Does Conspicuousness lead to Brand Loyalty? An Investigation of Gen Z Consumers

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Abstract: *The luxury product market has grown and expanded due to younger generations, such as Gen Z customers. Young luxury purchasers have different consumption habits and motives so it is challenging for luxury retailers to succeed in the market. The present study was aimed at examining the effect of need for uniqueness and self-expression on conspicuous consumption of luxury products among Gen Z consumers along with interpersonal influence as among moderator. This investigation also examined the role of conspicuous consumption in building brand loyalty. Data for study was collected from 241 respondents using a structured questionnaire. PLS-SEM was used to analyse the conceptual model using SmartPLS tool. The study found that need for uniqueness and self-expression effect conspicuous consumption. The study also revealed that interpersonal influence moderates the relationship between need for uniqueness and self-expression. The study also found a positive relationship between conspicuous consumption and brand loyalty.*

Keywords: *Luxury, Conspicuous Consumption, Gen Z, Brand Loyalty*

Introduction

According to the Bain & Co. research, luxury market in India might expand to 3.5 times than its present size and reach an astounding $200 billion by 2030 (Kadakia, 2023). Events such as the COVID-19, Ukraine's crisis, and a worldwide recession have affected the globe in the context of this digital expansion (Sheth & Uslay 2023), yet the desire for luxury brands has not decreased and is still rising (BCG, 2023). Younger generations, including Generation Z (Gen Z) consumers, have contributed to the growth and expansion of the luxury sector (D'Arpizio et al., 2020). With 32% of the world's population, Gen Z has become the most significant generational group (New York Post, 2020). However, due to their distinct motivations and spending patterns (Kastanakis & Balabanis, 2012), it might be challenging for luxury fashion marketers to give the most successful marketing tactics (Giovannini, & Thomas, 2015). Although social status has been identified by a number of studies as the primary driver of luxury consumption across the millennial generation (e.g. Eastman et al., 2018; Grotts & Johnson, 2013), not much is known about the motivating variables that influence Gen Z's purchase habits (Cho et al., 2022). Luxury consumption behaviour has always been linked to exclusivity, social standing, and flashing possessions (Kapferer, 2015). Deeply ingrained psychological and societal elements, such as an urge for self-expression, peer valida-

tion, and the urge for social recognition, underlie the drive to buy and flaunt luxury products (Dubois & Laurent, 1996). By setting luxury goods apart from the competition, its exclusivity satisfies consumers' need for uniqueness (NFU) (Kastanakis & Balabanis, 2012). Customers often use their choices as a way to express themselves, saying things like "this is who I am" or "this is what I want to become" (Johnson & Ein-Gar, 2008). The factors behind Customers that indulge in luxury consumption are forging distinctive identities and positions. This idea aids in comprehending luxury companies as they assert their market exclusivity by separating themselves from more mainstream and reasonably priced products (Veblen, 2017).

The literature has evidenced that millennials' luxury buying patterns, brand choices, personality, convictions, and overall view on life set them apart from previous generations (Barton et al. (2014; Cho et al., 2022). Millennials that purchase luxury goods are very visible, timid, and brand-conscious (Giovannini et al., 2015). Similarly, Gen Z differs greatly from Millennials, even though they share few characteristics (Wood, 2013; Seemiller & Grace, 2017). According to Park et al. (2008), millennials' intentions to purchase luxury apparel were positively impacted by both the need for individuality and group conformity. In contrast, millennials' intents to purchase luxury apparel were unaffected by the NFU (Bian & Forsythe's, 2012) study. These contradictory findings call for further research on the factors that influence young adults' behaviours and purchase intentions when they buy luxury clothing (Cho et al., 2022). Similarly, the literature shows that consumers express themselves through the consumption of luxury products (Bian & Forsythe, 2012). Younger consumers are supporting brands that promote the self-expression (SE) and provide them a sense of acceptance and approval (DeActus, 2019). However, the luxury market is being challenged by these powerful personal values (Buckle, 2019). Hence, Gen Z's views and intents to buy luxury products needs to be further researched (Cho et al, 2022). Literature concerning NFU and SE considered the one to one relationship (Mann & Sahni, 2015; Sahin & Nasir, 2021). These relationships through the lense of interpersonal influence (II) as a moderating variable lacks research. Keeping these gaps in the mind, the present study attempted to formulate an integrated model of NFU and SE as drivers and the brand loyalty (BL) as consequence of conspicuous consumption (CC). The study also considered II as a moderator on the relationship of NFU and SE with CC.

