Purchase Intention toward Luxury Brands among Young Adult Consumers

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ABSTRACT
To unveil the underlying processes that influence purchase intention toward luxury brands, the domain of interest in the current study pertains to consumers’ social comparisons among young adult consumers. Drawn from the social comparison theory, this study investigated whether or not the social comparisons have impacts on brand consciousness and purchase intention toward luxury fashion brands. Using 268 college-aged consumer samples, the conceptual model was tested with structural equation modeling. The overall finding is that the young female adult consumers’ brand consciousness has a significant relationship with comparison to different references, indicating that they tend to conform with the views of significant others when purchasing luxury brands. The results are discussed in the light of the implications for luxury brands. The current analysis of young adult consumers’ consumption behavior toward luxury brands as it pertains to consumer psychology would give further insights for luxury brand managers and communicators.
1. Introduction

In the past, luxury goods markets have been often aimed towards high-income or affluent consumers who are more willing to pay for larger premiums than low or middle-income consumers. To respond to such luxury goods markets, luxury brand marketers have implemented premium pricing strategies by managing their goods with higher price levels and limited supplies for exclusive customers in order that luxury goods display prestige and status. In addition, rarity and exclusiveness have been viewed as key attributes of luxury goods which may trigger consumers’ motivations for purchasing the luxury goods (Tsai, 2005). However, the current growing middle class in Asian and Middle Eastern countries has noticeably expressed their purchasing power and demands regarding the consumption of luxury brands, allowing the luxury goods to be available to a wider range of consumers (Kapferer, 2012). In turn, the luxury market with complex and dynamic demand exposes current consumers to those luxury goods more than before, which means their motivations and factors toward luxury goods are more dynamic.

Another noticeable change in the current luxury brand markets is that the consumer segment of the market has become younger than it used to be. Young adult consumers have become a fast-growing segment in global luxury markets, and they have been actively engaged in luxury brands with an increasingly positive attitude towards them (Schade, Hegner, Horstmann, & Brinkmann, 2016). Individuals in their late adolescence may display a confirmative attitude toward the opinion or behavior of their social group since their own identity may not be fully established (Schade et al., 2016). Moreover, individuals have a tendency to imitate consumption patterns by comparing themselves with their reference groups directly and indirectly (Childers & Rao, 1992). Previous research on luxury brands suggested that motivations based on self or social identities may serve as a strong reference that influences their purchase intention toward luxury brands (Bian & Forsythe, 2012; Schade et al., 2016). Other research on social comparisons indicates that individuals use others’ approval as a source for self-evaluation (Festinger, 1954), and the recognition of brands by others in social relations is an important factor in the context of luxury brand consumptions among young adult consumers (Bian & Forsythe, 2012).

Nueno and Quelch (1998) stated that luxury brand goods can be defined as goods which have low functionality in comparison to price, while the intangible value or consumer utility are high. A considerable body of research has indicated that luxury brand goods have a distinctive aspect in that consumers tend to express or enhance their identity by presenting themselves...
with those luxury goods to be desirable in social situations (Khalifa & Shukla, 2017; Schade et al., 2016; Sung, Choi, Ahn, & Song, 2015). In addition, since consumers seek to express themselves with the symbolic meaning of brands to manage their self-image, luxury brands often use a brand consciousness strategy in order that their products serve as social functions to their consumers. Given the unique nature of luxury brand goods and their importance in the global market, investigating the factors that influence purchase intention for luxury brands is important for brand managers and marketers in the hyper-competitive luxury industry. Although consumer motivations towards luxury brands have been extensively investigated along with other underlying factors (Granot, Russell, & Brashear-Alejandro, 2013; Nueno & Quelch, 1998; Tsai, Yang, & Liu, 2013; Wong & Ahuvia, 1998), limited research has focused on social comparison aspects which reflect consumers’ interaction with significant others to explain how individuals may respond differently to reference groups especially in the case of young adult consumers. Thus, this study investigates how peer group and media influence young adult consumers’ opinion, attitude, or behavior in implicit or explicit ways and how they are likely to be contextually responsive to their opinion or behavioral attitude when considering purchasing luxury brands from a social comparison theoretical perspective. Particularly, the present study investigated the important role of contingent self-esteem in social comparisons among young adult consumers. To be specific, this study addressed how comparisons with reference groups are related with contingent self-esteem as well as brand consciousness in predicting their purchase intention toward luxury brands.

