

The Relationship of Brand/Value Perception and Decision-making Process. Young Audience. Context of Lux Segment

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Introduction

Much of the research done in recent years on the consumption of luxury goods has focused mainly on mature and paying audiences, while the modern realities are undergoing significant changes and one of the most interesting groups for premium consumer brands are young people.

There is a problem with the impact of brand perceived value on consumer decision-making. This problem has negatively impacted on the results of brand-makers' analysis of customer perception and consumption of their luxury goods because there is the lack of information about the connection between consumer decision-making and the brand perceived value.

A possible cause of this problem is to trace brand perception in the lux segment. Perhaps, a research-based study which investigates the relationship of brand and value perception and decision-making process could remedy the situation.

Methodology

Survey - questions for this survey were generated on the basis of literature review and there were different types of questions such as multi-choice, attitudinal scaled questions and a small number of open-ended questions. This survey was conducted amongst luxury consumers in Saint-Petersburg, specifically buyers of Cartier.

SEM - Structural Equation Modeling method is used in this paper to demonstrate cause-effect relationships between Brand/Value Perception and Decision-making Process (presents data visually).

CFA - Confirmatory Factor Analysis allows the authors to test the hypothesis that there is a link between Brand/Value Perception, Decision-making Process and their latent constructs.

Anticipated Results

Therefore, by the end of this paper, the current research may contribute to a better understanding of the consumer behaviour of young audiences in the context of the luxury segment. Moreover, there is also the managerial applicability: the understanding of how brand perceived value influences consumer decision-making of luxury brands.

Research Question

The research question is what is the impact of brand perceived value on consumer decision-making.

The aim of the project is to evaluate how brand perceived value influences consumer decision-making.

Research Objectives

- 1 to determine and evaluate the factors that lead young audiences to make purchases in the field of luxury brands
- 2 to determine and evaluate the factors that lead consumers to develop a feeling of brand love for luxury brands
- 3 to evaluate the consumers' perceptions of luxury goods
- 4 to determine the features of young audiences' loyalty toward luxury brands

Conclusion

The understanding of the relationship of brand/value perception and decision-making process of young audiences consumption of luxury brands plays an important role in creating a company's strategy.

It helps create a family relationship with the brand, so that as the younger audience grows in purchasing power later on, they can continue to maintain a long-term loyalty relationship with them.

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