Review of Literature and Hypothesis Development

CC and Luxury Products

Veblen (1899) popularized the idea of CC, characterizing it as a phenomenon in which individuals tend to buy and utilise prestigious products to enhance their reputation and flaunt their money, thereby gaining social standing (Pangarkar & Shukla, 2023). In particular, Veblen (1899) explained how people gain reputation, demand respect, and establish social networks by patronizing luxury products as a conspicuous way to show off their money. On the other hand, Ko et al. (2019) defined luxury products as goods or services which are exceptional, provides value through practical or sentimental advantages, exhibits fine workmanship and creativity, commands premium prices, and resonates the premium buyers. The authors also describe how luxury consumers buy these goods and services in order to indulge in conspicuous consumption, which signals elite class, money, and a connection to networks or social groups that the consumer prefers. Consuming luxury products is frequently ingrained in sociocultural traditions in India, where being unique and expression of oneself are important factors. Two instances of "luxury consumption," that is is driven by the need for a standard of living, satisfaction, and perhaps the desire to outperform one's peers with branded items and other types of excellence, include owning possessions and seeking experiences (Akenji, 2019).

Effect of NFU on CC

Snyder and Fromkin's uniqueness theory (1977) provide insight into the origins of consumers' NFU. As said, it is "the trait of pursuing

differentness about others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's self-image and social image" (Tian et al., 2001). It is a well-established fact that feeling unique has a significant impact on customer behavior (Chan et al., 2012). The idea of uniqueness that comes with hard-to-get products conveys their rarity of possession and links them to prestige and money (Mann & Sahni, 2015). Regardless of the price, people not only buy expensive goods but also make unconventional or unique decisions for the sole purpose of standing out in their social circles. They always make an effort to obtain goods that others in their immediate vicinity lack (Sahin & Nasir, 2021). Customers who exhibit a more noticeable need for uniqueness are observed to focus more on self-expression, forging their own identities, and acquiring distinctive brands (Kauppinen-Räisänen et al., 2018). Consumption which is prominent can be a distinctive factor that encourages people to participate in CC in order to showcase their individuality through product choice and usage (Chaudhuri et al., 2011). Luxury products being prominent and of distinctive qualities can persuade consumers to consume more conspicuously just to be unique in their peer groups. Yet, research also shows a negative correlation between the NFU and the consumption of conspicuous products. According to Clark et al. (2007), customers keep away of conspicuous products because they appear to be widely used and accepted, which renders them inappropriate for expressing individuality and creativity. Because of the varying views among consumers with regards to the need for uniqueness, this relationship needs further exploration. Therefore, the study proposes:

H1: The need for uniqueness leads to conspicuous consumption of luxury products.

Effect of Self-Expression on Conspicuous Consumption

Self-expression serves as a channel of communicating to others one's exterior identity along with preferences and one's superiority within one's social group by purchasing branded goods (Mann & Sahni, 2015). Literature has witnessed that consumption is one of the many ways through which people express who they are (O'Cass & Frost, 2002). Belk (1988) postulated that personal belongings including luxury products give consumers a sense of extension of self. In order to win over others, consumers employ self-presentation techniques (Doherty & Schlenker, 1991) by using products to make the right kinds of impressions (Burnkrant & Page, 1982). With their high prestige and symbolic worth, luxury products give people a powerful way to express themselves, especially in cultures that place a high importance on outward signs of distinction and accomplishment. Therefore, their connections with businesses and brands are greatly influenced by identity-related motivations, particularly when it comes to self-expression (Escalas, 2004). It is possible to argue that consumers buy products to distinguish themselves from the other members of the group that enable them to express themselves through luxury possessions which ultimately leads to consumption of conspicuous goods. As far as we are aware, no studies have been conducted on how SE leads to CC of luxury products. Consequently, the following assertion has been made:

H2: Self-expression leads to conspicuous consumption of luxury products.