2. Theoretical Background

Individuals tend to evaluate themselves when interacting with his or her environment, and perceptions from those internal evaluations predispose their behaviors and attitude in various social contexts. In the area of social psychology, Festinger (1954) investigated aspects of social structure to establish an individual’s motivational conditions in explaining how individuals compare themselves with others. The theory is applicable to the notion that individuals’ behaviors in the structure of social relations are reflected in self-evaluations in the process of the interaction, and they use others’ view or opinion as sources for self-evaluation. Drawn on the social psychological model of self, individuals tend to present their socially constructed self to manage their self-concept in social relations (Hogg, Terry, & White, 1995) and may behave based on their own self-evaluations through social comparison (Patrick, Neighbors, & Knee, 2004). In accordance with the social comparison theoretical perspective, reference groups in social relations may influence individuals’ sense of self meaning through the
approval of others, and those evaluative consequences from the comparison processes may affect their behaviors and attitude.

Likewise, the social comparison theory explains that individuals compare themselves to other individuals’ opinions and abilities and strive to reduce discrepancies by following social norms or reference groups. Further, this theory guides how their self-evaluation influences their shopping behaviors (Wang, Sun, & Song, 2011). Social context is considered to be an important aspect in consuming brand goods; particularly, luxury brands convey social meanings such as prestige and social status. Drawn on this social comparison perspective in consumer behavior, social comparison aspects elucidate not only the nature of the evaluative process when interacting with others but also the underlying motivation of purchase intention toward luxury fashion brands. Indeed, empirical evidence has suggested that individuals occupy the social world and they strive to manage their social needs to maintain a positive image in social situations; such needs may reflect their consumption behavior by seeking brands, especially luxury brands which are approved in their aspirational reference groups (Khalifa & Shukla, 2017; Schade et al., 2016). Related to luxury consumption, a large body of research has documented that luxury brands may play a social and symbolic role in enhancing consumers’ identity or social status (Bian & Forsythe, 2012; Schade et al., 2016; Sung et al., 2015).

Since individuals may respond differently to social influences and their social needs may differ depending on the comparisons through different references, the current study organizes social comparisons into interactions with two references including peer influence and media influence to unveil the underlying processes that influence brand consciousness in the context of the luxury brand consumption. Thus, this study examined whether peer influence and media influence are antecedents to contingent self-esteem and brand consciousness and whether brand consciousness influences purchase intention toward luxury brands when targeting young adult consumers. An overview of the conceptual model and research hypotheses are provided in Figure 1.
Peer Influence

Previous literature indicates that interpersonal influence may play an important role in establishing consumers’ attitudes, values, and aspirations that affect consumer decision making (Batra, Homer, & Kahle, 2001; Yang & Laroche, 2011). It has been suggested that peer influence as a reference group has a significant impact on luxury brand consumption (Yang & Laroche, 2011; Zhang & Kim, 2013), and an individual’s attitude toward luxury brands is associated with fundamental characteristics of peer evaluations especially in young adult groups (Thomas & Wilson, 2012). Thomas and Wilson (2012) found that peer group pressure and social comparisons pressure play a role in the purchase of expensive goods among Indian college students. Creekmore (1980) suggested that high school students strive to gain the approval of peers and are highly motivated to follow the accepted dress code of their peers rather than to express their individualism. Beaudoin and Lachance (2006) investigated peer influence as a factor in fashion diffusion among young consumers in which they display conformity to purchase clothing as part of social interactions. Other research suggested that peer influence was the most influential factor that affects an individual’s clothing choice or purchases and the formation of their brand preference in clothing (Keillor, Parker, & Schaefer, 1996; Lachance, Beaudoin, & Robitaille, 2003).

