

The Gorgeous Brand: Understanding Consumer' Conspicuous Consumption for Luxury Tourism Products

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Abstract

This study aimed to examine how prestige sensitivity and fashion leadership affect conspicuous consumption via specific products and the moderate role of brand consciousness on conspicuous consumption. We collected samples of conspicuous consumption behaviour from three famous travel online communities' consumers by mailing an online survey hyperlink to those who qualified tourists. Statistical analysis involved the use of SPSS and SmartPLS programs. As prestige sensitivity and fashion leadership can contribute to conspicuous consumption, the uniqueness of luxury tourism products should be considered as a mediator variable in determining conspicuous consumption. Tourism marketers can communicate prestige to the consumer through advertising that encourages the consumer to purchase. Advertising oriented toward prestige sensitivity can play an attractive role in luxury tourism product sales. Luxury tourism providers need to stand out and differentiate their product characteristics to suit the individual needs through differentiated products or dedicated services.

Key Words: conspicuous consumption, prestige sensitivity, specific product, luxury tourism.

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1. Introduction

It is a very important issue for enterprise research clubs to implement consumption; applying conspicuous consumption strategies is important for luxury tourism marketers (Correia, Kozak, & Del Chiappa, 2020; Greenberg et al., 2020; Lustigova, Jarolimkova, & Zufan, 2021; Polat & Cetinsoz, 2021). For example, the Burj Al Arab in Dubai, the top luxury hotel in the world, represents increased conspicuous consumption among consumers. This study aimed to examine how prestige sensitivity and fashion leadership affect conspicuous consumption via specific products and the moderate role of brand consciousness on conspicuous consumption.

The first specific gaps in the literature included prior research have pointed to consumers' perceptions toward conspicuous luxury tourism products based on attitudes toward luxury brands (Gutsatz & Heine, 2018; Lockwood & Pyun, 2020; Peng & Chen, 2019; Song, Jai, & Li, 2020), and views and relationships of similar groups on luxury goods and services. Moreover, past studies have emphasized that the influence of the town-payers' desire for fashion and the reference group seems to play major

roles in the relationship between consumer identity and its apparent luxury consumption behavior (Barrera & Ponce, 2021; Dogan, Ozkara, & Dogan, 2020; Hampson, Ma, Wang, & Han); however, little research discusses how unique need and interpersonal factors affect the motivation of consumer for conspicuous consumption.

Social identity states individuals derive a part of their identities from their social networking and interactions within and among groups. From the perspective of social identity, consumers who prefer high prestige favor products that enhance their actual or desired reputation and self-image brand (Semaan, Lindsay, Williams, & Ashill, 2019; Sung, Calantone, & Huddleston, 2020). The influence of fashion leadership is particularly important for the relationship between conspicuous consumption and social identity because both seem to be influenced by the tendency of individuals to become fashion leaders.

Studies believe that proof of fashion leadership and social status plays a critical role in the content of conspicuous consumption (Correia, Kozak, & Kim, 2019; Jin & Ryu, 2019; Lang & Armstrong, 2018). With conspicuous consumption of luxury products to attract the attention of others, consumers will gain popularity and respect and show a higher social status. From the social identity perspective, prestige helps tourism marketers develop their strategy; conspicuous luxury tourism products have unique characteristics and additional value besides the products themselves. Accordingly, the perceived uniqueness of luxury tourism products increases the exclusive value of that product, and leading products improve a consumer's standing in the societal hierarchy; as such, we argue that Fashion Leadership should affect a consumer's choose specific tourism products

Previous research has argued that when a consumer recognizes a brand, the consumer is expressing a desire to be associated with consumer expectations with the same identity that he believes in consuming the brand (Dogan et al., 2020; Khan, Cera, & Netek, 2019; Kostynets, Kostynets, & Baranov, 2020); moreover, conspicuous consumption consumer tends to buy the prestige of product symbols (King & Auschaitrakul, 2021; Michael, Balasubramanian, Michael, & Fotiadis, 2020). This study examines how brand perceptions from consumers are motivated by their unique needs and brand knowledge derived from personal experience in conspicuous consumption.

In addition, the researchers pointed out that consumers have different abilities to recall prices, a large part of which is due to individual differences in brand consciousness (Kelic, Erceg, & Candrljic-Dankos, 2020; Zakaria, Wan-Ismail, & Abdul-Talib, 2021). In this study, we argue that brand consciousness plays a moderate role, and this affects conspicuous consumption.

This study aimed to examine how prestige sensitivity and fashion leadership affect conspicuous consumption via the uniqueness of luxury tourism products and how brand consciousness moderates the effect of conspicuous consumption. Accordingly, we formulated a model of conspicuous consumption from the perspective of sense-making of gorgeous and social identity; and the finding of research will provide interesting insights for academics and practice.

