

Sophistication, Goal Attainment and Satisfaction with Personal Care Products among Millennial and Gen Z Consumers in Greece and Serbia

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Abstract

Drawing upon the theories of goal structures, means-ends chains and symbolic consumption, this study aims to investigate the effect of consumer sophistication on satisfaction with personal care products, directly and indirectly, through consumers' belief that their purchases help them express themselves and attain their higher-level consumption goals. The study of a cross-national sample of 286 Gen Z and Millennial consumers from Greece and Serbia revealed a positive impact of perceived consumer sophistication on purchase satisfaction, mediated by perceived self-expression and goal attainment. To be effective, apart from considering and addressing cross-national differences, personal care brands ought to align their offerings with consumers' higher-level consumption goals and self-expression needs.

Track: Consumer Behaviour