IMPACT OF FRENCH CULTURAL TRAITS ON CONSUMER LUXURY PREFERENCES

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Abstract

This research adopts a mixed-methods approach to explore the intricate impact of French culture on luxury consumer behavior. Integrating qualitative and quantitative methodologies, it aims to comprehensively comprehend the complex interconnections among cultural elements, luxury consumption, and consumer preferences. The study encompasses a diverse participant pool, including French luxury consumers and international counterparts, ensuring a broad range of perspectives. Quantitative data collection involves an online survey probing into consumer perceptions, preferences, and purchasing behaviors concerning French luxury brands and cultural influences. Meanwhile, qualitative insights stem from in-depth interviews, delving into personal experiences, emotions, and perceptions linked to how French culture shapes luxury consumption. The findings illuminate the pivotal role of French culture in molding luxury consumer behavior. Regression analysis underscores a robust correlation between exposure to French cultural facets and consumer behavior, underscoring the substantial impact of cultural immersion on choices. This study enriches the landscape of luxury consumer behavior by offering invaluable insights into the nexus between culture and consumption, with French culture serving as a compelling focal point. These insights carry implications for luxury brand managers, marketers, and researchers, facilitating a deeper understanding of the intricate determinants steering consumer choices in the luxury domain.

Keywords: Luxury Consumer Behavior, French Culture, Cultural Influence, Luxury Brands, Marketing Strategies. Cultural Elements, Consumer Perceptions

1. INTRODUCTION

The fundamental principles of society are significantly influenced by the cultural context, and cultural norms play a crucial role in shaping daily life, human behavior, and the pursuit of luxury goods. When introducing and marketing new products and services in the luxury market, as well as retaining their target audience, it is essential to consider cultural developments, particularly during economic downturns. To understand the impact of culture on the behavior of luxury consumers in a specific nation, both theoretical and empirical investigations using surveys and interviews have been conducted (Bian & Forsythe, 2012; Sarma, 2018). Luxury organizations aim to comprehend why consumers purchase luxury items, how they define luxury, and how their perception of luxury influences their consumption behavior. The selection of the most effective marketing strategies should be based on the cross-cultural peculiarities of each specific nation.

Using the well-known Hofstede model of cultural dimensions, researchers have examined the influence of culture on consumers' perceptions of luxury value and behavior among various nationalities, including British and Indian consumers (Shukla & Purani, 2012), French and Norwegian consumers (Grange, 2015), Chinese young consumers living in the UK (Zhang, 2017), Iranian consumers (Teimourpour & Heidarzadeh Hanzaee, 2011), and Chinese, French, Arab, and American consumers (Lavastrou, 2016).

1.1 Defining Luxury

Numerous definitions of luxury often rely on empirical descriptors, typically listing industries, which can lead to challenging delineation issues. For instance, when considering the fashion industry, what portion of it qualifies as luxury when brands like Zara and H&M mass-produce affordable clothing? Even when attempting to create empirical specifications, a theoretical definition of luxury is still necessary. In the economics and management literature, there is no consensus on what constitutes luxury. Many scholars adopt naturalistic definitions of luxury, categorizing it as possessing one or more specific attributes (Scholze & Wierzba, 2015). However, there are instances where these attributes or properties may be absent.

1.2. The French Haute Couture

The French Haute Couture industry was the second industry to make luxury accessible to a broader audience. This industry created highly intricate designs using expensive materials and labor-intensive production methods for a select elite. However, the profitability of this approach was hindered by the Baumol effect, leading to substantial price increases. Consequently, the need for expanding outlets arose (Jones & Pouillard, 2009). Paul Poiret pioneered the practice of extending the prestige of Haute Couture to accessories and fragrances, which could be marketed to affluent consumers at lower costs than Haute Couture. These outlets were larger, and industrial production allowed for economies of scale and scope. This model remained profitable until the 1950s, but as the economic landscape of the fashion industry evolved, the costs of producing Haute Couture escalated, leading to the disappearance of many Maisons (by 1967, there were only 19 Maisons de Couture in Paris, and today there are fewer than ten). Those that managed to transition to mass production survived.