Moderating Effect of Interpersonal Influence

Every individual of society has some role to play (Sahin & Nasir, 2021) and these roles involve members of social networks, communities, and groups (Langner et al., 2013). The social networks formed in the society gives rise to interpersonal influence among the members of the society (Sahin & Nasir, 2021). According to Bearden and Etzel (1982), II is the degree to which one is influenced by others, particularly those in one's reference group. In layman language, it is the level to which a person's conduct is impacted by the ideas, attitudes, and actions of other people in a group or society, such as friends, family, and relatives.

The body of research indicates that it is a significant factor influencing consumer behaviour (Bourdieu, 1989; Langner et al., 2013; Sahin &

Nasir, 2021). In a hostile social setting, a positive attitude offers little to no effect on behaviour; it can only encourage a behaviour to the extent that important individuals approve of it (Yang et al., 2021). Consumers seek information from the other members of the society where options are unclear and this social information serves as a tool (Hoffmann & Broekhuizen, 2009). Complying with the social norms, buyers purchase items they believe their fellow members of the community would consider necessary. Social comparison theory of Festinger (1954) states that people assess their identity and social value by contrasting themselves with other people. A person's motivation to maintain CC may be strengthened if they believe that others like or respect their unusual consumption decisions (such as an uncommon luxury item). They also want to keep themselves distinct from other members of the society and try to express their personality by publicly displaying their belongings. Even if they are directed towards CC to fulfil the NFU and express themselves, their consumption of luxury items can be influenced by the behaviour of others. Sahin & Nasir (2021) discovered that consumers are more likely to engage in CC and SC if they are more susceptible to II. Although the extant literature has proved a positive relationship of NFU and SE with CC, however, these relationships need further investigation with regards to the II as a moderator. Using the justifications from past research on the impact of II, study propose the following hypothesis:

H3a: Interpersonal Influence moderates the relationship between need for uniqueness and conspicuous consumption of luxury products.

H3b: Interpersonal Influence moderates the relationship between self-expression and conspicuous consumption of luxury products.

Brand Loyalty

BL is a measure of a customer's level of devotion to a certain brand (Podoshen, 2008). In today's competitive market, consumers have the option of selecting among hundreds of alternative brands when making a purchase in practically every industry. Customers are apt to favor the brand that provides them with the greatest advantage and worth. Customers frequently form bonds together with the brands they buy (Fournier, 1998) they make frequent purchases of those brands which they think are important for them.

Ye°il & Ünsalan (2022) found in their study that CC positively effects BL. EliBol (2023) also established a positive significant relationship between CC and BL. Deeper BL is encouraged by this psychological alignment since moving to less well-known or less conspicuous brands might damage the consumer's social position and reputation. However, there is paucity of research looking at how conspicuous consumption affects brand loyalty (Elibol, 2023). This notion leads the study to hypothesise:

H4: Conspicuous consumption of luxury products leads to the brand loyalty towards luxury brands.

Conceptual Framework

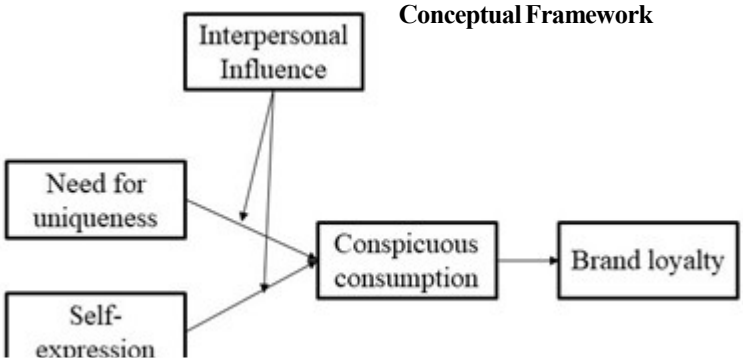


Figure 1: Conceptual Framework

Research Methods

India has seen a rise in the consumption of luxury products due to intense competition and a developing economy that includes rising CC (Jacob et al., 2020). Out of the total population in India 450 million people belongs to the Gen Z cohort and out of this 75 million make frequent purchases (Roy, 2024). So, building a theoretical model to comprehend how various factors effect Gen Z's CC and its further effect on BL in the luxury market is one of the study's goals in contributing to the body of knowledge. The distinctive feature of the theoretical model is that this model highlight the relationship between CC and psychological demands, as well as the potential effects of such actions on BL.

