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# The Impact of Conspicuous Consumption and Perceived Value on New Product Adoption Intention

Meixiang Cui\*  
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Unidimensional construct of conspicuous consumption which focuses on the ostentation of the economic assets are limited in describing today's consumers. We propose that both ostentation of social status and demonstration of uniqueness through overt consumption should be considered in the realm of conspicuous consumption. This research aims to examine the two dimensions of conspicuous consumption tendencies and their impact on new product adoption intention, which is mediated through the perceived value of the new products. This research empirically validates the theoretical conjecture by conducting an online survey (N=272). Our empirical findings reveal that ostentation of social status influences new product adoption intention both directly and indirectly through perceived social value, while demonstration of uniqueness improves new product adoption intention only indirectly through perceived utilitarian and hedonic value. This research identifies the ostentation of social status and demonstration of uniqueness as two dimensions of conspicuous consumption and refines scales to measure them. In addition, this research identifies conspicuous consumption as a driver of new product adoption intention and recognizes the mediating role of perceived value.

Keywords: Conspicuous Consumption, Ostentation of Social Status, Demonstration of Uniqueness, Perceived Value, New Product Adoption Intention

## I. Introduction

With the growth of disposal income and resulting changes in lifestyle, consumers are no

longer satisfied with the fulfillment of the functional value of products alone in consumption. Instead, consumers regard consumption and possessions as an extension of themselves and they often seek to communicate and enhance

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their self- concept through consumption (Belk 1988). One reflection of this kind of pursuit in consumer behavior is “conspicuous consumption,” defined as the tendency of individuals to enhance and communicate their image to others through overt consumption (O’Cass & McEwen 2004). In recent years, the emergence of social media has boosted such overt consumption, resulting in an increase in the desire to promote themselves through conspicuous consumption. This is because consumers are more sensitive to others’ perceptions of themselves due to the heavy use of social media (Taylor & Stratton 2016; Thourmrungrroje 2014; Wai & Osman 2020). Moreover, because consumption and possessions are being seen as an extension of the self, consumers are eager to present their “extended self” or flex on SNS when they get a new item (Belk 1988).

Based on the literature review of the role of conspicuous consumption in the new product adoption literature, the following gaps are found. First, different traits of consumers and their value perceptions influence their behavioral intention of adoption (e.g., Kastanakis & Balabanis 2014; Kim & Yuan 2012). Even though identifying and adequately meeting the needs of target consumers is essential in the success of new products, current literature still lacks an understanding of how consumers perceive the value of new products based on their tendencies for conspicuous consumption in adopting new products. Second, while prior

research has suggested a positive relationship between conspicuous consumption and new product adoption intention (Wei 2006), current literature is limited in showing the underlying mechanism of how conspicuous consumption affects new product adoption mediated through the perceived value of the product.

Finally, consumer behavior literature has been focusing on the role of status signaling as a unidimensional construct of conspicuous consumption (e.g., Lee, Cho & Chun 2019). However, considering status signaling as the unidimensional construct is limited as conspicuous consumption of products is triggered not only by the motives of consumers to show social status but also by their needs for demonstrating uniqueness to others (Gierl & Huettl 2010). Drawing from recent literature (e.g., Chaudhuri & Majumdar 2006; Chen, Yeh & Wang 2008; Gierl & Huettl 2010; O’Cass & McEwen 2004; Shukla 2008), this research defines ostentation of social status as the tendency to show off a superior position within a social hierarchy and demonstration of uniqueness is defined as the tendency to show differences from others. Thus, demonstration of uniqueness through overt consumption apart from the ostentation of social status should also be considered in the realm of conspicuous consumption (e.g., Chaudhuri & Majumdar 2006; Gierl & Huettl 2010).

As a result of the above gaps, previous research results about the impact of conspicuous

consumption on new product adoption intention are inconsistent. As is stated earlier, Wei (2006)'s study suggested a positive relationship between conspicuous consumption and new product adoption intention. However, according to Zhang, Luo, Nie, and Zhang (2017), conspicuous consumption has a negative effect on healthcare wearable technology adoption among females, while it has no significant influence among males.

In order to narrow the research gaps, the purpose of this research is to examine two different types of conspicuous consumption tendencies and to examine how they affect different value perceptions, which lead to new product adoption intention. In this research, we focus especially on examining the mediating role of perceived value in explaining the inconsistent conspicuous consumption-new product adoption intention relationship in the previous literature. Accordingly, our research questions are: First, do the two dimensions of conspicuous consumption tendency, the ostentation of social status and demonstration of uniqueness, increase new product adoption intention? Second, does perceived value mediate the relationship between two dimensions of conspicuous consumption and new product adoption intention?

To explore the relationship between conspicuous consumption and consumers' new product adoption intention, which is mediated through perceived value, we empirically validated our theoretical model by conducting an online survey. Our empirical findings reveal that both

ostentation of social status and demonstration of uniqueness tendency positively affect new product adoption intention through perceived value. Specifically, the ostentation of social status influences new product adoption intention both directly and indirectly through the perceived social value of new products, while the demonstration of uniqueness improves new product adoption intention only through the indirect path through perceived utilitarian and hedonic value. By studying the impact of the two dimensions of conspicuous consumption on new product adoption intention, this study potentially contributes to both academics and managerial practices. Theoretically, this research extends the existing literature by identifying two dimensions of conspicuous consumption as drivers of new product adoption intention. As for managers, they can elaborate on different strategies to suit the needs of consumers with different dimensions of conspicuous consumption tendencies in new product management. This study also contributes to resolving the inconsistent relationships between conspicuous consumption and new product adoption behavior by introducing the mediating role of three different perceived values, utilitarian, hedonic, and social. Managers have to manage the dual routes of improving new product adoption intention, one from the ostentation of social status through social value, another from the demonstration of uniqueness through utilitarian and hedonic value.

The remainder of this paper is organized as

follows. First, we review relevant literature to develop our conceptual framework, followed by the development of hypotheses. Next, we discuss our research methods as well as the results of the empirical analyses. Finally, we conclude with a general discussion of the major findings, theoretical and managerial implications, limitations, and future research directions.

## II. Conceptual Background

### 2.1 Conspicuous Consumption

Since Veblen's (1899) proposal of the term "conspicuous consumption" in his *Theory of the Leisure Class*, scholars have studied it for more than a century. However, no consensus has been reached on its definition and content. Initially, Veblen (1899) proposed the term to describe the behavior of the upper-class society wishing to display wealth or social status through luxury consumption. Since then, most studies on conspicuous consumption have focused on the ostentation of economic possession and social status (e.g., Han, Nunes & Drèze 2010; O'Cass & Frost 2002; Podoshen, Li & Zhang 2011; Shukla 2008).

Nevertheless, a stream of research advocates that conspicuous consumption is not only about displaying wealth or owning status-laden possessions but also about communicating self-

image and enhancing social standing through consumption (Chaudhuri & Majumdar 2006; O'Cass & McEwen 2004). Possessions and consumption can be used to express one's self-concept and connection to the society that consumers increasingly seek and confirm their self-concept through what they have (Belk 1988). In addition, consumers can express themselves through buying products or brands that are congruent with their beliefs or values (Namkung & Park, 2021). As a result, using a product is beneficial for its user when its possession and consumption can signal something to other people (Bearden & Rose 1990; Grubb & Grathwohl 1967).

