### ABSTRACT

**Purpose** – The share of student youth, as consumers, is quite significant in the world. Considering that retailers view young consumers (including student audience) an important segment of the market, a substantial question to study the effect of values on motivation consumer behavior. The purpose of this paper is to fill the lack of studies motivational influence «high level values» on young consumers. The aim of the research was to study the motivational influence of “high level values” on brands in certain product categories-markers, to develop a methodology for segmenting consumers based on their clustering by values and evaluating brand preferences in different segments.

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### ABSTRACT

**Purpose** – Student youth make up a significant share of global consumers. Retailers view these consumers as an important segment of the market, substantiating the study of the effect of values on these consumers’ behavioral motivations. The purpose of this paper is to address a current lack of data on the motivational influence of high-level values (HLVs) on young consumers. Our aim is to analyze the motivational influence of these values on brand choice in certain product category markers to develop a methodology for segmenting consumers based on their values, and for evaluating brand preferences among these different segments.
Design/methodology/approach – The sample was formed by the «snow-ball» method from first-year undergraduate students. The sample size - 239 respondents. The research was carried out by the on-line survey method on the basis of a structured questionnaire. To obtain segments, we used hierarchical cluster analysis by the Ward method and the Euclidean distance method. The statistical significance of the differences in brand preferences between segments was checked in the conjugacy tables using the chi-square test at different significance levels.

Findings – Findings show clearly the possibility on the basis of "high level values "to identify segments of consumers, which allows obtaining the distribution of the perception of the brand. For a student audience was received segments: "Become a successful leader", “become successful in a harmonious world”, “ascetic”, "the Hedonist". Frequency analysis revealed an uneven distribution of preferences between the examined brands. At the same time, revealed the differences in the motivational significance “high level

Design/methodology/approach - A sample was obtained by snowball method and included 239 first-year undergraduate student respondents. Research was carried out via an online structured questionnaire. Hierarchical cluster analysis utilizing the Ward and Euclidean distance methods was used to determine segments. Statistical significance of the differences in brand preferences among segments was checked in conjugacy tables using the chi-square test at different significance levels.

Findings - Our findings show a clear potential for using HLVs to identify segments of consumers, showing a distribution of perceptions of brands among these segments. Frequency analysis revealed an uneven distribution of preferences among examined brands as well as differences in the motivational significance of HLVs for brands in different product categories.
values” for brands in different product categories.

Practical implications – Retailers should using segmentation based on motivation influence «high level values» for improve the effectiveness of communication young consumers with brands. The solution of this problem will allow forming particular strategic behaviours of retailers occurring in the sphere of shaping relationships with young consumers.

Originality/value – It is one of the rare studies that investigates motivational influence of a complex of ten «high level values» on the young consumers. In this paper, we propose to use a methodology for young consumers segmentation based on clustering for «high level values», and assessing brands preferences in different segments.

Introduction
In consumer marketing, brands identify and differentiate manufacturers and distributors (Wood, 2000). Existing literature holds that beyond common marketing tasks such as creating brand loyalty and brand image, marketing to create brand value has been problematic (Wang and Tzeng, 2012). Studies

Practical implications - Retailers can use these results to refine effective brand communication to young consumers, and inform the formation of strategic retailer behaviors in the sphere of shaping relationships with young consumers.

Originality/value - This unique study investigates the motivational influence of a complex of ten HLVs in young consumers. In this paper, we present a methodology for segmentation of this consumer group based on clustering for HLVs and assess brand preferences among these segments.

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show that the perception of brands by young consumers varies among different countries; that is, perceptions in Europe may not be comparable to those in Asia (Sasmita and Suki, 2015). Significant differences in markets, especially where value systems differ as to prevalent paradigms, confer an importance to understanding that marketing approaches using accepted-in-theory forms of brand communication must be changed to address these differences. In this paper, we present the results of studying the influence of students' values as young consumers on their brand preferences. We view “value” as a category that reflects basic values as defined in Schwartz’s value theory (Schwartz, 2007) and a human value-based marketing approach (Kotler et al., 2010; Sidorchuk, 2015).

Existing literature describes perception and awareness of brands by young consumers and their purchasing decisions based mainly on situational factors (O'Cass and Frost, 2002; Sasmita and Suki, 2015). The influence of motivational factors for brands and various categories of products purchased by young consumers is also well-represented (Hopfer and Istook, 2016; Becerra, 2002; Block et al., 2013; Deliens et al., 2015). Such research focuses mainly on the utilitarian factors of products, using hedonism as the main value. As such, a gap exists in the literature on the consumers varies among different countries; that is, perceptions in Europe may not be comparable to those in Asia (Sasmita and Suki, 2015). Significant differences in markets, especially where value systems differ as to prevalent paradigms, confer an importance to understanding that marketing approaches using accepted-in-theory forms of brand communication must be changed to address these differences. In this paper, we present the results of studying the influence of students' values as young consumers on their brand preferences. We view “value” as a category that reflects basic values as defined in Schwartz’s value theory (Schwartz, 2007) and a human value-based marketing approach (Kotler et al., 2010; Sidorchuk, 2015).

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influence of non-utilitarian factors and other values. Currently, no reports analyzing the motivational influence of basic values according to Schwartz’s value theory (2007) exist with regards to brands. In addition, recent studies denote a decrease in the effectiveness of brand loyalty programs (Sidorchuk, 2014), which may be due to a decrease in the influence of situational factors on consumer choice. This environment necessitates an investigation into the motivational influence of values on the perception of brands. Our research aims to study the motivational influence of high-level values (HLVs) on brands among certain product category markers, to develop a methodology for segmenting consumers based on their clustering by values, and to evaluate brand preferences among the different segments.

Our methodology relied on a classical approach to marketing research (Malhotra and Birks, 2007), to include surveys and comparative data analysis. Our sample of respondents was obtained using the snowball method. To ensure unambiguous interpretation by respondents of the semantic constructions that describe the HLVs in the sampling, we applied restrictions on age, year of study (only first year bachelor’s degree students) and educational institution (Plekhanov Russian University of Economics). Gender and social representation were not addressed in the current study. Research was conducted via online survey and a modified and supplemented Schwartz questionnaire was used (Schwartz, 2005). We applied product category markers for our student youth audience and the concept of the connection between them and HLVs (Sidorchuck et al., 2016). Lower order values and the links between them were not addressed. Results were processed in the IBM SPSS Statistics 20 program using hierarchical cluster analysis via Ward method and building of conjugacy tables.

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Our results demonstrated a distribution of respondents according to four clusters corresponding to certain HLVs. For the clusters obtained, brand preferences were determined according to differences in perception of HLVs. The novelty of the research is due to the use of HLVs as criteria for clustering students; these identified clusters revealed a relationship to brand preferences. Our results highlight the benefit of using our segments in management of brand communication. Retailers can also use segmentation based on HLV motivational influence to improve the effectiveness of their communications to young consumers.