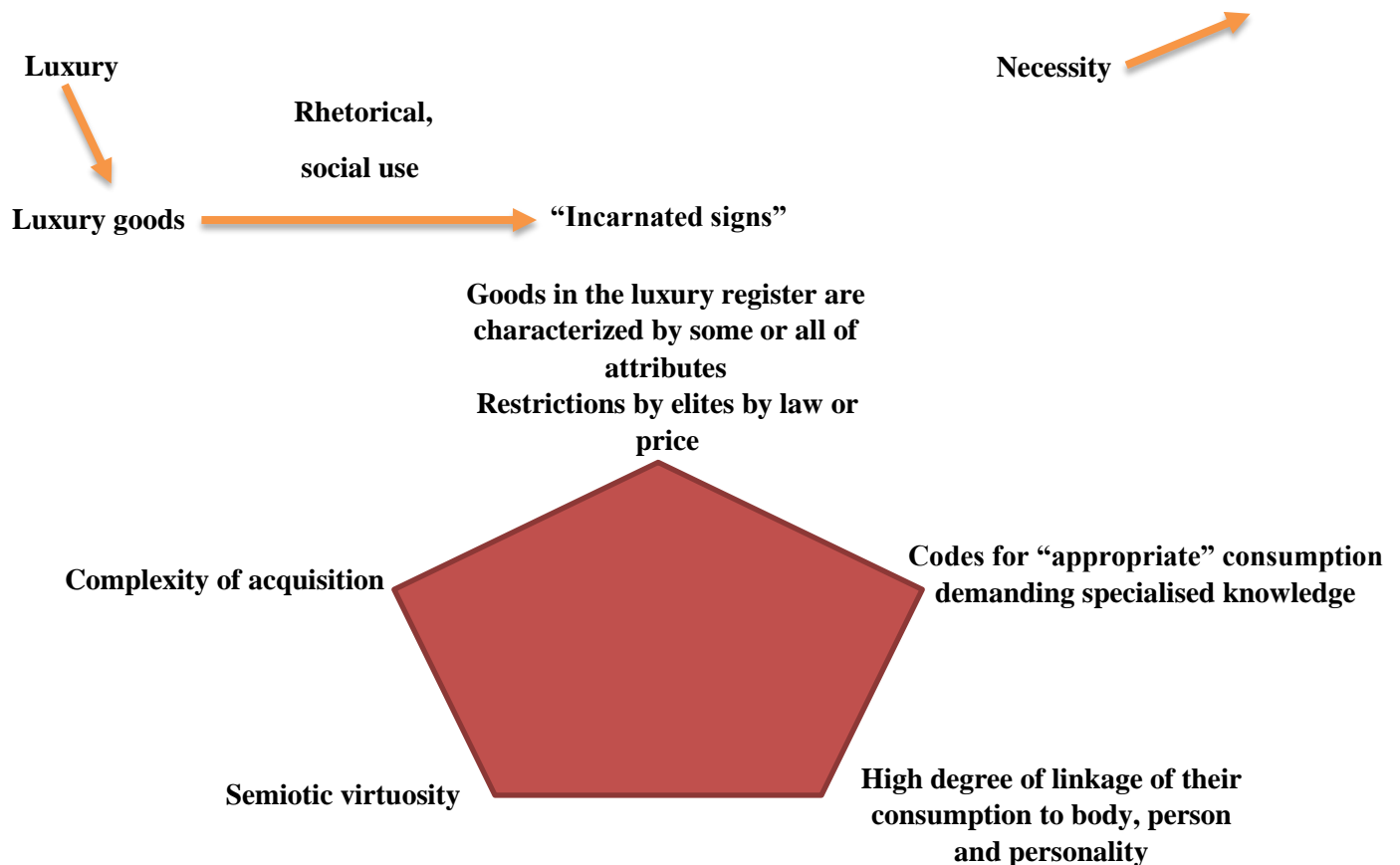
Luxury

Necessity

Rhetorical,
social use

Luxury goods ————————→ "Incarnated signs"

Goods in the luxury register are
characterized by some or all of
attributes
Restrictions by elites by law or
price

Complexity of acquisition

Codes for "appropriate" consumption
demanding specialised knowledge

Semiotic virtuosity

High degree of linkage of their
consumption to body, person
and personality

Figure 2. Appadurai's luxury register
Source: Self-made

2.3. Influence of Berry's theory on conspicuous consumptions

Berry argued that luxury is closely related to the body and sensory stimulation. Berry said people spend on luxury during the festive time, which is the indulgences of non-elites (Berry, 2005). In Appadurai's framework, the nature and properties of luxury are discussed shortly, whereas Christopher Berry broadly explains the concept of luxury on commodities, exchange, and value. Berry stated that facing the problem of recognizing luxury is not vital or valuable. Berry distinguishes needs and desires, which are very complicated in terms of social necessities, instrumental needs, and political needs, where instrumental requirements are purposive and volitional while regular needs are unintended. Political needs refer to instrumental needs that help maintain society's position (Muhammad, Salleh, & Yusr, 2020) and social necessities match Sombart's concept of luxury. Walters and Carr (2019) used Berry's theory to investigate the possibility of making use of representations of luxury in second houses to map shifting trends in conspicuous consumption. Therefore, luxury can be changed according to time and society, and the luxury of one's can be a necessity for others (Chigora, Kapesa, & Svongoro, 2021).

