

**CONSUMERS' NEED FOR LUXURY: SCALE DEVELOPMENT AND CROSS-NATIONAL VALIDATION  
BETWEEN AUSTRALIA AND USA**

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In consumer behavior research, a growing amount of attention has been given to the construct of luxury. But what distinguishes among brands that are high versus low on luxury? Previous work undertaken in the measurement of the concept of luxury offers evidence of multiple constructs in defining the concept. We develop and validate a single multi-dimensional framework of brand luxury including five constructs, i.e., conspicuousness, uniqueness, perfectionism, extended self, and hedonism. To measure these five dimensions, a reliable, valid, and generalizable measurement scale is developed. This study deals with the antecedents of luxury-seeking consumer behavior in a cross-national context between Australia and the USA. The presentation of empirical work is followed by a discussion of how consumers' need for luxury brand could be used to improve understanding of consumer behavior and how it varies across cultures. In addition, we discuss managerial implications on how to create and monitor luxury brands.