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## LUXURY GOODS AND SERVICES: A COMPARATIVE ANALYSIS BETWEEN THE MARKETS OF ENGLAND AND POLAND

*In the article the luxury markets of Poland and England are analyzed. The main factors that determine differences in the formation and development of these markets are determined. Consumer behavior motives on the Polish and British luxury goods markets are outlined. The results can be used as a methodological assistance in the development of marketing activities of Polish producers at the luxury goods market of England.*

Keywords: luxury goods, market of Poland, market of England, factors of market formation, motives of consumer behavior.

DOI: 10.21272/mmi.2017.1-08

**Formulation of the problem generally.** Comparative analysis of the English and Polish clients showed significant differences in the understanding of what is luxury as well as completely different motives of buyers of a luxury goods. It can be argued that the reason for these differences is the different history of both countries. In England for centuries developed market economy, as well as it was a colonial power. The influx of many goods from the farthest corners of the world meant that developed the ideal conditions for the development of sophisticated luxury. Customers luxury brands are very often the English aristocracy, whose traditions date back hundreds of years. Luxury in England has a rich history that is not marked by war or recourse. The British luxury treat as a kind of practical value associated with the high usability of the product and witness of great craftsmanship. In England luxury, it was, is and will be a very strong branch of economy, which is growing at an incredibly fast pace.

Poland is a different market for luxury goods and services. The determining factor is the Polish history. The Second World War completely destroyed the country economically, as well as resulted in the complete destruction of potential buyers of luxury goods (there is no aristocracy in Poland). After the war came Communism, which completed the work of destruction of culture of luxury. Poland after 1989 could develop in the industry of goods and services prestigious. The concept of luxury, as well as the associated high quality, craftsmanship and artistry of this is a kind of new idea to the average customer. Poland, despite many years of contraction has huge economic potential, which is skillfully used by many Polish companies, which gradually become international companies and respected in the industry of luxury.

**Analysis of recent researches and publications.** Luxury (lat. Luxus – luxury, excess, glamour) – a term that describes a category of material goods, or services distinguished by their high price, high quality workmanship and difficult accessibility for the recipient. Luxury products are aimed at narrow groups, belong to exclusive products and services [18].

The word luxury comes from the Latin (luxus) and means “excess, glamour”. The roots of the term are the origin of Indo-European and defined the “distortion”. Initially, the term referred to the phenomena that violate the order were a deviation from the norm. It is hard to look at it any positive connotations. In ancient times, the word luxury has been reported activities related to women's “toilet” [2].

French writer – Jean de La Fontaine – identify a luxury, what is inextricably linked to not only clean, but also delicacy. With the passage of time and the socio-economic etymology of the word has changed. The word “luxury” or “luxurious” began to identify with very expensive products [4].

Luxurious things began to give meaning something valuable, rare and expensive. It was used also in relation to the lifestyle of their users, who spoke of their wealth, ostentatious lifestyle and strength. The other values, which began assign luxury goods were grooming and elitism. These terms refer to the value associated with the user's social status and prestige. The final value is given to luxury hedonism. Jean-Paul Sartre in his work Being and Nothingness (1943) wrote: "Luxury is not about the quality of the object, but the quality of ownership" [3].

The modern definition of luxury is different from the traditional concept, acting in the historical evolution of the term "Traditional luxury expressed in a unique artistic performance or elaborate and expensive materials. It's hard to say what is luxury in the modern sense of the word, especially the luxury and modernity do not go hand in hand. Luxury is elitist and probably involves nurturing tradition, or at least appeal to her. Modern rhetoric but suggests that modernity is egalitarian, democratic and inclusive. Contemporary luxury is to find new, hard to do things. It may involve the use of more materials than necessary, or to hide the seams in the suit" [20].

*Clients of the luxury goods.* Luxury goods, according to the definition of researcher J. Kapferer, "provide extra pleasure holders, act simultaneously on all the senses and are inherent in the distinguished representatives of the ruling classes" [20]. Psychological motives very often decide to purchase a prestigious goods, which is a measure of wealth and taste, someone who owns them raises social admiration and respect. Functionality and usability do not constitute a decision to purchase them, because these goods are rarely practical in as much as a good basic. Luxury goods are bought because they carry the hedonistic and symbolic. These are products characterized by uniqueness, high quality, evoke emotions and pay attention to others [18].