Following World War II, Christian Dior established a connection between Haute Couture and ready-to-wear by creating high-end ready-to-wear lines (Donzé & Wubs, 2019). This gave rise to prêt-à-porter des couturiers et créateurs, another form of luxury ready-to-wear, allowing Maisons to expand their market. They used their prestige to sell high-end, fashionable clothing, paving the way for the expansion of the accessory business, particularly in fragrances, due to the increasing semiotic value of top brands. While Haute Couture itself may not be profitable, ready-to-wear and accessories are, and strong links have been established between mass-produced items, the innovation laboratory, and the prestige of the high-end segment.

1.3.   The French Model of Luxury

The history of French luxury can be traced back to the Court society of the 17th and 18th centuries. France's cultural environment encouraged the development of luxury while hindering its European rivals. During the reign of King Louis XIV, the Grand Siècle, grandeur and luxury were promoted, contrasting with the puritanism and austerity prevalent in the Spanish and English Courts. This aristocratic luxury of the Court society evolved into elite luxury with the rise of the bourgeoisie. Consequently, France emerged as the nation of luxury toward the end of the 19th century, with Paris at its epicenter for luxury, taste, and the art of living. Advances in technology enabled luxury businesses to adapt to the globalized markets of the late 19th and early 20th centuries. Financial

groups responsible for their development established a unique manufacturing and marketing strategy starting in the 1980s. They created a new supply model, inspired by the initial breakthroughs in the Champagne and fashion sectors, which bridged the gap between mass production and luxury, capitalizing on the new opportunities presented by globalization and increased wealth. They succeeded in doing so due to their industry's scale, which allowed for effective management of intellectual property, the implementation of creative management, and the execution of large-scale marketing and distribution campaigns. This approach effectively resolved the tension between mass manufacturing and luxury.

1.4. Cross-Cultural Perspectives on Luxury Product Perceptions

Today, the luxury goods market holds substantial economic power, contributes significantly to GDP, and serves as a source of competitive advantage, particularly for European nations. This market is continuously expanding, and it is projected that by 2024, there will be approximately 496 million luxury consumers worldwide. These consumers tend to favor experiential luxury items such as furnishings, food and wine, accommodations, and vacations over personal luxury items like accessories, clothing, watches and jewelry, fragrances, and cosmetics. The global luxury goods industry is vast, with total sales reaching US$71,810 million from various countries.

The desire to acquire luxury goods is seemingly influenced by four key attributes or aspects: social value, personal value, functional value, and economic value, as highlighted by numerous scholars (Chattalas and Shukla, 2015; Herrings et al., 2017). According to this concept, an individual encounters a luxury product and decides whether to make a purchase by consciously or unconsciously considering these four criteria.

Individuals do not live in isolation; they exist within a societal framework and engage in social relationships, which form the basis of the social value associated with a luxury product. The desire to attain status or social distinction through the acquisition of goods is a fundamental factor influencing consumer behavior in this context. For example, someone driving a Rolls Royce is perceived to have a higher social status than someone driving a Panda, and how others perceive us impacts our purchasing decisions. An increasing proportion of consumers obtain luxury items as an expression of personal identity and the desire for a hedonistic experience, in addition to the social value they already possess or aspire to. Every product serves a purpose and has functional

value intended to meet a consumer's needs. This value refers to the fundamental features and characteristics of a product, such as quality, reliability, and durability. Last but not least, economic value pertains to the financial worth of a product that consumers are willing to pay to acquire it. It concerns economic factors such as price, resale value, discounts, and investment potential. Depending on an individual's lifestyle, these four values influence the behavior of those who consume luxury goods to varying degrees.

2. LITERATURE REVIEW

(Jain & Rathi, 2023) examined the values of consumers and their willingness to participate in secondhand luxury consumption, which is a form of pro-environmental behavior. To assess the role of various factors in motivating Gen Z individuals to purchase used luxury items, they proposed an integrative conceptual model based on goal-framed theory. They employed structural equation modeling and the PROCESS Macro to analyze cross-sectional data from 246 Indian buyers of secondhand luxury goods. The results revealed that secondhand luxury purchase intention is influenced by both egoistic and altruistic value frameworks, mediated through attitude and subjective norms (SNs). Notably, although readiness did not directly impact purchase intention, attitude significantly influenced customers' perceptions of readiness. Furthermore, the influence of preparedness and SNs was found to be moderated by risk perceptions.