Wants/ desires

Intentional, privileged   **Instrumental needs**   **Needs**

                                                                                        Objective, universal

**Principles of actions. Specify
or particularised needs**

                                                                                        **Basic, absolute,
                                                                                        fundamental**

Shelter

Anchored in needs   **Needs are important elements in**

Substances

Clothing

Leisure

Luxury goods   **Social necessity**

                                    Political need

                            Luxury   **Transience**

Refined (Qualitative dimension)

Positively pleasing (widely desire)

Fluid and dynamic (instable)
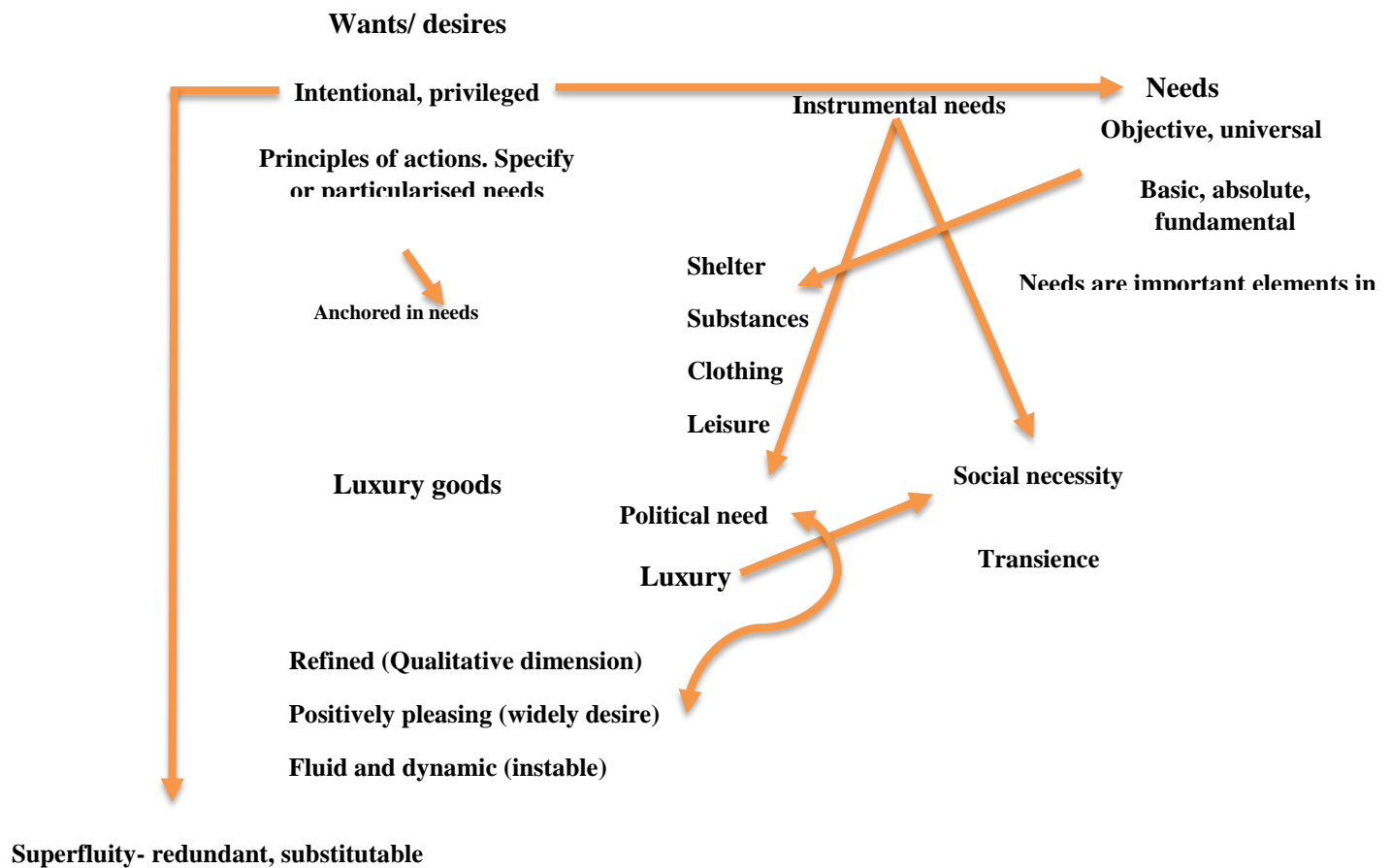
Superfluity- redundant, substitutable

Figure 3. Berry's conceptual frame
Source: Self-made

2.4. The perspective of new luxury

Elhichou (2021) argued that new luxury is a profitable business strategy whose task is to develop and distribute high-quality goods to middle-market buyers who want good quality products even if they agree to provide a premium price for this better quality (Prinhandaka, Rohman, & Wijaya, 2022). Silverstein and Fiske identify three types of new luxury products, they are accessible super-premium, which refers to the product of maximum quality and premium price, mass prestige or masstige, and old luxury brand extensions (Veg-Sala & Roux, 2014). Although the price is high, they are within the grasp of most customers because they are usually cheap "low ticket" good categories. Old luxury brand extension refers to the low-priced models of luxury products with a high ticket goods category like prestige automobiles (Sofi, 2019) and finally, masstige goods hold in the middle of mass and prestige that take premium price and provide considerable quality.