Sample and Data Collection

Gen Z consumers, or those within the age range of 18 and 22, was the study's target demographic. Students from colleges who were enrolled in the universities in Punjab state, India, were recruited for the offline survey. A research by Bain and Company (D'Arpizio et al., 2020) states that college going consumers constitute a significant segment of Gen Z's customer base, with a high level of BL and consumer expertise (Bian & Forsythe, 2012).

Survey Instrument and Scale Item Sources

The survey instrument was split into two halves. The first part of the questionnaire comprises the statements to measure variables such as NFU, SE, II, CC and BL. NFU was measured using 3 items adapted from Lee et al. (2018) and SE was measured using 3 items adapted from Mann & Sahni (2015). 8 items for measuring II and a 13 item scale for measuring CC was adapted from Sahin & Nasir (2021). BL was measured by using 2 items adapted from Puiu et al. (2021). A scale based on five Likert points was used for each topic, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." The second part of the questionnaire comprises the demographic information of the respondents including gender, age, personal income, family income was covered.

Sample Profile

There were 450 structured questionnaires given, and 319 of them were returned by the respondents, making a response rate of 70.8%. 51 questionnaires were discarded due to missing data and 27 respondents were not belonging to the Gen Z cohort. For the final study, 241 questionnaires were employed. All the respondents were born between 1997 to 2012, as according to Pew research centre (2019) this is the age bracket to be regarded as Gen Z.

Table 1: Demographic Profile

Profile	Characteristics	Frequency	Percentage
Gender	Male	112	46.47%
	Female	129	53.53%
Education qualification	High school	57	23.65%
	Bachelor degree	88	36.51%
	Master degree	70	29.05%
	Professional degree	26	10.79%
Personal monthly income	Below Rs. 10,000	0	0%
	Rs. 10,001-50,000	139	57.68%
	Rs. 50,001-1 lakh	94	39%

	More than Rs. 1 lakh	8	3.32%
Family monthly income	Below Rs. 100,000	34	14.11%
	Rs. 100,001-3,00,000	78	32.37%
	Rs. 300,001-5,00,000	89	36.93%
	More than Rs. 5 lakhs	40	16.59%

Analysis & Results

Measurement Model, Reliability, and Validity

This study employed Smart PLS 4 for structural modelling and measurement validation. To make certain that the measurement model is accurate, the measures' convergent validity (CV), discriminant validity (DV), and reliability were assessed and approved. Cronbach's á and composite reliability (CR) analysis were used to evaluate the internal consistency and reliability of the concept measurements. Each measure is robust in terms of reliability, as shown by Table 2, which shows that each Cronbach's á and CR above 0.70 (Hair et al., 2019), this is an adequate cut-off.

As recommended by Fornell and Larcker (1981), CV was evaluated by looking at the average variance extracted (AVE) and standardized factor loadings. CV can be confirmed if (i) AVE) is more than 0.50, (ii) CR is more 0.70, and (iii) each measuring item is more than 0.70 (Fornell & Larcker, 1981; Hair et al., 2019). All of these requirements were met by the current study. As a result, the findings offer compelling support for convergent validity.

To determine how much the notions differ, DV has been examined. The DV is assessed using two methods: the Fornell and Larcker criteria and the Heterotrait–Monotrait Ratio (HTMT) (Hair et al., 2017). As suggested by Fornell and Larcker (1981), the condition has been met as the AVE of every single construct is greater than as opposed to the squared correlation of every other constructs (Table 3).