As another consequence of the process of peer group identification, previous research suggests that self-esteem is associated with normative interpersonal influence on purchasing decisions as well as social comparison in consumption-related matters (Bearden, Netemeyer, & Teel, 1989; Yang & Laroche, 2011). Since self-esteem reflects perceptions of interpersonal acceptance that lead to conforming with the views of significant others (Yang & Laroche, 2011),
peer influence may be significantly associated with self-esteem, especially contingent self-esteem which is more relevant to self-presentation through interaction with significant others in social situations. Thus, since young adult consumers may be susceptible to the opinions of peers, peer influence among young consumers may affect their contingent self-esteem and brand consciousness. The first set of hypothesis formulated for this study was as follows:

H1a: Peer influence among young adult consumers has a positive relationship with contingent self-esteem.

H1b: Peer influence among young adult consumers has a positive relationship with brand consciousness.

**Media Pressure**

A large body of investigations was carried out to verify the important role of media on consumer behaviors in the socialization of consumers. Previous research indicates that the media is one of the primary cultural resources for consumer socialization agents in which a consumer acquires the skills, knowledge, and attitudes (Lachance et al., 2003; Salesses & Romain, 2014), influencing consumers’ brand consumption behavior in search for their identity (Badaoui, Lebrun, & Bouchet, 2012). Particularly, Salesses and Romain (2014) explained that fashion images in the magazines have provided consumers with social imagery, social representations, and structured ideal images, particularly, the “Ideal Woman,” as a role model in various social contexts. Furthermore, the literature on brand advertising suggests that luxury advertising also tends to be image-dependent and conveys messages which consumers interpret with their cultural symbols and values (Anido Freire, 2014).

Since the nature of media is expressive and media figures are influential to young adult consumers whose identities are not fully established (Lachance et al., 2003), brand communicators promote the concept of the ideal woman’s image to attract their target consumers, affecting consumers’ attitude and brand preference. Related research explored the role of social comparisons in body image and provided how media images with unrealistic standards for physical appearance affect contingent self-esteem (Patrick et al., 2004). Since individuals tend to hold the sense of self-worth through interaction with significant others, contingent self-esteem may base other evaluative standards such as media images as a role model. Thus, media influence may have an impact on contingent self-esteem and brand consciousness. Therefore, the second set of hypotheses was formulated for this study:

H2a: Media pressure among young adult consumers is associated with contingent self-esteem.
H2b: Media pressure among young adult consumers is associated with brand consciousness.

**Contingent Self-Esteem**

Franks and Marolla (1976) conceptualized interacting dimensions of self-esteem into two different types of self-esteem; outer self-esteem and inner self-esteem. Deci and Ryan (1995) viewed self-esteem as a human behavior ranges from true self-esteem to contingent self-esteem. Kasser (2002) noted that contingent self-esteem may be constructed when individuals’ sense of worth is contingent upon external standards, and that social comparison is an essential element in shaping contingent self-esteem. Since individuals may respond differently in the extent to which they view acceptance from significant others, the sense of self-esteem may be based on contingencies, largely depending on social acceptance such as some evaluative standards or expectations from significant others. Particularly, young adult consumers are prone to be susceptible to their reference group in seeking evaluation of contingent self-worth; therefore, their contingent self-esteem may heavily rely on social comparisons which reflect dependence on others for feelings of self-worth.