2. Literature review

2.1. Social identity theory s

Social identity theory is used to describe a person who thinks they belong to a certain social category or group (Botlikova, 2021; Fiuza, Zucco, Anana, & Sohn, 2020). Individuals begin to identify with a specific group, with the process of identification thought to be primarily motivated by the need to define oneself and create significance in one's life.

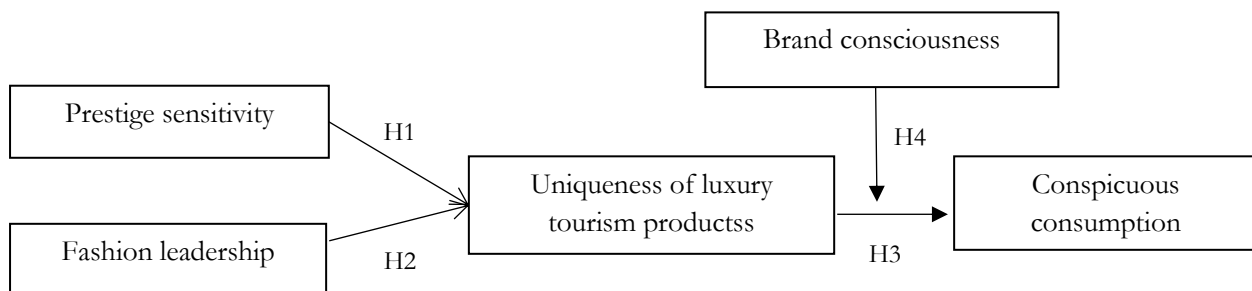
Social identity posits prestige sensitivity and need for uniqueness are considered as two predecessors affecting consumers' choice, and prestige sensitivity have been proposed as a motive for conspicuous consumption (Semaan et al., 2019); likewise, the demand for unique products encourages consumers to interpret their unique tastes of products in different ways, while at the same time adding meaning to the uniqueness of products, and developing new ways of self-expression and communication (Ajitha & Sivakumar, 2019; Mostafa & Arnaout, 2020; Saraniemi & Komppula, 2019). Accordingly, prestige sensitivity is considered to have a function that explains the relation between the precedent and the results; consumers' demand for uniqueness and the self-popular taste is of significant significance, consumers with strong needs for uniqueness will be more conspicuous and show themselves mode.

Fashion leadership is one of the driving factors of conspicuous consumption, and Past research believes that individuals can easily change their behavior to conform to group standards and values when faced with peers and social class identification, and conspicuous consumption can reflect an individual's connection to a desirable person and to other reference group persons who share the same experience. The transformation from personal identity to group identity is one of the key understandings to SIT to understand the different behaviors and relationships of individuals in a group.

2.2. Sense-making of gorgeous brand

Sense-making is a process of how people pay attention to the clues in the environment and create meanings between subjects through the cycle of interpretation and action. It involves cognition and understanding to formulate logical thinking of their own (Carrillat & Ilicic, 2019; Seric & Mikulic, 2020; Wang, Kirillova, & Lehto, 2017). When luxury tourism products use specific images or characters to attract consumers' attention and persuade them to buy products, the sense-making of gorgeous perception of luxury tourism product will occur (Correia, Kozak, & Kim, 2018; Escalas & Bettman, 2017; Starostka-Patyk, 2019). Therefore, the sense-making of gorgeous involves communication between tourists and luxury tourism products. Through the informative characteristics of the luxury tourism products, the tourists' inquiries about the image and projection would attract tourists; such an interactive process would shape the overall image of the luxury tourism products.

Figure 1. Research model



The sense-making of gorgeous luxury tourism products has attracted extensive attention and research in the field of marketing from academia and practices. In previous studies, it was argued that prestige sensitivity had become an important factor through the increasing number of luxury tourism products and services (Jung, Han, & Oh, 2017; Yu, Rong-Da Liang, & Lin, 2019). Therefore, the sense-making of gorgeous plays a key concept in the marketing strategies of luxury tourism products to enhance when the product is promoted. Moreover, this research involves the uniqueness of luxury tourism products and uniqueness as gorgeous attributes.

Social identity can also affect product-related decisions. Consumers will buy specific products to be different; specific products represent the unique respect and prestige of consumers. Moreover, when the consumer makes a consumption decision, they are sensitive to measure how much they will pay, and how much value they get. Thus, the tourism products' value will be a key construct of the effects of conspicuous consumption for tourists. Following the perspective of sense-making of gorgeous and social identity, Figure 1 draws the relationships between the critical constructs analysed among the research model.