Table 2: Measurement Model, Item Loadings, CR and AVE

Construct	Items	Loadings	Cronbach's α	rho_A	CR	AVE
Need for uniqueness	NFU1	0.924	0.891	0.907	0.932	0.819
	NFU2	0.894				
	NFU3	0.897				
Self-expression	SA1	0.920	0.895	0.896	0.935	0.827
	SA2	0.891				
	SA3	0.917				
Interpersonal influence	II1	0.840	0.938	0.945	0.949	0.698
	II2	0.824				

	II3	0.813				
	II4	0.841				
	II5	0.831				
	II6	0.864				
	II7	0.840				
	II8	0.830				
Conspicuous consumption	CC1	0.662	0.925	0.933	0.935	0.527
	CC2	0.663				
	CC3	0.712				
	CC4	0.746				
	CC5	0.832				
	CC6	0.766				
	CC7	0.717				
	CC8	0.714				
	CC9	0.775				
	CC10	0.758				
	CC11	0.704				
	CC12	0.714				
	CC13	0.658				
Brand loyalty	BL1	0.904	0.801	0.806	0.909	0.834
	BL2	0.922				

Source(s): Author's Calculations

Furthermore, the HTMT values for model were significantly under 0.85 (Table 4) (Henseler et al., 2015). Thus, the DV of the notions has been proved. The collinearity between the items of the constructs has been examined by measuring the variance inflation factor (VIF) (Hair et al., 2017). The item of II has the greatest VIF value (3.200), and all other VIF values are within the acceptable 3.3 limit, demonstrating the absence of a collinearity problem.

Table 3: DV via Fornell and Larcker

Constructs	BL	CC	II	NFU	SE
BL	0.913				
CC	0.474	0.726			
II	0.222	0.235	0.835		
NFU	0.253	0.274	0.225	0.905	
SE	0.270	0.415	0.177	0.244	0.909

Table 4: DV via HTMT

Constructs	BL	CC	II	NFU	SE
BL					
CC	0.525				
II	0.250	0.234			
NFU	0.294	0.287	0.247		
SE	0.318	0.450	0.189	0.274	

Source(s): Author's Calculations

Structural Model Assessment

After the measurement model's validity and reliability were assessed, the structural model was investigated to test hypotheses. Four of the hypotheses were accepted, as shown in Table 5 and Fig. 2. NFU positively affects CC (â = 0.180, t = 2.725, p < 0.006). Likewise, SE (â = 0.365, t = 6.342, p = 0.000) has a considerable effect on CC, while CC (â = 0.474, t = 9.150, p < 0.000) also significantly impacts BL. Consequently, all direct effect hypotheses (H1, H2, and H4) were approved. Similarly, while examining the moderating effect, the study found that II moderates the relationship between NFU and CC (â = 0.136, t = 2.104, p < 0.035). Thus, H3a is also supported but not H3b. As, II has no moderating effect on the relationship between SE and CC (â = 0.070, t = 1.180, p < 0.238).

Table 5: Path analysis

Hypothesis	Path relationship	(β)	SD	T Statistics	P values	Result
H1	NFU → CC	0.180	0.066	2.725	0.006	Supported
H2	SE → CC	0.365	0.057	6.342	0.000	Supported
H3a	II×NFU→ CC	0.136	0.065	2.104	0.035	Supported
H3b	II×SE→ CC	0.070	0.059	1.180	0.238	Not supported
H4	CC → BL	0.474	0.052	9.150	0.000	Supported

