

## **Abstract**

This research explores cross-cultural differences in consumer behavior, specifically focusing on luxury brand consumption. As globalization expands, understanding the varying factors that influence luxury consumption across different cultural contexts becomes essential for luxury brands aiming to expand their global reach. This mixed-methods study investigates how cultural values, social norms, and economic factors shape consumer perceptions and purchasing behaviors related to luxury goods. The qualitative component of the research includes in-depth interviews with consumers from different cultural backgrounds, as well as luxury brand managers, to uncover underlying motivations, cultural influences, and emotional connections to luxury brands. The quantitative analysis, through surveys, measures the impact of key variables such as status signaling, brand authenticity, and social influence on consumer choices. The findings suggest that while luxury brands are universally associated with prestige and exclusivity, cultural differences significantly affect the significance of these attributes. For instance, in collectivist cultures, luxury goods are often viewed as symbols of group identity, while in individualistic cultures, they are more likely to signify personal success and uniqueness. This research provides valuable insights for luxury brand marketers, offering strategies to tailor marketing messages and product offerings that resonate with diverse consumer groups. The study emphasizes the importance of cultural awareness in driving effective global luxury marketing strategies.