Researchers have linked the phenomenon of luxury together features that bring luxury goods and the character and motives at the same time customers purchase:

- attention = desire demonstration e.g. social status;
- unique = snobbery;
- social value = desire to follow fashion and trends;
- emotional value = hedonism and love of beauty;
- high quality = perfectionism [21].

Consumers of luxury goods differently they perceive, this is due to cultural differences, in some environments the prestige and glamour are respected and admired, while in other they provoke disgust and outrage. Regardless of how the perception of luxury goods represent four types of values that exist within a luxury good. The first is the financial value, which represents the price and is the kind of capital investment. Another is the functional value, which directly concerns the quality, manufacturing technique, uniqueness, usability and individuality luxury goods. The third kind of values are individual values, which are related with the value of the material, emotional and hedonistic. The last, fourth value is a social value, which is widely understood prestige demonstration effect and manifestation of social status [23].

There is a large variation in recitals purchase of luxury goods, but one of the most important and most desirable features that goods prestigious represent an opportunity to stand out in society and achieve specific characteristics such as individuality. Increasingly frequent reason for buying luxury goods is the desire to be perceived as a representative of a higher social class, which is distinguished from the lower social classes, who are less wealthy and thus less prestigious. For this type of consumer product quality has a lower value than the value of social status, which is the guarantor. There are three types of consumers of luxury goods:

- wealthy clients (affluent);
- rich clients (old money);
- aspiring clients (nouveaux riches) [13].

Traditional and classic consumer division, divides customers wealthy people who buy luxury goods

to meet the needs and treat it as a lifestyle and customers who cannot afford luxury goods and do not have access to them so. excluded (excluded). In 80s of these products have become prestigious recognizable and visible, as well as available for other social groups, and therefore already in the 90s, the first niche market has become an important branch of economy. A portion of excluded people, began to represent the wealthy purchasing power, feeding a bunch of wealthy individuals. Those consumers seeking a luxury goods emotional values and high quality, which is why their product purchase rare, it was more thought and thoroughly analyzed the brand value [7]. The aforementioned division no longer fits today's realities. Historically, consumers were to pose political elite, cultural and economic of the country, their property was passed down from generation to generation, today it is often the entrepreneurs who themselves earned their wealth. Currently, most of the customers of luxury brands are people who previously would have been excluded. Their common feature is the common search for the way of price and fairly rare purchases of luxury goods, which do not carry a functional value, e.g. Only aesthetic. You can highlight a different division of the consumers, the elitists and people distanced first type of consumer, it's just a very wealthy person, while the second type is a person who is not interested in luxury goods for various reasons, not always economic.

Each type of consumer is specific, so managers' luxury brands can implement a uniform marketing strategy for all customer groups, since it will not be effective. Before selecting an appropriate strategy should be carefully examine the needs, values and aspirations of each group and then individually modified marketing strategy. It is important that managers paid particular attention to the various dimensions of the perception of luxury [6].

*Market of the luxury in England.* The luxury goods market in the UK is huge and growing every year by 10% compared to the previous year. This country is a natural incubator for the industry of luxury goods and services, because it has established clientele [17]. English market for luxury goods and services is estimated at £54 billion [1]. London for centuries is the capital of global finance, which annually visited by thousands of visitors very wealthy, people of culture, art, big politics and science. History of England is devoid of the stigma of communism. Luxury goods as a determinant of social status and attribute rich aristocracy and the bourgeoisie have always been an object of desire. England is the natural environment for the growth market for luxury goods, and the powerful effect it had on the history [22].

The paradox of the luxury market in England is the fact that despite the excellent conditions for the development of companies offering luxury goods, these brands are poorly recognizable, very slow to develop and are scattered. Britain is full of the old companies that are often hundreds of years, such as. Sunspel brand or manufacture produce for years by the same methods as such Harris Tweed. These companies often are small family businesses that have no chance to compete with foreign giants of the fashion such as Gucci, Chanel or Prada [12]. These companies rarely export their products outside the country, due to the lack of interest in them foreign customers, who simply do not know that such companies exist. British people learns about them accidentally while shopping, but once they discover them, they remain faithful. Another problem is the lack of small business opportunities resulting from the small audience counts, and hence the lack of funds to expand production into other sectors of the market. In practice this means that specialize in one particular product, e.g. shoes or woolen jackets [17].