Silverstein and Fiske's three kinds of luxury have some common characteristics that differentiate them from old luxury, where old luxury refers to status, class, and exclusivity (Granot, Russell, & Brashear-Alejandro, 2013). New luxury ties an emotional bonding between consumers and products and branding. Emotional engagement and premium price result from quality, reliability, superior functional performances, and brand value.

Researchers argued between new luxury and old luxury, where old luxury means old fashion goods, superior qualities, production in small quantity, even sometimes made when ordered, and it is for the upper-class people. New luxury enhances timelessness, attractive advertisement, and making the products available physically and economically so that most people can afford them (Akter, 2021).

Danziger argued about old luxury that is something essential to the object. By seeing the attributes, quality, and features, one can understand that it is a luxury product (Danziger, 2019). Danziger also argued that real pragmatism is moving towards consumer-centric and experiential learning of luxury, focusing on luxury's emotional and personal factors and consumer opinion and experience.

2.5. Asia's appetite for luxury

The first focus of any survey of luxury is Asia because Asia is the primary market for European luxury. One estimation shows that 37% of the global luxury is sold in the Asian market. Including sales to Asian tourists, it is more than 50%. In Asia, Japan and Hong Kong are the leading markets that hold three-quarters of Asia's demand. Besides, Chinese and Indian consumers display a similar desire for European luxury (Serdari, 2017). Asian luxury consumption figures and patterns refer that they are thinking about luxury in a standard way. In a study, it is seen that 92% of women in Tokyo have at least one Louis Vuitton bag at their 20th age, and the portion is similar for Gucci. It is expected that exclusive branded products are sold at an exorbitant price. Japanese's insight toward luxury consumption shows that they have high demand and expectations, so the firm developed the brand based on quality, service, and design.

Culture shapes consumption practices, so Serdari identifies four luxury consumption behaviors. Consumption practices can be attributed to four specific criteria: interdependent self, group conformity, group affiliation, and hierarchy.

In terms of interdependent culture, some variables keep a well-structured impact than various individualistic virtues commonly known as communal induction, affinity with patrons, and moral annexation.

2.6. Influence of Veblen effect on emerging market

Veblen identified two motives that are pecuniary emulation motive and the invidious comparison motive, where the pecuniary emulation motive refers to that the consumers prefer to present themselves as they belong to a higher-class society, and the invidious comparison motive says that consumers want to make themselves different and unique from lower class consumer (Pepall & Reiff, 2016). In contrast, Fassnacht and Dahm (2018) described that conspicuous consumption is happened because of self-indulgence rather than social and economic factors. Podoshen, Li, and Zhang (2011) found that conspicuous expenditure and materialism among Chinese consumers have been on an upward trajectory. Multiple studies show that Indian consumers have a growing propensity for luxury products. Therefore, they conclude that the Veblen impact has significantly altered the conspicuous purchasing behavior of consumers in China and India (Shukla, 2012).

2.7. Influence of Snob effect on emerging market

The main concentration of the Snob effect usually deals with the impulsive and radical behavior of a human being in acquiring any elegant fashion brand (Kuwashima, 2016). The snob effect can arise in two ways; one is that to gain social status, consumers prefer to adopt prestigious, innovative product first when it is introduced. They think that a limited number of consumers purchase the latest product and can differentiate themselves. The snob effect is connected to the unfavorable externalities of the network. When more people have something, their desire for it naturally declines. As a result, a product's widespread appeal undermines its value to enthusiasts. According to Alam and Iqbal (2023), consumers are less interested in one-of-a-kind luxury items and more drawn to those that are heavily promoted by influential people in their social circles. Therefore, among Bangladeshi consumers, uniqueness value has a limited effect on luxury spending.

2.8. Influence of Hedonic effect on emerging market

Handayani, Musnaini, and Praditya (2020) argued that consumers get intangible benefits from purchasing luxurious products. The hedonic effect provides fun, and pleasure in different parts of consumption, and it can be from buying both genuine luxury brands and counterfeit luxury brands (Huang, Zhan, Huang, & Wu, 2023). The hedonic effect said it is related to intrinsic enjoyment rather than solving problems in the physical environment. According to Horváth and Adıgüzel (2018), the

hedonic impact correlates positively with compulsive purchasing. However, it seems that the emergence of compulsive shopping in developing and developed nations is driven by distinct hedonic reasons.