2.3. Prestige sensitivity of brand

Prestige sensitivity is based on consumers sending signals to others that buyers are willing to pay higher prices to highlight their sense of status and good perception of price signs (Hwang & Han, 2018; Jeong & Kubickova, 2021; Xie, Peng, & Hampson, 2020). Prestige-sensitive consumers want products that enhance their reputation and status; likewise, prestige sensitivity consumer will affect their purchase attitude towards luxury products.

Previous user experience on the online shopping store, personal preferences, and luxury tourism products' reputation are the most important aspects related to consumers' satisfaction (Moro, Esmerado, Ramos, & Alturas, 2019), and reputation and product participation positively influence product knowledge and price experts (Nguyen & Nguyen, 2019; Zakaria et al., 2021). Research has argued that prestige sensitivity has a positive influence on price perception (Muratore, 2016). The luxury image of tourism products can easily arouse consumer attention and interest.

From the sense-making of a gorgeous perspective, conspicuous consumption involves consumers' use of prestige products and services to show off their social status. Accordingly, Consumers need to have greater economic strength when choosing luxury tourism products that enjoy a higher prestige, so that they can show their wealth and status through the conspicuous consumption of luxury tourism products; on the other hand, consumers are less sensitive to the price of luxury products among conspicuous consumption, consumers put more emphasis on the quality of products or brands with status.

2.4. The uniqueness of luxury tourism product

Uniqueness refers to the single product quality passed to the consumer's perception of the attributes of the luxury tourism products (Al Busaidi, Bose, Claereboudt, & Tiwari, 2019; Lee, Bae, & Koo, 2021; Piehler, Schade, & Burmann, 2019). Uniqueness can influence the consumer's attitude towards the product through the brand of the product. From the sense-making of gorgeous perspective, the distinguishing characteristics of the uniqueness of luxury tourism products will affect the consumer in making a consumption decision and proceeding to conspicuous consumption; when the marketing strategy of luxury tourism products accurately meets consumer needs, a specific luxury tourism product will be a unique choice for consumers.

The unique product design in tourism is what consumers expect. Previous research has discussed individual differences in the prestige product preferences of consumers. Consumers buy specific products in an attempt to distinguish themselves (Jarratt, Phelan, Wain, & Dale, 2019; Korodi & David, 2019; Lau & Koo, 2020), and the tendency of consumers toward the saliency of these attributes vary in different consumer segments, such as gender or different needs. Thus, research suggests that increasing product heterogeneity might inspire the strategy of additional luxury product choices. However, many specific products are heterogeneous among consumers when they fit their needs.

When consumers choose a luxury travel product, they will unconsciously choose travel products that have always matched their social status to show their glory for consumers' travel products; moreover,

this glory will make consumers tend to choose unique travel products. In addition, when choosing this unique travel product, consumers can not only show their identity but also show their unique vision and the rarity of the product.

2.5. Fashion leadership

Fashion leadership is a catalyst for consumers' willingness to spend on luxury (Lang & Armstrong, 2018; Matthews & Rothenberg, 2017). Previous research believes that the influence of information and social norms is a crucial factor in determining fashion leadership. The information motivation of the companion group is a rational factor that affects luxury consumption behavior, while normative motivation is an emotional factor that affects the group's expectations of luxury consumption. In other words, Fashion leadership can drive luxury consumption behavior through normative or informational factors.

Previous research has argued that materialism, consumers' fashion leadership, and request for products' uniqueness have a significant impact on their intention to purchase fashion products (Kestler & Paulins, 2014; Lee et al., 2021; Michon, Chebat, Yu, & Lemarie, 2015; Workman & Lee, 2017). Consumers usually motivate the purchase of luxury products based on their meaning them and their social reference group members. However, c Consumers' luxury consumption behaviors are under pressure from social norms and socialized institutional rules. Consumer independent luxury consumption behavior has meant that the work is representative of a larger group. Consumers who are conscious of luxury consumption are more concerned about social perception and are more interested in their relationship with society.

When a consumer is spending extravagantly, he will lead the trend of consumption to show his social and economic status. This part can show his leading qualities of fashion in his peer circle. That is, when a consumer has a keen insight into fashion, he will easily choose a single unique travel product, and when he chooses this travel product, he can show his unique vision. Accordingly, when choosing tourism products, tourists tend to follow the opinions of their peer groups; consumers' demand for luxury products still largely depends on what they expect to lead in social networks.

2.6. Conspicuous consumption

Conspicuous consumption usually occurs in consumers with higher income, which they display their wealth by consuming highly conspicuous products and show their expected honorable social status through wealthy consumption and service expenditures (Correia et al., 2020; Dogan et al., 2020; McCollough, 2020). Previous research has shown that personal luxury consumption depends not only on the actual consumption level but also on consumption compared with other members (Klabi, 2020; Turunen & Poyry, 2019; Zakaria et al., 2021). Luxury consumption emphasizes the importance and influence of personal expectation of leading reference groups on their consumption styles, and at the same time, expects the recognition of peers.

