



Alexandria university
Faculty of Business
Business Administration Department

Examining some antecedents of conspicuous consumption and the role of ideal social self-congruence and interdependent self-construal as mediators

A Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy in Business Administration

Submitted by:

Jailan Abd El Aziz Abdou Abd El Aziz

Under the supervision of

Dr. Ismail Mohamed El-Sayed
Professor of Marketing
Faculty of Business
Alexandria University

Prof. Dr. Mohamed Abd El-Azim Abo El-Naga
Professor of Marketing
Faculty of Business
Alexandria University

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Abstract

Conspicuous consumption has a long history in consumer research, and its volume of research continues to expand. This study aims to get a better understanding of the conspicuous consumption phenomenon among Egyptian customers. It sets out to address the issue of conspicuous consumption among luxury brands users, focusing on the brand, psychological and socio-psychological antecedents through the mediating effect of ideal social self-congruency and interdependent self-construal.

A conceptual model was developed to represent the proposed relationships among the related variables. A questionnaire survey was carried out for data collection along a sample size of 500 respondent, Structural equation modeling was employed for data analysis and hypotheses testing.

The results revealed that brand identification was the only variable among the brand related antecedents that proved to have a significant positive effect on conspicuous consumption whilst, both brand symbolism and brand consciousness was found to be insignificantly to the conspicuous consumption.

Both the psychological and socio psychological antecedents (i.e., snob effect, materialism, bandwagon effect and key opinion leaders) were found to have a significant positive effect on conspicuous consumption.

Results concerning the mediation analysis have shown that ideal social self-congruency fully mediates the relationship between brand symbolism and conspicuous consumption and partially mediates the relationship between brand identification and the latter variable. Interdependent self-construal was found to negatively mediate the relationship between both snob effect and key opinion leaders and conspicuous consumption, and no mediation effect has found to be between the bandwagon effect, materialism, and conspicuous consumption.

Keywords: conspicuous consumption, brand symbolism, brand identification, brand consciousness, materialism, snob effect, bandwagon effect, key opinion leaders, ideal social self-congruency, interdependent self-construal