3. Research Methodology

Research methodology is the process of how the research is conducted. This research is conducted based on luxurious branded products. Some selected product items are mainly bags, apparel, shoes, and electronic products as luxurious products are mainly counterfeited, so they are chosen. Some brands of elegant bags are Louis Vuitton, Gucci, Versace, Prada, Chanel, Marc Jacobs, etc. Some expensive apparel brands are Nike, Adidas, Puma, Reebok, Tommy Hilfiger, etc. Other luxurious brands are the Rolex watch, Apple, Zara, etc. These luxurious brands are regarded because they lose billions of dollars because of counterfeiting. In this study, cosmetics products are avoided because consumers are more sensitive about their skin. So, they avoid counterfeiting luxurious products. According to Sevtap, Deniz, and Nisa (2019), young consumers use luxurious products not as a necessity; they take them as art that enhances their social status as luxury products present quality, prestige, and performance.

3.1. Research approach (deductive and inductive approaches)

Inductive theory shows results and draws conclusions through observations without help from existing theory. inductive research is generally related to the emerging new theory, whereas deductive theory is related to testing the existing theory and reality (Azungah, 2018). Deductive theory starts with a hypothesis and focuses on the causal relationship, as per (Woiceshyn & Daellenbach, 2018). Inductive research starts with a questionnaire and works to explore something new. As per the distinction between the research approaches, it has been practiced for a long time that the deductive research approach is better than something quantitative.

In this research, primary data are collected from the respondents. Primary data can be qualitative or quantitative, whereas qualitative procedures can be conducted directly or indirectly. Managing data from respondents through a focus group or in-depth interview is a straightforward process. This research collects data through in-depth interviews.

Using structured data makes it not always possible to get detailed insights from the respondents. Qualitative research is used because it can be known about the conscious and subconscious nature of counterfeit products from consumers. Through this research consumers' insight can be learned. Respondents do not answer precisely because of some reasons like they feel insecure, shy, or their unwillingness to share. So, by observing them or asking different types of questions, their actual answer can be taken subconsciously. Besides their facial expression, gestures are also very helpful in catching their insights.

Generally, people do not want to express anything that makes them shy and do not want to reveal that they use counterfeit. So, by qualitative research respondents' insight can be known. Qualitative research is conducted in case of a new topic to explore. So, in this study, it is taken.

3.2. Data collection method

Several data collection methods include in-depth interviews, surveys, focus group interviews, ethnographic, and observation. This research is conducted through in-depth interviews. According to (Morris, 2015), an in-depth interview is an unstructured interview where the interviewer tries to directly uncover a single respondent's underlying motivations, beliefs, feelings, and attitudes through probing questions.

An in-depth interview is selected because this method reveals excellent insights (Matchett, 2021). As this research is based on counterfeiting, the respondents don't want to share their genuine feelings or attitudes toward counterfeit use. By probing questions, their feelings can be covered. Besides, as the in-depth interview is conducted face to face, the insights can be uncovered by observing the respondents. Respondent's facial expressions, gestures, body movements, and way of their

conversation also help to know the insights. In-depth interviews are conducted with single respondents so they can share their opinion and experience without any hesitation, which is impossible with other methods (Voutsina, 2018). Observation and ethnographic research is used where ethnography is the best way to get deeper insights.

In this study, the Netnogrphy research method is used. Netnography is an online research method that derives from the ethnography method. Netnography refers to collecting online human communication through technology which can be text, photo, or video (Kozinets, Scaraboto, & Parmentier, 2018). It is heard that a picture says a thousand words, so this method is more effective. It is more natural than a personal interview. For this research respondents' social networking site like Facebook and Instagram is searched to know their genuine attitude toward conspicuous consumption. Some photos are collected, and some of them are attached to the appendix.

Questionnaire design and questionnaire pre-testing tools are used to conduct this research. A questionnaire can be open-ended or close-ended. This research has emphasized the concept of an open-ended questionnaire as it facilitates the respondents to express their psychographic consciousness and ensures a deficient number of prejudices by the interviewer (Weller et al., 2018). In a close-ended questionnaire, there are some fixed answers, but in this research, the answer is not set, and the nature of the respondents toward counterfeit and luxury brands has to know. So open-ended question is suitable for this research. The questionnaire is designed based on some themes. They are people, products, practices, processes, parlances, problems, plans, pairings, and pleasures. Based on this theme, several types of questions are asked of the respondents. And according to their response, some other questions are asked. Each of the themes includes several questions related to the respondent's attitude, feelings, perception, behavior, and opinion toward using counterfeit products and luxurious branded products.

The sample is included in the broader unit population that belongs to the same geographical area. To get the relevant information, the researcher should select a sample from whom information is collected. The sampling frame gathers all components, and the sample is selected from the list. It is the list of directions for identifying the target population. There are time and cost constraints, so the sampling frame is helpful. In this study, it was challenging to select samples. Samples are chosen based on some criteria. It includes the age and user of branded and counterfeit products. Generally, 20 to 35-aged people are selected to conduct this research. Because in this age people use more branded products and know more about them. Besides, in student life, people usually cannot afford luxurious products, so they use counterfeit products to meet their desire.

