

Consumer Behavior: Assignment 7

Dolce & Gabbana is an Italian designer label that is very trendy. Many celebrities wear it and its high pricing and innovative design both make the brand very unique. Many different reference groups can be linked to the brand yet their distance and impact on the brand are not the same. I will analyze these groups in this paper.

Extravagant Royalists



This poster from the winter 2006/07 collection shows a European royal setting - as during Louis XIV in France.

This group can be seen as a positive group, since these kinds of people are willing to spend a lot of money to become royalists. It is a primary group since people dressing up like that usually hang out together or at certain clubs one will find similar dressed people. When having these clothes your status will be “membership”. So anybody who wants to become an extravagant royalist just needs to buy *Dolce & Gabbana* clothes.

Feminists & Dominas



This picture shows an advertisement from the fall 2007 collection. It shows a place where women are stronger than men and men are here to serve the women.

This group can be either seen as positive or negative - it depends on your philosophical standpoint. It is an informal group since feminists and dominas exist in all social layers. You even don't need to express your view to the public; you may wear *Dolce & Gabbana* underwear to make you feel you belong to this group.

Gays



The last group are the homosexual men. The company's founders Domenico Dolce and Stefano Gabbana are both gay and are a couple. Their ads - like the one shown on the left side - imply indirectly homosexuality.

This leads to the fact, that gay men choose to wear *Dolce & Gabbana* and that they become another reference group. The status of this group is not quite obvious, since the behavior of gay people among countries varies. In Europe, gays usually tend to go out to the same clubs and there are special events, restaurants, hair salons, etc. just for gays. So this group could be either primary or secondary. It might have a strong negative impact on heterosexuals since others might think that they are gay if they wear *Dolce & Gabbana*. So people might refrain from buying this brand because it is linked to gays.