

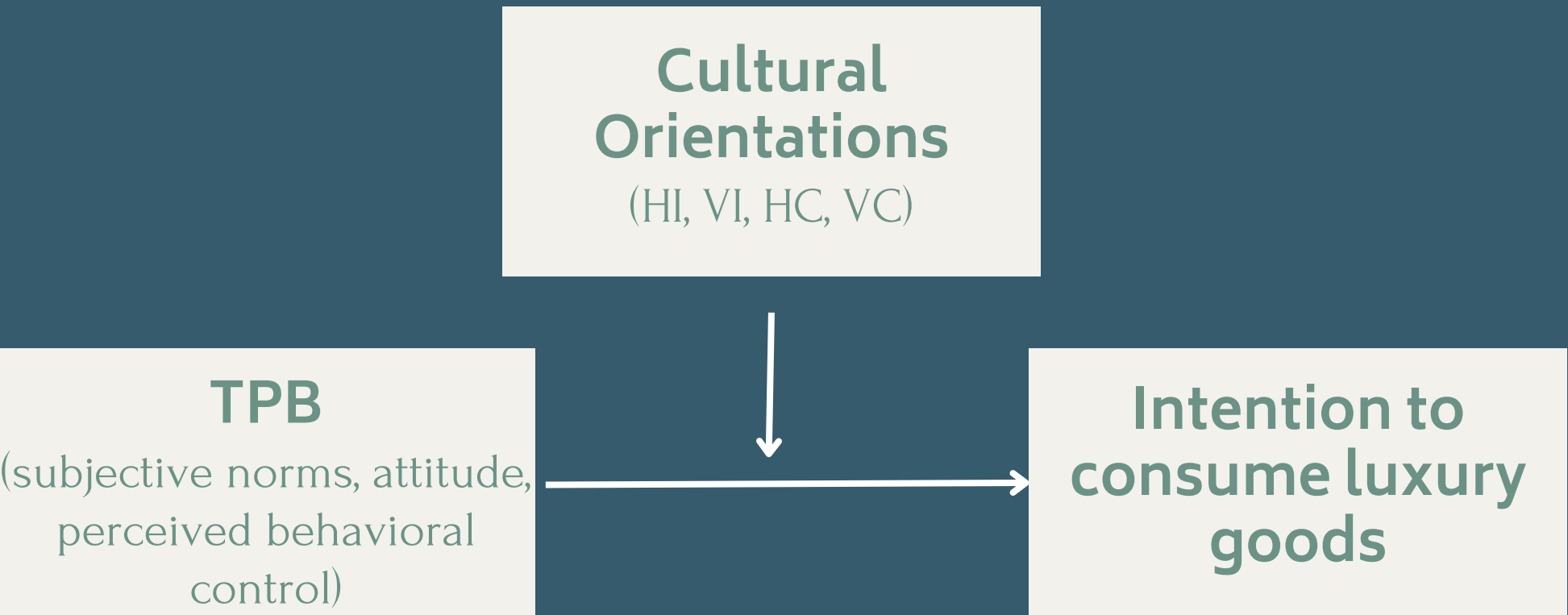
The Moderating Role of Cultural Orientation in Luxury Consumption Intentions

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INTRODUCTION

- The study investigates whether cultural orientation moderates the relationship between the Theory of Planned Behavior (TPB) and the intention to consume luxury goods.
- Luxury consumption involves buying and using exclusive, high-quality goods and services viewed as highly desirable.
- The Theory of Planned Behavior (TPB) has been widely employed to comprehend and forecast luxury consumption behavior (Kim & Karpova, 2010)
- Luxury goods consumption is influenced by cultural backgrounds (Shammout et al., 2022).
- Horizontal Individualism: value distinguishing oneself, based on satisfying one's unique preferences, without a focus on social hierarchy
- Vertical Individualism: value personal achievement and gaining status by differing oneself from others
- Horizontal Collectivism: value interdependence through equality within the in-group rather than hierarchy
- Vertical Collectivism: prioritize interdependence through role fulfillment, focus on group hierarchy

HYPOTHESES



H1: The intentions of those higher in horizontal collectivism are more shaped by ingroup members regarding luxury goods.

H2: The intentions of those higher in vertical collectivism are more shaped by ingroup members regarding luxury goods.