Currently, the market of goods and luxury services in England has changed enormously, because thanks to the development of the Internet and social media brand perception by potential clients has changed. It is not enough already great service in the store, to secure customer loyalty for many years. Luxury customers demand from luxury brands information about the latest trends, the possibility of purchasing through many other channels, such as. the Internet and the ability to order by store additional products or services like the guarantee jewelry cleaner for 15 years from the date of purchase.

Customers require the presence of the brand in social media, so that the brand is committed to socially and becomes more recognizable. As well as building its prestige in the mind of the potential buyer. Customers expect a bipolar dialogue with the company. Companies that offers luxury goods began to create special applications for mobile phones, which inform about the latest trends, information from the world of fashion and the current discounts and vouchers of loyalty to regular customers [5].

To sum collected literature and data it can be stated that customers prefer English small family-run businesses than large conglomerates fashion. This is because attachment to tradition and belief that national products are of the highest quality and most fully reflect the style and classic elegance. Many British luxury companies is completely unknown outside the country, however, does not prevent them in the further development and gaining more and more new customers. British companies are definitely focused and specialized in one particular product or service. This is due to lack of funds for the purchase of machinery or to hire more people in order to start production of many goods on an international scale. In England, most luxury companies have a long tradition of sometimes numbering hundreds of years, because the nature of luxury and uniqueness is further emphasized by the long history of the brand. The vast majority of luxury products provides the automotive industry, followed by the sector of fashion and beauty. What is new is advertising through social media and the creation of customer relationships, through which gains its loyalty.

*Market of the luxury in Poland.* The value of the luxury goods market in Poland is estimated at about PLN 16.4 billion in 2016. This represents an increase of 13% the previous year. According to estimates by KPMG until 2020. the market value of goods and luxury services will increase by 27%, reaching nearly PLN 20,9 billion [15]. In Poland, there are a few luxury brands that are active in the segment of the clothing, jewelry and alcohol. A very popular business model is to conduct a small boutique in the city center, which represents a large nationwide network. Polish brand marked its presence in the segment of footwear, leather goods, hospitality, cosmetics and perfume [16].

In Poland, the most popular luxury brands are: Apart and Kruk from jewelry, alcoholic Chopin and Belvedere, engaged in leather goods Ochnik and Wittech, footwear such as Kazar and cosmetics for example Dr Irena Eris. Much of the Poles precisely these brands indicate as luxury brands. Even in 2012, the luxury brands Poles were among the brand Adidas, Avon, Oriflame, Nivea and L'Oreal. The above examples illustrate how wrong the concept of luxury is manifested in the Polish mentality. Unfortunately, due to the fact a totally different story luxury industry but rather its absence. Poland was for many years a communist country, which results in a lack of awareness of what they are luxury goods, where for many years there was no access [9].

Understanding of luxury by Poles improved significantly, although there is still no specific definition of luxury goods or services. The fact that the use of brand niche and mainstream brands that define themselves as luxury companies, while in reality have nothing to do with luxury. Poles have a very big patriotism when it comes to the choice of prestigious brands. We are willing to buy products from companies that they consider to be a luxury, and that come from Poland. The only Polish brand, which officially is considered a luxury is Dr Irena Eris company since 2012 by the prestigious Comite Colbert, which brings luxury European brands such as Dior and Guerlain. Polish companies offering luxury goods focus on foreign markets, because Poland is a market specific, not on it, as in the West, too many people are truly wealthy, inherit a fortune family (e.g. the aristocracy in the UK), there is also, as the eastern or Asian markets, a large number of millionaires in the first generation [24].

Apart from the general perception of luxury in Poland, the focus should be on the very wealthy clients, which in Poland is very few. Despite their awareness of luxury brands, it is also very small. Even among the elite luxury knowledge of the world it is relatively small. Rarely mentioned is the brand Hermes, which is one of the first luxury brands of the world, while the Louis Vuitton brand awareness in a study conducted in 2009 by IQS Quant Group was one digit 2,1%. It follows clearly that even very

wealthy people do not know luxury, as is the case in Western Europe, Japan, the United States or the Middle East. For this reason, most of the managers of luxury brands simply do not care about market in Poland. Their products are in perfumeries such as Sephora and Douglas, but in other industries, especially the textile industry and jewelry, luxury brands are introduced to the Polish by Polish distributors. It does not matter, because the very wealthy customers, and so buy luxury brands abroad [11].