Recent research supports that demonstration of uniqueness, apart from social status signaling should also be taken into consideration under conspicuous consumption, suggesting that not only the motives to show social status but also the need for uniqueness trigger overt consumption of different kinds of goods (Gierl & Huettl 2010). While consumers can show off their socio-economic status through consumption of goods and services, they can also show off their cultural assets such as unique taste towards products through visible consumption (Chaudhuri & Majumdar 2010). To this end, consumers deliberately seek scarce, unusual, innovative, or customized products to signal their pursuit of uniqueness relative to their friends or colleagues, and thus achieve a distinct self-image (Gierl & Huettl 2010; Lynn & Harris 1997; Schaefers

2014; Snyder 1992; Tian, Bearden & Hunter 2001).

## 2.2 Individual Differences in New Product Adoption Intention

It is important to study the success of new products from the consumers' perspective as it eventually depends on the decisions of consumers to adopt or reject the new products (Im, Bhat, & Lee 2015). According to Hirschman (1980), innate personality (such as consumer innovativeness and novelty-seeking) of the consumers has an important influence on new product adoption. Prior research has focused mostly on the role of innate consumer innovativeness among the various consumer tendencies in influencing product adoption intention or behavior. For example, it is found that innate consumer innovativeness as an innovative personality trait of consumers influences the adoption of consumer electronics, the online banking system, as well as the acceptance of mobile marketing (e.g., Bauer, Reichardt, Barnes & Neumann 2005; Im, Bayus & Mason 2003; M. Lassar, Manolis & S. Lassar 2005). However, there is relatively little understanding of the role of consumer's innate conspicuous consumption tendency on new product adoption. In this study, we examine whether and how conspicuous consumption affects new product adoption intention. According to Venkatesh and Brown (2001), relevant others such as friends, family,

and other important connections can influence the adoption decision. Moreover, Sheth, Newman, and Gross (1991) found that consumers who are influenced by the people around them will choose products that can convey an image they wish to project to others, which suggests that consumers with conspicuous consumption tendency may try to enhance their image by accepting new products that match the image they wish to project to others.

Based on the discussions above, we propose the positive effect of conspicuous consumption on new product adoption. Consumption of new products can be used to show off one's social status. When a new product is first launched in the market, it is often released at a high price, though the product is not a necessity to most consumers. Thus, adopting the highly-priced new products at an early stage can signal a consumer's high economic status. Additionally, new products can also be used to show a consumer's uniqueness. According to Gierl and Huettl (2010), consumers may use a product for conspicuous consumption when it is scarce due to limited supply. Thus, consumers may adopt a new product to demonstrate their uniqueness to others because of the scarcity of the new product in its early diffusion process. In conclusion, there might be a positive relationship between consumers' conspicuous consumption tendency (both ostentation of social status and demonstration of uniqueness) and new product adoption.

### 2.3 Perceived value: its antecedents and consequences

Perceived value is defined as a consumer's overall assessment of a product's benefits relative to its costs, which may act as an important determinant in product purchase intention (Zeithaml 1988). Im *et al.* (2015) argued that consumers' evaluation of an attitude toward a product and their ultimate decision to adopt depends on their perceptions of the product's value. Now that perceived value is derived from subjective evaluation and judgment of consumers, it is highly personal in that it varies from individual to individual (Holbrook 1996; Zeithaml 1988). Moreover, individual consumers tend to perceive what they need and want while ignoring other irrelevant stimuli around them (Schiffman & Wisenblit 2016). This suggests that consumers with different types of conspicuous consumption tendencies who have different needs and wants, will respond differently to the value offered by products.

Perceived value plays an important role in a consumer's purchase decision because consumers are not only persuaded by the lowest price or promotion alone, but also by assessing what benefits they obtain in exchange for the costs (Mazumdar 1993). Perceived value can be categorized into utilitarian, hedonic and social value (e.g., Babin, Darden & Griffin 1994; Chiu, Hsieh, Li & Lee 2005; Sweeney & Soutar

2001). Utilitarian value refers to a product's functional, instrumental and practical value of consumption offerings, whereas hedonic value refers to a product's aesthetic, experiential, and enjoyment-related value (Chitturi, Raghunathan & Mahajan 2008). Social value refers to a product's value derived from its ability to enhance social self-concept (Sweeney & Soutar 2001). Empirical research shows that the perception of value influences consumer's purchase decisions. For example, Dodds, Monroe, and Grewal (1991) found a positive relationship between buyers' value perception and willingness to buy. Moreover, Chitturi *et al.* (2008) investigated the impact of design on perceived value and found that products that meet consumers' utilitarian benefits enhance customer satisfaction, while those that meet consumers' hedonic benefits bring customer delight. In addition, social value arising from social identification in the brand community can also influence consumers' new product adoption behavior (Thompson & Sinha 2008). Therefore, fulfilling consumers' needs for utilitarian, hedonic, and social value can be an important driver of consumers' adoption intention of new products. Consequently, this research proposes the mediating role of perceived value between conspicuous consumption and consumers' intention of new product adoption.

### III. Model Development & Hypotheses

Figure 1 presents the theoretical research model. Drawing on the existing research on conspicuous consumption, perceived value, and new product adoption. This research proposes the mediating role of perceived utilitarian, hedonic, and social value through which the two dimensions of conspicuous consumption affect new product adoption intention.

#### 3.1 Conspicuous Consumption and Perceived Value

As discussed, conspicuous consumption consists of both displaying social status and demonstrating one's uniqueness to other people. In addition, consumers with these two different conspicuous consumption tendencies influence the different types of value perceptions of new products. In this section, we discuss how the

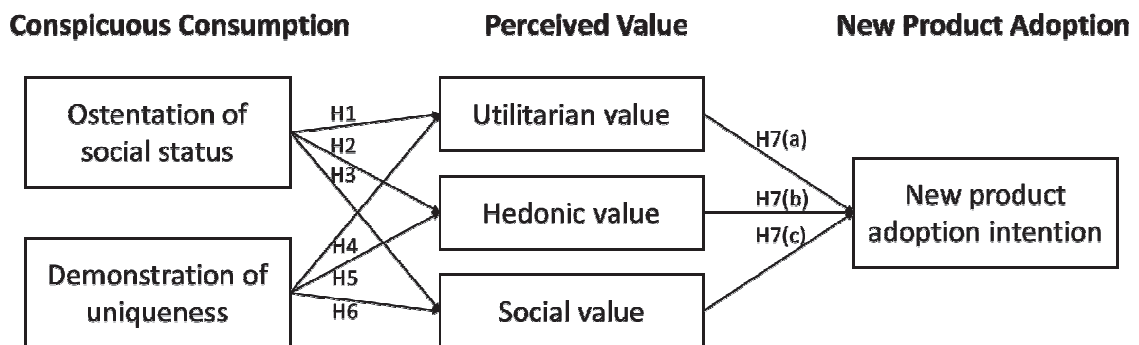
two dimensions of conspicuous consumption, ostentation of social status, and demonstration of uniqueness relate to three perceived value, utilitarian, hedonic, and social.

