

Abstract | The 1st Research Innovations in Sustainable Marketing: A Global Virtual Symposium

Status Consumption in Cultural Context: Psychographic Antecedents

Sooyeon Choi^{a*}  | Richard Feinberg^b

^aDepartment of Marketing, Loras College, Dubuque, United States

^bConsumer Sciences and Retailing, Purdue University, Indiana, United States

Keywords: LOHAS, lifestyle of health and sustainability, status consumption, materialism, individualism, collectivism

Article History: Published: 4 2023

Abstract: Many of our consumption decisions are motivated by our desire for status. The underlying mechanism of status consumption can be understood by focusing on cultural orientation at the individual level, the lifestyle of health and sustainability (LOHAS), and materialism. Drawing on the means-end theory of lifestyle, we examine the roles of the LOHAS lifestyle in linking an individual's cultural orientation to status consumption. 204 survey data were collected in the U.S. The results show that individualism and collectivism are positively related to the LOHAS lifestyle, which in turn leads to status consumption. Furthermore, materialism moderates the relationship between the LOHAS lifestyle and status consumption. These findings contribute to the existing literature on status consumption and provide insights for marketing managers on how to position status-oriented products in the marketplace.

Funding statement

The author(s) received no financial support for the research, authorship, and/or publication of this article.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

ORCID

Sooyeon Choi

 | <https://orcid.org/0000-0003-0892-9554>

Cite as

Choi, S., & Feinberg, R. (2023). Status Consumption in Cultural Context: Psychographic Antecedents. *Business Research Proceedings*, 1(1), 61-61. <https://doi.org/10.51300/BRP-2023-77>