

Brand Perception and Decision-Making Process in Luxury Segment Settings

AUTORS

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RESEARCH MOTIVATION

Luxury market is growing, even after contracting in 2020 due to pandemic;

Democratization of the luxury market — the "masstige" branding strategy;

Acquiring new customers is more expensive than retaining customers (Fisher, 2001);

Lack of systematic research on brand perception, image and identity in luxury settings.

RESEARCH QUESTIONS

How brand's perception influences customer's decision to repurchase in the luxury settings?

What are the antecedents of a brand's luxury perception?

How brand identity and brand image differ in luxury settings?

How brand's perception influence repurchase intention in luxury industry settings?

1

ANTECEDENTS OF A BRAND LUXURY PERCEPTION

Sampling: a survey with Russian Cartier consumers.

Measurement: values by Vigneron and Johnson (1999): quality, hedonic, extended self, conspicuousness, uniqueness.

Methods: EFA, CFA, SEM.

2

BRAND PERCEPTION AND REPURCHASE INTENTION IN LUXURY SETTINGS

Sampling: a survey with Russian Cartier consumers.

Measurement: cognitive-affective-conative model.

Affective component – feelings, emotions and impressions about brand;
Cognitive – perception and beliefs about brand;
Conative – behavioral intention to repurchase.

Methods: SEM model, CTree.

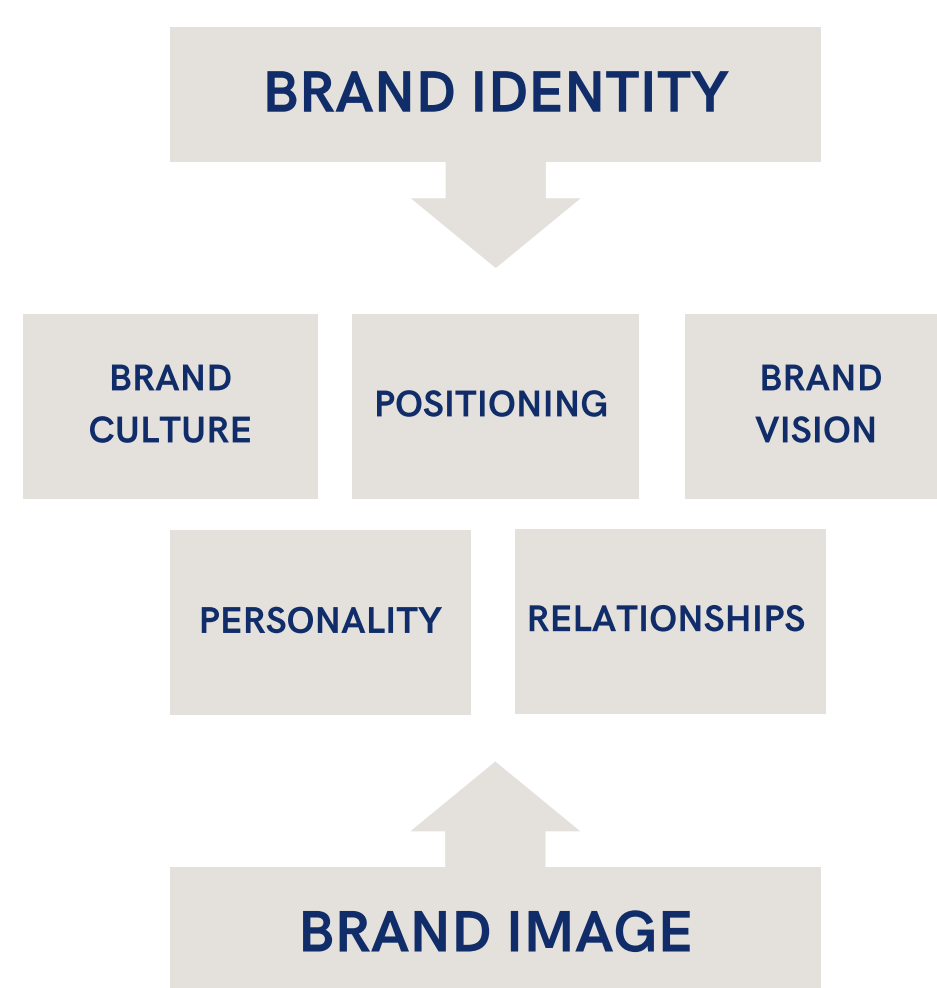
3

THE DIFFERENCE BETWEEN BRAND IDENTITY AND BRAND PERCEPTION IN LUXURY SETTINGS

Sampling: in-depth interviews with Cartier management + survey with customers.

Measurement: Brand identity components by Harris and de Chernatony (2001), Aaker, (1997), Keller, (2001), Kapferer, (2008).
Survey questions based on the results of the interviews.

Methods: Semi-structured model of interview, coding, thematic analysis.



Research framework for the 3rd article

IMPLICATIONS

Contribute to the luxury branding literature by exploring brand perceptions and their influence on behavioral intention in unique luxury settings.

Contribute to the research on luxury brands in emerging markets.

Explain consumers' actual experience and their willingness to repurchase from brand.

Recognize the gap between brand identity and image.

Add to generalization of research methodology on the topic.

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