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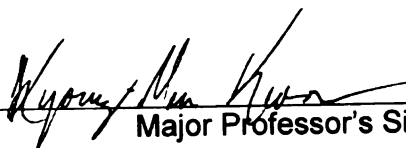
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**IMPACT OF SELF ON ATTITUDES TOWARD LUXURY ITEMS AMONG TEENS
IN BRAZIL**

By

Luciana de Araujo Gil

A DISSERTATION

**Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of**

DOCTOR OF PHILOSOPHY

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ABSTRACT

IMPACT OF SELF ON ATTITUDES TOWARD LUXURY ITEMS AMONG TEENS IN BRAZIL

**By
Luciana de Araujo Gil**

The main purpose of this study was to increase our understanding of teenagers' self and attitudes toward luxury brands in a developing country. We analyzed how social consumption motivations affect teenagers' attitudes toward luxury brands, how teens' self concepts can influence social consumption motivations and whether peer pressure affects this relationship; also we examined how materialism influences teenagers' social consumption motivations and attitudes toward luxury brands. We explored the cross-cultural applicability of scales created in the US, for use with Brazilian teenagers. Our total sample consisted of 558 teenagers between the ages of 12 and 19 (grades 7 through 12) from three different high schools in Brazil. We tested hypotheses with structural equation modeling. One of the key contributions of this study is that our results demonstrate that materialistic orientation is a powerful force in developing more positive attitudes towards luxury brands among Brazilian's teenagers. Also, Brazilian teenagers that have self-beliefs that are clear, confidently defined, internally consistent, and stable have a stronger tendency to resist social motivations to consume, because the clearer they are about themselves the less they attend to external sources and stimuli. In addition, the desire for wealth and material possession is positively related to collective incentives to consume, which is consistent with existing literature.

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CHAPTER 1

INTRODUCTION

The economic impact of the expenditure patterns of today's global teenagers is documented frequently, however, little, if any research specifically evaluates teens' attitudes toward luxury brands in developing countries, such as Brazil; our study reverses that trend. By gaining a more complete understanding of the teen market in developing countries, local and global firms (such as Apple, Dell, Maybelline, Levi's, and Nintendo, etc.) will be better equipped to effectively target this consumer sector. Teenagers' consumption of luxury brands exists not only in affluent countries but also in less developed countries such as Brazil (Moses 2000; Troiano 1997) where the teenage population comprises roughly 10% of the whole country's population (IBGE Brazilian Census 2000), and represents an attractive market for many companies.

Recent market research predicts that the younger generation represents the most important segment that will influence the global luxury market over the next decade (Unity Marketing Inc. 2007). For teenagers, particularly in affluent countries, the ownership of luxury brands is important as a means of facilitating friendships with others and achieving popularity (Ruffin 2007; Wooten 2006), and given that teens are becoming more globalized, this trend is expected to be observed in emerging markets as well, like Brazil.

The emphasis on luxury brands is increasing in emerging markets, whereas in the past, luxury companies would focus only on established markets (Allen 2007). A luxury brand is defined as a high-quality, scarce, high-priced, or

rare brand (Kapferer 1998; Mortelmans 2005). A study of 20 countries (European countries, United States, Australia, Canada, New Zealand and Hong Kong) by Dubois, Czellar and Laurent (2005) found that consumers in 19 countries define luxury and its value in similar terms. Another study found that middle-class teens from 26 different countries, show an astonishing similarity in ambitions and they crave a comfortable life, indicating that possession of the latest consumer goods is important, and because of their age, peer-pressure is significant (Gallant 1995).

Brazil presents some characteristics that make study of the teen population intriguing. The Brazilian emerging economy shows signs of an advanced economy, but has not yet fully demonstrated itself to be a developed country. A less developed country, also called a third world nation, is defined by a low standard of living, an undeveloped industrial base, a low per capita income, and a moderate to low Human Development Index score (HDI- is an index combining normalized measures of life expectancy, literacy, educational attainment, and GDP per capita for countries worldwide) (Mouton and Waast 2006). However, Brazil is a paradoxical country because despite its strong annual GDP growth of 5.4% (Cia.gov 2008), poverty levels remain above 30% (Cia.gov 2008). Brazil's rapid emergence as a global consumer power makes it an important case study of consumer trends in a developing country. An indication of Brazil's growth is that its stock market rose more than 70 percent in 2007, while maintaining a steady inflation rate of 4.2 % per year (Cohen 2008). From 2000 to 2008, Brazil's luxury market growth was 35% (Strehlau 2008).

Specialists from Goldman Sachs even believe that Brazil will become part of the largest world economies before 2050 (Keston 2007).

The Brazilian teen population (15-19 year olds) represents 10% (17.8 million) of the total population (slightly higher than USA and Europe, but about the same as India and China), with 77% living in urban/suburban areas. Fifty percent of Brazilian teenagers are middle class (IBGE Brazilian Census 2000; Moses 2000). Furthermore, in an analysis of the “Top ten countries where teens live” by the United States Bureau of the Census, Brazil is in the fifth position in terms of number of teenagers living in the country, (International Data Base 1999 as cited in Moses 2000).

Brazil ranks among the top three of 23 countries (among the top are the United States, India and Japan) in teen spending of \$1 billion or more annually (Moses 2000). Research shows that Brazilian teenagers have been increasing their purchases of luxury brands (Saad 2007), and their yearly general expenditures represent 10% of the country's gross domestic product- GDP (Bruin 2003). In a cross-cultural study among eight other countries, Brazilian teens were rated as the number one group that most enjoys shopping (Quart 2003). In the case of Sao Paulo state, the largest economy of South America, 78% of the teenagers prefer spending on clothes and accessories rather than food, snacks and footwear (Brasil News 2000). Brazilian teens' perceptions of luxury are important to study because of their increasing preferences for luxury brands and because of the increasing attention that Brazil is receiving as a player in the global economy.

Statement of the problem

Adolescence is often a complicated, transitory period, usually characterized by rapid biological, social and cognitive growth. Teens deal with a contradictory ideology; they want to create an individual identity but at the same time, still connect with their own group of friends (Gulland 2006). In this phase, teenagers are continually learning how to behave appropriately in a new situation or phase of their lives (Steinberg 1993). Not surprisingly, periods of transition are often accompanied by the need for a variety of products or services to ease the transition (Hartman et al. 2006).

Not much is known about the spending motivations of this young group of powerful consumers, who just a decade ago, were not perceived to be particularly economically important (LaFerle, Edwards, and Lee 2000). While teens do not earn large salaries themselves and teens have little income compared with adults, they do receive money from allowances or from temporary jobs and they have more disposable income than adults because most adolescents do not have to pay health insurance, credit card bills, mortgages/rent, supermarket or even utility payments (Zollo 1999). Consequently, teens' consumer behavior has gained importance as a research topic of study due to teenager's disposable income expenditure levels.

Adolescence implies the realization that teens experience different role requirements that often require different behaviors (Hopson and Adams 1976). According to Moses (2000), teenagers' spending focuses on specific brands that their peers use, sometimes called the "right brands." Teens' identities are still

being shaped at this stage in their lives, so having the brands that are considered to be the “right” ones represent a way to fit in the “right” group (Moses 2000, p.27). Also, adolescents may seek material possessions for a sense of security when they face stressful situations (Chang and Arkin 2002). For those reasons, teenagers may not consider the financial consequences of their purchases nor their impact on the family budget; this may become problematic over time (Bristol and Mangleburg 2005) since 46 percent of teens do not keep any record of their spending (Hovanesian 1999).

Marketers recognize that teens represent a target audience in which consumption patterns are always changing and, for that reason, teens are difficult to evaluate as a target market (Fields 1999). Despite their changing consumption patterns, teenagers continue to increase their buying power (Hovanesian 1999; MMR 2000) which places them among today’s most desired consumers. In addition, according to the spokeswoman for YM magazine (now teenvogue.com), teenagers represent one of the most influential trendsetter groups in society (as cited in MMR 2000).

Objectives of the study

According to Peter Zollo [of Teenage Research Unlimited (cited in MMR 2000)], the reason companies focus on teenage wishes and needs might be related to the fact that teens shop more and save less than adults (Villaire 2004). In fact, some teens exhibit a tendency to spend a lot of money, especially those who have been raised during prosperous times. Due to the growing spending

power of teenagers, global marketers are now trying to understand teenagers' wishes and needs in order to relate to such an attractive consumer base.

Recent data show that teens around the globe spent more than US\$169 billion in 2004 (Teenage Research Unlimited 2004). It is remarkable to observe that weekly teen spending in Brazil exceeds levels found in Sweden, especially if one considers the difference in poverty levels of both countries: Brazil 31%, Sweden 2.9% (Cia.gov 2008; Schmitt 2000) (Table 1).

Table 1.

Top 10 Countries Where Teens Live- Average Weekly Teen Spending (US\$)

1- Norway	\$ 49.70
2- Sweden	\$ 41.70
3- Brazil	\$ 41.30
4- Argentina	\$ 40.50
5- Hong Kong	\$ 38.00
6- United States	\$ 37.60
7- Denmark	\$ 37.40
8- Singapore	\$ 34.10
9- Greece	\$ 32.90
10- France	\$ 31.30

Source: (Moses, 2000)

Brand loyalty is a behavior found more often in teenagers than adults and teens often avoid taking risks in appearance-related products due to the importance of these products to perceptions of self (Zollo 1999). Branded products are seen as less risky because they are easily recognizable by their friends and they serve as a status symbol; this combination makes them a safe choice for teens (Bearden and Etzel 1982; Wooten 2006). Appealing to teenagers is an attractive business strategy because branded product companies hope that teens choose their products as lifetime brands. As Silverman (1998) points out, companies should focus on the teen market given that they are already influencing a huge part of consumer behavior in general.

Peter Zollo of Teenage Research Unlimited (cited in MMR 2000) presents some major reasons why teenagers are such an essential market segment and why companies are strengthening their efforts to reach them: teens' growing disposable spending power, their increasing spending of family money, and their rising influence on family purchases. Zollo found that teens are trendsetters in certain categories (such as electronics). Thus, teens are flexing the power of the economy and, according to Tevlin (1999), the growth of teenagers' consumption power could be attributable to both peer-pressure and money from parents.

Earlier studies explored "self" as a predictor of a variety of human behaviors, such as motivation, purchase intention, cognition, brand and advertising attitude (Grubb and Grathwohl 1967; Markus and Kitayama 1991; Sirgy et al. 2008; Tsai 2006). It is well known that adolescents often pass through a stage of identity crisis (Erikson 1959). Some authors hypothesize that

adolescents seek self identity through acquiring and accumulating selected consumption objects (Belk 1988).

Peer pressure may play an important role in a teenager's life, leading to a series of specific behaviors, such as what to eat, how to dress and how to speak. Research suggests that teens create shared meanings with their friends, so that their interpretation of reality is reasonably consistent with the interpretation of the reality of their peers (Solomon 1983). Teenagers use their peers as a mirror to align their values, discussing their personal reflections with friends, while looking for support and mutual understanding (Youniss and Smollar 1985). Therefore, any consumer behavior research related to teens should investigate the influence of peers.

In seeking to explain how teens' views of themselves and how the impact of peer pressure affect interest in and attitudes towards luxury brands, we find that consumers' social motivation and materialism are important factors in making purchasing decisions (Heaney, Goldsmith, and Jusoh 2005). In addition, the level of materialism among adolescents is very high (Bristol and Mangleburg 2005; Larsen, Sirgy, and Wright 1999; Roedder-John 1999). Given that consumers attempt to gain acceptance into social groups through the products which they purchase (Vigneron and Johnson 2004), the findings related to materialism might explain why the luxury brand market has become increasingly important to teens in recent years.

In the current consumer behavior literature, only a few studies exist that relate to teen consumer behavior (Hartman et al. 2006; Lueg et al. 2006;

Tootelian and Gaedeke 1992), and how peer pressure plays a role in teens' decision-making (Elliott and Leonard 2004; Huebner and Mancini 2003; Mangleburg, Doney, and Bristol 2004; Shoham and Dalakas 2006). However, there are studies that address teens' levels of materialism (Banerjee and Dittmar 2008; Flouri 1999; Roberts, Manolis, and Tanner 2006; Schaefer, Hermans, and Parker 2004), teens' attitudes toward prestige or luxury items (Beaudoin and Lachance 2006; Flouri 1999; Lachance, Beaudoin, and Robitaille 2003; Nelson and McLeod 2005; Wooten 2006), teens' social consumption motivation (Moschis 1981; Moschis and Churchill 1978), and finally, studies addressing teens' self aspects (Huebner and Mancini 2003; Montemayor and Eisen 1977; Nelson and McLeod 2005). These studies suggest that there are logical connections between the constructs of interest in our research. Rather than trying to explain teens' attitudes toward luxury by examining the influence of external factors such as advertising and promotions, our study focuses on internal factors of self, materialism, peer pressure and social consumption motivation.

The overarching objective of our research is to investigate how perceptions of the self impact teens' attitudes toward luxury brands in a developing country and to provide theoretical contributions to the field of teenager's consumer behavior. Using a framework that represents a sum of interrelated fields such as consumer psychology, sociology and marketing, the specific objectives of our study are 1) to increase our understanding of teenager's attitudes toward luxury brands in a developing country, 2) to understand the impact of self on social consumption motivations among

teenagers, 3) to investigate how peer pressure affects teenagers' consumption motivations, 4) to analyze how social consumption motivations affect teenagers' attitudes toward luxury brands, 5) to examine how materialism influences teenagers' motivations and attitudes toward luxury brands, and 6) to explore the applicability of scales created in US with Brazilian teenagers.

The following sections of the dissertation are organized as follows:

Chapter II presents a comprehensive literature review followed by hypotheses.

Chapter III offers a discussion of methods, followed by a summary of the pre-test results. Data analysis and hypothesis testing are discussed in Chapter IV and in

Chapter V conclusions, discussion, limitations, and suggestions for future research are presented.