Another important role of contingent self-esteem is that it is associated with appearance-related comparisons for consumers to gain the approval of others and continuously seek to maintain their self-esteem by engaging in different social comparisons (Patrick et al., 2004; Roberts, Manolis, & Pullig, 2014). Previous research has mainly focused on contingent self-esteem in consumer behavior and suggested that contingent self-esteem may play a role in using products to manage their impression to significant others since an individual’s contingent self-esteem may depend on their approval (Roberts et al., 2014). Related literatures on luxury brands suggest that since brand consumption behavior is associated with consumers’ self-concept, consumers’ response to the luxury brands is associated with their motivations to meet the expectation of reference groups (Khalifa & Shukla, 2017). Bian and Forsythe (2012) examined the effects of individual characteristics such as consumers’ self-monitoring and attitudes toward luxury brands on U.S. and Chinese consumers’ purchase intentions. Their study found that self-monitoring and social function attitudes toward luxury brands positively influence consumers’ purchase intention. Other research also suggested that consumers who pay more attention to their image and self-presentation have high motivation in purchasing luxury brands (Bian & Forsythe, 2012; Nueno & Quelch, 1998). Thus, one’s contingent self-esteem resulting from social comparisons may influence brand consciousness to gain social acceptance and give a better impression to significant others. Thus, the third hypothesis was formulated as follows:
H3: Contingent self-esteem among young adult consumers has a positive relationship with brand consciousness.

**Brand Consciousness**

Prior research on brand consciousness indicated that consumers are conscious about brands when they purchase products (Fan & Xiao, 1998; Hafstrom, Chae, & Chung, 1992; Sproles & Kendall, 1986). Sproles and Kendall’s (1986) study conceptualized brand consciousness as one of the mental orientations that influence consumers’ decision processes and viewed it as a psychological preference in consumers’ decision-making style. Fan and Xiao’s (1998) study also indicated that young-adult Chinese consumers consider brand consciousness as a first determinant of a consumer’s decision-making style. Even though previous studies identified brand consciousness as a factor for consumers’ decision making, their results provided limited explanations about antecedents and consequences of brand consciousness. Related research suggested a possibility to expand brand consciousness to the socialization processes. Friedman (1985), for example, suggested that commercial practices have significantly influenced a consumer society, and brand names have become a part of public language among consumers. Lachance et al. (2003) found that adolescents’ socialization processes are associated with their brand sensitivity and that prestigious brand names are very important for adolescent consumers. They also found that brand sensitivity is shaped through the interaction between the consumer and the three socialization agents (i.e., parents, peers, and television). Liao and Wang (2009) also suggested that brand-conscious consumers have a tendency to regard brands as representations of status and prestige. Consumers with a salient brand consciousness attitude may influence purchase intention toward luxury brands. Chen and Kim (2013) examined how consumers’ personal values and attitudes affect their purchase intentions about luxury fashion brands. Therefore, it was predicted that brand consciousness may have a significant relationship between social comparison (i.e., peer and media pressure) and purchase intention for luxury fashion brands. Thus, the fourth hypothesis was formulated:

H4: Brand consciousness among young adult consumers is related to their purchase intention for luxury fashion brands.

3. **Methodology**

Since young consumers have been considered a growing segment of the luxury brand market, participants were recruited from two large universities in the southeastern and southwestern regions of the United States. Using a convenient sampling method, a self-administered survey
questionnaire was distributed in classes, and a total of 269 usable samples were collected from undergraduate female students. The participants hence were female between 18 to 34 years of age, representing young adult consumers. The ethnicity of the sample consisted of White Caucasian (66%), Asian (18%), African-American (8%), Hispanic (6%), and others (2%).

A scale with 7-point Likert-type items was used to measure the five variables (see Appendix 1): peer influence (Bearden et al., 1989), media pressure (Thompson, Van den Berg, Roehrig, Guarda, & Heinberg, 2004), brand consciousness (Nan & Heo, 2007; Sproles & Kendall, 1986), contingent self-esteem (Paradise & Kernis, 1999), and purchase intention (Schlosser, White, & Lloyd, 2006). Only purchase intention items were slightly modified from the original form because the samples of this study were college-aged consumers who may not have enough money to buy the products.