 (Wright et al., 2023) evaluated and organized interdisciplinary literature on the consumption of luxury wine. They addressed scientific issues, consumer markets, and common patterns in luxury wine consumption. Leximancer and content analysis were utilized to analyze 85 articles related to fine wine consumption. The research identified six major themes within the literature: product perception, wine pricing, wine information, consumption behavior, collecting, and the Chinese market. The study indicated a trend in luxury consumption shifting towards middle-class, younger, more affordable, and predominantly Asian markets.

In their (Teimourpour and Heidarzadeh Hanzaee, 2011) examined the cultural and religious factors influencing the behavior of Iranian consumers when evaluating dimensions of luxury value. They conducted research to understand how Iranian consumers behaved in relation to luxury purchases, taking into account the influence of religion on consumer behavior and Hofstede's concept of

national culture. The results supported the idea that consumers' assessments of luxury value aspects varied depending on their cultural background. The study also explored the impact of religion on consumer behavior, focusing on Iranian Muslims as consumers. These findings are valuable for both local and foreign marketers seeking to understand Iranian consumers' perceptions of luxury value based on cultural factors.

According to (Naumova et al. 2019), there were similarities and variations in how consumers in different regions of the world perceived luxury, were motivated to purchase luxury items, and selected appropriate marketing strategies. The study was based on an assessment of cultural values in two countries using Hofstede's national culture framework and an analysis of academic publications on the consumption patterns of luxury items in various countries. The research found that consumers from countries with high power distance, collectivism, masculinity, long-term orientation, and low indulgence primarily perceived social values in purchasing luxury items and were sensitive to conspicuous luxury-status. In contrast, consumers living in societies characterized by high levels of individualism, masculinity, indulgence, and low power distance tended to emphasize personal and functional values and were responsive to "deep epicurean luxury." Notably, the Asian region placed greater emphasis on social values and status consumption in the acquisition of luxury items. For European Union consumers, the primary drivers of luxury consumption were the pursuit of self-fulfillment and self-realization.

(De Barnier and Valette-Florence, 2013) extensively explored the uniqueness of luxury consumption within various cultural contexts in their book "Luxury Marketing: A Challenge for Theory and Practice." This influential work serves as a key reference for future research in the field of luxury marketing (Wiedmann and Hennigs, 2013).

(Hennigs et al. 2012) conducted a comprehensive study examining both the similarities and differences associated with economic and cultural factors in the luxury market across different countries. They employed a cluster segmentation approach using the k-method, which led to the identification of four distinct types of luxury consumers:

Group 1: The Luxury Enthusiasts, including consumers primarily from the US (25.9%), India (16.6%), Hungary (10.4%), and Brazil (10.1%). These individuals exhibited strong preferences for luxury goods and highly valued the sense of exclusivity, uniqueness, and distinctiveness.

Group 2: The Status-Seeking Hedonists, consisting of consumers from the US (22.5%), India (16.1%), Japan (13.3%), and Brazil (10.4%). This group associated luxury consumption with pleasure, egocentrism, and socioeconomic status. They emphasized both the social and personal aspects of luxury goods as significant factors.

Group 3: The Satisfied Moderates, primarily composed of consumers from Spain (17.9%), Hungary (13.2%), and Slovakia (12.9%). Members of this group strongly linked luxury with exclusivity and uniqueness, perceiving it as accessible only to a privileged minority.

Group 4: The Practical Minimalists, made up primarily of consumers from the US (36.2%) and Germany (14.8%). This group placed greater importance on the fundamental features and exceptional quality of luxury goods over the prestige associated with them. Their satisfaction with luxury primarily occurred in private settings.

The findings from (Hennigs et al. 2012) study yielded several significant conclusions. Firstly, they revealed that the fundamental motivations of luxury consumers were generally consistent across the studied countries, encompassing economic, functional, personal, and social facets of luxury value perception. The differences observed mainly revolved around the overall importance attributed to these value dimensions. Secondly, for luxury brand managers to succeed, it was crucial to comprehensively address all value dimensions, ensuring that their products were perceived as luxury brands in the minds of consumers. This necessitated a focus on both the psychological needs and emotional desires of customers. In conclusion, a deeper exploration of individual preferences among target consumers was essential to truly cater to their unique assessments of luxury.