CHAPTER 2

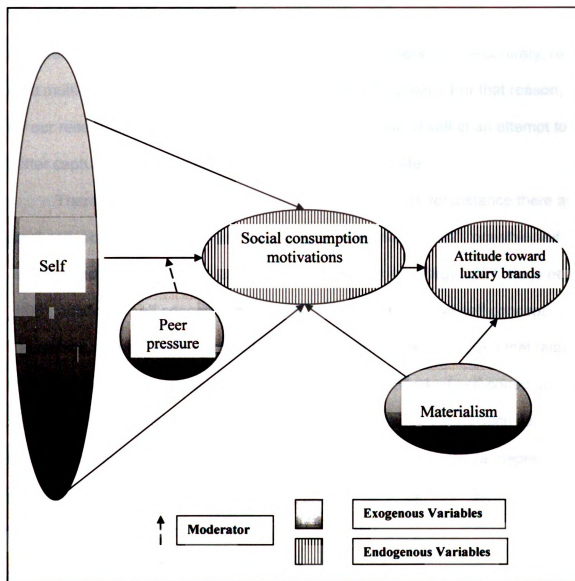
LITERATURE REVIEW

In presenting a review of the literature relevant to our study, first, we present and discuss the conceptual framework related to self, materialism, social consumption motivations, attitude toward luxury, reference group theory and peer pressure. We follow with a detailed examination of the hypothesis development for the study. The last section of this chapter provides the research model that is the basis for the research, focusing on Brazilian teenagers.

Conceptual Framework

Conventionally, marketers segment luxury consumers in terms of demographic characteristics (e.g., social class) which are not strong descriptors of the differences among luxury consumers (Dubois and Duquesne 1993). Marketers need to understand the impact of social and personal influences on individual tastes and preferences in order to more richly describe luxury consumers. Our study does not offer an overall evaluation of teenager consumer behavior related to luxury brands, but rather proposes a framework intending to investigate the areas of reference group (peers and social groups in general), self and materialism which have been identified as relevant for influencing teenager's attitudes towards luxury brands. Figure 1 depicts our conceptual model. We first discuss the exogenous variables of self, peer pressure and materialism, followed by a discussion of how social consumption motivation influences attitudes towards luxury brands.

Figure 1. Conceptual Model



Self

The connection between self and consumer behavior has been investigated for more than five decades (Grubb and Grathwohl 1967). Available data strongly support the role of self as an element that helps to establish human behavior, hence, representing a promising area for marketing research (Markus and Kitayama 1991; Tsai 2006).

Campbell, Trapnell, Heine, Katz, Lavalley and Lehman (1996) illustrate that early researchers treated self-concept as a unitary entity, a stable, comprehensive view of the self. Contemporary researchers, on the contrary, rely on a multi-dimensional, dynamic construal of the self-concept. For that reason, for our research, we propose to use three constructs about self in an attempt to better capture such a complex aspect of an individual's life.

There are several constructs related to self-concept; for instance there are ideal self, actual self, ought self (Higgins et al. 1986; Sirgy 1982), possible self (Markus and Wurf 1987), self-congruity (Grzeskowiak and Sirgy 2007; Sirgy et al. 2008), academic self-concept, social self-concept, and physical self-concept (Shavelson, Hubner, and Stanton 1976). The other dimensions of self that relate most directly to our study are: self-concept clarity, independent self-construal, and interdependent self-construal. According to parents, concepts such as independency and interdependency are very important during the teenager phase (Bristol and Mangleburg 2005). Other aspects of self such as ideal/possible/academic self may be too complex for our teenage sample and may be less relevant to the study of luxury consumption.

Self- concept clarity is a concept interrelated with the concepts of identity and self-consistency (Gergen and Morse 1967) and it indicates an organized structure about the self that is stable and consistent over time. In other words, it is what or who an individual is, perceived by himself, during a period of time (Campbell et al. 1996).

The central point of independent self-construal is the perception of the self as an object separated from others, where a sense of autonomy, internal rights, convictions and goals are maintained (Markus and Kitayama 1991). In other words, it is a self view that emphasizes uniqueness. Lastly, interdependent self stresses the relationships with others; it is the dimension of self that desires to maintain connections and harmony and it operates under the premise that the boundaries between the self and others are open and flexible (Cross and Madson 1997).

The three dimensions of self are connected with social influences, consumption and materialism; objects (such as clothes, watches etc.) are sometimes used purposively to express aspects of the self to others (Douglas and Isherwood 1979) and materialistic individuals are more likely to use possessions to express characteristics of personal success and status (Richins and Dawson 1992).

In summary, the self is the way a person views himself (Krech, Crutchfield, and Ballachey 1962, p. 495-496). The self regulates intentional behavior and permits the person to function efficiently in his social world (Banaji and Prentice 1994; Markus and Wurf 1987). An individual's evaluation of himself greatly influences his behavior, and therefore, the more valued the self, the more organized and constant his behavior becomes (Grubb and Grathwohl 1967). Consequently, this theoretical framework about self informs our investigation of teenagers' attitudes toward luxury, first because teens' self perceptions are formed during adolescence and secondly, because teens' attitudes toward luxury

might be a way to express who they really are inside, to the outside world, rather than the attitudes being solely a result of environmental/cultural influences.

Materialism

Materialism is broadly defined as placing a value on possessions (Richins and Dawson 1992) or the belief that possessions will bring happiness (Belk 2001). It is an orientation which views material goods as important for personal happiness and social progress (Ward and Wackman 1971). Although authors define materialism differently, their definitions share the following concept: that consumption is related to more than the instrumental or functional value of objects, suggesting that individuals seek a relationship with objects whereby they can improve themselves in some way. As proposed earlier by James (1890), a person's definition of himself is comprised of everything that he can call his.

Although possessions communicate personal values such as materialism (Dittmar, Beattie, and Friese 1995), there are very few studies relating materialism with luxury product consumption (Richins 1994a; Wong and Ahuvia 1998). A study by Richins (1994b) found that materialists were more likely to consume in public if a brand was perceived as expensive in relation to a similar product, creating a link between consumption and personal values.

Some studies found high levels of materialism among adolescents (Fields 1999; Roedder-John 1999). This is not surprising since a frequent theme of the modern consumer culture is that happiness can be purchased at the mall, on the Internet, in a catalog, or on the I-phone (Kasser 2002). The literature on

materialism offers a framework that helps researchers understand how consumers become attached to their belongings (Belk 1985; Vigneron 1998). Attitude toward luxury is related to materialistic consumer behavior, because materialistic-oriented consumers rely heavily on external cues (Richins and Dawson 1992) and they understand that possessions (such as luxury brands) signal who they are and what their status or position is (Belk 1985; Douglas and Isherwood 1979).

To summarize, materialism is “a value that guides people’s choices and conduct in a variety of situations, including, but not limited to, consumption arenas” (Richins and Dawson 1992, p. 307). The materialism approach uses a framework that can facilitate the examination of teens’ attitudes toward luxury, because many consumers appear to emphasize image and use material possessions such as luxury brands to portray images that display success and status (Richins 1994a; Wang and Wallendorf 2006). The materialism framework has significant implications for consumption meanings, self-identity (Zinkhan 1994), peer relationships (Banerjee and Dittmar 2008) and teenagers (Schaefer et al. 2004). Materialism affects what consumers expect from their possessions and which products they believe can fulfill their desires (Richins 1994a).

Social consumption motivations

Notably, within a given society an individual identifies more with some people than others, thus seeing himself as being more similar to some individuals than others. In general, people feel more comfortable associating with others

who are somewhat like them: “Many consumption decisions are intended, consciously or subconsciously, to signal one’s place in the social continuum. Clothing, hair styles, club memberships, automobiles, and housing neighborhoods all have some component of social identification associated with them” (Friedman and Grilo 2005, p.2). Consequently, individuals who exhibit social consumption motivation believe that it is important to know what others think about different brands and products and also what kinds of people consume certain brands and products (Prendergast and Wong 2003) in order to blend in better within their own society.

Social consumption motivation is the level of importance that individual consumers place on what other consumers think or do prior to purchasing a product (Moschis 1981). Social consumption motivation is related to the wish to make an impression on others, mainly by showing that one can afford high priced and prestigious products (Prendergast and Wong 2003). Particularly, the issues related to social consumption from the teenage perspective are related to the fact that social relationships, including those with parents, teachers, other adults and friends are influenced by social consumption (Moschis and Churchill 1978).

Attitudes toward luxury brands

Attitudes in general are an essential matter to study in a consumer behavior setting. Since early 1960, studies investigate how attitudes are developed, established and most importantly, how they can influence human behavior (Katz 1960; Smith et al. 2008). Attitude is commonly defined as an

individual preference (Bass and Talarzyk 1972), and a predisposition of the individual to evaluate some symbol or object of his world in a favorable or unfavorable manner (Katz 1960). Attitudes are important for marketing studies because they represent an effort in trying to predict an individual's behavior and intentions (Ajzen 1991).

From a historical point of view, the concept of luxury is associated with unproductive behavior and tension amongst members of society, and in modern times, luxury is something inessential but conducive to pleasure and comfort, something expensive or hard to get; luxury is associated with consumer behavior (Dubois and Laurent 1994; Hader 2008; Mortelmans 2005; Seringhaus 2005). "Luxury products are scarce, i.e., they are limited in production and distributed highly selectively...however it is not sufficient that a product is not massively produced, it also needs to be subjectively rare" (Mortelmans 2005, p. 505). A recent study establishes that luxury from the customer point of view is a "promise", it is a brand's commitment that the customer will be taken care of in precisely the way he expects, whether purchasing a \$20 million yacht, a diamond encrusted cell phone, or a \$20 chocolate bar (Hader 2008). The target group for luxury brands has to believe that they belong to a select group of people who are able to buy these types of brands. Therefore, most luxury product companies strictly guard their distribution, setting up a sophisticated network of boutiques all over the world (Mortelmans 2005; Ruffin 2007; Seringhaus 2005).

Previous studies found that consumer's attitudes in general are multidimensional (Batra and Ahtola 1991), and the same applies to attitudes

toward luxury brands. While Dubois and Laurent (1994) identified four dimensions of luxury brands, the scope of attitudes toward luxury brands in our study is limited to two dimensions: evaluative attitudes toward luxury brands and interest toward luxury brands. Evaluative attitudes toward luxury brands means what an individual thinks about luxury brands, in other words, their general opinion about luxury brands. Interest toward luxury brands implies that a brand is considered to be significant for an individual, meaning that an individual thinks luxury is important and/or is curious about luxury brands (Dubois and Laurent 1994). There are two reasons we limited the scope of study to two dimensions rather than four as proposed by Dubois and Laurent (1994). The other two dimensions are named personal rapport with luxury and mythical/symbolic values attached to luxury, which imply a personal affinity with luxury and a personal knowledge of the supposed value attached to luxury. These two dimensions assume a level of experience with luxury products, which teenagers are not likely to have obtained. The second reason is that we wish to focus on general attitudes toward luxury brands that a broad base of teenagers can possess.

Peer Pressure

Peer pressure and social consumption motivation are derived from reference group theory. The ways in which individuals perceive different circumstances and interactions are often influenced by the groups with whom these individuals are associated, known by most theorists as reference groups. Reference groups expose people to behavior and lifestyles, influence self-concept development, contribute to the formation of values and attitudes, and

generate pressure for conformity to group norms (Bearden and Etzel 1982).

What an individual thinks other people think about him influences, in some manner, the way that individual perceives or feels about himself. The focal idea of reference group theory is based on the principle that individuals adopt the standards of others they consider significant as a basis for making self-appraisals, comparisons, and ultimately choices (Dawson and Chatman 2001; Venkatesan 1966).

Reisman and Roseborough (1955) as well as Parsons, Bales and Shils (1953) speculate that children learn from their peers important elements of consumption, such as how to select a product and how to shop. Previous studies also indicate that at different stages of socialization, there may be a stronger interest in this process of “learning to consume”, such as with adolescents (Campbell 1969; Park and Lessig 1977; Wooten 2006). In fact, previous findings confirm that adolescent peer and social groups are particularly significant sources of consumption influence (Bristol and Mangleburg 2005; Campbell 1969).

Peer pressure takes place when an individual actively encourages or insists that a person from the same group acts or thinks in a similar way as him, whether or not the person actually wants to do it (Wells 2006). Peer pressure becomes an important issue and a strong force in preteen and teen years, because there is a strong desire to “fit in” (Jacobs 2005; Santor, Messervey, and Kusumakar 2000). As stated by Jacobs (2005, p. 1) “As social beings, individuals want the sense of belonging to a group and fear being an outcast.” In other

words, for better or for worse, peer groups have strong power over adolescents' socialization and self identity (Jacobs 2005).

Peers can facilitate new forms of behavior from a consumer purchasing perspective (Bearden and Etzel 1982). These behaviors often reflect a need for exclusivity in products and services, such as those offered by luxury brands that may not be easily available to the general public (Bearden and Etzel 1982; Ruffin 2007). Therefore, a combination of factors that demonstrate preferences towards luxury brands and easily recognizable products is preferred, especially among teenagers (Bearden and Etzel 1982; Wooten 2006).

Bourne and Francis (1957), introduced the "theory of reference group" as the basis of the decision-making process for luxury items. Decades later Bearden and Etzel (1982) found that the conspicuousness of a product was positively related to the receptiveness of the individual's reference group influence and also that publicly consumed luxury products (such as cars, purses, watches) were more likely to be classified as conspicuous products rather than privately consumed luxury products (such as a refrigerator, sofa, make up) which were less likely conspicuous, or unlikely to be seen and observed by members of one's reference group. Reference group theory prompts the marketer to look at not only how a consumer uses their products, but the environment in which the product is selected and used.

For the purpose of our study, reference group theory, as demonstrated through social consumption motivation and peer pressure, helps to explain teenager attitudes and consumer behaviors by illustrating that teens are

immersed in a reference group much of the time, even when they are making very basic, daily decisions. In the next section, using the theoretical underpinnings from self (Gudykunst et al. 1996; Sirgy 1982), materialism (Banerjee and Dittmar 2008; Goldberg et al. 2003; Sirgy 1998), and reference group theory (Bearden and Etzel 1982; Bourne and Francis 1957; Park and Lessig 1977), we propose a research model for teenager's attitudes toward luxury brands that relates materialism, peer pressure, self perceptions, including self-concept clarity, independent self-construal and interdependent self-construal, with social consumption motivation.

Hypothesis Development

This section is divided into three parts: 1) self dimensions and relationship to social consumption motivation and peer pressure, 2) social consumption motivations and attitude toward luxury, 3) role of materialism. The proposed research model (Figure 1), where constructs and hypothesized relationships are indicated, is presented at the end of this section.