3.3. Sampling techniques

The Snowball technique is a nonprobability sampling where an initial group is selected, and others are chosen from their reference. The snowball technique is used in this research because the counterfeit user does not want to uncover it. So, by snowball techniques, samples are selected. Besides judgmental sampling technique is also used to identify the luxury brand user. Facebook helps to choose samples. Some Facebook pages like Sparrow, Girl's Priority, Fimel Fiesta, etc., where consumers share their experiences and opinions about brands. Sometimes samples are taken from the status's comment box, reflecting consumer feelings and thoughts.

3.4. Demographic Characteristics

Table1. Demographic information of the respondents

SL	Name	Gender	Age	Family/ Income Monthly(BDT)	Education	occupation	Location
1	Md. Tamim Mahmud	Male	20-25	10-15,000	MBA (studying) at the University of Dhaka	Student	Mirpur, Dhaka
2	Md. Shohag	male	20-	10-15 lakh (F)	BBA from North-	Student	Panthopath,

	Hossain		25		south university, EMBA (studying) at the University of Dhaka.	and the part-time job holder	Dhaka
3	AyishaFariha	Female	20-25	2- 2.5 lakh (F)	Undergraduate	Student	Indira Road,Farmgate, Dhaka
4	Abdullah Al Masud	Male	25-30	12-14000	MBA (govt. titumir college)	Student and the part-time job holder	Tejgaon, Dhaka.
5	Rubaiya Islam	Female	20-25	18000		Student	Bangladesh Kuwait moitree hall,new market, Dhaka
6	Faiaz Ahmed	Male	15-20	5-10 lac(F)	O level	Student	Banasree, Rampura
7	Nasir Hossain	male	25-30	10-15000	Class 8	Driver	Kafrul, Dhaka.
8	Israt Jahan	Female	20-25	10,000-15,000	MBA (studying) at the University of Dhaka.	Student	Azimpour, Dhaka
9	Md Noman Hossain	male	20-25	8-10lakh (F)	MBA (studying) at the University of Dhaka.	Student	Newmarket, Dhaka
10	Rubel Ahmed	Male	20-25	Below 10000	BBA, University of Dhaka	Student	West Rajarbag, Dhaka
11	Tahira Tahsin Auna	Female	20-25	3 to 5 lakh(F)	Honours in English (5th semester), Northsouth university	Student	West Agargong, Dhaka
12	Md. Naeem Islam	Male	20-25	10-12000	undergraduate	Student+ works at m2m corporation as a junior executive	Azimpour
13	Nabila Tabassum	Female	20-25	1-2 lack (F)	Graduate Brac university	Student	Arambagh,Pallabi Mirpur
14	Nurul Islam Limon	Male	20-25	5-10 lac(F)	Finished A level	Work in a car showroom.	Gulshan 1, Dhaka.
15	Raihanul Islam	Male	20-25	10-15 lac(F)	Finished A level	Work in the IT sector	Badda, Dhaka
16	Saliha Parveen	female	20-25	70-80 thousand (F)	Chartered accountant	Student	Rupnagar, Mirpur, Dhaka.

	Shathi						
17	Md. Jashim Uddin	Male	25-30	10-15 lakh(F)	Postgraduate	Student	Uttara
18	Tasnuva Rahman	female	20-25	1-1.5 lakh (F)	Graduate, North south university	Student	Lalbagh, Dhaka
19	Nirjhor Mohammad Rasel	Male	20-25	1-1.5 lakh (F)	North South University (EEE)	Student	Bashundhara residential area
20	Towfiq Hasan	Male	20-25	50000-1 lakh (F)	Graduate	Student	Dhanmondi

Source: Authors.

In this table, 20 respondents' demographic information is described (see Table 1). Among them, 50% are male respondents, and the other 50% are female. Their name, gender, age bracket, income or family income range, occupation, educational level, and residencies are mentioned. They are selected from Dhaka city, most of whom are from the young generation.

3.5. Data collection procedure

Two types of respondents are selected in this research. They are counterfeit brand users and luxury brand users. Among the 20 respondents, 10 people are based on counterfeit users, and the other 10 people are based on luxurious brand users. Both males and females are selected to obtain information. The Snowball technique is used here to identify counterfeit brand users. Some of the samples are chosen by observing consumers in the shopping mall. The samples are selected through the judgmental technique to get information about the luxury (Widjaya & Padmoprayitno, 2022). And searching from different Facebook groups and monitoring the people's status is determined. After selecting the respondents, the interview is conducted by providing a consent form to get the respondents' permission of the respondents, and then the discussion takes 50 to 60 minutes. Probed question is provided throughout the interview to get the respondents' insights. Data collection does not end here. After the interview, respondents' Facebook wall is scrolled down to know their nature toward brands. Some photos are taken from the Facebook wall of the respondents who share their opinion toward counterfeit and luxurious brands. The photo-ethnographic method is also used. Through non-personal observation, insights can be uncovered. Some non-personal observation is also conducted from different places where counterfeit products are generally sold, like Gulistan, Newmarket, and ChokBazar in Bangladesh. Photos are taken randomly of whom are using counterfeit branded products. Projective techniques are used in qualitative research to get profound findings. Photo association is one of the projective techniques used in this research (Istiqomah & Rohim, 2022).