Individual item reliability was assessed by examining the loadings of items on their respective latent constructs from the reflective measurement model analysis (Hair, Hult, Ringle, & Sarstedt, 2014; i.e., similar to confirmatory factor analysis) to assess how consistently participants responded to the items. The computer program SmartPLS (Ringle, Wende, & Will, 2005) was used to obtain measurement characteristics of items and the scales. In partial least squares estimation with SmartPLS, the researcher must specify the relationship between indicators and their latent constructs as formative or reflective before testing the model. The indicators were specified as reflective of their latent constructs. Table 1 shows the assessment of measurement scales with factor loadings as well as internal consistency measures (coefficient alpha). Regarding coefficient alpha, the values of the five constructs ranged from .729 to .891 which exceeded the criterion of .70 proposed by Nunally (1978) as acceptable for explanatory research. These results showed that reliability for the scales were acceptable, indicating that all items in each scale were appropriately, consistently responded to by participants. (For detailed validity justifications, please refer to the respective original sources for the subscales.)

4. Results

Since the partial least squares estimation does not provide fit indices for the appropriateness of the factor analytic model, confirmatory factor analysis was conducted using the computer program Mplus 7.4 (Muthén & Muthén, 2015) to provide a better understanding of the data structure and to confirm the latent factor structures from the survey questions. Confirmatory factor analysis was performed to evaluate the reliability and validity of the set of the five
constructs. To assess the appropriateness of the factor analytic model, the comparative fit index (CFI), the Tucker-Lewis index (TLI), the root mean squared error of approximation (RMSEA), and the standardized root mean square residual (SRMR) were evaluated. Note that latent variable modeling requires several different ways to assess the goodness of fit (see e.g., Bollen & Long, 1993 for detailed accounts of the fit measures). The value of the CFI and the TLI (CFI ≥ .95 and TLI ≥ .95) were considered to determine a good fit, and cutoff values of the CFI and the TLI (CFI ≥ .90 and TLI ≥ .90) were used to indicate an acceptable model fit. In addition, to determine a good model fit, both cutoff values were considered to be close to .06 of the RMSEA and close to .08 for the SRMR. The results from confirmatory factor analysis of the scale indicated that the model was acceptable with χ² (109, n = 268) = 237.98, p < .001, χ²/df = 2.18, RMSEA = .066 (90% CI = .055-.078), CFI = .94, TLI = .93, SRMR = .06. The correlation matrix of model constructs is presented in Table 1.

### Table 1

<table>
<thead>
<tr>
<th>Construct</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Peer influence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Media influence</td>
<td>.402</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Contingent self-esteem</td>
<td>.556</td>
<td>.439</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Brand consciousness</td>
<td>.367</td>
<td>.276</td>
<td>.408</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Purchase intention</td>
<td>.267</td>
<td>.304</td>
<td>.266</td>
<td>.556</td>
<td></td>
</tr>
</tbody>
</table>

In order to test the hypothesized relationships presented in the conceptual model (see Figure 1), structural equation modeling was employed and parameters were estimated with the maximum likelihood method using Mplus. The overall goodness of fit indices of χ² (112, n = 268) = 244.623, p < .001, χ²/df = 2.18, RMSEA = .066 (90% CI = .055-.078), CFI = .94, TLI = .93, SRMR = .069 indicate that the proposed theoretical model adequately explains the data. The results of the path coefficients of the structural model were shown in Table 2. Overall, most of the hypothesized relationships were supported with positive path coefficients at the .05 nominal significance level (i.e., H1a, H1b, H2a, H3, and H4). The structural equating modeling analysis, hence, confirmed that peer influence and media influence are significant antecedents of contingent self-esteem and brand consciousness. More importantly, contingent self-esteem was significantly associated with brand consciousness (β = .26, p < .001). Only media influence might not be directly related to brand consciousness (β = .118, p = .134 for H2b). The role of contingent self-esteem has a statistically significant role in the relationship between
media influence and brand consciousness. As predicted, these results indicated that peer influence, media influence, and contingent self-esteem significantly influence brand consciousness, and that brand consciousness significantly influences purchase intention.