##### 3.1.1 Ostentation of social status and perceived value

###### 1) Utilitarian value

Ostentation of social status refers to the tendency of individuals to show off superior position within a social hierarchy through overt consumption. The need to achieve a desired social status by signaling wealth or power through conspicuous consumption leads consumers to acquire unnecessary but publicly visible goods and services costing more than functionally equivalent products. This is because the consumers with a high level of ostentation of social status tend to buy products as a status symbol (Bagwell & Bernheim 1996; Mason 1984; Podoshen *et al.* 2011; Veblen 1899). Thus, what these consumers are concerned about is whether

<Figure 1> Theoretical Research Model





they are visible and socially recognized, rather than their utilitarian benefits such as durability and taste (Batra, Homer & Kahle 2001). In conclusion, consumption behavior related to ostentation of social status is characterized by pursuing instant gratification rather than satisfying basic or functional needs toward utilitarian value. Henceforth, this research assumes that the ostentation of social status tendencies will be negatively related to utilitarian value.

*H1: Ostentation of social status will be negatively related to perceived utilitarian value.*

## 2) Hedonic value

We propose that the ostentation of social status positively influences hedonic value. Consumers often rely on material possessions to communicate social status (Belk 1988; Han, Nunes & Drèze 2010). Usually, goods such as luxurious automobiles, jewelry, and apparel, which represent status symbols are used in ostentation. Owning such products can induce feelings of respect and envy (Belk 1985). Moreover, consumers would be attracted by products that can provide hedonic benefits due to their “irrational” pursuit of psychological motivation, a predominant nature of showing social status (Shukla 2008). Hence, this research posits that consumers with a high level of ostentation of social status may seek enjoyment

and fun in consumption which leads to improved hedonic value. Thus, it is hypothesized as follows:

*H2: Ostentation of social status will be positively related to perceived hedonic value.*

## 3) Social value

Consumers with a high level of ostentation of social status tendencies will enhance the social value of products by checking whether the products help achieve a socially desirable image and status. This is because the overall motive of these consumers is to enhance their image and communicate their status to others in society by overtly displaying what they buy. Consumers who tend to show off social status will consume expressively and symbolically as the products they consume serve as status symbols to satisfy their social needs (Blumberg 1974), which results in enhancing their social value. Prior research found that consumers with a high level of ostentation of social status pay close attention to the social meanings of products and they particularly like to use material possessions to develop social relationships and utilize luxury goods to communicate social status in order to earn respect from others (Hyun, Park, Pham, & Ren 2018; Wang & Lin 2009; Zhan & He 2012). Therefore, to emphasize their association with their desired social group, consumers with a high level of ostentation of social status carefully examine

whether the product matches their social status, which results in enhancing perceived social value. Consequently, it is hypothesized that,

*H3: Ostentation of social status will be positively related to perceived social value.*

### 3.1.2 Demonstration of uniqueness and perceived value

#### 1) Utilitarian value

Demonstration of uniqueness refers to the tendency of individuals to indicate differences from others through overt consumption. In pursuit of a unique image, consumers may purchase and display scarce, novel, customized, or unpopular products. To diagnose a product's uniqueness, scarcity, or novelty, consumers' evaluation may be based on how the product differentiates functionally from other competing products (Schaefer 2014). Consumers may also demonstrate their uniqueness by adopting innovative items, endowing special meanings to ordinary or commonplace items, or by creatively using them based on in-depth knowledge about the utilities of the products (Tian *et al.* 2001). Thus, a consumer's need for uniqueness is related to their level of product involvement, attention towards product information, and product-related knowledge (Bhauri & Stanforth 2016; Ruvio, 2008). To have in-depth knowledge about the product,

consumers with a high-level need for uniqueness carefully evaluate the practical or functional aspects of the products. Hence, consumers with a demonstration of uniqueness tendencies are expected to improve utilitarian value when evaluating the new products. Thus, it is hypothesized as follows:

*H4: Demonstration of uniqueness will be positively related to perceived utilitarian value.*

#### 2) Hedonic value

According to Snyder and Fromkin (1977), some individuals feel their identity is threatened when they perceive that they are highly similar to others. To eliminate such an identity threat, they tend to engage in self-distinguishing behavior such as demonstrating uniqueness through consumption. Because material possession is regarded as an extension of self, consumers who aim to demonstrate their uniqueness through consumption will seek novel products that are scarce, new or unique (Belk 1988; Snyder 1992; Kastanakis & Balabanis 2014). According to Im *et al.* (2015), assessing a product's novelty may lead to an evaluation of the hedonic value. Moreover, Spangenberg, Voss, and Crowley (1997) argued that the perceived uniqueness of a given product, service, or activity may create hedonic value for consumers because the consumption of unique products leads to novel experience and temporal enjoyment, which

relate to hedonic benefits. Thus, we predict that consumers who seek novel and unique products to signal their uniqueness positively evaluate the hedonic value of new products.

*H5: Demonstration of uniqueness will be positively related to perceived hedonic value.*

### 3) Social value

Tian *et al.* (2001) argued that consumers' traits of pursuing differences relative to others through the acquisition and utilization of consumer goods is to enhance their self-image and social image. Consumers with the demonstration of uniqueness tendency could seek unusual goods that are likely to be accepted as good choices by friends or colleagues to signal their uniqueness. Moreover, consumers may often deliberately break rules, make creative or unpopular choices, and later gain social respect as innovators or trendsetters (Tian *et al.* 2001). Additionally, consumers may signal their uniqueness by choosing unusual niche products that are distinguished from mass products which can help them achieve social visibility (Schaefer 2014). Thus, if consumers buy such unique or unusual niche products that are likely to be accepted as good choices, they can show others their unique taste and establish a distinct image. And in return, they will be admired and respected by other consumers who perceive the high social value from the

products (Gierl & Huettl 2010). Therefore, it is hypothesized that,

*H6: Demonstration of uniqueness will be positively related to perceived social value.*

## 3.2 Perceived Value and New Product Adoption Intention

This section examines the effect of utilitarian, hedonic, and social value on consumers' new product adoption intention. Perceived value plays an important role in a consumer's purchase decision because consumers are not only persuaded by the lowest price alone but also by what benefits they obtain in exchange for the costs (Mazumdar 1993). Previous empirical research has used various direct or indirect measures to evaluate new product adoption, including ownership of a particular product, the number of products that consumers own, purchase intention, or the relative time of adoption for a special product (Im, Bayus & Mason 2003). Following Holak and Lehmann (1990), our research uses purchase intention to measure consumer's intention to adopt new products.

First, utilitarian value is an essential element because consumers consider the fulfillment of utilitarian expectations as a necessity before adopting products (Chitturi *et al.* 2008). The more consumers perceive the utilitarian value, the more they feel confident with new products

which often include new to the world features. The feelings of confidence from utilitarian benefits lead to satisfaction and eventually contribute to shaping purchase intention. Empirically, utilitarian value has been considered as a primary driving force of consumer choice. Li, Li, and Kambele (2012) discovered that consumers who assign a higher priority to the practical aspects of fashion, such as comfort and necessity, demonstrated greater willingness to pay for luxury fashion brands. Also, studies on mobile data services have confirmed the saliency of utilitarian value in explaining the adoption of new products (e.g., Kim, Chan & Gupta 2007; Kim & Han 2009).