Many luxury brands in Poland are sold in multi-brand stores for example VitkAc in Warsaw. Full magic images of brands, that is, their aura, there cannot be developed because there is no place for a special decoration and interior design. Poles usually buy luxury goods in shopping malls, boutiques located in the prestigious avenues of commerce and the Internet. Luxury consumer goods are purchased primarily in shopping malls, where are the other shops, e.g. a grocery stores. The role of the prestigious shopping streets is small because there are few streets, which are located only in Warsaw [14].

In addition, the activity of advertising luxury brands in Poland is low. The result is that a wealthy client, also in the sphere of promotion of luxury brands has little to do, his knowledge about these brands will not improve, and the magic of the image does not work. Potential customers have no awareness of the existence of foreign luxury brands, and if they associate the company in question is only because of the logo, not the history or the ideas professed by the company. The fact that ignorance of the majority of luxury brands by even fairly wealthy representatives of the society causes that do not want them at all. A person on average, wealthy buy brands of high-end luxury as these: Adidas, Nike, Avon, Vichy and feel satisfied with the ownership of luxury goods, which they believe that they are unquestionably luxury [19].

**Unsolved issues as part of the problem.** Comparison of the two countries, so completely different from each other has led to the formulation of a number of proposals, which may be subject to different analyzes. Each country may enter a completely new value to the culture of luxury. Unquestionably, we can say that in both countries the luxury of waking same admiration, the desire to have and delight.

**Aims of the article.** Comparative analysis of the market for goods and luxury services in England and Poland. Trying to compare and explain the differences.

**Data analysis.** The study aims to compare customers of luxury brands from both countries – England and Poland. In both countries, they were sent via e-mail the same short survey regarding the receipt of goods and services of luxury. Data of mail of clients luxury brands received by the managers of luxury brands in both countries, who for obvious reasons wants to remain anonymous. Surveys were sent along with the magazine informing about the latest trends and discounts for loyal customers. In both countries managed to collect 100 questionnaires completely and legibly filled. Age and gender were deliberately omitted in the study because they do not have much significance because respondents were matched by the criterion of wealth. Summary of the data is presented in the following tables.

*Table 1 – Comparative analysis of the definition of the luxury good*  
(own adaptation based upon data from the survey)

What is the luxury good for you?	England	Poland
Product of well known brand (national brand)	26%	23%
Very expensive product	10%	19%
Product that is rare	3%	2%
Product that shows the high material status of its owner	17%	10%
Product made from the materials with the best quality	33%	8%
Product that is fashionable	6%	26%
Product of well known foreign brand	5%	12%

The product of well known national brand turned out to a luxury item for 26% of respondents in England and for 23% of respondents in Poland. Product price was a determinant for 10% of British and 19% of Poles. At hindered availability attention of only 3% of people in England and as little as only 2% of people in Poland. Product pointing to the high financial status of the holder indicated 17% of British and 10% of Poles. The quality of the materials used to produce 33% of respondents indicated the English and only 8% of respondents Polish. The product, which is a fashionable luxury product for 6% of British and 26% of Poles. Foreign products as products of the highest class indicated 5% of respondents in the UK and 12% of Polish respondents.

*Table 2 – Comparative analysis of the determinates of choice of a luxury brand*  
(own adaptation based upon data from the survey)

What determines the choice of a luxury brand?	England	Poland
Fits your unique style	27%	16%
The overall view of a brand	3%	14%
Tradition and history of a brand	33%	2%
The value and the lifestyle represented by a brand	18%	7%
The fahion and current trends	12%	34%
Prestigious of a brand	7%	27%

For 27% of respondents from England proved crucial to the product fit their unique style in Poland it was 16% of respondents. An overview of the brand, such as the ideas professed by it mattered to 3% of British and 14% of Poles. On the tradiiion and history of the brand the attention of 33% of the English, and only 2% of Polish respondents. The value and lifestyle promoted by the brand indicated 18% of the British and 7% of Poles. For 12% of respondents in England, the most important was that the brand follows the trends in Poland answer that indicated 34% of people. Prestigious of the brand indicated 7% of British and 27% of Poles.

*Table 3 – Comparative analysis of the reasons of buying luxury products*  
(own adaptation based upon data from the survey)

Why do you buy luxury products?	England	Poland
Quality of materials	31%	15%
Craftsmanship	29%	8%
Increase self-esteem	6%	28%
Art mastery	17%	4%
Influence of family/friends	8%	22%
Emotions connected with buying luxury products	9%	23%

Respondents from England in the number of 31% pointed to the quality of the materials used in production, as key determinants of the choice of a luxury product, only 15% of Polish respondents pointed to this factor. At craftsmanship indicated 29% of customers of the English and 8% of Polish customers. The increase in self-esteem attention of 6% of British and 28% of Poles. The artistic value of luxury product turned out to be important for 17% of customers in the UK and 4% of consumers in Poland. The influence of family and friends was important for 8% of British and 22% of Poles. Emotions like happiness associated with purchases of luxury goods were the determinant of purchase for 9% of customers in the UK and 23% of clients in Poland.

