



St. Petersburg School of Economics and
Management

Seminar of Research and Study
Group

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Cultural Heritage Role in the Perception of the Brand: Case of Young Audience in Context of Lux Segment

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RESEARCH MOTIVATION

- **Young Audience** ⇔ **40%** of all purchases in 2020 (Bloomberg, 2020)
Young Audience ⇔ **4%** in 2019 vs. **35%** in 2035 => of luxury purchases (Bain & Company, 2020).
- Consumers are more willing to choose well-known brands **with a rich heritage** -> reliability and authenticity (Leigh et al., 2006; Kapferer, Bastien 2009).
- Focus on exploring the young audience -> the predominant segment of the paying population, to build competent communication (building a **long-term relationship** with the brand).

RESEARCH QUESTION

How does the cultural value of cultural capital affect the **perception of a luxury brand?**



THEORETICAL FRAMEWORK

Heritage Brand (Aaker, 1996; Gregory, Wiechmann, 1997; Balmer, Hudson, 2013; Urde, Greyser, & Balmer, 2007; Fionda and Moore, 2009; Ahrendts, 2014, Dion and Borraz, 2015, Chevalier and Mazzalovo, 2015; König, Wiedmann, Hennigs, & Haase, 2016)

Cultural Heritage (Willis, 2014, Brumann, 2015)

Cultural Capital (Bourdieu, 1986; Throsby, 1999; Hutter and Frey, 2010)

Perceived (Zeithaml, 1988; Holbrook, 1994; Monroe, 1990; Woodruff, 1997; Pecot et al., 2018)



LITERATURE REVIEW

Brand Heritage

| | |
|--|---|
| Aaker, 1996 | Heritage as a component of brand equity |
| Holt, 2003 | Iconic brands are created through a company's own understanding of its established brand ideology |
| Urde, Greyser, & Balmer, 2007 | Heritage as a dimension of a brand's identity found in its track record, longevity, core values, use of symbols; an organizational belief that its history is important |
| Fionda and Moore, 2009 | Heritage as an attribute becomes important due to the elements of authenticity and uniqueness |
| Ahrendts, 2014; Dion and Borraz, 2015; Chevalier and Mazzalovo, 2015 | History as a key component of brand identity |
| König, Wiedmann, Hennigs, & Haase, 2016 | Luxury brands actively use such a characteristic as heritage in their positioning because, indeed, they have a rich history and tradition |



LITERATURE REVIEW

Cultural Capital

Pierre Bourdieu (1986)

- Cultural capital, which under certain conditions is convertible into economic capital and can be institutionalised.
- Cultural capital can appear in an objectified state in the form of cultural goods (paintings, books, dictionaries, tools, machines, etc.) which are the imprint or embodiment of theories or their critique.

David Throsby (1999); Hutter and Frey, 2010

- Cultural capital through an economic approach and argues that cultural capital encompasses cultural value and economic value, which are inextricably linked.
- The accumulation and possession of cultural capital contributes to the differentiation and stratification of society, creating automatic markers for social identification.

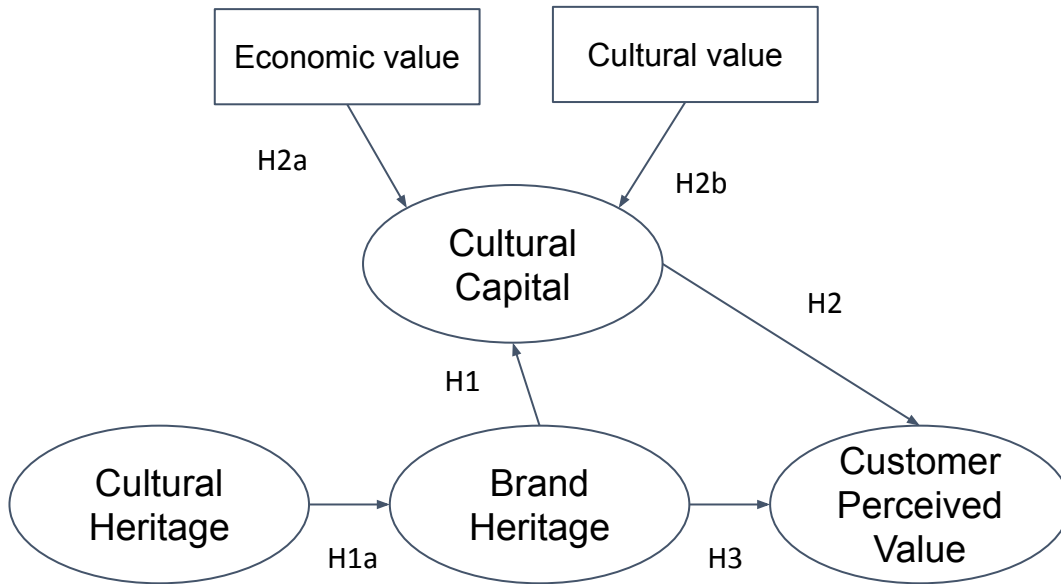


LITERATURE REVIEW

Brand Perception

| | |
|------------------------|--|
| Zeithaml, 1988 | the customer's overall assessment of the utility of a product, based on perceptions of what is received and what is given |
| Monroe, 1990 | a trade off between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price |
| Holbrook, 1994 | the interactive relativistic experience of consumer preference |
| Woodruff, 1997 | the customer's perceived preference and evaluation of those product attributes, attribute characteristics and consequences arising from their use that facilitate (or hinder) the achievement of the customer's purpose and objectives in use situations |
| Muehling, Sprott, 2004 | Brand heritage reduces the buyer's risk and at the same time increases the perceived value of consumers |
| Pecot et al., 2018 | brand heritage increases the perceived quality of the brand in the eyes of the consumer and the price premium that the brand can earn |

THEORETICAL MODEL AND HYPOTHESES



H1: Brand heritage has a positive effect on Cultural Capital.

H1a: Cultural Capital has a positive effect on brand heritage.

H2: Cultural Capital affects positively on Customer Perceived Value.

H2a: Economic value has a positive impact on perceived value through cultural capital.
H2b: Cultural value has a positive impact on perceived value through cultural capital.

H3: Brand heritage affects positively on Customer Perceived Value



METHODOLOGY

Methodology

- in-depth interview(up the saturation point),
- survey (min 385 answers),

Methods: SEM, CFA

Sample

Saint Petersburg, Moscow

Russian university students

Age: 18-24

A random sample provides a guarantee of a single difference between the groups in the form of a given setting.

Research Stages

1 STAGE

Qualitative research based on interviews

2 STAGE

Quantitative research based on the verification of
Insights from qualitative research

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