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Abstract
The purpose of this study was to investigate Vietnamese consumers' perception of Italian and Japanese luxury scooter brands. Data was collected from a convenience sample of 180 young Vietnamese. The consumers' general brand perception and perceived values of luxury scooter brands are examined in this study. Data analysis was set to find differences in perceptions of the two brands selected for the study. T-test and repeated measures ANOVA were used to examine similarity within consumer perception questions between the two brands. Repeated measures ANOVA also was used to analyze the relationship between demographic and Vietnamese consumers' brand perception of luxury scooters. Finally, stepwise multiple regression was used to find out which values of luxury brand scooters impact on buying consideration of consumers.
The results indicated that Vietnamese consumers considered Italian brands' conspicuous value and hedonic value higher than those of Japanese brands. Even consumers got more familiar with Japanese brands than Italian brands, they still preferred Italian brands to Japanese brands. Another interesting result was that the richer Vietnamese consumers were, the less they cared about conspicuous value and the more they cared about hedonic value and quality value. Naturally, people who intended to buy a luxury scooter would perceive most of value of luxury scooter brands, compared to who did not.
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