



THE RELATIONSHIP OF BRAND VALUE PERCEPTION AND DECISION-MAKING PROCESS. YOUNG AUDIENCE. CONTEXT OF LUX SEGMENT

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INTRODUCTION

The recent article by Forbes raised the concern with the young audience participation in lux-segment purchasing. Generation Z and Generation Y are expected to be the main consumers in the lux segment in the nearest future. While the behaviour of Millennials is already well-explored, generation Z still remains understudied. This study is aimed at studying the association between luxury brand perception and purchase intention of Russian generation Z.

AIM

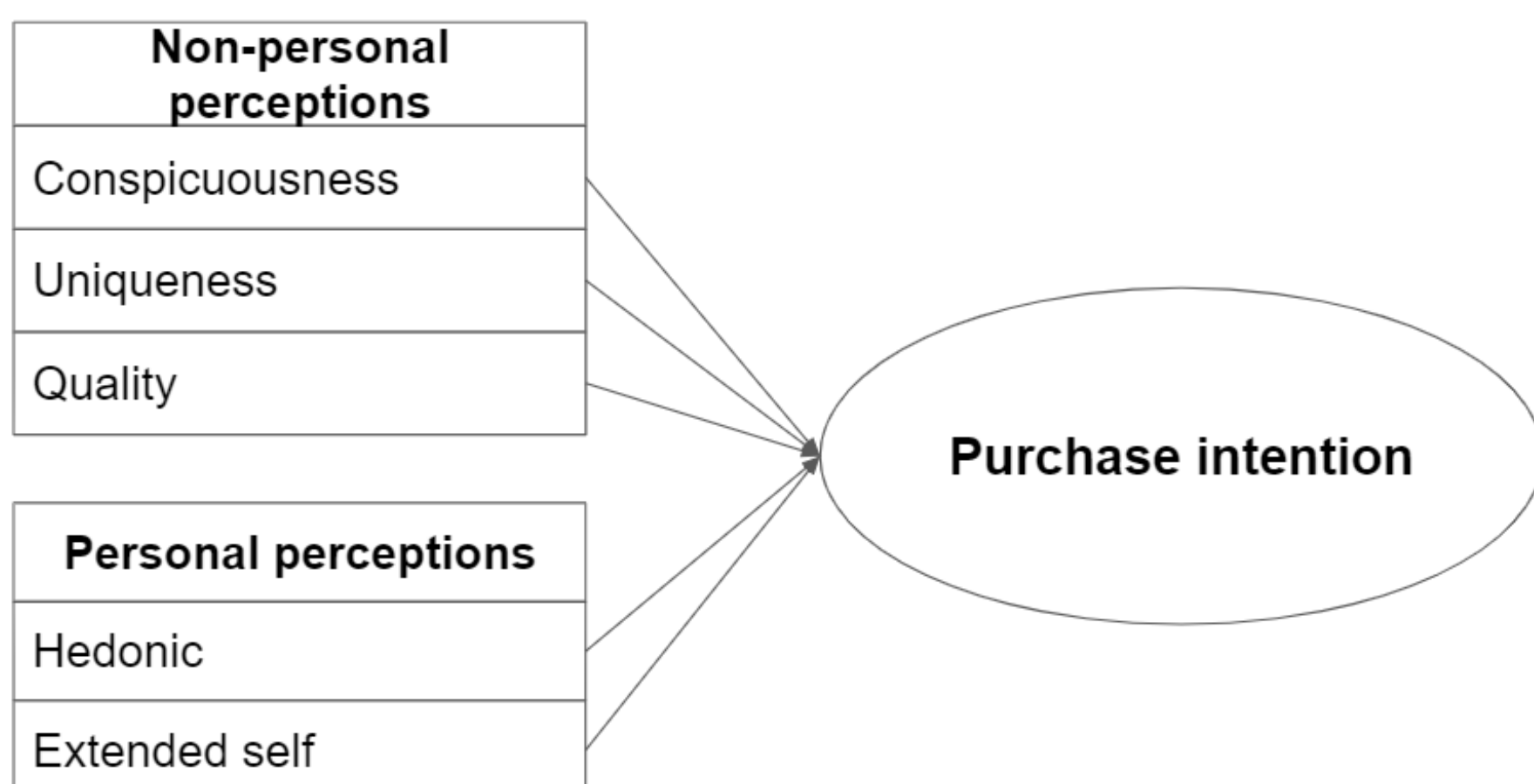
To measure the relationship between luxury value perceptions and purchase intentions among the young consumers in Russia.

RESEARCH QUESTION

What is the association between the perceived value and the buying intention of generation Z in the context of lux segment?

THEORETICAL FRAMEWORK

Brand Luxury Index scale by Vigneron & Johnson (2004) will be applied to measure the luxury brand perception.



METHODOLOGY

Method - mixed.

Data collection - online survey & interviews with students.

Data source - Cartier project.

Proposed analysis - CFA, SEM, regression, thematic coding.

ANTICIPATED RESULTS

The need for uniqueness and status consumption will be the determinants of luxury purchase intention of generation Z in Russia.

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