

Luxury brand consumption and associated values, with need for cross cultural validation.

Abdul Zahid

“Institut d’Administration des Entreprises” (IAE), Aix-Marseille Graduate School of Management-AMGSM,

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Abstract

This study is designed to validate the Roux et al. (2017)'s luxury values scale with drivers for those values in different cultural settings: testing for cross-cultural metric and scalar invariances with introduction of consumer's need for authenticity as driver for brand heritage. The developed scale has not been studied outside France and needed measurement invariance in different cultural setting western (France) Vs eastern (UAE). Sample of 512 consumers of luxury brands completed face to face surveys to assess luxury brand perceptions, specifically values and drivers attached to it. Data went through phases of invariance testing from configural, full metric, full scalar to partial scalar invariance and was found to be partially scalar invariant across groups. Together luxury values and their drivers can serve as important factor in determining luxury perceptions among consumers from various cultural backgrounds on various facets of marketing and consumer behavior.

Keywords: *Conspicuous consumption; Luxury Brands; Invariance*

Track: Consumer Behaviour