Second, hedonic value is an important benefit from products because it reflects sensory pleasure, aesthetic enjoyment, and excitement which enable consumers to experience delight beyond satisfaction (Chitturi *et al.* 2008). While the general purpose of consumption is to satisfy practical needs, consumers also seek pleasure through consumption activities. Consumers are not only looking for rational or practical benefits but also want to be relaxed or distracted from work or anxiety through consumption (Lai 1995). Previous studies on luxury consumption have identified the role of emotional feelings such as pleasure or excitement in consuming luxury brands (M. Kim, S. Kim & See 2010; Vigneron & Johnson 2004). In addition, Kim and Han (2009) found that the more consumers perceived mobile data services as enjoyable

and emotionally fulfilling, the more likely they want to adopt it. We, therefore, propose that hedonic value enhances new product adoption intention.

Finally, social value is defined as the value derived from the product's ability to enhance social self-concept (Sweeney & Soutar 2001). The ability of products to signal and communicate social self-image may also serve as an important motive in shaping purchase intention because consumption value goes far beyond satisfying functional needs and possessions are regarded as the extension of self (Belk 1988). In accordance with this notion, Wang and Wallendorf (2006) pointed out that products are valued not only for their utilitarian performance but also for their role in social life, such as assisting owners in maintaining, demonstrating, and gaining social status. Hence, they argue that symbolic meanings from social value should also be considered in the study of consumer value of products. Moreover, according to Rice and Katz (2003), social value is an important determinant in the choice of innovative services because adopters can enhance their social status through the adoption of services that are perceived as trendy and innovative. Consequently, we assume that when consumers can perceive social value from new products, their intention to buy the product increases. To sum up, we hypothesize the positive impact of utilitarian, hedonic, and social value on new product adoption intention as follows:

*H7: Perceived (a) utilitarian value, (b) hedonic value, and (c) social value will have positive effects on new product adoption intention.*

## IV. Methodology

### 4.1 Sample and Stimuli

According to Im *et al.* (2015), consumers' perception of product creativity influences product attitude. To control for the effect of product creativity on adoption intention, this research selected four new products from a series of pretests to manipulate new product creativity (novelty and meaningfulness), and added products as dummy variables in testing the hypotheses. The products chosen were a light-weight laptop (low novelty, high meaningfulness), portable washing device (high novelty, high meaningfulness), telephone set (low novelty, low meaningfulness) and slurping noise-canceling fork (high novelty, low meaningfulness). The description of these stimuli selected for the main study can be found in Appendix A.

For the main study, data is collected through an online survey distributed on Amazon Mechanical Turk. Respondents are randomly assigned to view one of the four new product stimuli. Before reading the descriptions of the assigned product, respondents are asked to

answer questions about the general tendencies of conspicuous consumption. Then they are asked to view one new product stimulus containing a product image and descriptions of 5 to 6 major product features. In this section, respondents are asked to assess the perceived value of the new product and indicate their adoption intention toward it. Finally, the respondents give their answers to two manipulation check questions on product creativity ("This product is novel to me." and "This product is meaningful to me.") and complete the demographic information questions.

A total of 487 participants took part in the survey in exchange for a small amount of compensation. We included attention check questions in the questionnaire to test whether the respondents were reading the instructions carefully. As a result, 165 respondents failed the attention check and their responses were discarded. After we further excluded 50 incomplete or inadequate responses, a total of 272 responses remained for data analysis, with a 55.9% usable response rate. The respondents on average were characterized by 35.7 year-old, 51.8% female, and 52.9% married. There are approximately 68 responses per stimulus with 65 for low novelty and high meaningfulness group, 68 for high novelty and high meaningfulness group, 70 for low novelty and low meaningfulness group, and 69 for high novelty and low meaningfulness group.

## 4.2 Measures

### 4.2.1 Measure for conspicuous consumption

We modified and refined the existing scales for conspicuous consumption due to the lack of appropriate measurement scales for the separate dimensions of conspicuous consumption tendency in the current literature. As discussed above, we identified the ostentation of social status and demonstration of uniqueness as the two underlying dimensions of conspicuous consumption. Ostentation of social status is defined as the tendency to show off a superior position within a social hierarchy through overt consumption and demonstration of uniqueness as the tendency to show differences from others through overt consumption. Based on our theoretical conceptualizations, we began with a review of relevant literature to collect measurement items along the two dimensions in a deductive manner (Hinkin 1998). We drew the measurement items from existing research measuring a person's need for conspicuous consumption and a product's suitability for conspicuous consumption as well as the need for uniqueness (Chaudhuri, Mazumdar & Ghoshal 2011; Gierl & Huetl 2010; Kastanakis & Balabanis 2014; Marcoux, Filiatrault & Cheron 1997; O'Cass & Frost 2002; Shukla 2008; Taylor & Strutton 2016; Tian, Bearden & Hunter 2001). After removing redundant items and refining the remaining items, we decided to use a total of 14 initial items (6

items for the ostentation of social status and 8 items for the demonstration of uniqueness, see Appendix B).

Before we launched the main study, we conducted a pretest to a sample of consumers (N=36) from Mturk for the refinement of measurement items (Mean<sub>age</sub> = 34.4, 38.9% female, 47.2% married). Respondents were asked to evaluate the measurement items on a 7-point Likert-type scale (1 = "Strongly disagree" and 7 = "Strongly agree"). First, we calculated the item-to-total correlation for each dimension to purify the measurement items. We excluded the sixth item for demonstration of uniqueness (DU6) dimension ("I have no interest in products that are popular.") because the corrected item-to-total correlation was lower than 0.4 (Wolfinbarger & Gilly 2003). Then we performed an exploratory factor analysis (EFA) using maximum likelihood extraction with Varimax rotation. As expected, the EFA extracted two factors with eigenvalues greater than 1 (total variance explained = 78.7%), and all items were loaded on each of the two subject sub-dimensions. We further dropped item DU1 and DU8 ("I like to buy some products to show others that I am different from them," and "I like to post on social media when buying unique products") in this step because of the double loading problem (Hinkin 1998). Finally, a total of 11 items remained for the main study (6 items for ostentation of social status and 5 items for demonstration of

uniqueness, see Appendix C). The Cronbach's alphas for each dimension using the remaining items (ostentation of social status = .98 and demonstration of uniqueness = .94) showed good internal reliability.