4. Results and Discussions

In this phase, the new findings of conspicuous consumption are compared with the existing theories discussed in the literature part. Data are analyzed through four themes: aesthetic value, uniqueness, social-face, and desired states. These themes are compared and contrasted with the existing theory.

4.1. Aesthetic Value

Aesthetic value refers to what people say is good in terms of its outlook or appearance. Brands are considered a luxury when they look beautiful, and some people think those products' attractive designs are luxurious.

Figure 4. A woman is using Louis Vuitton Bag
Source: Author.

It is seen in Figure 4 that Shakib-al Hasan's wife, Shishir, is using a Louis Vuitton bag. She is a model, and she carries those dresses and bags that are good in design. Louis Vuitton is a luxurious brand that produces the best-designed bags. So here, the bag provides aesthetic value.

"The brand's clothes are more comfortable, and their colors last many days. When I purchase a dress from Aarong, I feel it is very long-lasting, but when I purchase a dress from New-market, I think it is not as good as the branded dress. Because I used many dresses from Aarong and New-market, I can easily differentiate their quality. When I buy a branded dress, I consider its quality, comfortability, and color."

From the respondent's speech, it is seen that beautiful products are luxurious products to some Bangladeshi people. They feel beauty is the main characteristic of luxurious brands and purchase luxury brands to see the brand's design.

Figure 5. A man is using iPhone
Source: Author.

In this photo, it is seen that the man is using iPhone. Here the logo of the iPhone is focused on. It is also seen that any case is not used on the phone. It may indicate that the man wants to show the logo and design of the iPhone to the people. iPhone is considered the best-designed luxury brand. Sometimes people purchase iPhones attracted by the lucrative design of the product.

In the theory of Appadurai, he argued that there are five components of luxury. Among them, semiotic virtuosity means that luxury products will be attractive. The nature of the people of Bangladesh matches that theory. Here in Bangladesh, people think the best and most appealing design makes the brand luxurious, so they purchase it. So compared to Appadurai's concept, the finding is valid.

4.2. Uniqueness
Uniqueness means something different from others. Consumers want to purchase luxury brands that are unique and not similar to others to distinguish them from others (Lin, Wang, Chang, & Lin, 2019). The choice of creative things makes the consumer unique (Li & Zhao, 2021). People feel special when they use something different from others; that's why they prefer to purchase something different. And generally, luxury products are unique. The exponential adaptation of neoteric and epicurean products has been ascendant over the years because of the uniqueness of consumer propensity.

Figure 6. A boy is using a waterproof phone for taking photos while swimming.
Source: Author.

Figure 7. A boy is using a selfie stick and waterproof phone for taking pictures while swimming.
Source: Author.

From both Figures 6 and 7, it can be observed that they want to make them unique by using waterproof mobile phones. Generally, medium-range mobile phones do not become waterproof, and some luxury mobile phones like iPhone 7, iPhone 7+, and Samsung S7 are waterproof. As it is said that perception of luxury varies from person to person, culture to culture, and country to country, from the Bangladeshi perspective, iPhone is considered a luxury brand. So, both photos want to say that they make them unique by using luxury branded products.

"He loves perfume, so I gift perfume to him. Last time, I gift a wallet. Besides, shirts are also gifted. All his shirts are from Freeland and Ecstasy, and all his shirts look the same. He doesn't wear out of these brands. And pants from the gentle park and Yellow." "Sometimes I gift Panjabi to my friends and notice these upper-class people. Most of the time, I notice that they prefer to wear Men's World, Yellow, shirts of Cats Eye. Especially men prefer to wear the Panjabi of Yellow."

Although the brands of the speech are not luxurious, they may be luxurious from the respondents' perspectives. Both speeches show that they prefer specific brands that are different from others and make them feel unique.

Figure 8. A man has transformed his picture in Prisma effect.
Source: Author.

Prisma is a photo editing application where the photo is transformed into an artistic effect. Here the picture is edited with the Prisma effect. Initially, the iPhone app was introduced when iPhone users could edit the photo through Prisma. So, it can differentiate them from others.

Figure 9. Moosa bin Shamsher (a renowned businessman) makes his lifestyle by using luxurious products.
Source: Author.

Moosa Bin Shamsher is a business tycoon in Bangladesh who makes his lifestyle unique by using luxurious products and lives in an elegant house in Gulshan, Dhaka, named "Dhaka Palace". He uses luxurious brands in all of his usages. He uses the watch of Titan and Ferrari, and each watch's price is around 40 to 50 crores. So, all this luxury makes him unique.

Veblen identifies two motives for purchasing luxury; among them, the invidious comparison motive is one, which refers to that consumers want to make themselves different and unique from other consumers (Pepall & Reiff, 2016). So, uniqueness is the factor in purchasing and using luxury brands. Mortelmans include "scarcity" as the essential characteristic of luxury branded products that make the brand unique.