Source(s): Author's Calculations

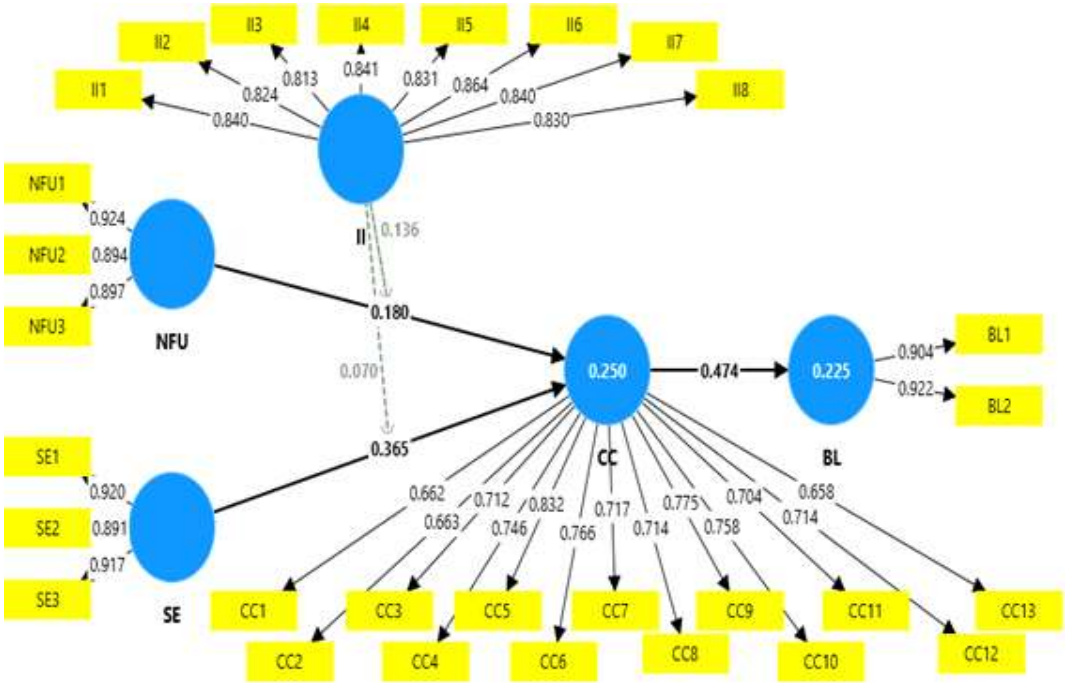


Figure 2: Measurement model

R^2, which measures the predicted accuracy of the research model, ought to be within the range of 0 and 1 (Henseler et al., 2009; Hair et al., 2011). In this case, CC and BL has an R^2 value of 0.250 and 0.225 respectively. As a result, predictive accuracy is proven. The value of Q indicates the research model's predictive relevance, which should be larger than zero. The study model's predictive significance has been proven with a Q2 score of 0.198 for CC and 0.102 for BL.

Conclusion & Implications

The research aimed to examine how CC of luxury products is impacted by the NFU and SE among Gen Z consumers, as well as how II moderates these interactions. Additionally, the study looked at the impact of CC on BL. In order to achieve these objectives, five hypotheses pertaining to the study issues were developed.

The study proved that need for uniqueness leads to the conspicuous consumption. These findings correspond to the findings of earlier research (Folwarczny et al., 2024; Lee & Lin, 2020). It implies those customers that are highly motivated for uniqueness could be drawn to the CC of luxury products as it gives them the chance to project an image of innovation and imaginative thinking. Luxury products are frequently distinguished by distinctive qualities that might catch the attention of a consumer looking for a particular form of uniqueness.

Furthermore, our results imply that the lens of II may be used to understand the relationship between the NFU and the CC of luxury products. The relationship between conspicuous expenditure and the NFU may be weakened by strong II. This is due to the fact that people who are extremely sensitive to peer approval and societal norms may limit their unique consumption patterns in order to fit in or prevent social rejection. People who make consumption decisions that deviate too far from the group's standards may fear social rejection or unfavourable criticism (Lou, 2005). Conversely, those who are less susceptible to II are more likely to boldly and conspicuously use luxury products as a mode to openly express their uniqueness, disregarding social conventions and the opinions of others.

The findings further showed that SE have a significant impact on CC. The findings are consistent with other studies that indicated expressiveness served as a particularly powerful predictor of intent and behavior for goods and services (Johar & Sirgy, 1991). In the modern world, where consumers are co-creators and utilize conspicuous consumption to create their own identities, their views, tastes, and wishes about luxury items are intertwined with their unique sense of self. The process of self-expression is strongly influenced by luxury objects because they replace the formation of a self by the acquisition of particular things and continuously generate new demands that it might satisfy (Heisley & Cours, 2007).

The study also proved that brand loyalty is a product of conspicuous consumption. The results obtained are consistent with earlier studies (Elibol, 2023; Lee & Workman, 2015; Yeºil & Ünsalan, 2022). This finding suggests that businesses dealing with luxury products can take the advantage of high brand loyalty through the consumers who consume conspicuously. The notion that high-end goods are superior in terms of quality, uniqueness, and status is frequently associated with conspicuous consumption. These impressions improve customer happiness and trust, two important factors that precede brand loyalty (Oliver, 1999; Chaudhuri & Holbrook, 2001).