**Conclusions.** The survey revealed that both customers in the UK and in Poland prefer native brand. In the case of the UK it stems from the belief that only by English fully reflect the style of the British and are able to meet their needs. Poles choose native brand because they know them best, and very often do not have access to foreign brands.

The English do not involve the concept of luxury with the price. Poles also gradually cease to associate luxury. Linked to this is the availability of a very good quality product for a much lower price. And no doubt the increase in consciousness of buyers.

Interestingly, few people indicated that luxury goods are one that are rare and difficult to buy. This may be due to the fact of globalization and the possibility of purchasing any product from anywhere in the world via the Internet for example. Currently there is no problem to bring Chinese silk, cashmere and pearls from tropical waters, the diamonds are available in each networked jewelry store, but still problematic is only the price of it.

Luxury products both in the UK and in Poland ceased to be purchased only for the reason to show the status of the material. Much more are seen by looking at utility rather than as a manifestation of wealth.

Unfortunately, the Poles still do not pay so much attention to the quality as they do the British. This is due to historical factors, while residents of Poland have become accustomed to luxury and know how to take things with excellent quality, Poles pay more attention to the logo than to quality. Poland for many years of communism did not have a single company producing luxury goods and now customers are not yet taught deliberate selection of valuable goods among the luxury goods. There is a very big change of the existing form of things, but it requires many years of free market economy.

The British did not pay almost no attention to fashion and trends. This is due to their attachment to tradition and love of native, small manufacturers. Poles are much more willing to invest in fashion products. This is because it is a kind of a novelty on the Polish market.

The English are very skeptical about the big international companies. This may be due to their belief that the products addressed to all audiences are not very personalized. Poles do not attach to it such importance and are a bit more open to foreign companies. However, the percentage of Polish customers who define luxury product as one of the well-known designers is still small, which is affected by the lack of existence in Poland of many luxury brands.

The English pay a lot of attention on this brand to fit their unique style. Therefore, in the UK can develop and exist for centuries small indigenous businesses, because no one will understand English well as they are. Poles tend to adapt its style to the current trends. This is due to a very young culture of luxury in Poland.

In England, the overall vision of the brand is not for customers almost irrelevant. This is combined with the fact that the lack of such a vision in many companies. Small businesses, often located on the outskirts of the cities involved in such products like sweaters made from wool, have no need to create sublime goals, and the more the mission of the company.

Polish companies are often forced to create a vision of the company, which would be readable for foreign customers. Because very often one of the major recipients of Polish products luxury customers are foreign (e.g. Polish yachts).

In the UK the most important is tradition and history of the brand. It is historically conditioned, since it away from armed conflicts small businesses can continue a production started before the centuries. In Poland, the tradition and history of the brand is virtually meaningless, because all the luxury brands created after 1989, after the fall of communism.

The British attach much more importance to the lifestyle represented by the brand than consumers in Poland. This is due to a specific luxury goods market in England, which very often refer to living conditions that prevail in the UK (e.g. Burberry coats are always advertised with umbrellas, as a link to the British rainy weather). British consumers also have a significant selection of luxury brands and the

ability to find one that most closely match their professed values. Polish customers, unfortunately, do not have such a possibility because the luxury market in Poland is only growing, and there is not much choice in companies offering luxury goods and services.

The English do not attach much importance to being fashionable. Much more directs toward universal products made with excellent quality materials than the momentary fashion. Moreover, implementation trends coming from abroad is also hindered in the UK by the existence of many native brands that do not create trends but define a specific direction for a long time in fashion. English is very loyal customers who for years can be faithful to one, a small brand, while ignoring the fashions and trends. Poles are quite on the contrary want to follow trends and fashion marked out very often by foreign, powerful multinational companies. Over the long-term lack of companies in the luxury Polish customers, when these companies finally began to exist, they are become very vulnerable to any news and trends. British customers do not pay attention to the prestigious of brands, because very often it does not exist in the case of small businesses.