4.3. Social 'Face'
Social face refers to people focusing on the culture, groups, and society where they live. People shop for luxurious products to belong to their society (Phau, Phan, Lwin, & Shimul, 2017). To obtain social status, consumer wants to purchase luxurious products. People want to show them that they are using luxury branded products and want to consider them as a higher class. Many researchers said that most people desire social status in Bangladesh. So, they generally purchase luxury products, not for necessity, which reflects their class, and people feel that luxury brands bring prestige to their society. In Bangladesh, logo-based consumption is increasing day by day.

Figure 10. A girl was smiling as she uses a Mercedes-Benz car.
Source: Author.

In Figure 10, the smiling girl wants to focus on the car brand that she is using a Mercedes-Benz car, one of the luxury vehicles. Only upper-class people can purchase this car. So, she tries to show people that she belongs to the upper class, which makes the girl so happy.

"When I want to wear something comfortable and when it is time for selecting my clothes or dresses, I prefer to buy a branded dress. But I cannot buy all types of branded products, and I often like to buy something of a copy brand instead of the original."

One of the respondents frankly said that sometimes he prefers counterfeit branded products as he cannot afford all luxurious products to get the same social value as the genuine user of the brand.

Figure 11. A girl is using a Rolex watch.
Source: Author.

In this photo, the girl uses a focused Rolex watch. The girl wants to show that she belongs to a higher-class society, and it helps to make her prestigious. This watch is not for necessity always, it represents her social status, class, and lifestyle.

"I was very pleased. It does not mean I look logo in buying all the products, but when I want to buy a wallet, I often see the logo like Apex, which means that the actual side is tonic price, but today it is much less, but the logo remains the same, I see it. There is a shopping mall in Uttara, the Kushal Centre, where these wallets are available."

It is the speech of one of the respondents, who said that he prefers a logo to purchase some specific products like a watch, or wallet that logo represents that the products are luxuriously branded products. He expects that after seeing the brand, his friends and the social group will consider him as an upper-class person, and he can get prestige from them.

According to Sombart's theory, the luxury brand is beyond necessity (Armitage & Roberts, 2016). The researcher argued that luxury means using more than what is needed and more than the general quality that reflects the consumers' social status and prestige. According to Forbes, 'luxury' has lost its meaning, and luxurious products are now logo-covered products (Danziger, 2019). So, by using luxury products, people can differentiate themselves as part of an elite society. Many researchers said Bangladeshi people emphasis on social status, groups, and class. So, in this country, most people use luxury brands to show their social status.

4.4. Desired State
Only the high price is not luxury. Luxury can be a desired state; the desired state is a strong feeling and wanting for something a person likes (McNeil & Riello, 2016). Researchers considered one of the predominately fundamental aspects of human nature, elucidated, "All the human actions used as an eliminatory harmony for any human desire". Some people purchase luxury products to meet their desire. Any product can meet necessity, but when people desire something, they are buying luxurious products.

Figure 12. Two men are holding the most expensive painting.
Source: Author.

In Figure 12, two men are holding a painting. It is the world's most expensive painting. From this photo, it is clear that they have a desire for expensive paintings. Because in general painting is not necessary for living their lives. So, in this perspective, they consider luxury as desire.

Figure 13. A famous cricket player took a photo in a Golf Garden.
Source: Author.

It can be assumed that it is a family tour photo in Figure 13 where Shakib-Al-Hassan is enjoying and passing a holiday with his family in a golf garden near the sea in the Maldives. This tour is not for his profession. So, they go to the Maldives because of their desire. Generally, a tour refreshes the mind and is the scope of pleasantness. They can spend their free time in Bangladesh, but they desire to visit the Maldives on vacation, so here, luxury works as their desire.

Figure 14. At Sheraton Hotel (A five-star hotel) a man took a photo as he is spending Quality time.

The photo in Figure 14 is taken from the Sheraton hotel, where the man is spending quality time with his children, and they look so happy. Sheraton Hotel is one of the five-star hotels in Bangladesh. The man went there to spend time with his children. It is not necessary for a living, but he prefers to spend quality time with his children in an expensive place. Here luxury reflects his desire to be happy mentally.

"I feel that high price is not the main character of luxury. When I purchase a product, if it could give me happiness or pleasure, I could say it's luxury. And obviously, luxury products are high prices. So, when I heard the name luxury, I can also remember its high prices. But I often feel that the fancy of things is also luxury. In that situation, I can give an example; once, my roommate bought shoes that were not high price, but I liked them so much. And I search for it in the market but cannot find it, so if someone gives me that, I can agree to spend more than its actual price."

A respondent said that high price is not the main characteristic of luxury. To him, luxury means happiness, and those products that give him pleasure are luxury to him.

"Actually, I can gain 100% satisfaction, but it can often not meet my expectation properly. Many times, I feel that the price is higher than its quality. And many times, the products look very beautiful especially in a dress when I saw it in the showroom, it looks very nice here, but when I saw it in my room, it does not look as beautiful as I saw in the showroom."

