

Enhancing Luxury Brand Love: The Mediating Role of Product Design Perception

Aurélie HEMONNET

Aix Marseille University - IAE Graduate School

Pierre VALETTE-FLORENCE

Université Grenoble Alpes - IAE

Cite as:

HEMONNET Aurélie, VALETTE-FLORENCE Pierre (2019), Enhancing Luxury Brand Love: The Mediating Role of Product Design Perception. *Proceedings of the European Marketing Academy*, 48th, (8921)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Enhancing Luxury Brand Love: The Mediating Role of Product Design Perception

Abstract

While product design is intrinsically linked to brand building and to the definition of luxury, consumers' sensitivity to luxury products and to design is usually addressed separately. Yet, for optimal marketing-oriented decisions, they need to be brought together. Furthermore, while design is intrinsically linked to luxury, little research focused on its influence on the symbolic and the economic value of brands. This research specifically analyses how brand-level attitudes are influenced by product-level sensitivity to design. Building on the value theory, it investigates to what extent the product design enhances luxury brands value. Based on a sample of 125 individuals, a partial least square analysis was used. Firstly, it reveals the mediating role of product design between social and individual drivers and luxury brands symbolic value (through brand love and brand equity). Secondly, it confirms the creation of economic value through the positive influence on willingness to pay a premium price.

Keywords: *Product Design ; Brand Love; Value Theory*

Track: Product and Brand Management