

# The Role of Gender on the Evaluation of Downward Line Extensions of Luxury Brands: A Cross-National Study

**Jean Boisvert**

American University of Sharjah

**Nick Ashill**

American University of Sharjah

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## **Abstract**

Little is known about how gender may affect consumer purchase intentions of downward line extensions of a luxury brand (e.g. French luxury watch) in a cross-national context (e.g. France vs U.S.). Based on an ANOVA experimental design, a sample of 1280 respondents, and data collections conducted in France and the U.S. Our study shows that it is crucial to take the role of gender into consideration because significant variations often occur. For instance, women evaluate a new direct brand upscale/horizontal line extension of a luxury parent brand similarly to men, women rate a new downward line extension of a luxury brand more positively than men. This paper's contribution to the luxury literature helps push the current knowledge about luxury further regarding the role of gender versus the launch of new downward line extensions of a luxury parent brands in different countries. Theoretical and managerial implications are provided.

**Keywords:** *Luxury brands; Vertical extension; Cross-National Effects*

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