Self dimensions/social consumption motivation, and peer pressure

Self has emerged as one of the most studied areas of psychology (Brewer and Hewstone 2004). Self-concept encapsulates personal traits and characteristics like personality and self-perceptions. Self-concept is what comes to mind when we think of ourselves (Neisser 1993); it comprises how a person perceives himself, and it can reflect characteristics such as culture and social

level. It is important to note that most of the previous studies about self exist primarily in the psychological and sociological arena, and that studies connecting self with consumer behavior are recent and not large in number (Wong and Ahuvia 1998). During the adolescence years, the process of building one's own character takes place. For that reason, examining self-concept can assist in understanding how attitudes and consumption represent a way to express a teen's individual self to the outside world.

The stability of the self-concept can be gauged with the construct called self-concept clarity, which represents the degree of consistency in that an individual perceives himself (Campbell et al. 1996). A well-developed self-concept is less susceptible to the influence of external factors. Individuals with a lucid self-concept deal better with stress and have more healthy behaviors such as positive self-talk and better mental skills (Campbell et al. 1996; Campbell 1990). Past research establishes a positive relationship between high self-concept clarity and some indices of psychological health and well-being such as high self-esteem and lack of mental problems (Campbell et al. 1996; Campbell 1990). The fact is that having a poorly developed or ambiguous self-concept may direct people to rely on, and to be very affected by, external sources such as peer pressure, mass media, social consumption motivations, and other values such as materialism that can influence individuals' attitudes and decision making processes (Kernis et al. 2000).

Social consumption motivation increases with age and maturity (Churchill and Moschis 1979) and although it plays a critical role in the development of

teenagers' sense of self, its relationship with self-concept clarity has yet to be clarified by empirical research. Previous findings show that self-concept clarity is positively related to self esteem (Campbell 1990; Erikson 1959) and individuals with high self esteem are less influenced by external sources. Campbell (1990) found that individuals with low self-concept clarity are more susceptible to and dependent on the social environment. This implies that teenagers with high self-concept clarity would construct their own behavior as being separate from the social context. We propose the following hypothesis:

H1- Self-concept clarity is negatively related to social consumption motivation.

It may be observed that obtaining the support of reference groups (peers), from a popularity standpoint is largely dependent upon the power of possessing specific luxury products (Wooten 2006) and teenagers often feel social pressure to conform to the group of peers with whom they socialize. Peer pressure to conform can influence how adolescents dress, what kind of music they listen to, and in what types of behavior they engage, including even risky behaviors such as using drugs, tobacco, alcohol, and engaging in sex (Robin and Johnson 1996; Santor et al. 2000; Wells 2006). Thus, peers can have a negative or positive influence on knowledge, attitudes, perceptions, beliefs and behaviors. The positive influence of peer pressure is demonstrated through peer education, as in groups like the Boy Scouts and Girl Scouts, 4-H, Boys & Girls Clubs, other activity clubs, and sport teams (Jacobs 2005). A previous study found that support from peers is related to a positive sense of identity (Meeus, Oosterwegel,

and Vollebergh 2002), and that peer acceptance and academic performance are related to self-concept in early adolescence (Harter, Whitesell, and Kowalski 1992).

The intensity of peer pressure varies from situation to situation. Sometimes in the child and teenager segments, an individual gives in to peer-pressure because they desire to be liked or because they are concerned that other kids may ridicule them if they do not go along with the group (Wooten 2006). For instance, clothing is one of the most important status symbols for young individuals (Elliott and Leonard 2004). For many consumers, the desire to impress others, including peers and those in different social or age groups, is very significant; therefore, they will purchase clothing items that are associated with specific brands to achieve the support of others (Prendergast and Wong 2003). Most importantly, even across cultures, a strong correlation exists between the ways in which brands are perceived and the strong desire to own products from these brands (Prendergast and Wong 2003; Wooten 2006).

As mentioned previously, peer pressure is a powerful force among teenagers because it has the power to change the way teens behave and care about external influences. Both peer pressure and self concept clarity are forces that emerge slowly from childhood to the teen years (Bachmann, John, and Rao 1993; Shavelson et al. 1976). We believe that peer pressure is a complex issue and can influence even high self concept clarity individuals. Furthermore, previous studies found that even teenagers with high self esteem and self confidence are subject to the effects of peer pressure (Michell and Amos 1997).

Even though we previously proposed a negative relationship between self-concept clarity and social consumption motivation (as in H1), if there is a high level of peer-pressure, this negative relationship should be modified. We expected that there will be no effect of self-concept clarity on social consumption motivations. Therefore, we propose the following:

H2- The impact of self concept clarity on social consumption motivation will be moderated by peer pressure.

Everyone possesses dimensions of both independent and interdependent self construal because the self is a complex structure (Singelis 1994). Yet, individuals are inclined to use one dimension of self-construal more than the other to guide their behavior (Markus and Kitayama 1991). Independent self-construal “requires construing oneself as an individual whose behavior is organized and made meaningful primarily by reference to one’s own internal repertoire of thoughts” (Markus and Kitayama 1991, p. 226). One can conclude that an individual’s behavior is based on his own independent self-construal if his own internal attributes (e.g., feelings and thoughts) determine or cause his own behavior (Markus and Kitayama 1998). In short, individuals with a prominent independent self-construal exhibit a propensity to be individualistic, egocentric, autonomous, self-reliant, and self-contained, mainly because they prioritize personal goals over group goals and perceive a clear boundary that separates the self from others (Kitayama 2000; Singelis 1994; Triandis 1989; Tsai 2006).

Clark (2006) conducted a study with university students in the U.S. and found that global independency is negatively related to social consumption

motivation. According to Wong and Ahuvia (1998) independent self-construal individuals prevail in Western cultures, where there is a belief that unique individuals are naturally distinct, consequently high independent self individuals are less susceptible to external influences in general, such as social pressures. Additionally, previous findings state that high independent self individuals are more focused on internal experiences (Abe and Bagozzi 1996). Based upon these empirical studies, suggesting that independent self individuals reject motivations that are socially generated, we propose the following hypothesis:

H3- Independent self-construal is negatively related to social consumption motivation.

Markus and Kitayama (1991, p. 227) express that interdependent self-construal “entails seeing oneself as part of an encompassing social relationship and recognizing that one’s behavior is determined, contingent on, and to a large extent, organized by what one perceives to be the thoughts, feelings, and actions of others in the relationship”. The important tasks for individuals with elevated interdependent self-construal are: fit-in with their in-groups, act in suitable ways, promote their in-group goals, and conform to their social groups. Consequently, the behavior of individuals with a strong interdependent self is a reaction to others with who they are interrelated (Markus and Kitayama 1998).

Previous research suggests a negative correlation between independency and social consumption motivations, which leads us to believe that conversely, interdependency is positively related to social consumption motivations (Clark 2006). Individuals with high interdependent self-construal think about themselves

in conjunction with others, and there is a sense that the self and others are highly intertwined (Singelis 1994). Thus, unlike the independent self-construal, interdependent refers to the view of the self as defined by assimilation with others rather than distinguishing the self from other people. In summary, interdependent people represent those who assign importance to their relationships with others and emphasize harmony and balance as comprised of social roles and relationships (Kitayama 2000; Swaminathan, Page, and Gurhan-Canli 2007; Tsai 2006). Hence, we hypothesize the following:

H4- Interdependent self construal is positively related to social consumption motivation.

Social consumption motivations and attitude toward luxury

Luxury is something that many individuals cannot easily afford; however, some consumers continue to make purchases of luxury products, regardless of their financial ability, because luxury products may provide a sense of power or control over others or because the possession of brands may be identified by their peers (Kapferer 1998; Prendergast and Wong 2003; Ruffin 2007). The peer impact is particularly advantageous for younger consumers, who often crave the attention and status, that luxury brands can provide (Wooten 2006).

Many younger consumers search for products that they consider to be prestigious, through association with a specific designer, brand name, or an emerging trend; in many ways, these products fulfill some type of social requirement (Heaney et al. 2005). For those consumers with discretionary

income, a significant portion of these funds are often spent on goods that accommodate a social need or message (Heaney et al. 2005; Ruffin 2007).

Social consumption motivation is related to the fact that individuals want to show symbols of their own consumption behavior to others. Bhat and Reddy (1998) argue that what a brand symbolizes is a significant component of consumer-buying behaviors, as brand image is significant in consumer decision making. The concepts of functionality and symbolism are identified as important to consumers as they make purchase decisions because they integrate specific criteria that may be exclusive to a specific product or brand (Bhat and Reddy 1998). Consumers are motivated by the wish to make an impact on others with their ability to pay for prestigious brands (Mason 1981) and social consumption motivation makes consumers more aware of social cues related to brand consumption. Martin and Turley (2003) established that social consumption motivation predicts the preference for design, variety, excitement, and ambience, while Clark's (2006) findings show that social consumption motivation positively affects prestige sensitivity. Another study conducted by Clark, Zboja and Goldsmith (2007) showed that consumers' attention to social comparison information has a positive influence on status consumption. These findings show that consumer interest (if a brand is considered important for an individual) and evaluation (what an individual thinks about a brand) of different brands often reflects a strong tendency to identify with the brand's symbolic nature and to identify with their own social motivations. For this reason, we propose that social

consumption predicts the interest and evaluative attitude towards luxury brands.

Therefore we hypothesize that:

H5a- Social consumption motivation is positively related to interest toward luxury brands.

H5b- Social consumption motivation is positively related to evaluative attitude toward luxury brands.

Role of materialism

Prendergast and Wong (2003) investigated the relationships of materialism and expenditure and social consumption motivations and expenditure, but they did not examine the relationship between materialism levels and social consumption motivations. However, as previously mentioned, both social motivation and materialism are important factors in making purchase decisions (Heaney et al. 2005).

Previous findings positively relate prestige sensitivity with social consumption motivation. Given that prestige sensitivity might be seen as a sign of materialism, one might conclude that materialism would also be positively related to social consumption motivation (Clark 2006). Earlier studies determined that materialism is important in both public and personal contexts, because an individual will be able to identify himself with a particular status group and increase personal development of his own self-esteem (Heaney et al. 2005; Prendergast and Wong 2003). In summary, materialism can influence what motivates a person to consume, therefore, we hypothesize that:

H6- Materialism is positively related to social consumption motivation.

The emphasis that consumers place upon social status is important in analyzing how status symbols, like luxury brands, are represented in modern society (Heaney et al. 2005). Identification with a particular social status creates new challenges for individuals and their perceptions of materialism; individuals may want to identify with a specific social status and they might not be able to afford the products that represent that social status (Heaney et al. 2005). This is particularly important for teenager consumer behavior because teens have been through their own identity formation and may perceive social status as highly desirable (Bristol and Mangleburg 2005).

Nueno and Quelch (1998, p. 62) define luxury brands as “those whose ratio of functional utility to price is low while the ratio of intangible and situational utility to price is high” and Ziccardi (2001, p. 18) describes luxury as “less about items being sold, and more about what the brand name stands for.”

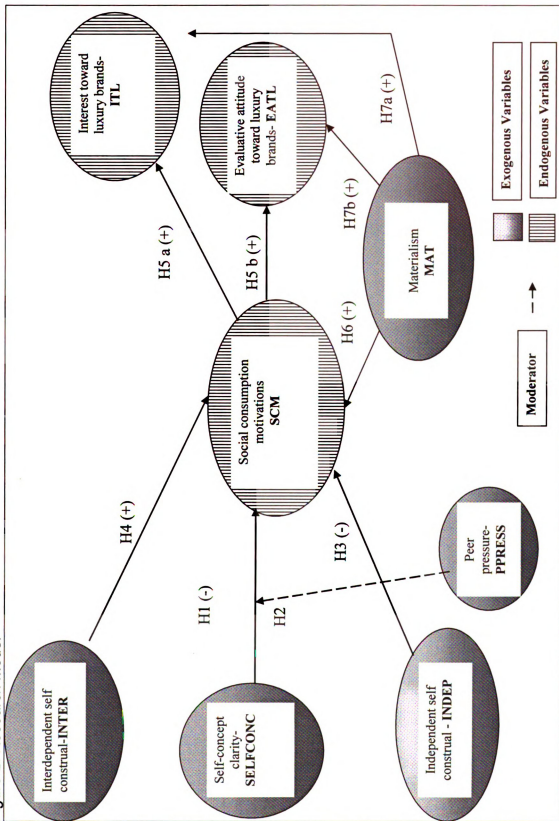
Previous findings demonstrate that materialism influences consumption patterns, such as the type and the quantity of goods purchased (Richins and Dawson 1992). Additionally, other studies (Fournier and Richins 1991; Richins 1994b; Wong 1997) showed materialism has a direct positive effect on status consumption. Based upon these empirical studies showing that materialism can influence what a teenager thinks about luxury brands (evaluative dimension) and it can confer an importance to luxury and/or awaken the curiosity about luxury brands among teenagers (interest dimension), we propose the following hypothesis:

H7a- Materialism is positively related to interest toward luxury brands.

H7b- Materialism is positively related to evaluative attitudes toward luxury brands.

The model proposed in Figure 2, 1) explores the relationship between self dimensions and social consumption motivation 2) examines the moderating effect of peer pressure on the relationship between teens' self-concept clarity and social consumption motivation 3) examines the effect of social consumption motivation on attitudes toward luxury brands, and 4) investigates the effect of materialism on attitude toward luxury.

Figure 2. Research Model



CHAPTER 3

RESEARCH METHODS

We presented the conceptual framework and model and the resulting hypotheses in Chapter 2. In Chapter 3 we explain the research design, followed by a discussion of sample selection and data collection. Then, we discuss the measures of the constructs in the proposed model, followed by results from preliminary tests. Finally, we describe techniques of data analysis to test the proposed model.

Research Design

We used a self-report, paper and pencil survey instrument to collect data from high school students in the São Paulo state, Brazil. In keeping with school committees' policies and following their evaluation and approval of the questionnaire, the administrators of the selected schools first agreed to participate in the study. In addition, we required a signed authorization of a parent or guardian, and also a written consent from the teenager. We provided a cover letter, explaining the purpose of the study and directions for completing the survey, with the questionnaire. This research was cross-sectional, since the focus is on the relationship between different variables at one specific point in time.