Implications for Theory

The study's findings have significant theoretical implications. According to the present study, Gen Z customers are more inclined to select conspicuous luxury products when they are seeking uniqueness and SE. However, CC of luxury products among consumers with the NFU is influenced by the peer groups and other important people in their life while, this decision of consumers with self-expression tendency through conspicuous luxury products is not influenced by the people in their surroundings. Those who are impacted by their social connections typically have purchasing patterns that are comparable to their personal relationships. Conversely, self-expressing customers prioritise their own standards over those of others, disregarding their opinions or judgment. As far as we are aware, the current investigation is the initial one to precisely look at and incorporate the underlying mechanisms of II on relationship of NFU and SE with CC of luxury items among Gen Z consumers. Additionally, study contributes to the literature concerning BL by presenting and empirically testing it as a consequence of CC. Traditional theories of brand loyalty, including Oliver's (1999) four-stage loyalty framework, place an emphasis on behavioural, affective, and cognitive loyalty. These theories are usually based on product performance, satisfaction, and trust. CC, on the other hand, adds a symbolic loyalty component, in which a brand's capacity to function as an identity identifier and social signal fuels loyalty.

Implications for Practice

The current study's findings also have practical implications. First, the NFU and II are strongly linked to the buying of conspicuous luxury products among Gen Z consumers. Therefore, it is advised that retailers create and manufacture aesthetically unique and conspicuous luxury items in order to persuade a certain demographic of customers who have a propensity to emulate other group members. Given that luxury consumers function within the parameters of interpersonal influence, retailers ought to target consumers who exhibit clear indicators of prestige and run ads featuring group consumption of products or scenarios that suggest group approval. Retailers should thus take advantage of the need for collective acceptance and promote other people's participation in the buying or shopping process. Retailers should establish a connection with consumers so that owners feel validated in their decisions, particularly for luxury products.

Second, SE is directly linked to the conspicuous luxury products that Gen Z consumers choose. Consequently, it is advised that managers design and fabricate luxury products that customers own as the symbol of their personality. Retailers may provide the bespoke facilities to the consumers so that consumers can have products that they think are more suitable to their needs. Since Gen Z is a new generation that will drive future consumption trends across a range of industries, both domestic and foreign businesses must have ef-

fective sales and marketing strategies that use consumer' self-expression, option diversification, high-quality strategy relative to price, VIP systems, as well as signature design products.

Third, brand loyalty is favourably impacted by conspicuous consumption because it encourages a greater emotional and social involvement in the brand. Customers stick with a brand because of its products as well as the steady social and psychological benefits it offers. In order to draw in and keep conspicuous consumers, retailers should present themselves as markers of upward mobility and lifestyle uniqueness.

Implication for Policy-making

Due to the fact Gen Z consumers are more inclined to indulge in CC to meet peer expectations than to express themselves authentically due to high interpersonal influence, government organisations and educational institutions should implement programs at the school and university levels that demonstrate young consumers to critically assess consumer cues, distinguish between performative and legitimate consumption, and resist pressure to conform. Promote self-management or public-private alliances that provide incentives for companies to exhibit diverse notions of originality that align with Gen Z values like inclusion, and authenticity. Given that CC and brand loyalty are positively correlated, customers who use luxury purchasing as a social signaling tool are more inclined to build long-lasting, solid ties with businesses. Although this devotion might be advantageous for companies, it also brings up significant issues for public policy. To assist consumers make informed choices, policymakers should create consumer guidelines and advertising regulations that mandate luxury brands to distinguish between symbolic lifestyle connections and functional quality promises.

Research Limitations and Future Research

Notwithstanding this study's many contributory implications, the following limitations must be taken into account. First, because a student sample was used, the study's conclusions might not be as widely relevant as they could be. A sample which is more accurate to the whole Gen Z consumer base should be used in future studies. These results might not accurately represent other Gen Z consumer groups, but they might represent the opinions of the student sample. Future studies may also focus on examining the consumption habits of alpha generation or may conduct the comparative studies. Second, the current study looks on a small portion of aspects that affect the CC of luxury products. Future research is advised to examine other circumstances (mediated moderation tests) regarding CC.

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