

Luxury in a Post-Growth Society – Success or Disparity? First prospective results

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Abstract

This study examines, on the basis of four guiding research questions, how a change towards a postgrowth society can take place and what consequences this will have for society, but especially for companies. Special attention is paid to the luxury market.

Using the results of qualitative expert interviews, it is shown that the change to a post-growth society does not necessarily have to be accompanied by a decline in consumption, even if the majority of consumers are prepared to support such a decline, at least to a limited extent, in order to improve the social situation. Whether luxury or the luxury market has a right to exist in a post-growth society can also be confirmed, whereby it is clearly emphasized that a change of today's luxury companies towards more sustainable and resource-saving business models is essential.

Keywords: change; degrowth; interviews; post materialism; qualitative research