Sample

The population considered for this study consisted of high school students between 12 and 19 years of age (grades 7 through 12). For the purpose of this research, we selected three private high schools in the city of Santos, state of São Paulo/ Brazil. Although in the US, private schools usually imply affluence, that is not the case for Brazil, where there is a shortage of public high schools. Private schools are available and affordable to all socioeconomic sectors. In order to get a diverse sample, tuition price was used as an indicator of socioeconomic status. The three selected schools represented various tuition price ranges.

São Paulo is the largest state in the Southern hemisphere (IBGE Brazilian Census 2002). Santos, SP is considered a median city with a population of 418,436 (IBGE Brazilian Census 2007). Santos' port is the main port of Brazil and the largest port in Latin America (Ewing 2007).

In cooperation with each school, we recruited students from approved classrooms. All students were informed that their participation was voluntary (even with their signed parental authorizations) and that any and all responses they provided would be held in the strictest of confidence. We invited all the students in the class with parental/guardian authorization to complete the questionnaire.

Using the rule of thumb of taking the number of indicators (i.e., manifest variables: defined as a variable that is directly observable or measurable) multiplied by 10 (Mitchell 1993), the ideal sample size appropriate for the model

we tested would be 770 individuals (77 indicators times 10). Considering the limited resources available, it would be very hard to achieve this number; in addition, we are aware that the chi-square statistic is biased in complex models with small sample sizes. To avoid misleading results, Bearden, Sharma and Teel (1982); and Garson (2007) suggest that the minimum sample for use in a complex model is 200 subjects. Given that we expected a high response rate (around 70%) from this specific population (Flouri 1999), a sample size of around 250-300 individuals would be sufficient to estimate the proposed model. Therefore, we targeted a sample size of at least 300.

Instrument

Once developed in English, the instrument was translated into Portuguese by a native speaker. Then, it was translated back into English by a different native Portuguese speaker (also fluent in English), not affiliated with this project. The instrument was pre-tested with 50 students, and reliability (see Table 2) was satisfactorily assessed for the constructs, indicated by an acceptable range of Cronbach's Alpha Coefficient scores close to .70 or better (Kline 2000; Nunnally and Bernstein 1994). Since the items needed no alterations, we incorporated the pre-test sample into the final sample. The full instrument and consent forms appear in Appendix A.

Measures

Self-concept clarity: Self-concept clarity is represented by a clearly, confidently-defined and stable aspect of self (Campbell et al. 1996). It is a perceptual and belief-based concept. Self-concept clarity scale was developed by Campbell et al. (1996), and has a reported Cronbach's alpha coefficient of 0.85. This scale is formed by twelve items and all items are measured using a 1 to 7 scale (1= strongly disagree, 7= strongly agree). Sample statements include "On one day I might have one opinion of myself and on another day I might have a different opinion" and "If I were asked to describe my personality, my description might end up being different from one day to another day." This scale was used before in a study by Nezlek and Plesko (2001) with a reported reliability coefficient alpha of 0.98 and by Tian, Bearden and Hunter (2001) with a reported reliability coefficient alpha of 0.89.

Independent self-construal: Individuals with strong independent self-construal are commonly identified as individualistic, egocentric, autonomous, self-reliant and self-contained. These individuals prioritize personal goals over group goals and perceive a clear boundary that separates the self from others, where a particular emphasis is placed on personal goals, personal achievement and appreciation (Kitayama 2000; Singelis 1994; Triandis 1989; Tsai 2006). We use a scale developed by Gudykunst, Matsumoto, Ting-Toomey, Nishida and Karimi (1994) and later improved by Gudykunst and Lee (2003). This measure was drawn from instruments used in past research in a variety of cultures (Hui 1988; Markus and Kitayama 1991; Singelis 1994; Verma 1992; Yamaguchi

1994). The Gudykunst and Lee (2003) scale has fourteen items with reported Cronbach's alpha of .82 for US sample, .77 for Japanese sample, .73 for Korean sample and .83 for Australian sample. Sample items include: "Being able to take care of myself is a primary concern for me" and "It is important for me to act as an independent person." All the items are measured using a 1 to 7 scale (1= strongly disagree, 7= strongly agree). This scale was previously used by Hackman, Ellis, Johnson and Staley (1999) with reported Cronbach's alpha of 0.85.

Interdependent self-construal: Interdependent self-construal represents a view of the self as defined by assimilation with others rather than distinguishing the self from other people. It is characterized by those who assign importance to their relationships with others, emphasizing harmony and balance (Markus and Kitayama 1998). This scale was developed by Gudykunst and Lee (2003), and has fourteen items; original Chronbach's alphas are: .80 for US sample, .84 for Japanese sample, .85 for Korean sample and .85 for Australian sample. For the purpose of this study, three items related to work relationships were deleted, given that teenagers in urban areas of Brazil typically do not have jobs. So, we use a scale comprised of eleven items and all the items are measured using a 1 to 7 scale (1= strongly disagree, 7= strongly agree). Sample items include: "I consult others before making important decisions" and "It is important to consult close friends and get their ideas before making a decision." This scale was used before by Hackman et al. (1999) with reported Cronbach's alpha of 0.84.

Social consumption motivation: Social consumption motivation is defined as a motivation to impress others through the ability to purchase high priced and prestigious products (Prendergast and Wong 2003). We use a four-item scale, originally developed by Moschis and Churchill (1978) and updated by Moschis (1981). Before the items are presented, the participant is instructed to think about this question “What is important to know before purchasing a product?” Sample items that follow this question include “What others think of different brands or products” and “What brands or products to buy to make a good impression on others” all the items are measured using a 1 to 7 scale (1= strongly disagree, 7= strongly agree). Martin and Turley (2004) and Prendergast and Wong (2003) used this scale, with reported Cronbach’s alphas higher than 0.80.

Attitude toward luxury: Attitudes represent consumer’s overall evaluations of an object such as a product/brand or store, it is a response involving general feelings of liking or favorability (American Marketing Association 2007). We use a short version of the attitude toward luxury scale created by Dubois and Laurent (1994) that fits the scope of our research. Dubois and Laurent (1994) established an “*interest toward luxury factor*” comprised of seven items, and an “*evaluative attitude toward luxury factor*” comprised of four items.

- ***Interest toward luxury factor*** was refined to six items because one of the items was not identified as being part of the factor during a content validity analysis. All the items are measured using a 1 to 7 scale (1= disagree, 7= agree). Sample items are “I’m not interested in luxury” and “I could talk about luxury for hours”.

- *Evaluative attitude toward luxury* is a four-item factor where all the items are measured using a 1 to 7 scale (1= disagree, 7= agree). Sample of the items are “People who buy luxury try to differentiate themselves from others” and “In my opinion, luxury is too expensive for what it is”.

The Dubois and Laurent (1994) scale is the most well known scale for attitudes toward luxury and has been used in several studies such as Tidwell and Dubois (1996), Dubois, Czellar and Lauren (2005), Dubois, Laurent and Czellar (2001) and, Kim, Baik and Kwon (2002). According to Czellar (2007, June 30) who used this scale on her study in 2005, no Cronbach's alpha was reported because her particular study did not use a conventional domain sampling paradigm (Churchill 1979), but focused more on content validity as advocated by Rossiter (2005). From this perspective, she justified that alpha coefficients are less informative than from the perspective of domain sampling.

Peer-pressure: Peer pressure is defined as a subjective experience of feeling pressured, urged, or dared by others to do certain things (Jacobs 2005). Santor et al. (2000) developed a measure based on the previous work of Brown, Clasen and Eicher (1986). Santor's scale was previously used in a study by González, Huerta-Sánchez, Ortiz-Nieves, Vázquez-Alvarez and Kribs-Zaleta (2003). As most measures of peer pressure that focus on teenagers, it includes items that relate to a number of delinquent behaviors, such as substance use and skipping classes. Using a 1 to 7 scale (1=strongly disagree, 7=strongly agree), eleven items measure teenager's level of peer pressure. Statements

include items such as: "My friends could push me into doing just about anything" and "I often feel pressured to do things that I wouldn't normally do." Santor et al. (2000) did not provide a reliability for the scale itself, but all the reliabilities in his study had reported Cronbach's alphas ranging from 0.69 to 0.91 for all measures.

Materialism: Materialism is measured using a material values scale. Material value is defined as orientations emphasizing possessions and money for personal happiness and status (Moschis and Churchill 1978, p. 607). Fifteen items assess teenager's materialism value, measured using a 1 to 7 scale (1= strongly disagree, 7= strongly agree). The measure was developed by Wong, Rindfleisch and Burroughs (2003) and was previously tested in a cross cultural setting. Sample questions include: "How do you feel about people who own expensive homes, car, and clothes?" and "How do you feel about owning things that impress people?" The reported Cronbach's alpha for Wong, et al. (2003) scale was US 0.88, Thailand 0.70 and Japan 0.82. Furthermore, a study by Rose and DeJesus (2007) that also used the same scale, reported a Cronbach's alpha of 0.82.

Reliability and validity

To ensure reliability and validity, we used previously tested and/or modified versions of existing scales. To assess content validity and internal reliability, we pre-tested of the instrument using a sub-set of Brazilian teenagers.

According to Bagozzi (1994) there is a widespread cultural bias in consumer research because of the common practice of applying American developed scales to foreign cultures without considering their cultural appropriateness. Thus, a major task of this research is to assure that all scales function with Brazilian's adolescents in a reliable (given that the instrument will measure the same way each time it is used) and valid manner (given that the instrument measures the underlying concept it is supposed to measure).

Procedure

We contacted the selected schools and provided copies of the instrument, letter of support, and parental/guardian consent forms. After the school agreed to participate in the study, the school administration suggested times/classes/days for data collection. Then the formal letter requesting school's support of this research was signed by the director/dean of the targeted school. We administered questionnaires during class time. One day prior to the data collection, the teacher sent home a parental consent with each student. Only students who brought the parental consent form signed were eligible to complete the survey, after reading and signing their own assent form. The students who did not bring their own signed parental consent form or who did not want to participate in the survey were instructed by their teacher to complete an in-class activity. Teachers did not collect any parental or child consent/assent form nor did they have any access to their students' responses.

We told the students that their participation in this survey was completely voluntary and that they could withdraw at any time. Furthermore we explained that the privacy of the participants was protected to the maximum extent allowable by law and their participation will be kept strictly confidential. Responses were confidential and anonymous; they were aggregated so that individual responses cannot be isolated. The research assistants interacted with the students to collect data during their regularly scheduled class time at Santos high schools facilities. As an incentive, one name was drawn from the classroom participants list to receive a Michigan State University T-shirt; in addition, one Michigan State University pencil was given to every participant.

Preliminary Tests

To check for content validity, an initial version of the translated and back-translated questionnaire was evaluated by two Brazilian teenagers individually (age 15 female and age 14 male), who checked to determine whether an item belonged to the appropriate category/construct; they suggested some minor changes in wording on five statements. After making those changes, the questionnaire was checked again and no additional changes were necessary. Furthermore, during the collection of the pre-test data, students were asked to let the investigators know if any of the questions did not make sense to them. We also interviewed several random participants who had finished their own questionnaire to identify problems with comprehension, but identified no issues.

Fifty high school students from the city of Santos/SP/Brazil participated in the pre-test of the full version of the questionnaire with 67 items, (see full instrument in Appendix A). The data were collected during August 2007 following the same procedures described for the main data collection.

Table 2

Pre-test Results (50 participants)

Scale	Questions	Cronbach's alpha
Peer-pressure	1- 11	0.633
Material Values Scale	12-26	0.809
Independent self-construal	27- 40	0.786
Interdependent self-construal	41-51	0.693
Self-concept clarity	52- 63	0.830
Social consumption motivation	64- 67	0.849

The internal consistency of the presented scales approached Nunnally and Bernstein's (1994) acceptable range of .70 and an increased sample size is likely to yield higher Cronbach's Alpha Coefficient scores [note that Cronbach's alpha coefficient of interest toward luxury factor and evaluative attitude toward luxury factor established *a priori* by Dubois and Laurent (1994) were not reported in this stage following Czellar (2007, June 30) suggestion as mentioned before].

Data analysis

We use structural equation modeling to test the proposed model (see Figure 2) (Jöreskog and Sörbom 1996). Before estimating the structural model, we established the measurement model using confirmatory factor analysis. We based all analyses on the covariance matrix of the variables under study. As necessary, we made revisions to the measurement model prior to estimating the structural model. Using the revised measurement model, we estimated the structural model.

Furthermore, in order to check for the moderating effect (peer-pressure), we first ran the model with no moderator and then we added the moderator into the model to investigate any changes in the path coefficients. The objective was to check whether the paths coefficients were different by adding a moderator; if the path coefficient is not different, we are inclined to conclude that this variable does not represent a real moderator.

CHAPTER 4

RESULTS

Sample Demographics

The total sample consisted of 558 teenagers between the ages of 12 and 19 (grades 7 through 12) from three different high schools (347 from Universitas School, 97 from Sao Jose School and 114 from Integracao School).

Respondents were asked about ten demographic characteristics: gender, age, ownership of mobile phone, products purchased with allowance money, job, parent's relationship status, parent's education, grade level, number of siblings and number of TVs at home. As recorded in Table 3, out of 558 respondents, 40% were 17 years old and the proportion between males (44%) and females (43%) was nearly equal. Almost three-fourths of the respondents have 3 or more TVs at home, and nearly two-thirds spend their own allowances on entertainment, clothes and shoes.

In terms of school year, 41% were in the 11th grade. More than a half of the respondents have at least one brother or sister (51%). According to Guaiquil (2006) 62.9% of Brazilian teens have their own mobile phone, while recent global research reports that 75% of teens (by age 17) in the world have their own mobile phone (O'Donnell 2007). However, 85% of our total sample owns their mobile phone, even though 84% of them do not have a job. The larger percentage of mobile phone usage could simply represent the annual growth rate since our data were collected more recently than the comparison percentage.

Over two thirds of their parents are married (68%) and over half have a bachelor's degree (51%).