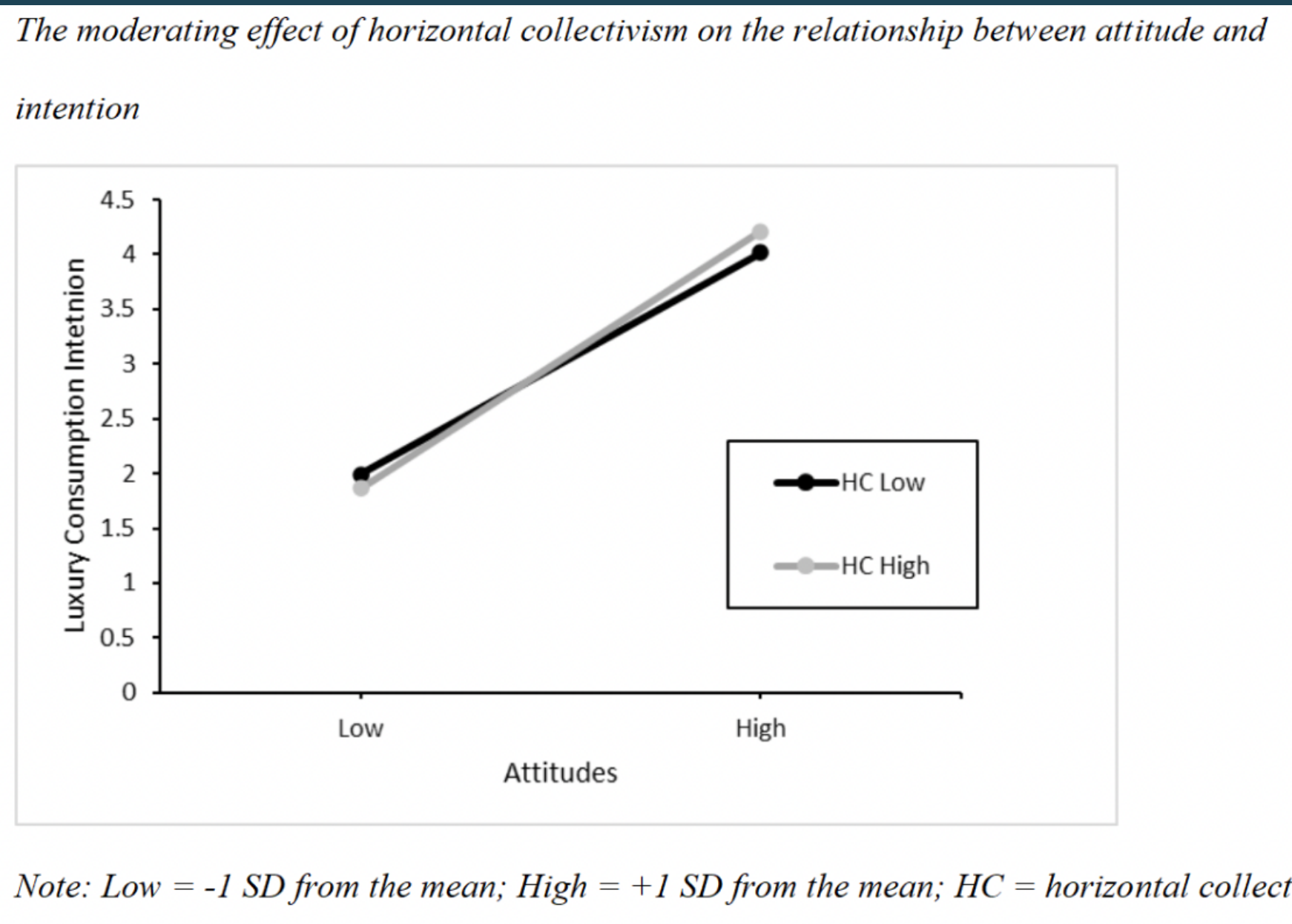
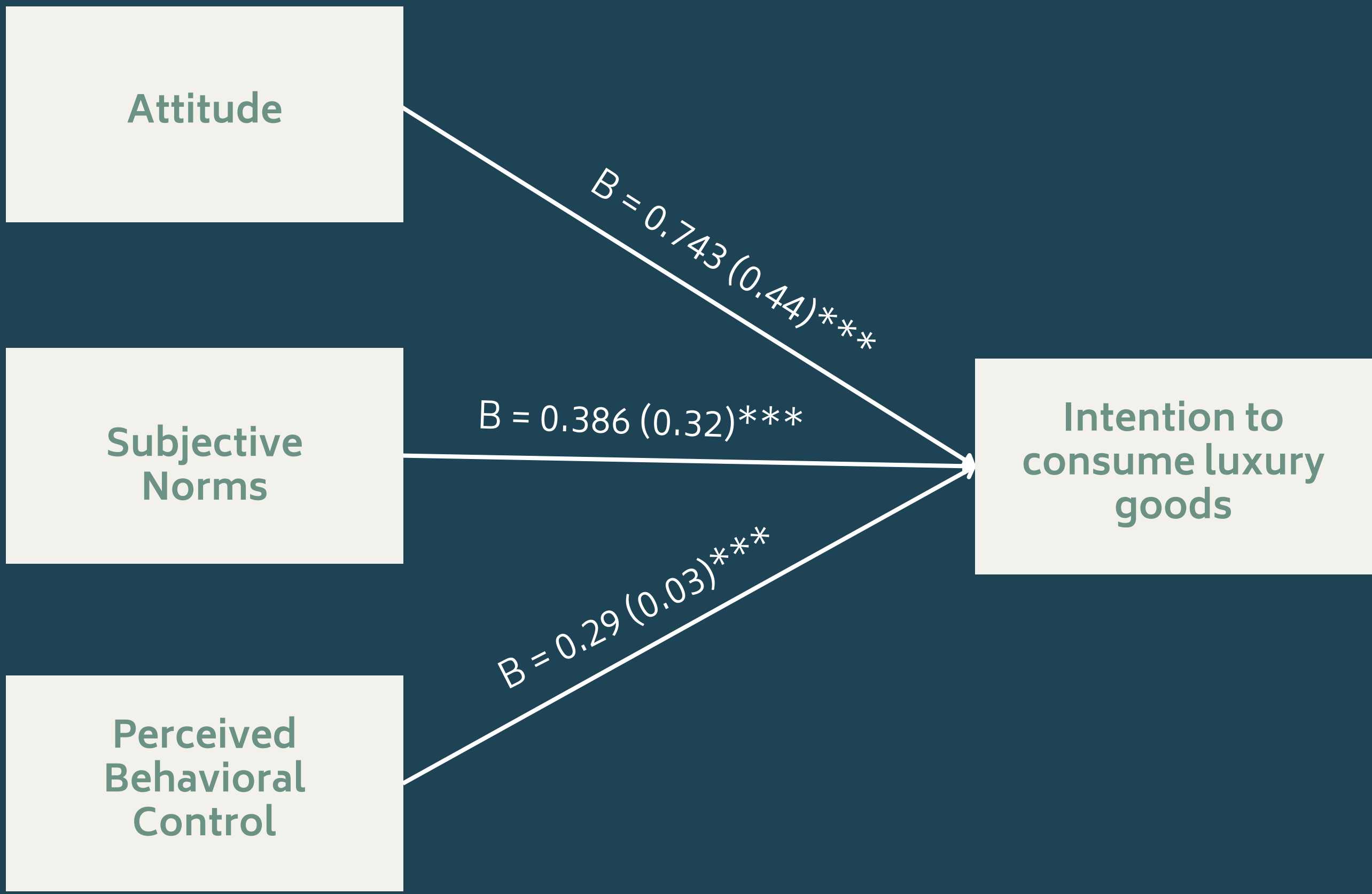
H3: The intentions of those higher in vertical collectivism are more shaped by a positive attitude toward luxury goods.