2.1. Research Objectives

•   To identify key elements of French culture that have a significant influence on luxury consumer behavior, such as art, fashion, gastronomy, and lifestyle.

•   To explore the impact of French luxury brands and their marketing strategies on consumer perceptions and purchasing decisions.

2.2. Research hypothesis

Null Hypothesis (H0A): Exposure to French cultural elements (art, fashion, gastronomy, and lifestyle) does not significantly influence luxury consumer behavior.

Alternate Hypothesis (H1A): Exposure to French cultural elements (art, fashion, gastronomy, and lifestyle) significantly influences luxury consumer behavior.

Null Hypothesis (H0B): French luxury brands' marketing strategies do not significantly impact consumer perceptions and purchasing decisions.

Alternate Hypothesis (H1B): French luxury brands' marketing strategies significantly impact consumer perceptions and purchasing decisions.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study utilized a mixed-methods research approach, combining both qualitative and quantitative research methods to comprehensively investigate the research objectives. The mixed-methods approach allowed for a holistic understanding of the influence of French culture on luxury consumer behavior.

3.2 Sample population

The sample population of the study on "The Influence of French Culture on Luxury Consumer Behavior" consisted of a diverse group of individuals, including French luxury consumers and international luxury consumers from various cultural backgrounds. It encompassed participants of different ages, income levels, genders, educational backgrounds, and geographic locations, ensuring a broad representation of perspectives.

3.3 Sample Size

The study aimed to collect data from a sample size of 200 participants, comprising both qualitative interviewees and respondents for the online survey.

3.4 Sample Technique

The study employed a dual approach to sampling, utilizing purposive sampling for qualitative interviews and stratified random sampling for the online survey. Purposive sampling enabled the intentional selection of survey respondents who demonstrated rich experiences and insights relevant to French culture's influence on luxury consumption, ensuring diversity in backgrounds and perspectives. In contrast, stratified random sampling divided the survey population into demographic strata, including age, income, gender, and cultural backgrounds, followed by the random selection of participants within each stratum.

3.5 Data Collection

3.5.1 Primary Data Collection

Qualitative Interviews: Primary data were collected through in-depth qualitative interviews with selected participants. These interviews allowed for the exploration of personal experiences, emotions, and perceptions related to French culture and luxury consumer behavior. Participants were purposefully selected based on their survey responses to ensure diversity in their cultural backgrounds, luxury consumption habits, and demographic characteristics.

Online Survey: Primary data were also gathered through an online survey administered to a sample of 200 participants. The survey included structured questions designed to collect quantitative data on consumer perceptions, preferences, and purchasing behaviors related to french luxury brands and cultural influences.

3.5.2 Secondary Data Collection:

Literature Review: Secondary data were obtained through an extensive review of existing academic literature, research articles, books, and reports related to luxury consumer behavior and the influence of culture, particularly French culture, on consumer choices. This literature review provided a theoretical framework for the study and helped identify key cultural elements to explore.

Expert Interviews: Secondary data were derived from semi-structured interviews with experts in French culture, luxury industry professionals, and scholars. These interviews contributed valuable insights into the cultural elements that historically influenced luxury consumption, and they served as secondary data sources to complement the primary interview data.

3.6 Measurement of the collection of Data

Qualitative data from in-depth interviews were collected using open-ended questions, allowing participants to express their thoughts and experiences freely without predefined response options. Responses were then coded and categorized into themes for analysis. In the online survey, Likert-type scales were commonly employed to measure participants' attitudes, perceptions, and preferences related to French luxury brands and culture. For example, participants might have been asked to rate their agreement with statements using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

3.7 Tools used for Data Analysis

For the data analysis in the study on "The Influence of French Culture on Luxury Consumer Behavior," quantitative data obtained from the online survey, including consumer perceptions and preferences, were processed using statistical software like SPSS (Statistical Package for the Social Sciences) or similar tools. We utilized several tools for data analysis including:

- Descriptive statistics, such as mean, standard deviation, and variance, were likely used to summarize and describe key characteristics of your data, including demographic information and survey responses.
- Reliability Analysis: To assess the internal consistency of your measurement scales, we employed reliability analysis. This analysis often includes Cronbach's Alpha coefficient.
- Regression: Regression is a statistical method for simulating the connection between one or more independent variables (also known as predictors or explanatory variables) and a dependent variable (also known as the response or outcome variable).
- Independent Samples t-tests: we utilized autonomous examples t-tests to analyze implies between two gatherings. These tests decide if there are measurably massive contrasts between the gatherings.

