

Distinctive or Magical? Cross-Cultural Differences in Brand Charisma and Loyalty Between French and Italian Consumers

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Abstract

Although brand charisma is increasingly recognized as a potent driver of consumer attachment and loyalty, little is known about how charisma perceptions vary across culturally distinct luxury markets. Building on research showing that French consumers associate luxury with symbolic distance and heritage, while Italian consumers emphasize aesthetics, sensuality, and “Made in Italy” craftsmanship, this study examines whether brand charisma dimensions operate differently across these two cultural contexts and how these dimensions translate into loyalty and devotion.

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