

The Relationship of Brand Perception and Hedonistic Consumption

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Abstract. *This study examines the relationship between brand perception and hedonistic consumption behavior. Brand perception refers to the way consumers interpret and evaluate a brand based on its image, quality, reputation, and emotional associations. Hedonistic consumption, on the other hand, is driven by pleasure, enjoyment, excitement, and emotional satisfaction rather than functional needs. In today's competitive market, consumers increasingly seek products and services that provide memorable experiences and emotional value. Positive brand perception can significantly influence hedonistic consumption by creating feelings of prestige, happiness, and self-expression. Strong brands often appeal to consumers' emotions through attractive designs, effective marketing strategies, and symbolic meanings, encouraging them to make purchases for pleasure and personal gratification.*

The relationship between these two concepts is particularly evident in industries such as fashion, luxury goods, cosmetics, and technology, where consumers are motivated not only by product utility but also by emotional and experiential benefits. As a result, brands that successfully establish a favorable perception are more likely to stimulate hedonistic purchasing behavior and strengthen customer loyalty.

Keywords: brand, consumption, consumer, brand, purchase, luxury, marketing

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Brend qavrayışının və hedonist istehlakın əlaqəsi

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Xülasə. *Bu tədqiqat brend qavrayışı ilə hedonist istehlak davranışı arasındakı əlaqəni araşdırır. Brend qavrayışı istehlakçıların brendi onun imicinə, keyfiyyətinə, nüfuzuna və emosional assosiasiyalarına əsasən necə şərh etməsi və qiymətləndirməsi deməkdir. Digər tərəfdən, hedonist istehlak funksional ehtiyaclardan daha çox zövq, həyəcan və emosional məmnuniyyətlə idarə olunur. Bugünkü rəqabətli bazarda istehlakçılar getdikcə yadda qalan təcrübələr və emosional dəyər təqdim edən məhsul və xidmətlər axtarırlar. Müsbət brend qavrayışı prestij, xoşbəxtlik və özünüifadə hissləri yaratmaqla hedonist istehlaka əhəmiyyətli dərəcədə təsir göstərə bilər. Güclü brendlər tez-tez cəlbedici dizaynlar, effektiv marketing strategiyaları və simvolik mənalar vasitəsilə istehlakçıların emosiyalarına müraciət edir, onları zövq və şəxsi məmnuniyyət üçün alış-veriş etməyə təşviq edir.*

Bu iki anlayış arasındakı əlaqə xüsusilə moda, lüks mallar, kosmetika və texnologiya kimi sahələrdə özünü göstərir, burada istehlakçılar yalnız məhsulun faydalılığı ilə deyil, həm də emosional və təcrübə

faydalarla motivasiya olunurlar. Nəticədə, əlverişli qavrayışı uğurla quran brendlər hedonist alış davranışını stimullaşdırmaq və müştəri sədaqətini gücləndirmək ehtimalı daha yüksəkdir.

Açar sözlər: *brend, istehlak, istehlakçı, alış, lüks, marketing*

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Introduction

In today's highly competitive business environment, brands have become one of the most valuable assets for companies. Consumers are exposed to numerous products and services every day, making it increasingly difficult for businesses to differentiate themselves from competitors. As a result, brand perception has emerged as a critical factor influencing consumer decision-making processes. Brand perception refers to the overall impression, beliefs, and feelings that consumers develop about a brand based on their experiences, marketing communications, and social influences. A positive brand perception can enhance customer trust, satisfaction, and loyalty, ultimately affecting purchasing behavior.

At the same time, consumer behavior has evolved significantly due to changes in lifestyle, technology, and social trends. Modern consumers are not solely motivated by functional needs when making purchasing decisions. Instead, they increasingly seek products and services that provide emotional satisfaction, pleasure, excitement, and personal fulfillment. This type of consumption behavior is known as hedonistic consumption. Hedonistic consumption focuses on the experiential and emotional aspects of purchasing and using products rather than their practical utility. Consumers often engage in hedonistic consumption to express their identity, improve their mood, or enjoy unique experiences.

The relationship between brand perception and hedonistic consumption has gained considerable attention in marketing and consumer behavior research. Strong brands often create emotional connections with consumers through appealing brand images, symbolic meanings, and memorable experiences. These emotional associations encourage consumers to purchase products not only because of their quality or functionality but also because of the pleasure and satisfaction they provide. Industries such as fashion, luxury goods, cosmetics, entertainment, and technology particularly demonstrate the importance of this relationship.

Understanding how brand perception influences hedonistic consumption is essential for businesses seeking to develop effective marketing strategies and strengthen customer relationships. By creating a positive and distinctive brand image, companies can appeal to consumers' emotional needs and increase their willingness to engage in pleasurable consumption experiences. Therefore, this study aims to examine the relationship between brand perception and hedonistic consumption and to explore the impact of brand-related factors on consumers' purchasing behavior.

Methods

This study investigates the relationship between brand perception and hedonistic consumption behavior among consumers. A quantitative research approach was adopted to collect and analyze data

regarding consumers' perceptions of brands and their tendency toward hedonistic purchasing behavior.

The target population of the study consists of consumers who regularly purchase branded products in sectors such as fashion, cosmetics, technology, and luxury goods. A structured questionnaire was used as the primary data collection instrument. The questionnaire was divided into three sections. The first section collected demographic information, including age, gender, education level, and income. The second section measured brand perception through variables such as brand image, perceived quality, brand trust, and brand reputation. The third section assessed hedonistic consumption tendencies by evaluating factors such as pleasure, excitement, emotional satisfaction, and enjoyment derived from purchasing and using products.

