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The Effects of Luxury Value Perception on Purchase Intention: An Evaluation Through Socio-Demographic Variables / Lüks Değer Algısının Satın Alma Niyeti Üzerine Etkisi: Sosyo-Demografik Değişkenler Aracılığıyla Bir Değerlendirme

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ABSTRACT

In this study, it was argued whether luxury value perception (financial value, functional value, individual value and social value dimensions) of the consumers is an effective variable on purchase intention of the luxury products. It was also examined whether luxury value perceptions and luxury product purchase intentions differ according to gender. For that purpose, 402 samples were reached by convenience sampling method. SPSS package program was used for data analysis. As a result, it has been concluded that price value as a financial value subdimension, quality value as a functional value sub-dimension and hedonic value as an individual value sub-dimension more affects purchase intention of the luxury goods, respectively. Significant differences based on gender also have found.

KEYWORDS Luxury Value Perception; Luxury Consumption; Purchase Intention; Gender Variable on Luxury Consumption

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