### Table 2
A Summary of Path Results (N = 268)

<table>
<thead>
<tr>
<th>Path</th>
<th>B</th>
<th>SE</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer influence → Contingent self-esteem***</td>
<td>.454</td>
<td>.066</td>
<td>6.919</td>
<td>.000</td>
</tr>
<tr>
<td>Media influence → Contingent self-esteem***</td>
<td>.256</td>
<td>.068</td>
<td>3.755</td>
<td>.000</td>
</tr>
<tr>
<td>Peer influence → Brand consciousness*</td>
<td>.189</td>
<td>.089</td>
<td>2.124</td>
<td>.034</td>
</tr>
<tr>
<td>Media influence → Brand consciousness</td>
<td>.118</td>
<td>.079</td>
<td>1.498</td>
<td>.134</td>
</tr>
<tr>
<td>Contingent self-esteem → Brand consciousness**</td>
<td>.260</td>
<td>.099</td>
<td>2.610</td>
<td>.009</td>
</tr>
<tr>
<td>Brand consciousness → Purchase intention***</td>
<td>.572</td>
<td>.056</td>
<td>10.131</td>
<td>.000</td>
</tr>
</tbody>
</table>

*Note. *p* < .05. **p* < .01. ***p* < .001

### 5. Discussion and Future Research

This research has served to investigate the underlying processes that influence purchase intention toward luxury fashion brands using the social comparison framework. Our primary and overarching finding is that the young female adult consumers’ brand consciousness has a significant relationship with comparison to different references, indicating that they have a tendency to conform with the views of significant others when consuming luxury brands. Specifically, the results suggest that peer and media influence are antecedents for young female consumers’ contingent self-esteem and that they affect brand consciousness. Consistent with the prediction, peers and media as key consumer socialization agents among young female adult consumers are important to establish brand consciousness that influence their purchase intention toward luxury fashion brands. Particularly, individual evaluations of contingent self-esteem impact the relationship between media influence and brand consciousness. According to our hypotheses, the current study identified the significant effects of contingent self-esteem on brand consciousness through comparisons from external standards or expectations from others to provide a better understanding of brand consciousness in a broader context.

Traditionally, luxury brands’ marketing strategy has insisted on high price levels and limited supplies for exclusive customers, and their brand communication strategies have been designed to reach a specific audience of luxury goods consumers of high social status who can afford such goods (Kapferer, 2012). From the mid-1990s, new luxury brands with different market
strategies at the mid-level price point have entered the traditional luxury market for the growing mid-consumer market in the global marketplace, making the luxury market dynamic (Granot et al., 2013). The luxury market as a high value-added market has gained considerable attention from retail researchers. However, our results suggest that young adult consumers have significant and considerable purchase intention toward luxury brands, implying that luxury brand communication needs to reach broader consumer groups such as young adult consumers. In addition, our results suggest that since peers are one of the important reference groups, peer to peer communications may promote consumer socialization or interaction (Bruhn, Schoenmueller, & Schäfer, 2012) which may influence their brand consciousness. By exploring young female consumers’ underlying factors that influence consumers’ purchase of luxury fashion brands, the current study provides insights for luxury fashion branding.

