

Exploring the Impact of Procurement Modes on Loyalty towards Luxury Brands among Chinese MZ Generations Consumers

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Abstract

This qualitative study, involving 43 interviews with Chinese MZ generations consumers and 40 interviews with experts, explores perceived values through procurement modes and their impacts on brand loyalty. Pioneering in its examination, the research delves into perceived values associated with procurement modes, procurement mode targeted loyalty, and other-oriented loyalty for luxury goods. The findings reveal that the direct-to-consumer market, third-party market, and grey market are linked to experiential/hedonic values, symbolic/expressive values, and costs/sacrifices. Brand-targeted loyalty is associated with functional/instrumental values and costs/sacrifices. Individual-targeted loyalty is linked to symbolic/expressive values, experiential/hedonic values. Procurement mode targeted loyalty is influenced by experiential/hedonic values and costs/sacrifices. Other-oriented loyalty takes into consideration the symbolic/expressive values of the recipient.

Subject Areas: *Channels, Consumer Behaviour, Customer Relationship Management and Customer Satisfaction, Distribution, Electronic Commerce and Internet Marketing*

Track: Consumer Behaviour