Multinational companies are appreciated more for quality than prestigious. Polish customers pay far more attention to the logo-known and prestigious company. This is because, as a young culture of luxury potential customers are not yet able to see that very often the prestige of the brand cannot be combined with the quality of the products offered.

British consumers buy luxury goods because clearly they associate them with the highest quality. Small family manufactory over the years developed a mastery of craft and attention to detail. This was so easy, because very often family-owned companies are focused on the production of only one specific product such as shoes or suits. In Poland, the number of customers who indicated the quality of the product is about half less than in England. This is due to the lack in Poland small family manufactures specialized in the production of one particular subject. Another factor is the fact that Polish companies wishing to be seen as a luxury only learn the precise craftsmanship to meet a whole new clientele purchasing luxury goods.

The English Customers buy luxury products for their crafts and craftsmanship. For many years, the English company could afford long-term improvement and development of indigenous traditions such as the production of material called tweed. In Poland, this is a relatively new phenomenon, which is why few people pointed to the traditions of the craft.

Few people have indicated that they buy luxury goods for self-esteem. This is due to the fact peculiar habits of luxury brands and a significant distraction. Very often customers of the existence of a particular brand they learn only at the time of purchase. Major fashion brands are not often purchased by the English, who prefer the domestic industry. Polish customers often purchase luxury goods to improve their own well-being, it may be due to the existence in the consciousness of the scheme, which implies that large foreign brand is synonymous with social status. Poles are much more attached to the logo of the brand rather than quality, which is sometimes associated with it.

The English pay little attention to the art mastery. This may be due to the fact their preferences utility than aesthetic value as such. The British customers prefer to use value than aesthetic. In Poland, customers do not yet have this kind of choice, because it does not exist in Poland, the company specialized in art masters such as. in the production of crystal chandeliers. Several customers who indicated the decisive factor in their purchase, probably much more likely to make purchases abroad than in Poland, hence their experience and awareness of luxury art mastery.

Customers in the UK do not pay attention to the encouragement of friends and family when it comes to the choice of luxury goods. This may be related to the fact that the lack of social pressure, which assumes that wealthy people should buy products of famous brands. The few people who indicated this factor are young people whose decisions are often dictated by fashion or the desire to impress friends. Polish customers feel much more suggestions of friends and family. It can be combined with the



knowledge that a wealthy person to buy goods brands, as the highlight of its prestige.

The English do not experience significant pleasure when purchasing luxury goods, as they have for their utility value. Polish customers, very often these are the people who in their youth have experienced poverty (lack of people in Poland who inherited family fortunes) feel joy when shopping. It is for them a kind of novelty, which for many years did not exist in Poland. The market economy has not allowed the emergence of luxury in Poland. Excitement and fascination linked to the purchase of goods prestigious is natural and understandable.

**Directions of further researches.** Further research will be devoted to exploring the differences of the markets of the England and Poland and the ways how it influences the decision of purchase of consumers of the luxury goods. Also, the further research will be focused on differences used by the managers of the luxury brands in these two countries. There is also a completely new statement "the young culture of the luxury market" which should be developed and described.

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## Розділ 2 Інновації у маркетингу

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### **Порівняльний аналіз ринків товарів і послуг розкоші в Англії та Польщі**

*У статті виконано порівняльний аналіз ринків предметів розкоші Польщі та Англії. Визначено основні фактори, що визначають відмінності формування та розвитку цих ринків. Окреслено мотиви споживчої поведінки на польському та англійському ринках предметів розкоші. Отримані результати можуть бути використані як методична допомога при розробленні заходів комплексу маркетингу польських товаровиробників на ринку предметів розкоші Англії.*

Ключові слова: предмети розкоші, ринок Польщі, ринок Англії, фактори формування ринку, мотиви споживчої поведінки.

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### **Сравнительный анализ рынков товаров и услуг роскоши в Англии и Польше**

*В статье выполнен сравнительный анализ рынков предметов роскоши Польши и Англии. Определены основные факторы, определяющие различия формирования и развития этих рынков. Определены мотивы потребительского поведения на польском и английском рынках предметов роскоши. Полученные результаты могут быть использованы как методическая помощь при разработке мероприятий комплекса маркетинга польских товаропроизводителей на рынке предметов роскоши Англии.*

Ключевые слова: предметы роскоши, рынок Польши, рынок Англии, факторы формирования рынка, мотивы потребительского поведения.

Отримано 03.02.2016 р.