It is another respondent's speech. She said that she feels disheartened when it does not look beautiful after purchasing though it looks beautiful before purchasing. And she thinks that the price is higher than the quality.

Berry argued that expense and rarity are not sufficient components to be luxury products. The products should be widely desired where desires build on human needs, and the desire is viewed based on necessity such as shelter, sustenance, clothing, and leisure, as there are direct relations between needs and desire. So, according to Berry's concept, desire is an essential luxury component.

4.5. Utilization of wealth
Utilization means the effective use of something. Consumers can utilize their wealth by purchasing luxurious products. One of the respondents said this speech. It reflects that Bangladeshi people want to utilize their wealth to purchase luxury products as they have enough money to buy them.

5. Conclusion
The final findings regarding the overall image are presented in this section. How these findings and information can be used, limitations of the study, future scope, and theoretical contribution are also shown here.

5.1. Conclusion
Bangladeshi people emphasize culture, society, groups, and family. To belong to society, they want to follow the upper-class people. Logo-based consumption is increasing day by day here. So, because of this culture and attitude, consumers want to purchase luxurious products. As it is known that Bangladesh is a developing country, so all consumers cannot afford luxury products. So, they sometimes use counterfeit products to belong to society.

In this study, it is seen that there is a significant influence of conspicuous consumption on the counterfeit. There are several reasons for buying luxurious products. Consumers want to make themselves a different entity, desire social status, and use luxury because of self-esteem. Some related reasons for purchasing counterfeit products are the desire for social status, affordability, and using various products instead of one. Those people who desire social image but cannot afford luxury use counterfeit products.

The research found that Bangladeshi consumers redefine luxury according to their attitude toward the products. Some consumers feel that they use luxury products because of their attractiveness of the product and think that luxury products should be designed attractively. Luxury products are unique, and that product can be distinguished from other products. So, some consider luxury products because they want to differentiate themselves from others and make them special. Most of the consumers in Bangladesh are more concerned about their social status. So they prefer luxury products to maintain their social class. Some consumers prefer luxury products from the desired state. They can have a hobby or like to do something. From this perspective, they purchase luxury products or services. And the last finding is the utilization of wealth. This kind of consumer thinks that as long as they have enough money, they will utilize it effectively by using luxurious products. So, it can be said that the reasons for conspicuous consumption vary from person to person.

5.2. Implications
This study can be applied to management and academic purposes. By studying this research, students can gain knowledge about conspicuous consumption. Counterfeit is a threat to luxury brand owners because luxury brands are more counterfeited. Generally, people purchase counterfeit when they cannot afford the branded product. So, from the research, luxury brand owners are suggested to introduce lower-line products so those who cannot afford but desire to use the logo can purchase the products. Thus, the brand will be considered for conspicuous consumption by the consumers. Besides, the luxury brand owners can make the products more unique by adding other qualities so that counterfeiters cannot copy the product. And from this research, the luxury brand owners can take suggestions that they should produce products adapted to different cultures so that cultural differences cannot affect conspicuous consumption. As sometimes counterfeit products are harmful to health, especially in the case of electronics products, marketing managers can create awareness about counterfeit and luxury products by studying this research.

5.3. Theoretical contribution
In this research, the existing three theories are discussed mainly. They are Werner Sombart's theory, Appadurai's theory, and Berry's theory. Besides Veblen effect is also described. Most of the findings of the research are consistent with these theories. Luxury products are redefined as aesthetic value, uniqueness, social 'face', desired value, and utilization of wealth. Among them, aesthetic value matches the theory of Appadurai. He argued that to be luxurious there are five characteristics. Semiotic virtuosity is one that means the product design should be attractive and match the finding. Uniqueness is consistent with Veblen's theory. Veblen identified two motives: pecuniary emulation and invidious comparison motives, where invidious comparison motives said consumers want to make themselves different and unique from lower-class people. So the uniqueness of luxury products

matches the Veblen effect. Sombart's theory said that luxury products are redefined as a social 'face' and argued that luxury is beyond necessity. The desired state is the other finding that matches Berry's theory. So, it can be said that this research is consistent. The identification of the utilization of wealth is a new phenomenon that is considered a unique element. This phenomenon can enhance Sombart's theory. Addition of the existing features, an outstanding value can be added to Sombart's theory, particularly in the context of an emerging market. The research is based on the Bangladeshi perspective, so it is a new finding.

5.4. Limitations
This research is conducted within Dhaka city. If it is broader research and there is available time, the study can be performed in different regions of the country. In this research, respondents were interviewed for 50 to 60 minutes, and their Facebook walls were scrolled down to collect information. Core data can be obtained if observing each respondent for a long time is possible.

5.5. Future scope of the study
Future research should include the culture of Bangladeshi people to purchase luxury and counterfeit products. It should also include a comparison between luxury and counterfeit products. This research is only based on Dhaka city and young generation people, so, Future research can be conducted in other areas of the country. Future research could also examine the beliefs and attitudes toward luxury and counterfeit products compared to the Western country.

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