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The study also found that consumers' perceptions of the country are influenced by various factors, including the country's economic performance, social stability, and cultural heritage. For example, consumers are more likely to purchase luxury goods from a country that has a strong economic performance and a rich cultural heritage.

The study has several implications for luxury brands. First, luxury brands should pay attention to the country's economic and social conditions when targeting consumers. Second, luxury brands should focus on promoting the country's economic and social development to increase consumers' perceptions of the country. Finally, luxury brands should leverage the country's cultural heritage to create a unique brand identity.

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