From the social identity perspective, the distinguishing characteristics of a specific product will affect the consumer in making a consumption decision and proceeding to conspicuous consumption. Likewise, the uniqueness of luxury tourism products is referred to as a function of personal, interpersonal, and social effects factors. It refers to the tendency of individuals to show their differences from other peers in the consumer market using luxury products with their famous brand and to enhance their self-esteem and social image. When buying or consuming prestigious brands, consumers not only consider their personal and emotional needs but also hope that they can communicate and influence each other through luxury consumption. From the social identity perspective, consumers want to maintain their identity, which is threatened by a perceived elevated level of similarity with others. In addition, this desire rises when the brand is also perceived as expensive.

When a consumer chooses luxury as a travel product, he will expect this product to be unique. In other words, the uniqueness of the travel product is especially important for the luxury consumer. Likewise, unique tourism products have incomparable charm in the process of luxury consumption. This can cause consumers to have unique emotions. Consumers choose a luxury tourism product with its unique expectations.

2.7. Brand consciousness of tourism products

Brand consciousness refers to any information that is linked to consumers' points of product branding, such as product categories, conditions for using poison, price differences, and other evaluations (Appiah, Ozuem, Howell, & Lancaster, 2019); and brand consciousness is the basis for our understanding of reasoning, classification, product evaluation, persuasiveness, and brand equity (Polat & Cetinsoz, 2021; Rolling, Seifert, Chattaraman, & Sadachar, 2021; Salem, Tarofder, Musah, & Chaichi, 2019; Wallace, Buil, & Catalan, 2021). Previously used luxury products and did not consider the impact of the shopping environment of complex luxury products (Turunen & Poyry, 2019), consumers use brand names and product attributes as effective and important search clues to understanding relevant product information.

Previous research on luxury products consumption focused on new luxury brand products, with special attention to travel product brands; This brand can highlight the consumer's social status and let his peers think of his unique taste. On the other hand, unique brands can imply that consumers have the economic potential to buy products that match. Accordingly, brand awareness of tourism products can be described as consumers' perceptions and knowledge of luxury tourism products or services and brands. Hence, Consumers usually evaluate luxury consumption by focusing on their effective subjective responses (such as feelings, emotions, and emotions) to the target brand's products or services. Therefore, the more consumers are familiar with luxury brands, the stronger their desire for branded products they expect to own.

3. Aim, Methodology, Methods, and Data

This study aimed to examine conspicuous consumption of luxury tourism products. The conspicuous consumption of luxury tourism products has attracted the attention of travel behaviour, and tourists are willing to purchase luxury tourism products to show a higher social status. The authors formulated the research hypotheses as follows:

From the perspective of sense-making of gorgeous, when consumers perceive the uniqueness of luxury tourism products, such as deluxe brand hotels, they will measure these specific products to determine whether they are worth buying or not. At this moment, prestige sensitivity is a critical influence; that is, consumers will think of whether this specific product can enhance their status and reputation. Consequently, prestige sensitivity will impact the specific tourism product. Hypothesis 1 was proposed as follow:

H1: Prestige sensitivity is positively associated with the uniqueness of luxury tourism products.

When tourists make a consumption decision, they will consider whether the tourism product they purchase fits their group style. Besides, group members will affect each other if the specific group likes buying products; it will affect each group member to have the same brand. Susceptibility to fashion leadership will influence the specific motive in conspicuous consumption, thus leading to H2:

H2: Fashion leadership is positively associated with the uniqueness of luxury tourism products.

Similarly, a perceived uniqueness of luxury tourism products increases their value and leads to improving the status of consumers in the social class. Moreover, the need for uniqueness among consumers plays the essential role in the consumption of luxury tourism products. This leads to H3:

H3: The uniqueness of luxury tourism products is positively associated with conspicuous consumption.

From the perspective of social identity, brand consciousness with personal identification will have a positive tendency on consumers' willingness to pay premiums for branded products. The brand presents value to the consumer, depending on the consumer's needs. Thus, it is important to consider both the cognitive and emotional components of the image of luxury tourism products. Accordingly, we argue that brand consciousness has a moderating effect of the uniqueness of luxury tourism products on conspicuous consumption. This leads to H4:

H4. Brand consciousness moderates the effect of the uniqueness of luxury tourism products on conspicuous consumption.

3.1. Data collection

Luxury products have different meanings and connotations to consumers in different situations. Different consumers are likely to interpret different experiences in diverse ways according to their socio-economic level. According to this view, Luxury consumption is a self-experience, requiring the subject to be in a state of luxury. And Luxury tourism products are usually associated with prominent tourism product brands or perfect landmarks in destinations (Speake & Kennedy, 2019); They provide unique and personalized services to wealthy tourists to meet their honorable needs.

