A persuasive-based latent class segmentation analysis of luxury brand websites

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Based on the development of the use of websites by brands, the purpose of this paper is to identify and describe different groups of luxury brands bearing in mind the persuasiveness of their websites (informativeness, usability, credibility, inspiration, involvement and reciprocity). The data for this study were collected from 197 luxury websites through content analysis methodology. Then, latent class cluster analysis was employed to identify the segments obtained in this study. The results confirm the existence of three segments of luxury brands according to website persuasiveness: ?exclusive websites?, ?transparent and accessible websites? and ?old-fashioned websites?. This study helps luxury brand managers to evaluate the degree of persuasiveness of each group, determines how attractive the websites in each group are and suggests the measures necessary to improve their websites. © 2016, Springer Science+Business Media New York.