In the main study using 272 responses, we validated the conspicuous consumption scale again using 11 purified items before assessing the overall measurement model in the Structural Equation Model. First, we calculated Cronbach's Alphas to test internal reliability. Items for both dimensions (ostentation of social status with 6 items = 0.96 and demonstration of uniqueness with 5 items = 0.93) showed a high internal consistency. Then we conducted both exploratory and confirmatory factor analyses to validate the scale. An EFA using maximum likelihood extraction with Varimax rotation confirmed the two-factor solution with eigenvalues greater than 1, explaining 75.8% of the total variance. All items were loaded each of the two subject sub-dimensions that they were supposed to without cross-loading problems. Then we conducted a confirmatory factor analysis (CFA) with the 11 items using the Structural Equation Model. The measurement model with two latent factors (ostentation of social status and demonstration of uniqueness) showed a satisfactory model fit:  $\chi^2(34) = 82.78$ ,  $\chi^2/df = 2.44$ , the goodness-of-fit index (GFI) = .95, the adjusted goodness-of-fit index (AGFI) = .90, the comparative fit index (CFI) = .99, the normed fit index (NFI) = .98, and the root

mean square error of approximation (RMSEA) = .07. All the standardized factor loadings were significant and above 0.7, thus confirming the convergent validity.

#### 4.2.2 Measures for other constructs

The measurement scales for other constructs were adopted from previous research. The measures for utilitarian and hedonic value were adopted from Voss, Spangenberg, and Grohmann (2003)'s scale, and the measure for social value was adopted from Sweeney and Soutar (2001). In addition, the measurement scale for new product adoption intention was adopted from Fisher and Price (1992). For the manipulation check, we asked participants to answer two single-item questions ("This product is novel to me" and "This product is meaningful to me."). All constructs are measured by a 7-point Likert-type scale (1 = Strongly disagree; 7 = Strongly agree) with the only exception for utilitarian and hedonic value measured by a semantic differential scale. Please see all measurement items used in the main study in Appendix C.

#### 4.3 Test of Reliability and Validity of the Research Model

We tested the reliability and validity of our overall measurement model including all constructs in the research model [ostentation of social



status (OS), demonstration of uniqueness (DU), utilitarian value (UV), hedonic value (HV), social value (SV), and new product adoption intention (NPAI)]. The measures for all constructs showed satisfactory reliability as well as convergent and discriminant validity. First, the Cronbach Alphas for all constructs are above 0.9 showing high internal consistency (see Table 1). In addition, Composite Reliability (CR) values are above .7, thus confirming a good reliability. Next, the Exploratory Factor Analysis (EFA) extracted a six-factor solution explaining 82.1% of the total variance, and all items were loaded on the subject factors. In addition, we ran the measurement model with 6 latent factors in CFA and the model showed an acceptable fit with the data ( $\chi^2(340) = 706.23$ ,  $\chi^2/df = 2.08$ , GFI = .85, CFI = .96, NFI = .93, RMSEA = .06). All the standardized factor loadings were significant and above 0.7, indicating a good convergent validity. Moreover, the Average Variance Extracted (AVE) values are way above the required thresholds of .5,

thus confirming convergent validity (See Table 1). To examine discriminant validity, we compared the square root of AVE values and inter-construct correlations (see Table 2). The square root of AVE value for each construct was greater than the correlations between that construct and any other constructs, thus satisfying discriminant validity (Spreng, MacKenzie & Olshavsky 1996).

## V. Estimation Results

A series of multiple regression analyses were conducted to test the hypotheses. Because the measurement scales showed a high degree of internal consistency, we averaged the scores of the measurement items for the corresponding constructs for further analyses. The correlations and descriptive statistics of the major constructs are reported in Table 2. All positive signs of the bivariate correlations are consistent with our

<Table 1> Reliability and Convergent Validity (N = 272)

Variables	Cronbach's $\alpha$	CR	AVE
Ostentation of social status	.96	.88	.78
Demonstration of uniqueness	.93	.81	.70
Utilitarian value	.95	.83	.80
Hedonic value	.97	.89	.86
Social value	.95	.89	.84
New product adoption intention	.97	.87	.88

Notes: CR = Composite reliability; AVE = Average variance extracted;



〈Table 2〉 Correlations and Descriptive Statistics (N=272)

Variables	1	2	3	4	5	6	Mean (s.d.)
Ostentation of social status (OS)	<b>.88</b>						2.58 (1.56)
Demonstration of uniqueness (DU)	.48***	<b>.84</b>					4.02 (1.46)
Utilitarian value (UV)	.09	.10	<b>.89</b>				4.67 (1.84)
Hedonic value (HV)	.12*	.15**	.61***	<b>.93</b>			4.10 (1.82)
Social value (SV)	.24***	.14**	.62***	.66***	<b>.92</b>		3.68 (1.56)
New product adoption intention (NPAI)	.21***	.12*	.67***	.71***	.63***	<b>.94</b>	3.10 (1.96)

Notes: Bold numbers on the diagonal = the square root of Average Variance Extracted (AVE) values, and numbers below the diagonal = the correlations.

\*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

expected directions of hypothesized relationships. Because the correlations among the three dimensions of perceived value are relatively high, we used a seemingly unrelated regression to test the effect of conspicuous consumption on perceived value in that the error terms of the three equations where the dependent variables are utilitarian, hedonic, and social value correlate with each other. In addition, we used Process Model 4 to test the mediating effect of 3 dimensions of perceived value between conspicuous consumption and new product adoption intention.

## 5.1 Hypotheses Testing

The results from seemingly unrelated regression

are reported in Table 3. Because we randomly assigned respondents to view one of the four products in the survey, the estimation models included the fixed effects of products (i.e., add products as dummy variables) to control for any unobserved heterogeneities across the four products. Model 1, 2, and 3 examine the effect of conspicuous consumption on perceived utilitarian, hedonic, and social value respectively. Ostentation of social status failed to influence utilitarian value ( $\beta = 0.08, p > .10$ ), while it has positive effects on hedonic value ( $\beta = 0.13, p < .10$ ) and social value ( $\beta = 0.25, p < .01$ ). Demonstration of uniqueness has positive effects on utilitarian value ( $\beta = 0.19, p < .01$ ) and hedonic value ( $\beta = 0.20, p < .01$ ), while it failed to influence social value ( $\beta = 0.08,$

<Table 3> Estimation Results From Seemingly Unrelated Regressions (N=272)

	Model 1 Utilitarian value	Model 2 Hedonic value	Model 3 Social value	Model 4 New product adoption intention
Ostentation of social status (OS)	0.08 (0.06)	0.13* (0.07)	0.25*** (0.06)	0.17*** (0.06)
Demonstration of uniqueness (DU)	0.19*** (0.07)	0.20*** (0.07)	0.08 (0.07)	-0.08 (0.06)
Utilitarian value (UV)				0.33*** (0.07)
Hedonic value (HV)				0.43*** (0.07)
Social value (SV)				0.18*** (0.07)
Intercept	5.25*** (0.28)	4.55*** (0.30)	3.7*** (0.27)	-1.08*** (0.38)
Product fixed effects	Yes	Yes	Yes	Yes
Adjusted R-square	0.4368	0.3367	0.2163	0.6168

\*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

Notes: Numbers inside parenthesis are standard errors.