Purposive sampling was conducted in the study. Samples were identified considering the purpose of the study. Second, conditionally, we set the limits about the objective need to consume conspicuous luxury tourism products or services. Accordingly, first, we identify those consumers who share travel experiences about spending on luxury tourism products over US\$ 800 per trip identified from online communities (Hwang & Han, 2018; Hwang & Hyun, 2017). And we invite them to participate in the survey to understand his/her views on conspicuous consumption.

All use perception scales are based on previous literature related to luxury consumption and reworded to meet the needs of this research. Two professors specializing in tourism management conducted a thorough review of the survey items to ensure translation accuracy and face validity. Then, the Chinese version of the questionnaire invited 25 managers of a travel company to conduct a test and content validity, to adjust the wording of the items in the micro-survey to be closer to what the interviewees could understand at the survey process.

We developed an online questionnaire system using the Google Doc online document website (www.drive.google.com); and used hyperlinks to allow participants to fill out the questionnaire conveniently, to collect the sample data needed for this research. The design of the questionnaire was a hyperlinked message to invite target samples of those who have shown luxury consumption experience on the three online travel communities: EUROTRAVEL (<http://www.eurotravel.idv.tw/>), TRIPADVISOR (<http://www.tripadvisor.com.tw/>), and SPLENDIA (<http://www.splendia.com/>) from Jan-2020 to May-2020, tourists on those websites can allow us to contact and confirm that they have traveled many times in luxury tourism. The number of valid samples is at least 5 times the number of questions on the scale (Gorsuch, 1997), and estimate the recovery rate based on this related research (Batat, 2021; Correia et al., 2019; Novotna & Kunc, 2019); 1,200 invitation messages online were mailed to the research subjects in totally; 202 were returned completed finally. Table 1 describes the characteristics of the samples.

All use perception scales are based on previous literature related to luxury consumption and reworded to meet the needs of this research discussed in the prior. The identification of 25 research items with their references' literature. Likewise, the different opinions are indicated with 5-point scales from 1 = strongly disagree to 5 = strongly agree, as summarized in Table 2.

Table 1. Sample Description

Samples		N	Percentages (%)
Gender	Male	97	48.0
	Female	105	52.0
Ages	Less than 20years	2	1.0
	21 – 25 years	38	18.8
	26 – 30 years	24	11.9
	31 – 35 years	39	19.3
	36 – 40 years	50	24.8
	41 – 45 years	15	7.4
	46 – 50 years	21	10.4
	Over 51 years	13	6.4
Education	Junior high school	1	.5
	Senior high school	19	9.4
	University/ College	132	65.3
	Graduate School	50	24.8
Nationality	America	56	27.7
	Australia	34	16.8
	Asia	32	15.8
	European	48	23.8
	South Africa	5	2.5
	United Arab Emirates	27	13.4
Contacting from online travel community	European travel	41	20.3
	Tripadvisor	93	46.0
	Splendia	68	33.7
Conspicuous Consumption per TRIP (US\$)	Less than 5000	8	3.9
	5,001-10,000	19	9.4
	10,001-15,000	93	46.1
	15,001 and above	82	40.6
Type of tourism products	Luxury cruise	61	30.2
	Luxury Brand Hotel	101	50.0
	Business class of airlines	40	19.8

Source: own elaboration

Table 2. Item in the survey

Construct	Item description	Reference
Prestige Sensitivity (PS)		
PS1	I enjoy the prestige brought by buying high-priced brands.	Zielke and
PS2	Buying the most expensive brand of tourism products makes me feel very elegant.	Komor (2015)
PS3	Buying a high priced product makes me feel good about myself.	
Fashion Leadership (FL)		
FL1	I understand fashion trends and want to be the first to try them.	Kestler and
FL2	I am the first to try new fashions; therefore, many people regard me as being a fashion leader.	Paulins (2014)

Construct	Item description	Reference
FL3	To be a fashion leader is very important to me.	
FL4	I am confident in my ability to identify fashion trends.	
FL5	Enjoying luxury tourism products is one of the most important ways for me to express my personality.	
FL6	I spent a lot of time on travel activities related to fashion	
Uniqueness of luxury tourism product (UNI)		
UNI1	The luxury tourism product is highly unique	Casalóa et al.
UNI2	The luxury tourism product is one of a kind	(2020)
UNI3	The luxury tourism product is really special and different to others	
Brand Consciousness (BC)		
BC1	I pay attention to the brand names of the products I buy.	Ismail (2017)
BC2	Brand names tell me something about the quality of the product.	
BC3	Sometimes I am willing to pay more money for products because of its brand name.	
BC4	Branded products that cost a lot of money are good quality.	
Conspicuous Consumption (CC)		
CC1	Product prestige is my major reason for buying a luxury brand.	Truong (2010)
CC2	It is important for me that the luxury brand I buy improves my image.	
CC3	The luxury brand I purchase must be a status symbol.	