Table 3
Demographic Variables

		Frequency	Percent
Gender	<i>Male</i>	245	44%
	<i>Female</i>	241	43%
Age	12	18	3%
	13	15	2%
	14	50	9%
	15	88	16%
	16	221	40%
	17	151	27%
	18	8	1%
Own mobile phone	Yes	477	85%
	No	57	10%
Number of siblings	0 (don't have any)	124	22%
	1	287	51%
	2	93	17%
	3	36	7%
	4	9	2%
	5 or more	4	0.7%
TV's at home	More than 4 TV's	219	39%
	3-4	194	35%
	2-3	98	18%
	1-2	31	6%
	Only one TV	6	1%
Allowance spend	None	3	0.5%
	Entertainment	207	37%
	Clothes/shoes	163	29%
	Food/snacks	48	9%
	School needs	8	1%
	Cosmetics	18	3%
Have a job	Others	108	19%
	Yes	76	14%
Parents status	No	467	84%
	Married	381	68%
	Separated	67	12%
	Divorced	60	11%
	Never Married	17	3%
Education parents	Don't know/none of the above	28	5%
	Undergraduate	14	3%
	Bachelor's	76	14%
	Graduate Degree	285	51%
	Don't know/none of the above	135	24%

Purification of the scale and measurement model

In order to assess scale fit we used LISREL 8.70 software from SSSI Scientific Software (Jöreskog and Sörbom 2004) to perform a confirmatory factor analysis (CFA) on each scale, except on the scales related to attitudes toward luxury brands: interest and evaluative, because as mentioned before in Chapter 3, this particular scale did not use the conventional domain sampling paradigm. After this first run of CFA in LISREL we chose to remove two items: self concept clarity number 68, and materialism number 36, because these two items were not significantly loading onto their factors.

Then, we proceeded with our first round of structural equation modeling. Initial results of the analysis indicated that our main model converged, but due to the sheer number of indicators involved, the loadings of the indicators on their factors were not significant, indicating that we needed to purify our scales further. A high number of indicators can cause estimation problems as acknowledged by Diamantapoulus and Winklhofer (2001, p. 272) “the excessive number of indicators is undesirable because of both the data collection demands it imposes and the increase in the number of parameters when the construct is embedded within a broader structural model (e.g. in a LISREL context).”

In order to further refine our scales and have fewer numbers of indicators one should perform an extra round of confirmatory factor analysis (CFA). Most researchers, when dealing with scales already tested and publicly well known (like our case), perform only confirmatory factor analysis followed by a structural equation modeling (CFA-> SEM) with no major problems, but because we have

an excessive number of indicators we added an extra step; this is a very common procedure as reported by previous authors (Nyamathi, Stein, and Brecht 1995; Prajogo and Hong 2008; Prajogo and McDermott 2005). CFAs were estimated through using the method of maximum likelihood, oblique rotation. For each construct, first we systematically removed items with factor loading scores below 0.4 (Hair et al. 1998). Second, we analyzed semantic differences, and third we analyzed the percent of variance explained by each construct. The scales used to measure the latent constructs in the model are provided in Appendix B, Table B.1.

There were a high number of items that loaded significantly onto the materialism factors; thus, we relied more heavily on examining the semantics of each item in determining the final items for this factor. We decided that semantically the results of a two composite score for the materialism construct was coherent and decided to maintain only a composite score (of eight indicators divided in two groups) for the materialism construct as suggested by Anderson and Gerbing (1988).

Since our research does not focus on nor have implications for drug usage, we deleted the two items (number 10 and number 11) from the peer pressure scale that were related to drugs. Also, after analyzing each item semantically, we determined that items 1 to 4 were the most representative items of this group, and given that they were loading together, we maintained them as the core items for this construct.

In accordance with the two-step approach advocated by Anderson and Gerbing (1988), before testing the hypothesized relationships between the latent constructs in a structural equation model (SEM), we first estimated the measurement model using LISREL 8.70 software from SSSI Scientific Software (Jöreskog and Sörbom 2004). This allowed us to assess the unidimensionality and reliability of the scales, which represents a way to double check whether the factors are loading properly. We tested the resulting 32-item, 8-factor measurement model to assess the fit (Table 4), convergent validity and internal consistency reliability of the measures (Appendix B, Table B.2, Table B.3), and descriptive statistics (Appendix B, Table B.5).

Table 4

Measurement Model Results

Fit Indices	Value
Chi- squared (df=436)	1094.10
P-value	.000
Comparative fit Index (CFI)	.91
Root mean square error of approximation (RMSEA)	.052
Goodness of fit index (GFI)	.89

A review of the results of the measurement model indicates a good fit for the data. All scale reliabilities approached the cutoff of 0.6 established by Bagozzi and Yi (1988) (Appendix B, Table B.2). Corrected item-total correlations approached the guideline of 0.3 (Field 2005) demonstrating that all scales were reliable (Appendix B, Table B.2). Convergent validity was assessed by examining

the magnitude and sign of the loadings of the observed variables onto their respective latent factors (Appendix B, Table B.3). Each loading was in the anticipated direction and magnitude, and each loading was significantly different from zero ($p < .05$).

Collinearity Analysis for Self Concepts

Because interdependent self construal, self-concept clarity and independent self construal are conceptually similar constructs, we wanted to establish that the estimated coefficients were not inflated due to multicollinearity. Therefore, we analyzed collinearity for the three constructs.

The variance inflation factor (VIF) indicates how much of the variance is inflated (estimated coefficients are inflated when multicollinearity exists) and is a measure of how much the variance of the estimated regression coefficient is "inflated" by the existence of correlation among the predictor variables in the model. A VIF of 1 means that there is no correlation among the predictors and hence the variance is not inflated. The general rule of thumb is that VIFs exceeding 4 warrant further investigations, while VIFs exceeding 10 are signs of serious multicollinearity (Simon 2007). All the VIF values in our analysis were between 1.215 and 1.765 (Appendix B, Table B.4) indicating that multicollinearity did not represent a threat to our analysis.

Manipulation check on luxury

In order to check whether the subjects understood the concept of luxury, we posed an open-ended item in our questionnaire. First we defined luxury

brands: "Luxury brands" represent those which are special and superior, commonly more expensive than 'non-luxury brands'. Luxury brands are those you desire to own." Then we instructed the subjects to "Think about your favorite luxury brand and record its name under this section. In case you have more than one favorite luxury brand, pick one to focus on." Appendix B, Table B.6 provides a list of the brands mentioned by the subjects, such as Nike, Adidas, Puma and Dior. In Brazil international sports brands such as Nike are very costly, some stores even offer an installment plan with up to 10 installments in order to ease the burden on the customer budget and also increase their sales (Circuito MT 2009). These brands are highly appreciated by teenagers, mostly because their logos are easily recognizable and their advertisements focus on famous national and international sports idols (Bose et al. 2006).

Structural equation model

The hypothesized model was tested via structural equation modeling (LISREL 8.70). Initial results of the analysis indicated that the model fit could be improved (Chi- square= 1275.67, df= 455, p-value= 0.00000, RMSEA= 0.057). Following Bollen (1989) and Steiger (1990), we attempted to refine the model by freeing error variances of conceptually similar items one by one as suggested by modification indices provided by LISREL. The structural model was specified with the PHI, TD, PS and TE matrices symmetric and fixed. Errors were treated independently to avoid interpretational confounds. The lambda matrices (both X and Y) were full and fixed. Then the individual items associated with the

exogenous and endogenous constructs were freed. The resulting model fit the data relatively well based on criteria set forth by Blalock (1985) which suggest that the chi-square value should approximate less than twice the value of the degrees of freedom (Chi-square=1046.22, df= 451, p-value= 0.00000, RMSEA= 0.049, GFI= 0.89, CFI= 0.93) (Figure 3). The model exceeded the normally accepted criteria of .90 for CFI (Garson 2007), is within the criteria of RMSEA $\leq$.06 (Hu and Bentler 1999), and approached the GFI guideline of $\geq$.90 (Kline 2000). Overall, the model has achieved a good fit for the number of parameters being investigated.

Hypothesis 1 stated that self concept clarity will negatively impact social consumption motivation. Table 5 shows that self concept clarity has a significant negative relationship with social consumption motivation with a path parameter of -0.29, $p < .001$; this result shows support for hypothesis 1.

Hypothesis 2 stated that peer pressure would moderate the relationship between self-concept clarity and social consumption motivation. In order to check for the moderating effect of peer-pressure, we added the moderator into the model to investigate any changes to the path coefficients. This technique of testing the model with no moderators and then adding the moderator construct into the model has been amply used in previous research, especially when the goal is to test the suppression effect (Baron and Kenny 1986; Cortina, Chen, and Dunlap 2001). The suppression effect is defined as a variable which increases or diminishes the predictive validity of another variable (or set of variables) by its inclusion in a regression equation, if the magnitude of the relationship between

an independent variable and a dependent variable becomes significantly larger or smaller when a third variable is included, suppression is indicated (MacKinnon, Krull, and Lockwood 2000). Suppressor variables can improve the prediction of the criterion. In essence, these variables suppress irrelevant variance in the other predictor variable, thus indirectly allowing for a more concise estimate of the predictor-criterion relationship (Lancaster 1999). The results presented on Table 5 show that adding peer pressure into the model does not change the path parameter significantly; consequently hypothesis 2 is not supported by our data.

Hypothesis 3 predicted that independent self-construal is negatively related to social consumption motivation. As expected, this relationship was significantly supported, with a path parameter of -0.13, $p < .01$.

Hypothesis 4 stating that interdependent self construal is positively related to social consumption motivation was not significantly supported by our data. Neither Hypothesis 5a: social consumption motivation is positively related to interest toward luxury brands, nor Hypothesis 5b: social consumption motivation is positively related to evaluative attitude toward luxury brands were supported; their respective path parameters were -0.07 and -0.31. Surprisingly, the relationship (H5b) between social consumption motivation (SCM) and evaluative attitude toward luxury brands (EATL) turned out to be negative which lacks theoretical support.

Hypothesis 6 that stated that materialism is positively related to social consumption motivation, as well as hypothesis 7a that stated that Materialism is

positively related to interest toward luxury brands, and hypothesis 7b that stated materialism is positively related to evaluative attitudes toward luxury brands, were all fully supported by our data. Their respective path parameters were 0.54, 0.93 and 0.72 all significant at $p < .001$.

As a result, the model provided support for five of the nine proposed hypotheses. The results of estimation of our model are included on Table 5 below.

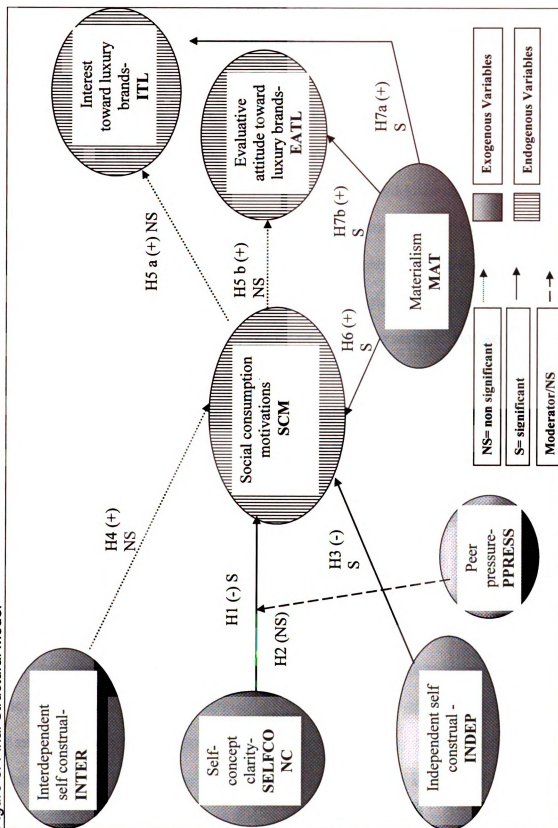
Table 5
Hypotheses (Parameters)

	Estimate path coefficient	t-value	P- value	Result	Expected
SelfConc → SCM H1 Self-concept clarity is negatively related to social consumption motivation	-0.29	-5.71	<.001	Supported	Negative
SelfConc → SCM ↑ PPress H2 The impact of self concept clarity on social consumption motivation will be moderated by peer pressure	Peer pressured added into the model -0.24 Peer pressure not added into the model -0.29	Peer pressured added into the model -4.89 Peer pressure not added into the model -5.71	<.001 <.001	Not supported (t- value difference smaller than 1.96/ not significant)	n.a.
Indep → SCM H3 Independent self-construal is negatively related to social consumption motivation	-0.13	-2.66	<.01	Supported	Negative
Inter → SCM H4 Interdependent self construal is positively related to social consumption motivation	-0.00	-0.10	.460	Not supported	Positive
SCM → ITL H5a Social consumption motivation is positively related to interest toward luxury brands	-0.07	-0.74	.228	Not supported	Positive

Table 5 (cont'd)

SCM → EATL					
H5b Social consumption motivation is positively related to evaluative attitude toward luxury brands	-0.31	-3.16	<.001	Not supported (in fact it was found a sig. negative correlation)	Positive
MAT → SCM					
H6 Materialism is positively related to social consumption motivation	0.54	6.63	<.001	Supported	Positive
MAT → ITL					
H7a Materialism is positively related to interest toward luxury brands	0.93	6.19	<.001	Supported	Positive
MAT → EATL					
H7b Materialism is positively related to evaluative attitudes toward luxury brands	0.72	4.83	<.001	Supported	Positive
				Goodness of fit	
Chi- squared (df=451)				1046.22	
P-value				<0.001	
Comparative fit Index (CFI)				0.93	
Root mean square error of approximation (RMSEA)				0.049	
Goodness of fit index (GFI)				0.89	

Figure 3. Final Structural Model



CHAPTER 5

CONCLUSION

Discussion

This study is to increase our understanding of teenagers' self and attitudes toward luxury brands in a developing country. We analyze how social consumption motivations affect teenagers' attitudes toward luxury brands, how teen's self concepts can influence social consumption motivations and whether peer pressure can moderate this relationship and we also examine how materialism influences teenagers' social consumption motivations and attitudes toward luxury brands. One of the key contributions of this study is that we demonstrate that materialism is a powerful force in developing more positive attitudes towards luxury brands among Brazilian's teenagers conforming with Prendergast and Wong study (2003). In addition, the desire for wealth and material ownership is positively associated with social incentives to consume (social consumption motivation), consistent with Christopher and Schlenker (2004).

