

**ANALYZING THE RELATIONSHIP BETWEEN BRAND PRESTIGE AND
CONSUMER'S SELF-ESTEEM:
A STUDY CASE OF LOUIS VUITTON**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Today, consumers are more interested in prestigious brand in order to gain their social values among the society. These consumers are categorized as prestige-seeking consumers. To create an understanding towards this phenomenon, this study is conducted. This study aims to propose a concept of the relationship between brand prestige and consumer's self-esteem, in the context of Louis Vuitton study case. There are two hypothesis provided, first is to proposed that there is a significant association between brand prestige and consumer's self-esteem, and second is that people with lower self-esteem tend to rate brand prestige higher than people with high self-esteem. Louis Vuitton consumers in Jakarta and BSD area are the targeted group of this research. The result shows a positive relationship between the two variables, however it shows the opposite outcome for the second hypothesis.

Keywords: brand prestige, consumer's self-esteem, Louis Vuitton



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DEDICATION

I dedicate this study for Louis Vuitton, in which the brand that I admire the most because of the grace that is shown through every piece they create.

My dedication, also, goes to the 4 years of my university life. I finally had the chance to figure out what do I want to be once I step out from this beloved university.



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