



AIC 2018: FUTURE OF MARKETING AND MANAGEMENT

Materialism and Status Consumption as Predictors of Brand
Engagement in Self Concept

Zia ur Rehman *

Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM), Skudai, Johor,
Malaysia.

Rohaizat Baharun

Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM), Skudai, Johor,
Malaysia

Nor Zafir Md Salleh

Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM), Skudai, Johor,
Malaysia

Farhan Sarwar

Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM), Skudai, Johor,
Malaysia

**Corrospoding author's Email: zia.rehman@uaar.edu.pk*

*Peer-review under responsibility of 4th Asia International Conference 2018 editorial board
(<http://www.utm.my/asia/our-team/>)*

*© 2018 Published by Readers Insight Publisher,
lat 306 Savoy Residencia, Block 3 F11/1, 44000 Islamabad. Pakistan,
info@readersinsight.net*

This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).



Research Highlights

Consumer behavior literature shows that materialism and status consumption are associated to brand engagement in self concept (BESC) (Flynn, Goldsmith, & Polлите, 2016; Ronald E Goldsmith, Flynn, & Clark, 2011). Although many studies investigated the outcomes of materialism however a little research is known to investigate the association of materialism, status consumption and BESC in designers clothing (Flynn et al., 2016). The present study aimed at investigating the role of materialism and status consumption as predictors of brand engagement in self concept (BESC). The results pointed out that both materialism and status consumption have a significant and positive influence on BESC. Moreover, status consumption is a stronger predictor of BESC as compared to materialism.

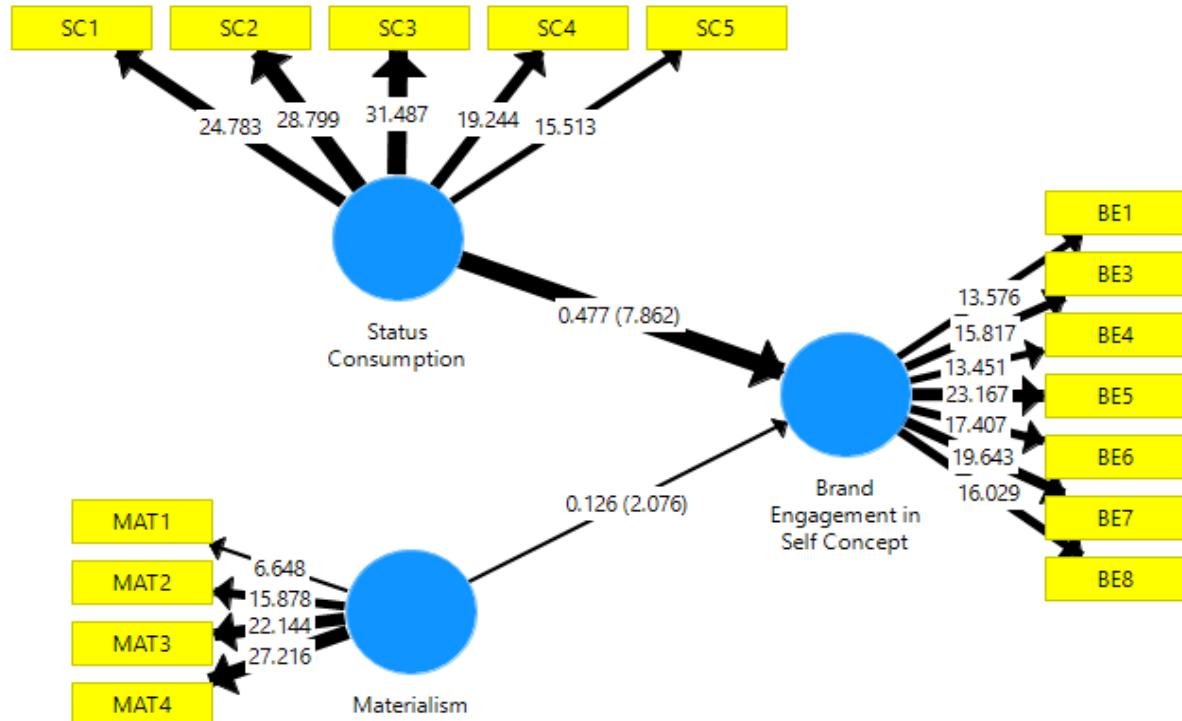


Figure 1. The Structural Model

Figure 1 represents the structural model of the current study. Here there are two independent variables and one dependent variable.



Research Objectives

The present study has two objectives. First is to empirically examine the influence of materialism and status consumption on BESC. Secondly, to investigate which of the predictors has a stronger impact on the outcome variable.

Methodology

The current research collected data via self administered survey from customers of designer clothing in Pakistan. Total 227 responses were collected through mall intercept method. Partial least square structural equation modelling was applied for data analysis. Smart PLS was used for this purpose. All instruments were adopted from previous studies. Data analysis was carried in two stages. At first, measurement model was run to test reliability and validity. Secondly the structural model was analyzed to test proposed hypotheses.

Results

As per Joseph F Hair, Hult, Ringle, and Sarstedt (2016) the values of β closer to 1 depicts the strength of relationship. The significance of relationship is determined with the help of t-value (the minimum value should be 1.96) at 10% level of significance in case of two tailed tests (Joe F Hair, Ringle, & Sarstedt, 2011). The results provided in figure 1 shows that the beta value of materialism to BESC was 0.126 while the beta value of status consumption to BESC was 0.477. The overall model explained 28.9 % variation in BESC (Flynn et al., 2016; Ronald Earl Goldsmith, Flynn, & Clark, 2012a; Ronald E Goldsmith, Flynn, & Clark, 2012b, 2012c).





Findings

The findings of the present study suggest that both materialism and status consumption are positively associated with BESC. Secondly, it also suggests that the status consumption is a better predictor of BESC as compare to materialism. The results are congruent and aligned with previous studies.

References

- Flynn, L. R., Goldsmith, R. E., & Pollitte, W. (2016). Materialism, Status Consumption, and Market Involved Consumers. *Psychology & Marketing*, 33(9), 761-776.
- Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2011). Materialism and brand engagement as shopping motivations. *Journal of Retailing and Consumer Services*, 18(4), 278-284.
- Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2012a). Materialistic, brand engaged and status consuming consumers and clothing behaviors. *Journal of Fashion Marketing and Management: An International Journal*, 16(1), 102-119.
- Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2012b). Materialistic, brand engaged and status consuming consumers and clothing behaviors. *Journal of Fashion Marketing and Management: An International Journal*, 16(1), 102-119.
- Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2012c). Motivators of market mavenism in the retail environment. *Journal of Retailing and Consumer Services*, 19(4), 390-397.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*, 2nd Ed: Sage Publications.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.