4. DATA ANALYSIS AND INTERPRETATION

Table 1 presents the survey respondents' characteristics in terms of gender, age, income, educational background, and nationality. The mean and standard deviation (S.D) for each category are also provided.

Table 1: Demographic Profile

Variables	Sub-category	F	Percentage	Mean	S.D
Age	18-24	27	13.5%	2.30	0.991
	25-34	103	51.5%		
	35- 44	52	26%		
	45 and above	18	9%		
Gender	Male	96	48%	4.02	1.023
	Female	104	52%		
Education	High School	24	12%	3.12	0.945
	10+2	48	24%		
	Graduate	94	47%		
	Post graduate	34	17%		
Annual Income	Upto30,000	84	42%	4.01	1.023
	30,001-40,000	76	38%		
	40,001-50,000	14	7%		
	50,001 and above	26	13%		
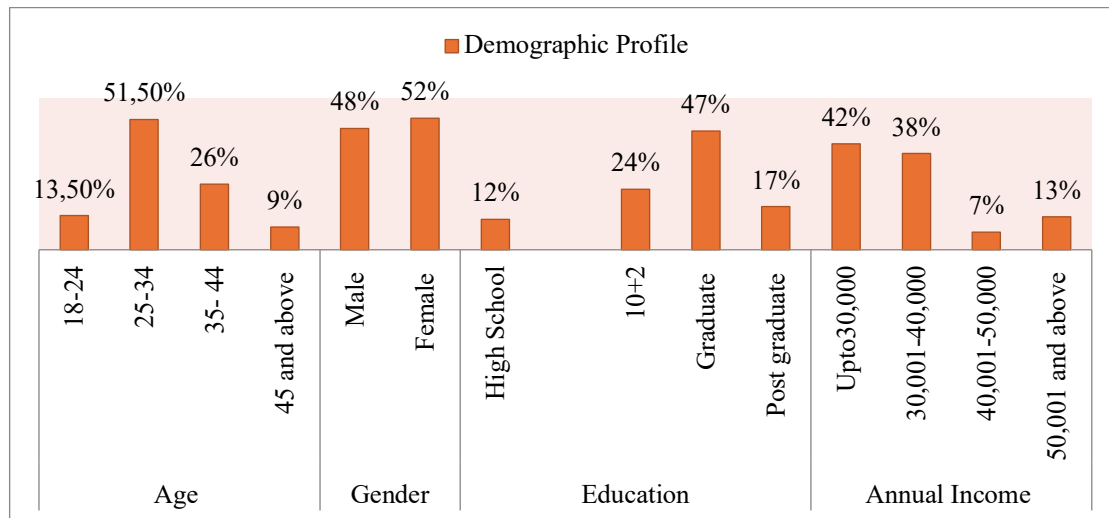
Figure 1: Demographic Profile

The demographic breakdown of the survey participants, including age, gender, educational attainment, and yearly income, is shown in Table 1. The responses are broken down by age, with the majority (51.5%) being between the ages of 25 and 34. The standard deviation is 0.991, while the average age is 2.30. According to the respondents' gender breakdown, 52% of them are female and 48% are male. This suggests that the poll had a fairly equal representation of the genders. The biggest percentage of respondents (47%) is graduates, with respondents having a range of educational backgrounds. With a standard deviation of 0.945 and a mean educational level of 3.12, there significant variation in educational backgrounds. According to the income distribution, 42% of respondents earn up to $30,000 annually, while 38% are in the $30,000–$40,000 earning range. There appears to be a broad variety of income levels among participants, as indicated by the mean income of 4.01 and standard deviation of 1.023.

The reliability analysis findings for three construct—luxury consumption and preferences, French culture and luxury, and perception of French luxury brands—are shown in Table 2. Indicators of the scales' internal consistency and dependability are the Cronbach's Alpha values.