Source: own elaboration

4. Results

In the SEM approach, it stated that latent variables cannot be directly measured, and must be indirectly inferred through manifest variables (Damian & Ramirez, 2020; Diamantopoulos, Siguaw, & Cadogan, 2008; Ranasinghe, 2019; Riefler, Diamantopoulos, & Siguaw, 2012); Besides, PLS_SEM approach is suitable for a smaller samples size compared to the covariance-based approach; second, and it means that multivariate normal data is not extremely necessary (Hair, Risher, Sarstedt, & Ringle, 2019). SmartPLS software <<https://www.smartpls.com/>> is adopted in partial least square (PLS_SEM) analysis.

4.1. Measurement model

The evaluation of the reflection measurement model includes determining the internal consistency of the model, and at the same time pointing out the reliability of a single index. The average variance extracted (AVE) was applied to estimate convergent validity. Accordingly, a value greater than 0.6 indicates that the item has high reliability. (Ali, Rasoolimanesh, Sarstedt, Ringle, & Ryu, 2018; Cheah, Sarstedt, Ringle, Ramayah, & Ting, 2018). Table 3 summarizes the loadings of all indicators are higher than 0.5.

Table 3. Factor loadings

	PS	FL	UNI	BC	CC
PS1	0.770				

PS2	0.730				
PS3	0.869				
FL1		0.872			
FL2		0.846			
FL3		0.894			
FL4		0.794			
FL5		0.848			
FL6		0.833			
UNI1			0.900		
UNI2			0.638		
UNI3			0.666		
BC1				0.819	
BC2				0.732	
BC3				0.689	
BC4				0.891	
CC1					0.909
CC2					0.971
CC3					0.712

NOTE: PS stand for prestige sensitivity, FL for Fashion leadership, UNI for Uniqueness of luxury tourism product, BC for Brand consciousness CC for Conspicuous consumption.

Source: own elaboration

Furthermore, discriminant validity evaluates the degree of discrimination between those measures of constructs among the others. the Heterotrait-Monotrait ratio requires the value be under 0.9 (Henseler, Hubona, & Ray, 2016; Henseler, Ringle, & Sarstedt, 2015). As seen in Table 4; convergence validity can analyze and explain the reliability of the structure, and the composite reliability of the structure of the research model, and the average variance of the structure extraction (AVE) are evaluated.

Table 4. **Heterotrait-Monotrait at ratio**

Constructs	PS	FL	UNI	BC	CC
Prestige Sensitivity					
Fashion Leadership	0.567				
Uniqueness of Luxury Tourism Product	0.442	0.677			
Brand Consciousness	0.413	0.641	0.615		
Conspicuous Consumption	0.522	0.596	0.539	0.501	

Source: own elaboration

The composite reliability, AVE, and Cronbach's alpha values in Table 5 indicate that the research model has a high degree of internal consistency. Discriminant validity indicates the degree of difference between latent variables in the research model (Carrion, Henseler, Ringle, & Roldan, 2016). The root means square of AVE of the construct should be higher than other latent constructs in the model. Table 4 presents these conditions level.

Table 5. **Construct Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
PS	0.705	0.732	0.835	0.628

FL	0.922	0.939	0.939	0.720
UNI	0.621	0.812	0.783	0.553
BC	0.806	0.846	0.869	0.626
CC	0.880	0.889	0.926	0.806

NOTE: PS stand for prestige sensitivity, FL for Fashion leadership, UNI for Uniqueness of luxury tourism product, BC for Brand consciousness CC for Conspicuous consumption.

Source: own elaboration

Moreover, the tolerance value is used to evaluate the collinearity of each predictor variable structure, the variance inflation factor (VIF) should be lower than 3.3 (Hult et al., 2018; Kock, 2015). As shown in Table 6, recorded VIF values are between 1.022 to 1.117. Accordingly, the analysis results show that there is no collinearity between the constructs in the research model.

Table 6. Collinearity Statistics (Inner VIF Values)

	CC	UNI
PS		1.117
FL		1.117
UNI	1.022	
Moderating Effect 1	1.103	

NOTE: PS stand for prestige sensitivity, FL for Fashion leadership, UNI for Uniqueness of luxury tourism product, BC for Brand consciousness CC for Conspicuous consumption.

Source: own elaboration

4.2. Structural model analysis

The prerequisite for structural model evaluation is to confirm the validity and reliability of latent variables. It also involves evaluating the predictive ability of the model and the relationship between latent variables. For the study, the bootstrapping process of SmartPLS was employed to estimate the significance of path analysis in PLS-SEM.