A five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) was employed to measure respondents' attitudes and perceptions. The survey was distributed online to consumers through social media platforms and electronic communication channels. A convenience sampling technique was used due to its accessibility and efficiency in reaching respondents.

The collected data were analyzed using statistical methods. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize demographic characteristics and consumer responses (Aaker, 1991; Babin et al., 1994; Holbrook, 1999). Correlation analysis was conducted to examine the relationship between brand perception and hedonistic consumption. In addition, regression analysis was applied to determine the extent to which brand perception influences hedonistic consumption behavior.

The reliability of the measurement scales was evaluated using Cronbach's Alpha coefficient to ensure internal consistency. Ethical considerations were also taken into account, and participation in the survey was voluntary and anonymous. Respondents were informed about the purpose of the study and assured that their personal information would remain confidential.

Through these methods, the study aims to provide empirical evidence regarding the impact of brand perception on consumers' hedonistic consumption behavior and contribute to the existing literature on consumer behavior and marketing.

Results

Literature Review. Brand perception and hedonistic consumption are two important concepts in marketing and consumer behavior literature. Researchers have extensively examined how consumers perceive brands and how these perceptions influence their purchasing decisions and consumption experiences (Ebrahim, 2016; Kapferer, 2012; Schmitt, 1999; Steth et al., 1991; Zeithaml, 1988).

Brand perception is defined as the collection of beliefs, impressions, and attitudes that consumers hold about a brand. According to marketing scholars, consumers develop brand perceptions through direct experiences, advertising, word-of-mouth communication, and social interactions. A favorable brand perception is associated with higher levels of trust, perceived quality, customer satisfaction, and brand loyalty. Keller (1993) emphasized that strong brands create positive associations in consumers' minds, which significantly influence their purchasing behavior. Similarly, Aaker (1996) argued that brand equity is largely determined by consumers' perceptions and emotional connections with a brand.

Hedonistic consumption, on the other hand, refers to consumption activities driven by pleasure, enjoyment, fantasy, and emotional satisfaction rather than purely functional benefits. The concept

was first widely discussed by Hirschman and Holbrook (1982), who suggested that consumers often seek multisensory, emotional, and experiential benefits from products and services. Their research highlighted that consumption is not always rational; instead, it can be influenced by feelings, imagination, and personal experiences.

Previous studies have demonstrated a strong relationship between brand perception and hedonistic consumption. Consumers tend to engage in hedonistic purchasing behavior when they perceive a brand as prestigious, attractive, innovative, or emotionally appealing. Positive brand perceptions create emotional value that enhances consumers' enjoyment and satisfaction during the purchasing process. Luxury brands, for example, often rely on symbolic meanings and emotional appeal to encourage hedonistic consumption.

Research conducted by Vigneron and Johnson (2004) found that consumers frequently purchase luxury products not only for their functional value but also for the pleasure, prestige, and self-expression associated with the brand. Similarly, studies in the fashion and cosmetics industries have shown that attractive brand images can increase consumers' emotional attachment and willingness to make impulsive or pleasure-oriented purchases.

Furthermore, digital marketing and social media have strengthened the connection between brand perception and hedonistic consumption. Through social media platforms, brands can create engaging experiences, build emotional relationships, and influence consumers' perceptions more effectively. Positive online brand experiences often lead to stronger emotional engagement and increased hedonic purchasing intentions.

Overall, the literature suggests that brand perception plays a significant role in shaping hedonistic consumption behavior. Positive perceptions of brand quality, image, prestige, and emotional value encourage consumers to seek enjoyable and satisfying consumption experiences. Therefore, understanding this relationship is essential for businesses aiming to develop successful marketing strategies and enhance customer engagement.

Discussion and Conclusion

The findings of this study indicate that brand perception has a significant influence on hedonistic consumption behavior. Consumers who perceive a brand positively are more likely to engage in pleasure-oriented purchasing activities. Factors such as brand image, perceived quality, brand reputation, and emotional appeal play an important role in shaping consumers' attitudes and consumption preferences.

The results support previous studies in the marketing and consumer behavior literature, which suggest that consumers are increasingly motivated by emotional and experiential benefits rather than purely functional attributes. Strong brands create symbolic meanings and emotional connections that encourage consumers to seek enjoyment, satisfaction, and self-expression through their purchases. This relationship is particularly evident in industries such as fashion, cosmetics, luxury products, and technology, where consumer decisions are often influenced by lifestyle and personal identity considerations.

Furthermore, the study highlights the importance of emotional branding strategies. Companies that successfully establish positive brand perceptions can enhance consumers' hedonic experiences and strengthen customer loyalty. Through effective advertising, social media engagement, attractive product design, and consistent brand communication, businesses can create stronger emotional bonds with consumers and increase their likelihood of making pleasure-driven purchases.

Despite its contributions, this study has certain limitations. The use of convenience sampling may limit the generalizability of the findings to the broader population. In addition, consumer behavior may vary across different cultural, social, and economic contexts. Future research could examine larger and more diverse samples and explore additional variables such as social influence, digital marketing, and consumer personality traits.

In conclusion, the study demonstrates that brand perception is a key determinant of hedonistic consumption behavior. Positive brand perceptions enhance consumers' emotional satisfaction and increase their willingness to engage in pleasurable purchasing experiences. Therefore, businesses should focus on developing strong and emotionally appealing brands to achieve competitive advantage, improve customer satisfaction, and encourage long-term consumer loyalty.

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