Another factor makes it difficult to explain whether consumers in different cultures use both peer influence and media influence in the same ways. Cross-cultural theorists have suggested that cultural orientation is an important antecedent of individual behaviors (Triandis, Bontempo, Villareal, Asai, & Lucca, 1988). Workman and Cho (2013) found that purchase preferences are influenced by the cultural orientation to which an individual belongs and individual differences. Previous studies in the context of luxury goods purchase intention investigated Asian young adults and their collectivistic traits from a cultural perspective (Li & Kambele, 2012; Tsai et al., 2013; Wong & Ahuvia, 1998; Yim, Sauer, Williams, Lee, & Macrury, 2014). In addition, it would be possible for future research to explore the effect from a cross-cultural approach. For a more accurate application of market segmentation in the current luxury brand market, our results suggest that future research should include both at the individual level of orientation and geographically-based cultural criteria. In addition, our data obtained from college students may limit the generalizability of the results in terms of the investigation of purchase intention toward luxury fashion brands. Thus, future research can be conducted to include more consumer groups who have previous purchasing experiences of luxury fashion brands.

By exploring young female consumers’ social comparison aspects in the underlying factors that influence consumers' purchase of luxury brands, this study provides insights for luxury fashion branding and marketing among young adult consumers. The findings from the current study provide implications for a better understanding of luxury branding especially for why young adult consumers display their high intention to possess and consume luxury brands in establishing contingent self-esteem through social comparisons.
References


## Appendix 1

Results of Measurement Scales

<table>
<thead>
<tr>
<th>Construct</th>
<th>Scale Item</th>
<th>(Coefficient Alpha) Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Influence (Bearden et al., 1989)</td>
<td>It is important that others like the products and brands I buy.</td>
<td>.859</td>
</tr>
<tr>
<td></td>
<td>When buying products, I purchase those brands that I think others will approve of.</td>
<td>.847</td>
</tr>
<tr>
<td></td>
<td>I like to know what brands and products make good impressions on others.</td>
<td>.871</td>
</tr>
<tr>
<td></td>
<td>I achieve a sense of belonging by purchasing the same products and brands that others purchase.</td>
<td>.687</td>
</tr>
<tr>
<td>Media Influence (Thompson et al., 2004)</td>
<td>I've felt pressure from TV or magazines to change my appearance.</td>
<td>.891</td>
</tr>
<tr>
<td></td>
<td>I compare my appearance to the appearance of people in magazines.</td>
<td>.780</td>
</tr>
<tr>
<td></td>
<td>I compare my appearance to the appearance of TV and movie stars.</td>
<td>.910</td>
</tr>
<tr>
<td>Contingent Self-esteem (Paradise &amp; Kernis, 1999)</td>
<td>An important measure of my worth is how physically attractive I am.</td>
<td>.750</td>
</tr>
<tr>
<td></td>
<td>If I am told that I look good, I feel better about myself in general.</td>
<td>.739</td>
</tr>
<tr>
<td></td>
<td>An important measure of my worth is how well I perform up to the standards that other people have set for me.</td>
<td>.709</td>
</tr>
<tr>
<td></td>
<td>My overall feelings about myself are heavily influenced by how good I look.</td>
<td>.733</td>
</tr>
<tr>
<td></td>
<td>I pay attention to the brand names of the products I buy.</td>
<td>.798</td>
</tr>
<tr>
<td></td>
<td>I am willing to pay more money for a product because of its brand name.</td>
<td>.738</td>
</tr>
<tr>
<td></td>
<td>I believe the brands I buy are a reflection of who I am.</td>
<td>.770</td>
</tr>
<tr>
<td>Brand Consciousness (Nah &amp; Heo, 2007; Sproles &amp; Kendall, 1986)</td>
<td>If I had enough money, I would like to buy luxury brand fashion goods.</td>
<td>.829</td>
</tr>
<tr>
<td></td>
<td>If I need to buy fashion goods in the future, it is likely that I will purchase luxury brand goods.</td>
<td>.902</td>
</tr>
<tr>
<td></td>
<td>If I had enough money, I would consider buying high-end fashion goods in luxury brand stores.</td>
<td>.904</td>
</tr>
</tbody>
</table>

Note: The extraction method was principal component analysis. The rotation method was varimax with Kaiser normalization.