Stone-Geisser's prediction correlation (Q^2) is an index to be used for research model evaluation (Divakaran, Palmer, Sondergaard, & Matkovskyy, 2017) because it can check whether it can accurately forecast statistical data points of the index in the reflection measurement model of the endogenous structure. For the PLS_SEM research approach, when the Q^2 value of the model is greater than zero, the model has a good predictive correlation (Hair et al., 2019). This analysis method can be implemented using the blindfold program in SmartPLS. In the study, the uniqueness of luxury tourism products and conspicuous consumption are the two endogenous constructs, and we choose them to run the blindfold algorithm. Table 7 below summarizes the analysis results. It can be seen from the statistical data that the proposed model has a good predictive correlation for all endogenous variables.

Table 7. Results of predictive relevance (Q^2)

Endogenous Latent Variable	Q^2 Value
Uniqueness of luxury tourism product	0.083
Conspicuous Consumption	0.252

Source: own elaboration

4.3. Moderation effect analysis

PLS_SEM is an analytical method to determine the moderating effect of latent variables. The study hypothesized that brand consciousness has moderating effects on the uniqueness of luxury tourism products on conspicuous consumption. The intermediary variables also reflect a stronger influence on the relationship between the exogenous and endogenous structures in the PLS-SEM model analysis.

We estimate the estimated path coefficient of the structural model. The R-square value (R^2) demonstrates the amount of variance explained by the independent variables. R^2 also represents the statistical method of multiple regression analysis has the same interpretation method. And it represents the predictive ability of the model, and the results of path analysis were presented in Table 8, which states that H1, H2, H3, and H4 were supported. Likewise, we provide the model fit index as Table. 9.

Table 8. **Hypotheses testing**

Independent variable	t value	Results
Prestige sensitivity → Uniqueness of luxury tourism product (H1)	1.943*	Supported
Fashion leadership → Uniqueness of luxury tourism product (H2)	3.769*	Supported
Uniqueness of luxury tourism product → Conspicuous consumption (H3)	2.789*	Supported
Brand consciousness * Uniqueness of luxury tourism product → Conspicuous consumption (H4)	2.500*	Supported
R Square Adjusted (Uniqueness of luxury tourism product)	0.174	
Differenced R^2	0.002	
R Square Adjusted (Conspicuous consumption)	0.315	
Differenced R^2	0.256	

Source: own elaboration

Table 9. **Fit Summary**

	Saturated Model	Estimated Model
SRMR	0.104	0.109
d_ULS	2.059	2.250
d_G	0.698	0.718
Chi-Square	768.888	779.541
NFI	0.682	0.678

NOTE: SRMR: Standardized Root Mean Square Residual; d_ULS: the squared Euclidean distance; d_G: the geodesic distance; the geodesic distance; NFI: Normed Fit Index

Source: own elaboration

5. Discussion

In general, consumers are willing to pay more money to have a luxury travel experience in luxury tourism. Such products symbolize not only meaning and fundamental needs but, most importantly, a pleasurable experience process. Luxury tourism can attract consumers to purchase through the different strategies of current season products and last season products. Consumers are willing to pay a premium price to select luxury products when such products are time-bound. Furthermore, firms can provide VIP consumers with exclusive information on the newest offers and surprise consumers in the process. They can make consumers feel special and highly respected.

5.1. Implications for theory

From a theoretical perspective, the factors that we found encourage conspicuous consumption of luxury tourism products. As prestige sensitivity and fashion leadership can contribute to conspicuous consumption the uniqueness of luxury tourism products should be considered as a key influential variable in determining conspicuous consumption behaviours.

In general, research findings provide academic and practical circles with deeper insights into luxury tourism consumption based on the perspective of sense-making of gorgeous, and through empirical research and causal analysis, the research results provide reliable results for luxury consumption and are of great significance to the planning of corporate luxury marketing strategies.

5.2. Implications for practice

The findings of the study have several implications for practice. They are understanding that luxury consumption can help companies expand their market share and gain unique competitiveness in the market.

First, in our analysis, prestige sensitivity is positively associated with the uniqueness of luxury tourism products was supported ($t\text{-value} = 1.932^*$ $p < 0.05$). which was also consistent with Jarratt et al., (2019) and Lau & Koo (2020) studies. A consumer-oriented toward prestige sensitivity who wants to obtain a sense of prestige in purchasing luxury tourism products should be considered important by tourism marketers because a sense of prestige will motivate consumers to purchase extra luxury products. As usual, the tourists who want and retain prestige do not only indicate their condition of wealth but also prove their fortune; conspicuous consumption is equivalent to offering a certificate of wealth and power.