Furthermore, an additional goal of our study was to understand the impact of self aspects on social consumption motivations among Brazilian teenagers and to investigate whether peer pressure affects the aforementioned relationship. Thus, by focusing on the teenage market in Brazil, we were able to demonstrate that self aspects are very important for Brazilian teen's consumer education; self aspects can influence the way teens perceive group pressures to shop/purchase, which represents a fundamental aspect in the study of teen consumer behavior

(John 1999; Moschis and Churchill 1978). For example, Brazilian teenagers that have self-beliefs that are clear, confidently defined, internally consistent, and stable have a stronger tendency to resist social motivations to consume, because the clearer they are about themselves the less they attend to external sources and stimuli.

In addition, we explored the cross-cultural applicability of the scales created in the US, for use with Brazilian teenagers. We did not find any problems related to the translated scales; this might be because we performed a pre-test and because some of our scales were previously tested in cross-cultural studies. However, it is possible that the measures were not sensitive enough, which could explain why our data did not support the expected positive association between collective incentives to consume and teens overall evaluations of luxury brands. The fact is that our Brazilian study did not replicate similar results previously found by Prendergast and Wong (2003) that established that there was a positive relationship between social consumption motivation and expenditure on luxury brands. Nevertheless, the reason why our data did not support similar previous results is an issue that demands further investigation.

Instead of trying to explain teens' attitudes toward luxury by examining the influence of external factors such as demographics, advertising and promotions, our study deals with internal factors of self, materialism, peer pressure and social consumption motivation. In reviewing the literature, we found that the major constructs in this study have been addressed separately by various researchers. Consequently, a major contribution of the current research was the integration of

these main constructs into a more cohesive model. Our framework draws from such interrelated fields as consumer psychology, sociology and marketing. Additionally, our study takes a step further than Wong and Ahuvia (1998) since we propose independent self and interdependent self as characteristics within a specific culture, Brazilian teenagers, rather than as a differential characteristic between cultures.

Implications

The findings of our study provide strategic implications for global companies that are targeting Brazilian teens. International marketing managers in luxury brand companies should first acknowledge that Brazilian teens who know themselves very well (self concept clarity) or that believe that their ideas are unique (independent self), are not concerned about collective incentives to consume (social consumption motivation); therefore they represent a difficult target market to focus on, given that most advertising efforts seek to demonstrate that by buying a specific brand, an individual will impress others. This finding corroborates with Tsai (2005, p. 450) who suggested that “luxury brand marketing managers should avoid confining their perspective narrowly to the consumer’s desire to impress others” and with Coulter, Price and Feick (2003) and Puntoni (2001) that established that socially oriented motives are not sufficient to explain the whole picture of luxury market consumption.

Our study, for the Brazilian teen market, revealed however, that luxury brand retailers could shift advertising efforts to concentrate on materialistic

aspects of luxury brands and how they can assist in achieving personal happiness and status. Thus, luxury brand companies should understand that some teens relate luxury brands more to their own belief that money can buy them happiness and that acquiring material possessions is a form of demonstrating one's achievements in life (Banerjee and Dittmar 2008). Furthermore, a recent study found that materialistic individuals represent the largest consumer segment for luxury brands (Wiedmann, Hennigs, and Siebels 2009). Consequently luxury marketing attempts must be also geared to the needs of self-directed pleasure and self gift giving as a way to connect luxury brands, accomplishments, status and personal happiness (Tsai 2005).

An unexpected finding was a negative association between social consumption motivation and evaluative attitude toward luxury brands, which contradicts conventional wisdom. Evaluative attitude toward luxury brand is defined as what a teenager thinks about luxury brands, their personal opinion about luxury brands (Dubois and Laurent 1994). In other words, it is an individuals' view about luxury brands. A possible explanation for our result could be that what one thinks about luxury brands is more related to personal values and not to the desire to impress others by acquiring prestigious or expensive brands. This explanation complements some previous findings from Vigneron and Johnson (1999). They stated that perfectionist and hedonist motives influence luxury consumption; the hedonic effect ensues when consumers value the perceived utility acquired from a luxury brand to arouse personal feelings and affective states.

In developing countries, research demonstrates that young consumers seeking better their economic position are likely to perceive brands as a way to believe that buying global brands allows them to participate in a global arena (Anholt 2003; Elliott and Leonard 2004). Consequently, it is important that teenagers feel like they are global citizens. Indeed, recent studies indicate that global youth have a high degree of homogeneity, share common interests and identify similarly with high exposure brands (Burgess and Steenkamp 2006; Strizhakova, Coulter, and Price 2008). Thus, although we did not focus on global luxury brands or even on global teenagers, we still believe that our findings are relevant to global luxury brands companies that plan to focus on the teenage market.

Previous research found that adolescents are deceptive in many situations related to consumer purchases. Teenagers often hide new purchases from their parents, or refuse to disclose the real price of a product out of fear of getting in trouble (Bristol and Mangleburg 2005). This may be due to materialism or low independent self; for instance, a teenager can feel pressured to comply with the opinion of other people (low independent self) or be struggling to find happiness through their possessions (materialism). As a result, the teen may do whatever it takes to obtain a certain brand. From a teenagers' personal perspective, income and financial standards are not likely to be considered as important values; rather, obtaining luxury and popular brand name products is essential (regardless of income status) as a source of social prestige (Banerjee and Dittmar 2008; Goldberg et al. 2003). Understanding these motivations may help parents; they

can help their teenager understand that when advertising shows a luxury brand owner as a happier person that it does not necessarily represent the truth in all situations. Moreover, schools should discuss aspects of self during their regular activities in order to assist in clarifying the teenager's own perception of himself. For instance, teachers may conduct exercises in class about what kind of people teens admire and why; and how a teenager believes he connects with this person; this kind of exercises generates a discussion that might help teenagers to evaluate themselves and their values.

The world economic situation changed significantly since we collected our data. The world is now in an unprecedented economic crisis; Brazil is also affected. Most newspapers show people losing their jobs and companies closing their doors. Despite the financial crisis, still there are a lot of luxury brands being sold in the Brazilian market. Since October 2008, when reports about the financial crisis were published until recently, several new companies announced or are already open for business in Brazil (i.e.: the disco Pink Elephant, the brands Laura Ashley, Beverly Hills Polo Club, Fiorruci, Topshop and Marc Jacobs from Louis Vuitton) (Lima and Scheller 2009). In addition, some Brazilian luxury companies are also opening abroad (Daniel 2009). Our findings should be useful for those companies, especially now. Because, if for Brazilian teens, luxury brand value does not lie exclusively in social aspects, a comprehensive marketing strategy of luxury brands should rest not only on social appeals, but also on the benefits from a personal orientation point of view, as this might represent an important competitive advantage during an economic crisis market.

On one hand, some reports suggest that sales volume of luxury brands has not decreased recently (Osborne 2009; Osmar 2009; Sherman 2009); people are still buying but some of them feel ashamed of buying expensive brands during such an economic crisis (Wharton.universia.net 2008). Other specialists speculate that the elite segment is happy since more financial restrictions result in fewer people having access to luxury goods. Russ Alan, president of the research company Prince & Associates, called this actual phase as “luxury rebirth” where only the ones who can really appreciate luxury will be able to afford it (as cited in Osmar 2009). On the other hand, some predict that 2009 will be among the worst for luxury brands. According to Alexandra Gillespie (from Fashion Luxury Retail group-FLR) (as cited in Wharton.universia.net 2008), consumers will begin to trade down (Anonymous 2009; Dolliver 2009). In sum, our research is an important topic to be discussed, analyzed and investigated particularly in periods of economic and financial crises, when teenagers are already reporting a decrease of 14% on spending and a less brand-loyal attitude (Wilson 2009). By understanding how teenagers develop their attitudes, companies can use the information to develop strategies to increase their competitive market advantage and retain their market share even during tough times.

Suggestions for Future Research and Limitations

The present study investigated how attitudes toward luxury are developed by Brazilian teenagers. The constructs that were part of this study are: aspects of

self, materialism, peer pressure, attitudes toward luxury and social consumption motivation. This study empirically showed that the attachment to possessions influences the opinion that one has about luxury brands and also influences how an individual perceives social pressure to consume. In addition this study demonstrated that individuals who perceive themselves as free from the influence, control, or determination of others, as well as individuals who are very clear about who they are and what they want in life, represent individuals who do not pay much attention to collective incentives to consume.

It is not clear, however, how a greater variety of demographic variables (age, gender, income, education level, parent's employment status) would help the study to generate additional interesting findings. For instance the study conducted by Roberts and Clement (2007) found that as income declined more individuals equated happiness with material possessions. Furthermore, previous work by Kasser (1995) and, Elliot and Leonard (2004) found that teenagers growing up in less advantageous socio-economic circumstances placed greater value on financial success aspirations than on self acceptance. The study suggests that such teens may focus more on external rewards, because intrinsic sources of worth and security are less supported by and less prevalent in disadvantaged communities.

In addition, it would be interesting to investigate teenager's attitudes toward counterfeit luxury items (Cheung and Prendergast 2006; Gentry et al. 2001) given that some companies really consider this a threat to their brands, and also, given that in economic downturns consumers may focus on spending less, no

matter how. In addition, Brazilian researchers found that currently, the social acceptance of counterfeit luxury items is growing (D'Angelo 2009). This might be related to another issue that we also did not examine in our research, the customer's perception of quality (Cheng, Cripps, and Chen 2006). One might say that teens spend more on counterfeit luxury items because they do not perceive an additional value for money or an extra intrinsic quality that usually only an authentic item can offer.

It may also be important to investigate a connection between materialistic teens, luxury brands and issues related to quality of life. Some previous studies found that those who are materialistic are more likely to be dissatisfied with their possessions because they have high possession expectations (Sirgy et al. 1998), also it was found that developing materialistic values may be inversely related to quality of life (DeAngelis 2004; Larsen et al. 1999; Sirgy 1998) and that this damaging relationship (resulting from reduction of quality of life) leads to overall life dissatisfaction. This relationship was seen primarily when the likelihood of purchase is reduced due to lack of resources (i.e.: an individual who wants a branded watch, but does not have enough money, may be depressed and unsatisfied with their own life as whole) (Sirgy 1998; Wang and Wallendorf 2006).

Another topic that could be investigated that might add some extra insights to our findings is how teenager's attitudes toward luxury brands change over time through a longitudinal study. It is possible to argue that parents support their children's purchasing behavior as a means of helping the children deal with the transition period from childhood to adulthood. Specifically, Prendergast and

Wong (2003) demonstrated that parents often spend extra money to purchase luxury brand products for their offspring. This behavior might lead to the assumption that parents seek to express their financial wealth through their children, or that parents try to compensate for lack of quality time together with their children by buying them expensive merchandise. This behavior pattern might contribute to the later consumption practices of teenagers and consequently to the positive perceptions of luxury brands by teenagers. Belk, Mayer and Driscoll (1984) also stated that individual preferences in the younger population could reflect exposure to different brands, as demonstrated by parental or other adult influence.

Luxury goods are highly attractive for many consumers in different countries; many individuals are often inspired by luxury and are passionate about the meaning that it brings to their lives. Specifically, there are a number of important reasons why luxury is so important for many consumers. As Kapferer (1998) mentioned, many young people equate status with luxury, and many brands provide this connection, such as Coach, Kipling, and Abercrombie & Fitch. Future research could test the replicability of our findings with additional samples and cultures. Cross-cultural replication might find differing degrees of attitudes toward luxury brands based on differing core cultural values toward change, conformity/distinction, or fashion (Dubois and Laurent 1996; Wong and Ahuvia 1998).

Another suggestion for a future investigation is to examine in a more qualitative manner, the concept of luxury brands among teens. "Luxury is

particularly slippery to define,” notes Cornell (2002) and “luxury is wider than the narrow definition” notes Mortelmans (2005). The purpose of our research was not to define luxury per se, as some authors reported it to be hard task (Galhanone 2005; Mortelmans 2005; Wiedmann et al. 2009) , but more modestly, our aim was to investigate attitudes toward luxury brands among Brazilian teens. There are several definitions for luxury, usually they represent something inessential, costly but conducive of enjoyment (Dubois and Laurent 1994; Galhanone 2005; Hader 2008; Mortelmans 2005; Seringhaus 2005). Besides, important differences in the concept of luxury may exist across generation in one single country (Dubois et al. 2005). The fact is that luxury is still a very complex term, since something that might be considered as luxury to one, might not be considered as luxury by other, and a study aiming to further define and refine this term both qualitatively and quantitatively would be a long range project.

Our data failed to show an expected positive relationship between interdependent self construal and social consumption motivation, and the effect of peer pressure on moderating the relationship between self concept clarity and social consumption motivation. In our study, all variables were measured concurrently, therefore, the statistical relationships among the constructs may not reflect causation, and our study design as well as many other studies does not permit causal conclusions (Rose and DeJesus 2007). Consequently, our last suggestion would be to investigate in more detail what can affect the aforementioned relationships and which constructs should be used to measure them. A possible solution would be to conduct some qualitative studies in order

to create measures specific for teenagers, although this would definitely be a more costly study and demand extra time. Another solution would be to perform longitudinal studies in order to evaluate how individuals develop aspects of self differently, in an effort to examine oscillations of self over time rather than their perceptions of self at one point in time.

A main critique of survey-based research in general, is that people's responses are extemporaneous without much prior thought involved; therefore, our research does not avoid this limitation. Kotler observed that people's motivation is not always obvious, and to a certain degree conscious. "If one asked why he purchased an expensive foreign sports-car, he may reply that he likes its maneuverability and its looks. At a deeper level he may have purchased the car to impress others, or to feel young again. At a still deeper level, he may be purchasing the sports car to achieve substitute gratification for unsatisfied sexual strivings" (Kotler 1965, p. 41). Indeed, abstract concepts are more difficult to measure in research surveys. Moreover, measuring consumer attitudes toward luxury may be one of the most difficult areas of research given that our need for prestige is one of our most closely guarded secrets (Garfein 1989; Vigneron 1998).

