Luxury Purchasers: Who Are They and What Are Their Interests?

Contributed by The Shullman Research Center
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An introduction to The Shullman Luxury, Affluence and Wealth report

The Shullman Luxury, Affluence and Wealth Pulse reports on the expectations, behaviors, and plans of adults among all U.S. household-income segments, with a focus on upscale consumers â€” the primary drivers of the luxury, affluence, and wealth-related markets â€” based on their reported household incomes or on their wealth as measured by net worth or investable assets.

In a U.S. economy that continues to improve as indicated by a number of factors (e.g., falling unemployment, very low interest rates, rising stock markets, a materially higher level of consumer confidence, and especially the recent dramatic drop in oil and gasoline prices that have deposited billions of dollars of incremental disposable income into consumers' wallets), we envision more consumers (especially the affluent) increasing their shopping and spending on luxury products and services. This expectation comes with one caveat: that during the year no negative economic news or other substantive adverse event occurs that materially impacts affluent consumers' confidence levels.

Following Bob Shullman's recent article in the April issue of Admap, "Insight into US luxury consumers," readers of that article have asked for more insights about the purchasers of the seven luxury "super-categories" highlighted in that article. Who are those purchasers? What are their interests?

Executive Summary of The Shullman Luxury, Affluence and Wealth Pulse

Marketers and their agencies targeting consumers in the luxury and affluent worlds would do well to take to heart a critical directive: "Understand the Buyer." While luxury purchasers all have money-to-spend in common, there are significant differences regarding the luxuries they may buy based on gender, generation, household income, and personal net worth. Differences also arise when it comes to what theyâ€™re buying, their attitudes about life, their views on the economy, their shopping habits, and their leisure activities, as well as where they report seeing or hearing advertisements. What is absolutely clear to us is that one size does not fit all, making it imperative for marketers of luxury and affluent products and services and their agencies to plan and execute accordingly.

About The Schullman Pulse

The Shullman Luxury, Affluence and Wealth Pulse is the most comprehensive and authoritative source of insights about the shopping, buying and spending patterns as well as the future intentions and purchasing plans of the Luxury, Affluent and High Net Worth Marketplaces in the United States.

If you'd like to view the report in full, please visit The Shullman Research Centerâ€™s website .