In practical terms of brand marketing, tourism marketers can communicate prestige to the tourists through advertising that encourages the tourists to purchase. Advertising oriented toward prestige sensitivity can play an attractive role in luxury tourism sales. Moreover, the marketing of luxury tourism products is transmitted through high social status groups, and the use of more efficient dissemination methods are public relations and advertising events. On the other hand, tourism marketers can convey the prestige concept through sales space for the destination. The design of the sales store must be different from other common store styles and should exhibit a distinctive personal character. The firm can offer unexpected, personal, and VIP services to surprise tourists. For example, luxury tourism can offer personal expert service, consultation, and assistance in time that can transmit more value to its tourists.

Second, fashion leadership is positively associated with the uniqueness of luxury tourism products was supported in our analysis ($t\text{-value} = 4.448^{**}$ $p < 0.01$); which is similar to prior research, such as Lee et al., (2021), Michon et al., (2015), and Workman & Lee (2017). Tourists care about interpersonal relationships, pursue group and social identity through conspicuous consumption, and look forward to becoming fashion-leading luxury tourists. For tourism companies, tourism marketers can use the psychological characteristics of luxury tourists to stimulate the herd mentality of luxury consumption, combine different luxury tourism products, and expand the target market that attracts luxury consumption.

Third, the uniqueness of luxury tourism products is positively associated with conspicuous consumption was supported ($t\text{-value} = 2.374^*$ $p < 0.05$). In comparison Klabi (2020) and Turunen & Poyry (2019) works, the perceived uniqueness of the luxury tourism product increases its value and leads to improving tourists' standing in the societal hierarchy. In the context of luxury tourism, a tourists' need for uniqueness is not positively associated with specific products, and there are tourists who often behave similarly to those around them because they want a social identity through imitation and conformity. In

other words, they choose to interact with other peers who consume the same luxury to promote the exchange of the required social identity.

Moreover, the attitude of the tourists toward the consumption of luxury products matures. The tourists do not only favor obvious brand marks, but also respect prestige, uniqueness, high quality, and taste. In specific luxury tourism products, exclusiveness and uniqueness can generate differentiation over competitors. For example, luxury tourism with a unique style can indicate personal advantages and characters. Tourists want to spend their money to highlight their identity. Accordingly, luxury tourists need to stand out and differentiate their product characteristics to suit their individual needs through differentiated products or dedicated services.

Finally, in the consumption tourism market, brand consciousness in marketing can cater to the mentality of tourists who are sensitive about their reputation. Brand consciousness of luxury tourism products moderates the effect of the uniqueness of luxury tourism products on conspicuous consumption was supported in the study ($t\text{-value} = 2.500^*$ $p < 0.05$). It can make luxury tourists find a market and promote consumption. It is especially true for persons who extremely care about their status and identity. If the tourists think the luxury tourism products can display their status, they will gladly purchase the luxury tourism products. This study shows that Brand Consciousness moderates the effect of specific products on conspicuous consumption.

Brands can create personal style through brand positing, and brand positing is equal to consumer group posting; that is, tourists will purchase the kind of temperament or character that the brand is. For example, a diamond brand can highlight the sense of high value in the brand, not just extravagance. Luxury tourism products use the image of Cartier to thematically promote the brand character as noble and elegant for themselves.

6. Conclusion

Tourists rely on value when making luxury purchase decisions, and their motivation is to impress others and demonstrate their distinctive identity. They usually choose tourism products that are not easily available and use this to emphasize their status above others. It is important to investigate the relationship between prestige sensitivity and tourists' demand uniqueness across conspicuous consumption via specific luxury tourism products systematically; the study contributes to the literature by theorizing and empirically evaluating the critical role of prestige sensitivity and fashion leadership in mediating the effect of the uniqueness of luxury tourism products that affect conspicuous consumption.

Besides, luxury tourism products can attract tourists through advertising to create a commodity symbol, such as connecting a luxury tourism product with movie advertising promotion; for example, the luxury tourism products included the famous Grand Hotel PUPP <<<https://www.pupp.cz/en>>> in Karlovy Vary, leverage Last Holiday, and Casino Royale movie, covering culture, art, music, using the movie celebrity effect to broaden the influence scope in product and tourists. It exhibits that the brand pursues a permanent attitude and creates the image and positioning of the product successfully; the finding of the research suggests that luxury tourism marketers utilize this kind of tourists mentality, pursue the meaning of luxury tourism products symbol development strategy, and appeal to more tourists to process conspicuous consumption.

6.1. Limitations and future research

The limitation of this study is that the luxury tourism products classification was not compared; create differentiated products have different marketing strategies for tourists. Therefore, the consumption intentions of different luxury products may be different. Likewise, the tourists included can

be identified according to their travel motivation, which may classify them into distinct categories for the future.

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