Consumers in different parts of the world buy, or wish to buy, luxury brands for apparently varied reasons. However they possess similar values regardless of their country of origin; the difference is the weight of each value for a particular individual (Wiedmann, Hennigs, and Siebels 2007). Despite the limitations and necessary steps in future research, the primary contribution of this framework lies

in developing a comprehensive model of consumers' perceptions of luxury by integrating the dimensions of self, social consumption motivation, peer pressure and materialism to identify relevant behavioral patterns among teens in a developing country. The findings of this study will hopefully stimulate further research on teens and luxury brands. In particular, future research should explore and test more aspects of self and teens' behavior as we believe it to be crucial for marketers, educators, and parents.

APPENDICES

APPENDIX A: SURVEY ITEMS AND CONSENT FORMS

Teens and Consumer Behavior

SECTION I

PEER PRESSURE

Please use this 7-point scale to indicate your agreement or disagreement with each statement (just mark just one alternative per statement).

1) My friends could push me into doing just about anything	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
2) I give into peer pressure easily	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
3) When at school, if a group of people asked me to do something, it would be hard to say no	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
4) At times, I've broken rules because others have urged me to	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
5) At times, I've done dangerous or foolish things because others dared me to	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
6) I often feel pressured to do things I wouldn't normally do	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
7) If my friends are drinking, it would be hard for me to resist having a drink	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
8) I've skipped classes, when others have urged me to	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
9) I've felt pressured to have sex, because a lot of people my own age have already had sex	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
10) I've felt pressured to get drunk at parties	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
11) At times I've felt pressured to do drugs, because others have urged me to	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

SECTION II

MATERIAL VALUES SCALE [(r) reverse code]

Please use this 7-point scale to indicate the extent to which you believe best represents your opinion about the question (mark only one alternative per question).

12) How do you feel about people who own expensive homes, cars, and clothes?	Do not admire	1	2	3	4	5	6	7	Greatly admire
13) How do you shop? (r)	Buy	1	2	3	4	5	6	7	Buy only

	anything I might want								what I need
14) How do you feel about owning things that impress people?	Makes me uncomfortable	1	2	3	4	5	6	7	Makes me feel great
15) How do you feel about acquiring material possessions as an achievement in life?	Not important	1	2	3	4	5	6	7	Very important
16) How do you approach your life in terms of your possessions (i.e., buying and owning things)? (r)	More is better	1	2	3	4	5	6	7	Simple is better
17) Would your life be any better if you owned certain things that you don't have?	Not any better	1	2	3	4	5	6	7	Much better
18) Do you think the amount of material objects people own shows how successful they are? (r)	Very much	1	2	3	4	5	6	7	Not at all
19) How would you feel if you could afford to buy more things?	Not any happier	1	2	3	4	5	6	7	Much happier
20) How would you feel if you owned nicer things? (r)	Much happier	1	2	3	4	5	6	7	Not any happier
21) What do the things you own say about how well you are doing in life?	Very little	1	2	3	4	5	6	7	A great deal
22) How do you feel about spending money on things that aren't practical?	Do not enjoy	1	2	3	4	5	6	7	Really enjoy
23) Do you feel that you have all the things you really need to enjoy life? (r)	Need more	1	2	3	4	5	6	7	Have all I need
24) How much pleasure do you get from buying things?	Very little	1	2	3	4	5	6	7	A great deal
25) How do you feel about the things you own? (r)	Very important	1	2	3	4	5	6	7	Not all that important
26) How do you feel about having a lot of luxury in your life?	Do not enjoy	1	2	3	4	5	6	7	Really enjoy

SECTION III

INDEPENDENT SELF-CONSTRUAL (items 27-40)

INTERDEPENDENT SELF-CONSTRUAL (items 41-51)

Please use this 7-point scale to indicate your agreement or disagreement with each statement (mark only one alternative per statement). Please note that "group" is a small, relatively intimate group of peers who interact with you on a regular basis.

27) I should be judged on my own merit	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
28) Being able to take care of myself is a primary concern for me	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
29) My personal identity is important to me	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

30) I prefer to be self-reliant rather than depend on others	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
31) I am a unique person separate from others	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
32) If there is a conflict between my values and values of groups of which I am a member, I follow my values	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
33) I try not to depend on others	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
34) I take responsibility for my own actions	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
35) It is important for me to act as an independent person	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
36) I should decide my future on my own	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
37) What happens to me is my own doing	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
38) I enjoy being unique and different from others	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
39) I am comfortable being singled out for praise and rewards	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
40) I don't support a group decision when it is wrong	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
41) I consult others before making important decisions	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
42) I will sacrifice my self-interest for the benefit of my group	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
43) I stick with my group even through difficulties	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
44) I respect decisions made by my group	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
45) I will stay in a group if it needs me, even if I am not happy with it	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
46) I maintain harmony in the groups of which I am a member	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
47) I respect the majority's wishes in groups of which I am a member	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
48) I remain in the groups of which I am a member if they need me, even though I am dissatisfied with them	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
49) It is better to consult others and get their opinions before doing anything	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
50) It is important to consult close friends and get their ideas before making a decision	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
51) My relationships with others are more important to me than my accomplishments	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

SECTION IV

SELF-CONCEPT CLARITY [(r) reverse code]

Please use this 7-point scale to indicate your agreement or disagreement with each statement (mark only one alternative per statement).

52) My beliefs about myself often conflict with one another (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
53) On one day I might have one opinion of myself and on another day I might have a different opinion (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
54) I spend a lot of time wondering about what kind of person I really am (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
55) Sometimes I feel that I am not really the person that I appear to be (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
56) When I think about the kind of person I have been in the past, I'm not sure what I was really like (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
57) I seldom experience conflict between the different aspects of my personality	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
58) Sometimes I think I know other people better than I know myself (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
59) My beliefs about myself seem to change very frequently (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
60) If I were asked to describe my personality, my description might end up being different from one day to another day (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
61) Even if I wanted to, I don't think I would tell someone what I'm really like (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
62) In general, I have a clear sense of who I am and what I am	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
63) It is often hard for me to make up my mind about things because I don't really know what I want (r)	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

SECTION V

SOCIAL CONSUMPTION MOTIVATION

Please use this 7-point scale to indicate your agreement or disagreement with each statement (mark only one alternative per statement). All statements below are related to the topic: **What is important to know before purchasing a product?**

<u>Topic: What is important to know before purchasing a product?</u>									
64) What others think of different brands or products	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
65) What kind of people buy certain brands or products	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
66) What others think of people who use certain brands or products	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

67) What brands or products to buy to make a good impression on others	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
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SECTION VI

ATTITUDE TOWARD LUXURY [(r) reverse code, (i) interest toward luxury factor, (e) evaluative attitude toward luxury factor]

Please use this 7-point scale to indicate your agreement or disagreement with each statement (Mark only one alternative per statement).

68) I don't know much about the luxury world (i)(r)	Disagree	1	2	3	4	5	6	7	Agree
69) In my opinion, luxury is too expensive for what it is (e) (r)	Disagree	1	2	3	4	5	6	7	Agree
70) In my opinion, luxury is flashy (e) (r)	Disagree	1	2	3	4	5	6	7	Agree
71) All things considered, I rather like luxury (i)	Disagree	1	2	3	4	5	6	7	Agree
72) I'm not interested in luxury (i) (r)	Disagree	1	2	3	4	5	6	7	Agree
73) I could talk about luxury for hours (i)	Disagree	1	2	3	4	5	6	7	Agree
74) I would not feel at ease in a luxury shop (i) (r)	Disagree	1	2	3	4	5	6	7	Agree
75) I almost never buy luxury products(i) (r)	Disagree	1	2	3	4	5	6	7	Agree
76) People who buy luxury products seek to imitate the rich (e) (r)	Disagree	1	2	3	4	5	6	7	Agree
77) People who buy luxury products try to differentiate themselves from others (e) (r)	Disagree	1	2	3	4	5	6	7	Agree

SECTION VII

Please respond to the following questions about yourself.

78) Please indicate your gender

- 1) Male
- 2) Female

79) Please indicate your age

- 1) 12
- 2) 13
- 3) 14
- 4) 15
- 5) 16
- 6) 17
- 7) 18

80) Do you have a cell phone?

- 1) Yes
- 2) No

81) Please indicate your number of siblings

- 1) 0 (I don't have any)
- 2) 1
- 3) 2

- 4) 3
- 5) 4
- 6) 5 or more

82) How many TV's do you have in your home?

- 1) More than 4 TVs
- 2) 3
- 3) 2
- 4) Only 1 TV
- 5) None

83) Mark the top category that you usually spend your allowance on (or the money that you usually receive from your job or parents/relatives). Please, mark only one category

- 1) Entertainment (movies, games, magazines, CD's)
- 2) Clothes/ shoes
- 3) Food/snacks
- 4) School needs (pen, paper)
- 5) Cosmetics (cologne, make up, cleanser)
- 6) Others

84) Do you have a job?

- 1) Yes
- 2) No

85) Please indicate the status of your parents' relationship

- 1) Married
- 2) Separated
- 3) Divorced
- 4) Never married
- 5) Don't know/none of the above

86) What is the highest degree obtained by either of your parent (s)?

- 1) No high school
- 2) High School
- 3) Bachelor's
- 4) Graduate degree
- 5) Don't know/none of the above

87) Please indicate your grade

- 1) 6th
- 2) 7th
- 3) 8th
- 4) 9th
- 5) 10th
- 6) 11th
- 7) None of the above/ not sure

Thank you for taking the time to fill out our survey ☺

Assent Form (to be signed by the teenager)
Teens and Consumer Behavior

This is a research study of teens and consumer behavior. You are being asked to participate because you are a high school student, and your parent or guardian has agreed to allow you to participate. Your participation will involve completing the attached survey, which should take about 15 minutes. This research is being conducted by Luciana de Araujo Gil (PhD student from Michigan State University) as part of her dissertation requirement.

There are no right or wrong answers.
We are interested in your ideas and opinions.

Who will have access to your responses? How will the information be used?

Your participation is completely voluntary. All survey responses will remain confidential. Your survey responses will be available only to members of our research team and will never be identified with you personally. You may decline to answer any question at any time during the study. The research offers no risk to respondents. You will not benefit from participation in the study. However, your participation may contribute to understanding more about teenagers' consumer behavior. All of your answers will be anonymous. Responses will be combined with other respondents so that individual responses cannot be isolated.

How will your privacy be protected?

You may choose not to participate in the study, you may decline to answer specific questions, and you may discontinue participation at any time. Your privacy will be protected to the maximum extent allowable by law.

What if you have questions about the study?

If you have any questions about this study, please contact the principal investigator, Dr. Kyoung-Nan Kwon, Assistant Professor, 367 Comm Arts Building, Michigan State University, East Lansing, MI 48824; by phone (517) 353-9909; or by email kwonky@msu.edu. You may also contact the secondary investigator, Luciana de Araujo Gil, Ph.D. Retailing student, at Rua Governador Pedro de Toledo 34 apto 22 Santos/SP phone (13) 32849289; or by email gillucia@msu.edu.

If you have questions or concerns regarding your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact – anonymously, if you wish – Peter Vasilenko, Ph.D., Director of the Human Subject Protection Programs at Michigan State University, by phone: (517) 355-2180, fax: (517) 432-4503, email: irb@msu.edu, or regular mail: 202 Olds Hall, East Lansing, MI 48824.

Your signature below indicates your voluntary assent to participate in this study.

Name [please print]

Date

Signature

Request for letter of commitment or support template
Michigan State University

August, 14 2007

Address letter to: Ms. Maria Bernardete da Silva
 Colégio Stella Maris
 Av. Conselheiro Nébias, 771
 Santos/SP Brazil zip 11-100

Subject: Request for letter of commitment or support for data collection project

I am writing you to ask for *Colégio Stella Maris* support for my research project. The project focuses on a research study of teens and their consumer behavior. Your student's participation will involve completing the attached survey and will take about 15 minutes. There are no right or wrong answers, and no benefit or risk to your students. We are only interested in your student's ideas and opinions.

Prior to administering the survey, a consent form will be sent to parents/guardian and only students who bring the consent form signed will be allowed to participate in our research.

The research activities will help me to achieve my goals to finish my dissertation and obtain my PhD degree. The overall aspiration of the proposed project is to demonstrate how and why teenagers consume luxury brands.

Colégio Stella Maris will be involved in the project in the following ways:

- Selecting classes to answer a survey questionnaire about teenagers behavior and attitude toward luxury
- Evaluating a copy of the questionnaire/ and consent forms before the collection of the data

Please send the letter of commitment or support to:
Luciana de Araujo Gil,
PhD Candidate/Michigan State University
750 Pine Forest Drive #103
East Lansing/MI 48823

OR

Just sign and date this letter, your signature below indicates your voluntary support our research project and the participation of your students in our data collection.

Your Name [please print]

Date

Your Signature

Consent Form (parents/guardian)
Child's Participation in Study: Teens and Consumer Behavior

What is your child's involvement in this study?

You are being asked to consent to your child's participation in a research study of teens and consumer behavior. Your child's participation will involve completing a survey during class time and will take about 15 minutes. There are no right or wrong answers. We are only interested in your child's ideas and opinions. This research is being conducted by Luciana de Araujo Gil (PhD student from Michigan State University) as part of her dissertation requirement.

Who will have access to what your child says? How will the information be used?

Your child's participation is completely voluntary. All survey responses will remain confidential. Your child's survey responses will be available only to members of our research team and will never be identified with him or her personally. Your child will not benefit from participation in the study. However, his or her participation may contribute to understanding more about teenager consumer behavior. All of the answers will be anonymous. Responses will be combined with other respondents so that individual responses cannot be isolated.

How will your child's privacy be protected?

You may choose not to have your child participate in the study, your child may decline to answer specific questions, and your child may discontinue participation at any time. Your child's privacy will be protected to the maximum extent allowable by law. If you provide your consent, your child may still make his or her own choice to participate.

Are there any risks involved in this study?

No, there is no risk to any of the respondents of this survey.

What if you have questions about the study?

If you have any questions about this study, please contact the principal investigator, Dr. Kyoung-Nan Kwon, Assistant Professor, 367 Comm Arts Building, Michigan State University, East Lansing, MI 48824; by phone (517) 353-9909; or by email kwonky@msu.edu. You may also contact the secondary investigator, Luciana de Araujo Gil, Ph.D. Retailing student, at Rua Governador Pedro de Toledo 34 apto 22 Santos/SP phone (13) 32849289; or by email gillucia@msu.edu.

