

## **Luxury goods consumption factors**

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**Research Methodology:** The method of comparison, analysis and synthesis, induction and deduction in the research for the purpose of summarizing and systematization of modern theoretical and methodological approaches identifying luxury goods consumption factors are used. The research is based on the scientific works of foreign and domestic scientists about the nature of luxury consumption.

**Results:** The factors, which influence the luxury goods consumption, are defined. The analysis of consumption luxury goods motives is conducted. Marketing strategies in the market of luxury goods are summarized.

**Novelty:** The state and factors of development of the global luxury market are analyzed. The factors that affect luxury consumption are determined.

**The practical significance:** The paper shows that the rapid growth of the global market of luxury goods is due, firstly, the desire of consumers to have the social role of successful, self-sufficient person, and secondly, such an effective marketing strategy, as a technological rarity, limited edition products, careful control of the information, advertising in the products of world cinema. The main motives in the selection of luxury products are demonstrative and hedonistic consumption.