$p > .10$ ). Overall, H2, H3, H4, and H5 are supported whereas H1 and H6 are rejected<sup>1)</sup> (see Figure 2). The primary purpose of Model 4 is to examine the effects of the three dimensions of perceived value on new product adoption intention. As is reported in Table 3, utilitarian value ( $\beta = 0.33$ ,  $p < .01$ ), hedonic value ( $\beta = 0.43$ ,  $p < .01$ ), and social value ( $\beta = 0.18$ ,  $p < .01$ ) all have positive and significant effects on new product adoption intention, supporting H7(a), H7(b) and H7(c). In addition, we entered OS and DU in Model 4

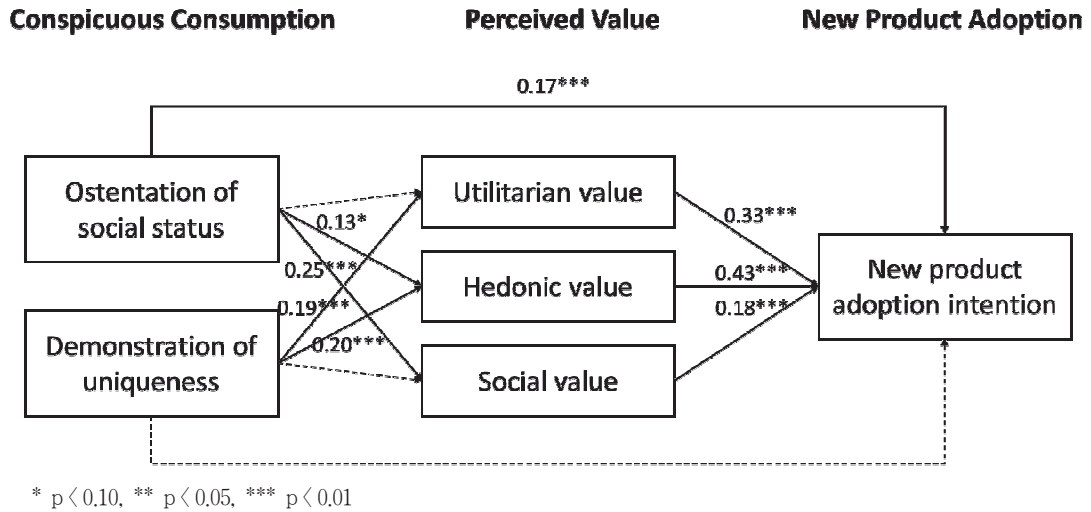
simultaneously to test for the main effects of conspicuous consumption on new product adoption intention. While OS has a significant positive effect on NPAI ( $\beta = 0.17$ ,  $p < .01$ ), DU has an insignificant effect on NPAI ( $\beta = -0.08$ ,  $p > .10$ ).

## 5.2 Mediating Role of Perceived Value

We ran Process Model 4 with 5000 bootstrapping samples to test the mediating effect of perceived value. Table 4 demonstrates the results from

1) Because the rejection of H1 and H6 are unexpected, we further tested potential curvilinear effects by adding squared terms of the independent variables. Neither ostentation of social status nor demonstration of uniqueness shows the significant curvilinear effects on any of perceived value and new product adoption intention.

<Figure 2> Estimation Results



<Table 4> Estimation Results From the Mediation Effects Models (N=272)

A. OS → PV (perceived value) → NPAI				
	Effect	Boot SE	Boot LLCI	Boot ULCI
Direct effect	.17***	.06	.06	.28
Indirect effect(s)				
Utilitarian value	.03	.02	-.01	.07
Hedonic value	.06	.03	-.01	.12
Social value	.04	.02	.01	.09
Panel B. DU → PV (perceived value) → NPAI				
	Effect	Boot SE	Boot LLCI	Boot ULCI
Direct effect	-.08	.06	-.20	.03
Indirect effect(s)				
Utilitarian value	.06	.03	.02	.12
Hedonic value	.09	.03	.03	.16
Social value	.01	.01	-.01	.05

\* p < 0.10, \*\* p < 0.05, \*\*\* p < 0.01

the mediating effects tests. Ostentation of social status affects new product adoption intention both directly (0.17, p < .01) and indirectly through social value ([0.01, 0.09] with 95%

Confidence Interval). Regarding the demonstration of uniqueness, the direct path was insignificant as the confidence interval contains zero ([-0.20, 0.03] with 95% Confidence Interval). However,

the indirect effect of Demonstration of Uniqueness on NPAI through utilitarian value ([0.02, 0.12] with 95% Confidence Interval) and hedonic value ([0.03, 0.16] with 95% Confidence Interval) were significant, indicating successful mediation through these two mediators, utilitarian and hedonic value.

### 5.3 Additional Analysis: Two-group analysis

We performed a manipulation check for novelty and meaningfulness. An independent sample t-test reveals that respondents in the high novelty condition perceived the products significantly more novel than those in the low novelty condition ( $M_{\text{Low-Novel}} = 3.20$ ,  $M_{\text{High-Novel}} = 4.55$ ,  $t(270) = -5.81$ ,  $p < .01$ ). Similarly, the estimation results show that respondents in the high meaningful condition perceived the products significantly more meaningful than those in the low meaningfulness condition ( $M_{\text{Low-Mean}} = 2.42$ ,  $M_{\text{High-Mean}} = 4.25$ ,  $t(270) = -8.59$ ,  $p < .01$ ). We further performed 2 two-group analyses to compare the low novelty group with the high novelty group, and the low meaningfulness group with the high meaningfulness group. The first two-group analysis was conducted to detect the moderating effect of new product novelty. The estimation results from two-group Structural Equation Modeling (SEM) are reported in Tables 5 and 6. To test whether the relationships between conspicuous consumption,

perceived value, and new product adoption intention vary between the 2 two groups (low novelty vs. high novelty, high-meaningful vs. low meaningful), we compared a fully constrained model where all the paths are constrained across groups with an unconstrained model where the paths are estimated freely (Laukkanen, Nagy, Hirvonen, Reijonen & Pasanen 2013). First, the significant results from the Chi-square difference test for novelty (in Table 5) show that the two groups are significantly different ( $\Delta\chi^2(13) = 68.74$ ,  $p < 0.01$ ) for the overall model, confirming that differences in the path relationships between the low novelty group and the high novelty group exist. Then we further estimated the statistical difference of each individual path to identify which path is moderated by novelty. The results from testing the individual differences of each path reveal that new product novelty moderates only one path between utilitarian value and new product adoption intention.