If you have questions or concerns regarding your rights or your child's rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact – anonymously, if you wish – Peter Vasilenko, Ph.D., Director of the Human Subject Protection Programs at Michigan State University, by phone: (517) 355-2180, fax: (517) 432-4503, email: irb@msu.edu, or regular mail: 202 Olds Hall, East Lansing, MI 48824.

Your signature below indicates your voluntary consent for your child to participate in this study.

Your Name [please print]

Child's Name [please print]

Your Signature

Date

APPENDIX B: TABLES

Table B.1
Scale items - Factor Analysis (maximum likelihood/ oblique rotation)

	Factor 1	Factor 2
Peer pressure		
My friends could push me into doing just about anything	-0.108	1.069
I give into peer pressure easily	0.089	0.891
When at school, if a group of people asked me to do something, it would be hard to say no	0.052	0.736
At times, I've broken rules because others have urged me to	0.702	0.555
At times, I've done dangerous or foolish things because others dared me to	0.874	0.490
I often feel pressured to do things I wouldn't normally do	0.512	0.229
If my friends are drinking, it would be hard for me to resist having a drink	1.146	0.007
I've skipped classes, when others have urged me to	0.929	0.367
I've felt pressured to have sex, because a lot of people my own age have already had sex	0.729	0.014
I've felt pressured to get drunk at parties (eliminated related to drugs)	1.008	-0.223
At times I've felt pressured to do drugs, because others have urged me to (eliminated related to drugs)	0.707	-0.095
Materialism		
How do you feel about people who own expensive homes, cars, and clothes?	0.364	0.243
How do you shop? (r)	-0.046	0.619
How do you feel about owning things that impress people?	0.306	0.293
How do you feel about acquiring material possessions as an achievement in life?	0.488	0.108
How do you approach your life in terms of your possessions (i.e., buying and owning things)? (r)	0.345	0.276
Would your life be any better if you owned certain things that you don't have?	0.638	-0.058
Do you think the amount of material objects people own shows how successful they are? (r)	0.307	-0.032
How would you feel if you could afford to buy more things?	0.680	0.037
How would you feel if you owned nicer things? (r)	0.539	0.202
What do the things you own say about how well you are doing in life?	0.382	0.003
How do you feel about spending money on things that aren't practical?	0.123	0.432
Do you feel that you have all the things you really need to enjoy life? (r)	0.422	-0.133
How much pleasure do you get from buying things?	-0.039	0.579
How do you feel about having a lot of luxury in your life?	0.377	0.333
Independent self construal		
I should be judged on my own merit	0.656	-0.030
Being able to take care of myself is a primary concern for me	0.525	0.003
My personal identity is important to me	0.521	-0.061
I prefer to be self-reliant rather than depend on others	0.505	-0.017
I am a unique person separate from others	-0.074	0.742
If there is a conflict between my values and values of groups of which I am a member, I follow my values	0.050	0.641
I try not to depend on others	0.131	0.559
I take responsibility for my own actions	0.288	0.240

Table B.1 (cont'd)

It is important for me to act as an independent person	0.426	0.208
I should decide my future on my own	0.377	0.191
What happens to me is my own doing	0.454	0.134
I enjoy being unique and different from others	0.416	-0.073
I am comfortable being singled out for praise and rewards	0.292	0.046
I don't support a group decision when it is wrong	0.310	0.013
Interdependent self construal		
I consult others before making important decisions	0.654	-0.012
I will sacrifice my self-interest for the benefit of my group	0.640	-0.010
I stick with my group even through difficulties	0.636	0.028
I respect decisions made by my group	0.548	-0.046
I will stay in a group if it needs me, even if I am not happy with it	0.541	0.032
I maintain harmony in the groups of which I am a member	-0.104	0.821
I respect the majority's wishes in groups of which I am a member	-0.024	0.702
I remain in the groups of which I am a member if they need me, even though I am dissatisfied with them	0.051	0.497
It is better to consult others and get their opinions before doing anything	0.172	0.356
It is important to consult close friends and get their ideas before making a decision	0.335	0.115
My relationships with others are more important to me than my accomplishments	0.423	-0.031
Self concept clarity		
My beliefs about myself often conflict with one another (r)	0.454	-0.015
On one day I might have one opinion of myself and on another day I might have a different opinion (r)	0.798	-0.125
I spend a lot of time wondering about what kind of person I really am (r)	0.589	0.066
Sometimes I feel that I am not really the person that I appear to be (r)	0.400	0.193
When I think about the kind of person I have been in the past, I'm not sure what I was really like (r)	0.076	0.462
Sometimes I think I know other people better than I know myself (r)	0.221	0.351
My beliefs about myself seem to change very frequently (r)	0.521	0.279
If I were asked to describe my personality, my description might end up being different from one day to another day (r)	0.262	0.470
Even if I wanted to, I don't think I would tell someone what I'm really like (r)	-0.143	0.873
In general, I have a clear sense of who I am and what I am	0.067	0.420
It is often hard for me to make up my mind about things because I don't really know what I want (r)	0.297	0.059
Social consumption motivation (The maximum number of factors for this scale is 1)		
What others think of different brands or products	0.841	NA
What kind of people buy certain brands or products	0.784	NA
What others think of people who use certain brands or products	0.722	NA
What brands or products to buy to make a good impression on others	0.718	NA

(note "r" reverse score/highlighted items represented the selected ones)

Table B.2
Scale Items and Measurement Properties

	Corrected Item-Total Correlation	Scale Cronbach's Alpha
Peer pressure		
My friends could push me into doing just about anything	0.447	0.626
I give into peer pressure easily	0.494	
When at school, if a group of people asked me to do something, it would be hard to say no	0.320	
At times, I've broken rules because others have urged me to	0.328	
Materialism		
MT1		0.715
How do you feel about acquiring material possessions as an achievement in life?	0.392	
Would your life be any better if you owned certain things that you don't have?	0.504	
How would you feel if you could afford to buy more things?	0.590	
How would you feel if you owned nicer things? (r)	0.495	
Do you feel that you have all the things you really need to enjoy life? (r)	0.325	
MT2		
How do you shop? (r)	0.396	
How do you feel about spending money on things that aren't practical?	0.374	
How much pleasure do you get from buying things?	0.389	
Independent self construal		
I should be judged on my own merit	0.439	0.656
Being able to take care of myself is a primary concern for me	0.482	
My personal identity is important to me	0.396	
I prefer to be self-reliant rather than depend on others	0.430	
Interdependent self construal		
I consult others before making important decisions	0.426	0.738
I will sacrifice my self-interest for the benefit of my group	0.522	
I stick with my group even through difficulties	0.586	
I respect decisions made by my group	0.490	
I will stay in a group if it needs me, even if I am not happy with it	0.476	

Table B.2 (cont'd)

Self concept clarity

On one day I might have one opinion of myself and on another day I might have a different opinion (r)	0.563	0.717
I spend a lot of time wondering about what kind of person I really am (r)	0.530	
My beliefs about myself seem to change very frequently (r)	0.517	

Social consumption motivation

What others think of different brands or products	0.653	0.849
What kind of people buy certain brands or products	0.711	
What others think of people who use certain brands or products	0.751	
What brands or products to buy to make a good impression on others	0.638	

Interest toward luxury brands

I don't know much about the luxury world (r)	0.426	0.726
All things considered, I rather like luxury	0.497	
I'm not interested in luxury (r)	0.537	
I could talk about luxury for hours	0.404	
I would not feel at ease in a luxury shop (r)	0.348	
I almost never buy luxury products(r)	0.541	

Evaluative attitude toward luxury brands

In my opinion, luxury is too expensive for what it is (r)	0.273	0.609
In my opinion, luxury is flashy (r)	0.470	
People who buy luxury products seek to imitate the rich (r)	0.462	
People who buy luxury products try to differentiate themselves from others (r)	0.369	

note "r" reverse score

Table B.3
Measurement Model Standardized Estimates **

Variable	Interdependent self	Self concept clarity	Independent self	Social consumption motivation	Interest toward luxury brands	Evaluative attitude toward luxury brands	Peer pressure	Materialism
Cronbach's Alpha	.738	.717	.656	.849	.726	.609	.626	MT1 .704 MT2 .578
Inter54	.52 (11.49)							
Inter55	.70 (15.91)							
Inter56	.60 (13.42)							
Inter58	.67 (15.11)							
Inter59	.51 (11.08)							
Rclar64		.72 (15.67)						
Rclar65		.64 (13.94)						
Rclar70		.67 (14.61)						
Indep40			.56 (11.32)					
Indep42			.63 (12.78)					
Indep43			.50 (10.24)					
Indep49			.59 (11.99)					
Motiv75				.71 (18.26)				
Motiv76				.78 (20.51)				
Motiv77				.84 (22.99)				
Motiv78				.74 (19.06)				

Table B.3 (cont'd)

Dubo99	.59 (13.92)	
Dubo103	.50 (11.27)	
Redubo83	.50 (11.39)	
Redubo100	.65 (15.47)	
Redubo104	.44 (9.88)	
Redubo106	.65 (15.61)	
Redubo87	.45 (9.28)	
Redubo97	.71 (15.07)	
Redubo112	.57 (12.01)	
Redubo113	.39 (8.15)	
PP1	.67 (13.97)	
PP2	.68 (14.13)	
PP3	.42 (8.68)	
PP4	.43 (8.86)	
MT1*	.59 (12.00)	
MT2*	.56 (11.58)	

T-values are provided in parentheses. * Composite scores. ** All factor loadings are significant at $p < .05$

Table B.4
Collinearity Analysis- Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	5.280	.499		10.586	.000		
inter54	.091	.055	.075	1.654	.099	.768	1.303
inter55	-.092	.054	-.087	-1.698	.090	.609	1.643
inter56	.058	.044	.071	1.336	.182	.566	1.765
inter58	-.100	.048	-.104	-2.082	.038	.644	1.553
inter59	.009	.040	.011	.222	.824	.644	1.554
rclar64	-.085	.037	-.111	-2.279	.023	.674	1.484
rclar65	.038	.035	.052	1.090	.276	.704	1.420
rclar70	-.178	.041	-.206	-4.304	.000	.700	1.429
INDEP40	.073	.057	.058	1.278	.202	.779	1.284
INDEP42	-.012	.044	-.012	-.269	.788	.753	1.328
INDEP43	-.116	.045	-.113	-2.556	.011	.823	1.215
INDEP49	-.121	.055	-.101	-2.226	.026	.774	1.292

a. Dependent Variable: Social Consumption Motivation

TABLE B.5
Descriptive Statistics

	Mean	SD	Skewness	N	Scale mean
Peer pressure					2.549
My friends could push me into doing just about anything	2.388	1.518	0.870	558	
I give into peer pressure easily	2.164	1.383	1.264	558	
When at school, if a group of people asked me to do something, it would be hard to say no	3.278	1.871	0.360	558	
At times, I've broken rules because others have urged me to	2.363	1.858	1.202	558	
Materialism					3.836
MT1	3.421	1.873	0.217	558	
How do you feel about acquiring material possessions as an achievement in life?					
Would your life be any better if you owned certain things that you don't have?	3.940	1.766	-0.100	558	
How would you feel if you could afford to buy more things?	4.593	1.721	-0.453	558	
How would you feel if you owned nicer things? (r)	3.811	1.808	0.023	558	
Do you feel that you have all the things you really need to enjoy life? (r)	2.573	1.787	0.984	558	
MT2					
How do you shop? (r)	4.593	1.863	-0.337	558	
How do you feel about spending money on things that aren't practical?	2.844	1.735	0.612	558	
How much pleasure do you get from buying things?	4.910	2.042	-0.627	558	
Independent self construal					5.963
I should be judged on my own merit	6.318	1.266	-2.219	558	
Being able to take care of myself is a primary concern for me	5.810	1.678	-1.428	558	
My personal identity is important to me	5.697	1.551	-1.160	558	
I prefer to be self-reliant rather than depend on others	6.026	1.332	-1.558	558	
Interdependent self construal					5.138
I consult others before making important decisions	6.151	1.328	-1.860	558	
I will sacrifice my self-interest for the benefit of my group	5.522	1.510	-0.977	558	
I stick with my group even through	4.666	1.946	-0.522	558	

Table B.5 (cont'd)

difficulties

I respect decisions made by my group	5.232	1.666	-0.872	558
I will stay in a group if it needs me, even if I am not happy with it	4.115	2.002	-0.146	558

Self concept clarity**4.338**

On one day I might have one opinion of myself and on another day I might have a different opinion (r)	3.781	2.088	0.187	558
I spend a lot of time wondering about what kind of person I really am (r)	3.861	2.158	0.126	558
My beliefs about myself seem to change very frequently (r)	5.371	1.849	-0.892	558

Social consumption motivation**2.989**

What others think of different brands or products	3.161	1.921	0.345	558
What kind of people buy certain brands or products	2.887	1.924	0.602	558
What others think of people who use certain brands or products	2.915	1.903	0.535	558
What brands or products to buy to make a good impression on others	2.992	1.969	0.559	558

Interest toward luxury brands**3.859**

I don't know much about the luxury world (r)	4.122	1.877	-0.086	555
All things considered, I rather like luxury	3.925	1.969	-0.038	553
I'm not interested in luxury (r)	4.449	1.839	-0.321	552
I could talk about luxury for hours	2.447	1.777	1.071	550
I would not feel at ease in a luxury shop (r)	4.502	1.945	-0.279	553
I almost never buy luxury products(r)	3.766	1.950	0.112	549

Evaluative attitude toward luxury brands**3.887**

In my opinion, luxury is too expensive for what it is (r)	2.776	1.786	0.936	555
In my opinion, luxury is flashy (r)	3.992	1.976	0.084	553
People who buy luxury products seek to imitate the rich (r)	4.703	1.961	-0.329	554
People who buy luxury products try to differentiate themselves from others (r)	4.064	1.963	0.050	554

note "r" reverse score

Table B.6***Top ten luxury brands chosen by our sample*** **% mentioned (open question)**

1. Nike	13
2. Adidas	9
3. Puma	9
4. Dior	3
5. Quicksilver	3
6. Oakley	2
7. Colcci	2
8. Armani	2
9. Billabong	2
10. Apple	2
11. Channel	1
12. Gucci	1

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