

The relationship between consumer's luxury value perception and brand image - a case of CHANEL : 以香奈兒

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ABSTRACT

The purpose of this paper is to explore the dimensions of the consumers' luxury value perception and to analyze the relationships between the consumers' luxury value perception and the brand image by taking CHANEL as an example. A survey method was used to gather the needed data. 360 questionnaires were returned. The study analyzed all the data gathered from the questionnaires with the methods: "Correlation Analysis", and "Regression Analysis". The samples appear that perfume was the major item of CHANEL the consumers had ever purchased during the past year. Besides, the places where they had mostly bought them were department stores. Overall, perfume is the most popular of all Chanel goods, followed by leather. The study reaches the following conclusions: 1. The dimensions of the consumers' luxury value perception--the hedonic value perception, the materialistic value perception, the conspicuousness value perception, the self-identity value perception, and the prestige value perception--have more significant effects on the the luxury value perception. 2. The consumers' luxury value perception has a positive effect on the brand image. 3. The quality value perception, the self-identity value perception, the materialistic value perception, the conspicuousness value perception, and the prestige value perception have positive effects on the brand image. But the price value perception, the usability value perception, the uniqueness value perception, and the hedonic value perception don't.

Keywords : luxury value perception、 brand image

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