Second, the results from the Chi-square difference test for meaningfulness (in Table 6) also indicate that the two groups are significantly different ( $\Delta\chi^2(13) = 66.91$ ,  $p < 0.01$ ) for the overall model, indicating that a significant difference exists between the low meaningful group and the high meaningful group. The results from testing the individual difference of each path show that the following 4 paths are moderated by new product meaningfulness (though the first two are significant at the .10

<Table 5> Estimation Results From Two-group Analysis (N=272): NP novelty

Path	NP Novelty		Model differences $\Delta\chi^2$ ( $\Delta df = 1$ )
	Low (N=135) Std. estimate	High (N=137) Std. estimate	
Direct effects			
OS → UV	.03	.08	0.26
OS → HV	.19**	.08	1.44
OS → SV	.26**	.17*	0.48
DU → UV	.19*	.18**	0.06
DU → HV	.10	.21**	0.37
DU → SV	.08	.13	0.09
UV → NPAI	.09	.54***	9.83***
HV → NPAI	.65***	.26***	2.37
SV → NPAI	.18**	.05	0.77

For all paths set equal across groups:  $\Delta\chi^2 = 68.74$  \*\*\* (df = 13)

\* p < 0.10, \*\* p < 0.05, \*\*\* p < 0.01

<Table 6> Estimation Results From Two-group Analysis (N=272): NP meaningfulness

Path	NP Meaningfulness		Model differences $\Delta\chi^2$ ( $\Delta df = 1$ )
	Low (N=139) Std. estimate	High (N=133) Std. estimate	
Direct effects			
OS → UV	.15	-.076	2.76*
OS → HV	.23**	-.00	2.85*
OS → SV	.32***	.17*	0.67
DU → UV	.21**	.15	0.80
DU → HV	.13	.26***	0.13
DU → SV	-.02	.22**	2.14
UV → NPAI	.28***	.36***	2.55
HV → NPAI	.34***	.47***	5.29**
SV → NPAI	.37***	-.10	14.80***

For all paths set equal across groups:  $\Delta\chi^2 = 66.91$  \*\*\* (df = 13)

\* p < 0.10, \*\* p < 0.05, \*\*\* p < 0.01

level): ostentation of social status and utilitarian value, the ostentation of social status and hedonic value, hedonic value and new product adoption intention, and social value and new

product adoption intention.

In order to gain more insights into the sources of group differences, we further examine significant mediating paths in each group. For

the low novelty group in Table 5, the ostentation of social status influences new product adoption intention indirectly through hedonic and social value. In the high novelty group, the demonstration of uniqueness influences new product adoption intention indirectly through utilitarian and hedonic value. For the low meaningfulness group in Table 6, the ostentation of social status influences new product adoption intention indirectly through hedonic and social value while the demonstration of uniqueness influences new product adoption intention through utilitarian value. Finally, in the high meaningfulness group, the demonstration of uniqueness affects new product adoption intention indirectly through hedonic value. In sum, new products with low novelty are more likely to be adopted by consumers with the ostentation of social status tendency through hedonic and social value, while highly novel products are likely to be adopted more by consumers with a demonstration of uniqueness tendency through utilitarian and hedonic value. In addition, while products with low meaningfulness can be adopted by consumers with the ostentation of social status through hedonic and social value as well as demonstration of uniqueness tendency through utilitarian value, highly meaningful products can be purchased by consumers with a demonstration of uniqueness tendency through hedonic value.

## VI. General Discussion

### 6.1 Major Findings

The empirical findings suggest that consumers with two different conspicuous consumption tendencies—ostentation of social status and demonstration of uniqueness—differentially influence perceived utilitarian, hedonic, and social value when evaluating a new product. While ostentation of social status is positively related to hedonic value and social value in support of H2 and H3, demonstration of uniqueness is positively related to utilitarian and hedonic value, thus confirming H4 and H5. In addition, all three dimensions of perceived value enhance new product adoption intention, indicating that the higher the perceived utilitarian, hedonic, social value, the greater the new product adoption intention. H7(a), H7(b), and H7(c) are supported.

However, ostentation of social status fails to influence utilitarian value, and demonstration of uniqueness does not influence social value, thus rejecting H1 and H6. Theoretically, we expect the ostentation of social status to be negatively related to perceived utilitarian value. However, a positive and insignificant effect indicates that consumers who like to show off their socio-economic status through overt consumption of luxury products do not care much about whether the goods and services

they purchase have utilitarian value through ease of use, convenience, and functions. In addition, H6 which expected a positive effect of demonstration of uniqueness on perceived social value was also rejected. Though the rejection is unexpected, one possible explanation could be that consumers with a demonstration of uniqueness tendency may not have much preference towards the products that are well-known and widely approved by others in their society. This is because consumers who like to demonstrate their uniqueness through overt consumption, care less about whether the product can help them improve a socially acceptable image in their social groups. Lastly, as for the mediating effect of perceived value, ostentation of social status either directly or indirectly affects new product adoption intention through perceived social value. On the other hand, the demonstration of uniqueness only indirectly influences new product adoption intention through perceived utilitarian and hedonic value.

## 6.2 Theoretical and Managerial Implications

The aim of this research is to examine how the tendency of conspicuous consumption of consumers influences new product adoption through perceived value. By reviewing existing literature, we understand the limitation of current literature considering ostentation of

social status as a single dimension of conspicuous consumption. Moreover, previous research shows controversial results on the impact of conspicuous consumption on new product adoption intention. This research identifies ostentation of social status and demonstration of uniqueness as two dimensions of conspicuous consumption and proposes a model that examines the impact of two dimensions of conspicuous consumption on new product adoption intention, mediated through perceived value.

This research has several theoretical contributions to marketing academics. First, this research identifies two dimensions of conspicuous consumption from the modern perspective including ostentation of social status and demonstration of uniqueness. Ostentation of social status is about showing off consumers' socio-economic assets, while a demonstration of uniqueness reflects showing off their cultural assets such as unique taste and distinctive preference of products. The initial conceptualization of conspicuous consumption by Veblen (1899) was limited to social status signaling through expensive and publicly visible products, and the current literature on conspicuous consumption still relies on the premises of showing off social status and signaling properties (Chaudhuri *et al.* 2011; Schaefer 2014). However, recent empirical studies claim that the need for uniqueness does in fact reflect conspicuous consumption (e.g., Tian *et al.* 2001; Schiffman & Wisenblit 2016). Second, we contribute to

the current literature by further proposing the measurement scales of ostentation of social status and demonstration of uniqueness based on the review of scales from previous research combined with our theoretical consideration. Third, by testing the mediating effect of perceived value, this study contributes to the clarification of the inconsistent relationship between conspicuous consumption and new product adoption intention from the current literature. In addition, it shed light on a mediating mechanism of perceived utilitarian, hedonic, and social value through which two dimensions of conspicuous consumption differentially convey their effect on new product adoption.

This research also provides some important managerial implications for marketing managers and practitioners. Managerially, this research helps managers understand how they can manage two distinct types of conspicuous consumers (formed based on ostentation of social status or demonstration of uniqueness) who differentially enhance three different types of perceived value (utilitarian, hedonic, and social) toward the adoption of a new product. By understanding the differential mediating role of three perceived value between the two different motives of conspicuous consumers and new product adoption intention, managers can gain insight into how they can design marketing programs for the two types of conspicuous consumers who are likely to adopt a new product through differential perceived

values. First, firms can use the two different types of conspicuous consumption tendencies as a market segmentation tool. Marketing managers need to understand the heterogeneity of consumers' motives regarding conspicuous consumption and design appropriate marketing strategies to target the two separate groups of consumers respectively. For example, when the price of a new product is high, firms can set up advertising and sales promotion to target consumers who are sensitive to status symbols and who tend to show off social status through consumption. When the product is more novel than useful, firms need to increase their promotion efforts to target consumers with a high demonstration of uniqueness tendency by emphasizing the unique product distinction from other competitors. In addition, companies may consider incorporating customization into product design with more distinctive features so that consumers have more opportunities to express their uniqueness to their social groups. Also, firms can use the strategy to utilize limited edition products that will effectively convince consumers with a high demonstration of uniqueness to adopt them.

