

# Aspirational Consumption of Luxury Products Among Young BoP Consumers: A Brand Value Exploration

**Kaidong Yu**  
City University of Macau

Cite as:

Yu Kaidong (2025), Aspirational Consumption of Luxury Products Among Young BoP Consumers: A Brand Value Exploration. *Proceedings of the European Marketing Academy*, 54th, (125040)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **Aspirational Consumption of Luxury Products Among Young BoP Consumers: A Brand Value Exploration**

## **Abstract**

This study investigates luxury brand consumption behavior among Generation Z (Gen-Z) consumers at the bottom of the pyramid (BoP) in China, from a brand value perspective. Using netnography, data were collected from online communities like Little Red Book and Zhihu. Thematic analysis identified five core luxury brand values for BoP Gen-Z consumers: functional, symbolic, experiential, emotional, and aspirational. Based on engagement with these values, distinct typologies of consumers emerged. This research extends luxury brand value theory by contextualizing it within the BoP segment, offering a novel integration of brand values and consumer typology. The findings provide practical insights for luxury brand managers to develop more targeted marketing strategies, tailored to the unique characteristics of Gen-Z BoP consumers.

**Keywords:** BoP, aspirational consumption, luxury brand

**Conference Track:** Product and Brand Management