

Understanding How Luxury Channels Compete for Customers

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Abstract

Luxury brands are facing increasingly complex channel choice decisions due to the growth of retail opportunities both online and offline. This creates a need to better understand how luxury channels compete for customers. In this study, we test whether the way luxury channels compete for buyers follows the fundamental patterns established in non-luxury markets. To do so, we apply the Duplication of Purchase (DoP) law to luxury leather goods purchase data across fifteen channels, based on a survey of luxury buyers in the US. Our findings reveal that the DoP law holds true for luxury channel competition. This research offers valuable insights for luxury marketers aiming to understand the competitive dynamics of the luxury retail market, while also making a theoretical contribution by examining the applicability of the DoP law within the context of luxury retail.

Track: Retailing & Omni-Channel Management