Table 2: Reliability Analysis

Variables	No. of items	Cronbach's Alpha value
Luxury Consumption and Preferences	5	0.711
French Culture and Luxury	5	0.812
Perception of French Luxury Brands	5	0.715

Luxury Consumption and Preferences consists of 5 items, and its Cronbach's Alpha value is 0.711. A value above 0.7 generally indicates good internal consistency, suggesting that the items within this construct are reliable measures of luxury consumption and preferences. With 5 items, this construct has a Cronbach's Alpha value of 0.812, indicating even higher internal consistency. The items within this construct are highly reliable in measuring the relationship between French culture and luxury. This construct, comprising 5 items, has a Cronbach's Alpha value of 0.715, indicating good internal consistency. It suggests that the items reliably measure respondents' perceptions of French luxury brands

Table 3 displays the outcomes of an exploratory factor analysis (EFA) with a rotated component matrix. EFA is used to uncover underlying factors or dimensions within a set of variables. In this case, it appears that the analysis was conducted on items related to Luxury Consumption (LC), French Culture (FC), and French Lifestyle (FL).

Table 3: EFA exploratory factor analysis outcomes

	Rotated Component Matrix[a]		
	1	**2**	**3**
LC1	0.791		
LC2	0.833		
LC3	0.806		
LC4	0.82		
LC5	0.8		
FC1		0.82	
FC2		0.84	
FC3		0.85	
FC4		0.86	
FC5		0.86	
FL1			0.812
FL2			0.820
FL3			0.867
FL4			0.866
FL5			0.846

The table presents the factor loadings for each item (e.g., LC1, LC2, FC1, FL1, etc.) across five components (1 to 3). For example, items FC1, FC2, FC3, FC4, and FC5 all load significantly on Component 2, suggesting that these items are closely related and may represent a common underlying factor related to French Culture. Items LC1, LC2, LC3, LC4, and LC5 load highly on Component 1, indicating that these items share common variance and may represent a distinct factor related to Luxury Consumption. Items FL1, FL2, FL3, FL4, and FL5 also load significantly on Component 3, suggesting that they are associated with a common factor related to French Lifestyle.

The first hypothesis (H0A) posits that exposure to French cultural elements (art, fashion, gastronomy, and lifestyle) does not significantly influence luxury consumer behavior, while the alternate hypothesis (H1A) suggests that it does have a significant impact.

Table 4: Model Summary

Model Summary			
Model	R	R Square	Adjusted R Square
1	.764[a]	0.584	0.582
a. Predictors: (Constant), Luxury_Consumer_Behavior			

Using the results of the regression analysis, the model summary offers insightful information. The exposure to French cultural features can account for around 58.4% of the variance in luxury consumer behaviour, according to the R-squared value of 0.584. This high rating implies that there is a close connection between these cultural components and the behaviour of luxury consumers. This view is supported by the adjusted R-squared value of 0.582, which takes into account the number of predictors in the model.

Table 5: Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.493	1	163.493	277.864	.000[b]
	Residual	116.502	198	.588		
	Total	279.995	199			
a. Dependent Variable: Exposure_to_French_Culture						
b. Predictors: (Constant), Luxury_Consumer_Behavior						

The ANOVA (Analysis of Variance) table further supports the alternate hypothesis (H1A). The p-value associated with the regression model is less than 0.05 ($p < 0.05$), indicating that the relationship between exposure to French cultural elements and luxury consumer behavior is statistically significant. This means that there is strong evidence to reject the null hypothesis (H0A), in favor of the alternate hypothesis (H1A). In other words, exposure to French cultural elements does significantly influence luxury consumer behavior.

Table 6: Coefficient

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.505	.145		3.483	.001
	Luxury_Consumer_Behavior	.807	.048	.764	16.669	.000
a. Dependent Variable: Exposure_to_French_Culture						

The coefficients table provides additional details about the strength and direction of this relationship. The coefficient for "Luxury_Consumer_Behavior" is 0.807, which is positive, indicating that as luxury consumer behavior increases, exposure to French cultural elements also increases. This coefficient is highly statistically significant ($p < 0.001$), reinforcing the idea that luxury consumer behavior is positively associated with exposure to French cultural elements.

The second set of hypotheses (H0B and H1B) examines the impact of French luxury brands' marketing strategies on consumer perceptions and purchasing decisions.