H4: The intentions of those higher in horizontal collectivism are more shaped by a positive attitude toward luxury goods.

H5: The intentions of those higher in vertical individualism are more shaped by a positive attitude toward luxury goods.

Cultural orientations **did not** moderate the association between The Theory of Planned Behavioral Constructs (subjective norms, attitude, and perceived behavioral control) and luxury consumption intention.

FINDINGS



METHODS

Participants

- Sample 499, from America, mean age 36.74 (SD = 12.14), 51% male, 47.7% female, have income range from \$50,000 to \$149,999 annually. Recruited from Prolific

Measures

- Vertical and Horizontal Collectivism and Individualism: based on the scale from Triandis & Gelfand (1998). The items were rated on a Likert-type scale from 1 to 7
- Attitude: three items derived from Jain et al., (2017). Rated on a 5-point Likert scale
- Subjective Norms: four items adopted from Canguendo-Valentim and Vale (2022). Rated on a 5-point Likert scale
- Perceived Behavioral Control: three items adopted from Jain et al., (2017). Rated on a 5-point Likert scale

Analysis: All data was analyzed through SPSS. Multiple regression analysis was conducted to test the moderation hypotheses.

RESULTS & DISCUSSION

- All three TPB constructs significantly predicted the intention to buy luxury goods
- All cultural orientations do not moderate the relationship between TPB and intention
- Cultural orientations were directly associated with consumer intentions rather than moderating the effects of TPB constructs and intention.
- When analyzing further regression through PROCESS, the interaction of attitude and horizontal collectivism still predicts the expected direction.
- The moderation effects could exist but cannot be detected due to the small sample size as a decent sample should be over 1,000 participants.
- Do not provide enough power
- Using a U.S. sample does not allow much variation. Future research should compare two distinct groups to explore the cultural orientation effect
- Luxury products are often purchased for superior quality and craftsmanship rather than for displaying status on wealth (Jain, 2018). Perceived quality should be included in this model.