Second, the findings of this research particularly suggest some guidelines for promoting new products. As consumers perceive different value according to the two different types of conspicuous consumption traits, new product advertisement can highlight the hedonic and social value when targeting consumers with ostentation of



social status tendency. On the other hand, new product advertisement should emphasize utilitarian and hedonic value when targeting consumers with a tendency to demonstrate uniqueness. In addition, managers can utilize the types of consumers' conspicuous consumption tendency as a market segmentation tool and implement appropriate marketing channel strategy—e.g., setting up a luxurious vs. unique store environment for the two different conspicuous consumption market segments—to effectively enhance new product adoption.

### 6.3 Limitations and Future Research Directions

There are several limitations in this research which also can lead to important future research directions. First, the primary limitation comes from the selection of the sample frame as the data was collected from an online panel survey platform, MTurk and respondents evaluate the different new products in durable consumer electronic products. Future research can benefit from collecting and analyzing the data from other populations with more diversity in their demographics such as age and income. In addition, the study of conspicuous consumption should be extended to different product categories such as general consumer goods or services, which helps generalize the findings. Second, though the newly modified measurement scale for conspicuous consumption was suggested in

this research, testing of reliability and validity for this scale is limited by the specific sample we chose for this study. The validity and reliability of this scale can be further tested and verified by a future study using different product categories including services and different samples.

Third, findings from the research model cannot be generalized because this study focuses on the limited number of independent, mediator, and dependent variables in the model. Future research can further include more independent and dependent variables that help to clarify the relationship between consumers' tendency of conspicuous consumption and new product adoption. For example, our additional analysis suggests that the relationship between conspicuous consumption and new product adoption intention with perceived value as a mediator varies depending on the product category manipulated by two dimensions of product creativity, novelty, and meaningfulness. Future research can further investigate why and how the effect of conspicuous consumption varies across the level of novelty and meaningfulness in that new product managers gain more insights into how to manage creativity and conspicuous consumption effectively toward consumers' new product adoption. In addition, alternative objective dependent variables that reflect the actual purchase of new products can help overcome the limitation of new product adoption intention because behavioral intention does not always lead to the actual behavior.

As discussed in Im et al. (2003), future study helps validate our findings by using the new product ownership (i.e., the number of new products owned among the set of newly developed products in a particular category) or the relative time of new product adoption (i.e., number of years since adoption).

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## <Appendixes>

### <Appendix A> New product stimuli

<Low novelty, high meaningfulness condition>

#### **Light weight Laptop**



- Light weight laptop at barely over 2 pounds
- Long-lasting battery for up to 24 hours
- i5 Inter Core Processor for nimble performance and robust processing
- 13.3-inch full HD, crystal-clear screen
- Back-lit keyboard with adjustable brightness
- Reader Mode minimizing unpleasant blue light to reduce eye fatigue

<High novelty, high meaningfulness condition>

#### **Portable washing device**



- A palm-sized device that is ultra-portable while traveling
- Just four steps to get it work: drop down dirty clothes into any bucket, add effervescent tablet, soak the washer into water, and plug and wash 30 to 40 minutes
- Hand-wash simulation technology to eliminate worries of "hand-wash only" garments and delicates
- Pure-plant extracted detergent proven nontoxic and free of harmful substances
- Powerful sterilization to kill 99% of bacteria in 30 minutes
- Save 60 times the water and energy compared to regular washing machine

<Low novelty, low meaningfulness condition>

#### **Telephone set**



- Single Line phone with Tone Dial
- Single-Gong Ringer
- Connects via universal RJ11 plug
- Handset Volume Control Dial
- Ringer Volume Control



<High novelty, low meaningfulness condition>

### **Slurping noise canceling fork**



- Drown out the disturbing noodle slurping noise
- Forward the slurping sound signal to smartphone app to play noise canceling sounds through built-in speaker
- The more you slurp, the more fun you have
- Go with this fork, cultural difference doesn't matter
- Light, compact, and easy to carry
- Ergonomic design to fit your hand

### <Appendix B> Initial item pools

1. I like to buy expensive products to show others how well off I am. (OS1)
2. I like to buy expensive products as a symbol of success. (OS2)
3. I like to buy expensive products as a symbol of prestige. (OS3)
4. I prefer to buy luxury items as a symbol of achievement. (OS4)
5. I like to show off things I buy on social media only if they are expensive. (OS5)
6. I like to post on social media when buying prestigious products. (OS6)
7. I like to buy some products to show others that I am different from them. (DU1)
8. I like to buy products to create my own style that is different from my friends' style. (DU2)
9. I like to buy products with an uncommon design to show others that I have unique tastes. (DU3)
10. I like to buy products that few people own. (DU4)
11. I like to buy products which help create a personal image that can't be duplicated. (DU5)
12. I have no interest in products that are popular. (DU6)
13. I like to buy unusual products to establish a distinct self-image. (DU7)
14. I like to post on social media when buying unique products. (DU8)



〈Appendix C〉 Measurement items and factor loadings

Variables	Items	$\lambda^*$
Ostentation of social status	I like to buy expensive products to show others how well off I am.	.92
	I like to buy expensive products as a symbol of success.	.94
	I like to buy expensive products as a symbol of prestige.	.94
	I like to buy luxury items as a symbol of achievement.	.91
	I like to show off things I buy through posts on social media only if they are expensive.	.78
	I like to post on social media when buying prestigious products.	.78
Demonstration of uniqueness	I like to buy products to create my own style that is different from my friends' style.	.78
	I like to buy products with an uncommon design to show others that I have unique tastes.	.83
	I like to buy products that few people own.	.80
	I like to buy products which help create a personal image that can't be duplicated.	.87
	I like to buy unusual products to establish a distinct self-image.	.90
Utilitarian value (Voss, Spangenberg & Grohmann 2003)	I think this product ... is ineffective/effective.	.89
	is unhelpful/helpful.	.92
	is not functional/functional.	.91
	is unnecessary/necessary.	.83
	is impractical/practical.	.91
Hedonic value (Voss <i>et al.</i> 2003)	I think this product ... is not fun/fun.	.89
	is dull/exciting.	.91
	is not delightful/delightful.	.95
	is not thrilling/thrilling.	.94
	is unenjoyable/enjoyable.	.93
Social value (Sweeney & Soutar 2001)	I think this product ... is helpful to feel less accepted in my social group/helpful to feel more accepted in my social group.	.80
	is not helpful to improve the way I am perceived/helpful to improve the way I am perceived.	.95
	is not helpful to make a good impression on other people/helpful to make a good impression on other people.	.96
	is not helpful to gain social approval/helpful to gain social approval.	.95
	Imagine that you have enough money to adopt the new product. I would like to buy this product today, if possible.	.97
New product adoption intention (Fisher & Price 1992)	I will try to buy this product as soon as I can.	.97
	I am likely to be one of the first to buy this product.	.89
	I will probably purchase this new product soon after it is on the market.	.91

\*All  $\lambda$ 's are significant at the .01 level.