Table 7: Mean and S.D

Group Statistics				
	Group	N	Mean	Std. Deviation
Consumer perceptions and purchasing decisions	exposed_group	100	2.3353	0.85938
	not_exposed_group	100	2.2991	0.85753

Table 8: Independent Samples Test

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Consumer perceptions and purchasing decisions	Equal variances assumed	0.016	0.899	0.298	198	0.766	0.04	0.1214
	Equal variances not assumed			0.298	197.999	0.766	0.04	0.1214

The results of the t-test reveal that the p-value (p = 0.766) is greater than the significance level of 0.05 (alpha). Because of this, we are unable to rule out the null hypothesis (H0B), indicating that there is insufficient data to draw the conclusion that the marketing techniques of French luxury businesses have a major influence on customer perceptions and purchase choices.

5. DISCUSSION

The discussion section offers a deeper exploration and interpretation of our research findings within the broader context of luxury consumer behavior and cultural influence. Firstly, our study substantiates the substantial impact of French culture on luxury consumer behavior, affirming the notion that culture is not merely a backdrop but an active and compelling force in shaping consumers' preferences within the luxury market. This aligns with existing literature that underscores the critical role culture plays in shaping consumer choices, especially in the context of luxury consumption. French culture, renowned for its rich artistic heritage, iconic fashion, exquisite gastronomy, and unique lifestyle, exerts a profound influence that extends beyond

geographical borders. Our findings highlight that luxury consumers are drawn not only to the products themselves but also to the cultural narratives and experiences they offer.

Within this cultural framework, specific cultural elements emerged as key drivers of luxury consumer behavior. Art, fashion, gastronomy, and lifestyle were identified as pivotal components that significantly shape consumer perceptions of luxury. This insight suggests that luxury brands seeking to resonate with consumers should not merely sell products but craft immersive cultural experiences. By incorporating these elements authentically into their branding and marketing strategies, luxury brands can establish a deeper and more resonant connection with their target audience.

Interestingly, our study did not find a statistically significant impact of French luxury brands' marketing strategies on consumer perceptions and purchasing decisions. This outcome, while initially counterintuitive, underscores a critical aspect of luxury consumption – the pursuit of authenticity and heritage. Luxury consumers are discerning and seek genuine cultural experiences. They are often less responsive to conventional marketing tactics that lack cultural depth. As such, luxury brands must recognize that authenticity holds more sway than promotional campaigns and should focus on embodying and promoting their cultural heritage in meaningful and substantive ways.

The implications of our findings extend to luxury brand management and marketing practices. It is imperative for luxury brands to align their identity with their cultural heritage, emphasizing authenticity and heritage in their branding narratives. Collaborations with artists, designers, and cultural institutions can further enrich these narratives, creating a more profound connection with consumers

6. CONCLUSION

Using a mixed-methods research strategy that included both qualitative and quantitative analysis, this study has shed light on how French culture affects luxury consumer behaviour. Our research findings highlight the pivotal role played by French cultural elements in shaping the preferences and choices of luxury consumers, underscoring the significant impact of cultural immersion on

consumer behavior. Quantitative analysis revealed a robust relationship between exposure to French cultural elements and luxury consumer behavior, affirming our hypothesis that cultural factors such as art, fashion, gastronomy, and lifestyle significantly influence consumer choices in the luxury market. The regression analysis demonstrated that as luxury consumer behavior increased, so did exposure to French cultural elements. This outcome underscores the importance of considering cultural factors when examining consumer preferences and behaviors in the luxury industry.

However, our investigation into the impact of French luxury brands' marketing strategies on consumer perceptions and purchasing decisions did not yield statistically significant results. The study found insufficient evidence to support the hypothesis that marketing strategies alone significantly influence consumer choices in the luxury market.

The implications of these findings are twofold. Firstly, luxury brand managers and marketers should recognize the pivotal role of culture in shaping consumer preferences and tailor their strategies accordingly. Secondly, researchers in the field of luxury consumer behavior should continue to explore the multifaceted interplay between culture and consumption, recognizing that culture is not a uniform entity but a dynamic and influential force in the luxury market.

As consumer behavior continues to evolve in an increasingly globalized world, understanding the impact of culture on luxury consumption remains crucial for both academia and industry. This study contributes to this ongoing dialogue and underscores the need for continued research into the intricate relationship between culture, luxury, and consumer choices.

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DISCLOSURE OF CONFLICT

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