The Impact of Cultural Acknowledgment in Product Branding on Perceived Cultural Appropriation and Purchase Intention among Young Adults

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Abstract

Luxury brands often design products inspired by Indian culture, raising questions about the recognition of artisans and respect for cultural heritage. This study aims to examine how explicit acknowledgment of Indian crafts in luxury branding influences perceived cultural appropriation and purchase intention among young adults aged 18–35. A quantitative, between-subjects experimental design will be employed, with participants randomly assigned to either a control group or an experimental group. The experimental group will receive a product description that explicitly acknowledges Indian craft traditions and the artisans behind them, whereas the control group will receive a product description without such acknowledgment. Participants will complete the Perceived Cultural Appropriation Scale (Lin et al., 2024) and the Purchase Intention Measure (Coulter & Grewal, 2014). For statistical analysis, independent-samples t tests will be used to compare the mean scores of the two groups. It is expected that explicit acknowledgment of Indian craft traditions and artisans will influence young adults' perceptions of cultural appropriation and their purchase intentions. The findings may provide practical insights for luxury marketers seeking to develop culturally sensitive communication strategies, promote traditional Indian crafts, improve cultural representation, and support artisan communities while fostering more ethical relationships between luxury brands and cultural heritage.

Keywords

Cultural acknowledgment, cultural appropriation, luxury branding, purchase intention, Indian crafts, emerging adulthood.